



FEW WAYS TO LOOK AT MARKETING





WE ALL CAN RELATE: SELL SELL SELL!!



**SMALL BUSINESS OWNERS NEED TO MAKE MONEY AND
FOCUS ON SALES**



**ANOTHER WAY: EVERYTHING THAT TOUCHES YOUR
CUSTOMERS IS MARKETING**



**QUALITY, CUSTOMER SUPPORT, TRUST,
CUSTOMER RETENTION, PROFESSIONALISM**





HISTORIC ROOTS OF MARKETING



WHAT IS A MARKET?



A MARKET EXISTS WHEN SOMEONE HAS A NEED AND SOMEONE ELSE HAS A SOLUTION



WHAT HAPPENS WHEN NO ONE ELSE NEEDS IT?



MARKETERS HAVE TO MANUFACTURE THE NEED → MARLBORO MAN



TRILLIONS SPENT TO MAKE US WANT STUFF

