

# Marketing

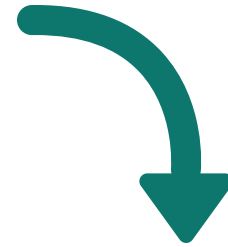
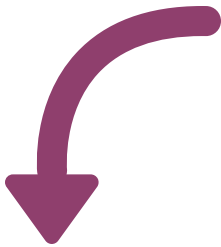
# Advertising

# Public Relations

# Sales



- Marketing is the overarching umbrella that encompasses advertising, public relations and sales in order to promote a good/service
- It is the overall process of communicating and delivering products to a target audience through the marketing mix of product, price, place and promotion



- Advertising is the non-personal communication of information paid for by an identified sponsor (individual/organization)
- Advertising channels include TV, radio, internet and print publications
- Message themes include company mission, branding and specific product details
- Professional selling is the personal communication of information to persuade people to choose a product or service
- It is aimed at uncovering and meeting the needs of clients thus creating a long-term beneficial relationship for both parties
- Sales can be short or long term and helps the buyer make an informed decision and buy the product once marketing has got them in the door
- Public Relations is used by organizations to convey a positive image to target audiences and the general public
- Techniques include press releases, public forums, community involvement and social media posts
- It can help organizations lacking a large advertising budget to economically increase brand image and awareness