

# NEXT Level Business Coaching

## Basic Definitions: Advertising, Marketing, Promotion, Public Relations and Publicity, and Sales

### First - An Example of the Definitions

The following example may help to make the five concepts we are about to describe a bit more clear.

If you research the summer entertainment schedule of the area and talk to the mayor about bringing the circus to town in April that's **marketing**... if the circus is coming to town and you paint a sign saying 'Circus Coming to the Fairground Saturday', that's **advertising**. If you put the sign on the back of an elephant and walk it into town, that's **promotion**. If the elephant walks through the mayor's flower bed, that's **publicity**. And if you get the mayor to laugh about it, that's **public relations**." If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's **sales**.

It's easy to become confused about these terms: advertising, marketing, promotion, public relations and publicity, and sales. The terms are often used interchangeably. However, they refer to different -- although similar activities. Some basic definitions are provided below.

### One Definition of Marketing

Marketing includes a wide range of activities. What most of us think of as marketing includes promoting a product through continued advertising, promotions, public relations and sales (but most owners simply think advertizing).

The actions you take prior to the "advertizing" part of marketing are critical to ensure your doing it the most effective and economical way possible. These activities include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. Marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), and pricing your products and services. Many Marketing Dollars are wasted if "advertize" without first creating a Marketing Plan.

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## **One Definition of Advertising**

Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan (part of the marketing plan) for one product might be very different than that for another product. Advertising is typically done with ads, signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.

## **One Definition of Promotion**

Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves special events, ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

## **One Definition of Public relations**

Public relations includes ongoing activities to ensure the overall company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media; newspapers, television, magazines, etc. As noted above, public relations is often considered as one of the primary activities included in promotions.

## **One Definition of Publicity**

Publicity is mention in the media. Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said. Guerrilla Marketing can help stimulate publicity activity.

## **One Definition of Sales**

Sales involves most of the following activities including; cultivating prospective buyers (or leads) in a market segment; conveying the overt benefits of a product or service to the lead; and closing the sale (or coming to agreement on pricing and services). A sales plan (again, part of the Marketing Plan) for one product might be very different than that for another product.