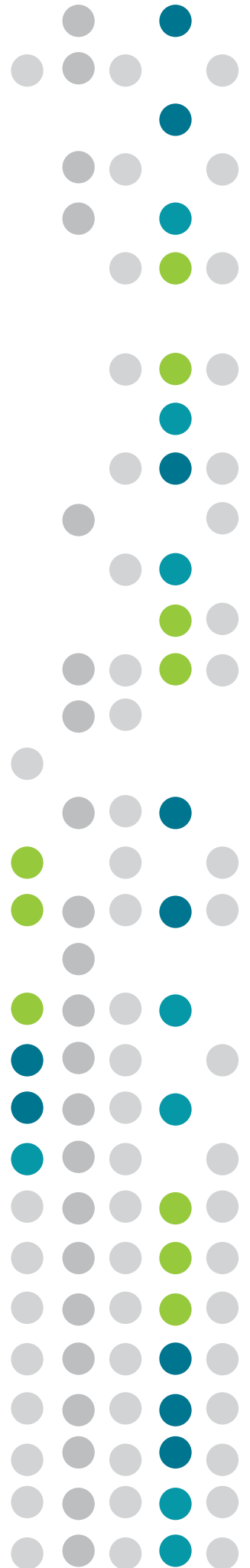




MARKETING VS ADVERTISING?

How to Understand the
Differences and Master the Mix



MARKETING AND ADVERTISING DO NOT MEAN THE SAME THING.

If you thought they DID mean the same thing, you are not alone. A lot of people use these terms interchangeably but the truth is that these two concepts are very different from each other.

Knowing the difference is very important as a business owner. The following white paper provides you with some definitions on what each concept entails and how they work together. This will give you fuel for more productive conversations about both when putting them to work for your business.

Let's get started...



WHAT IS MARKETING?

Marketing is a system or process that contains multiple methods of action which work together to make your product or service attractive to the public so that they will become your buyers.

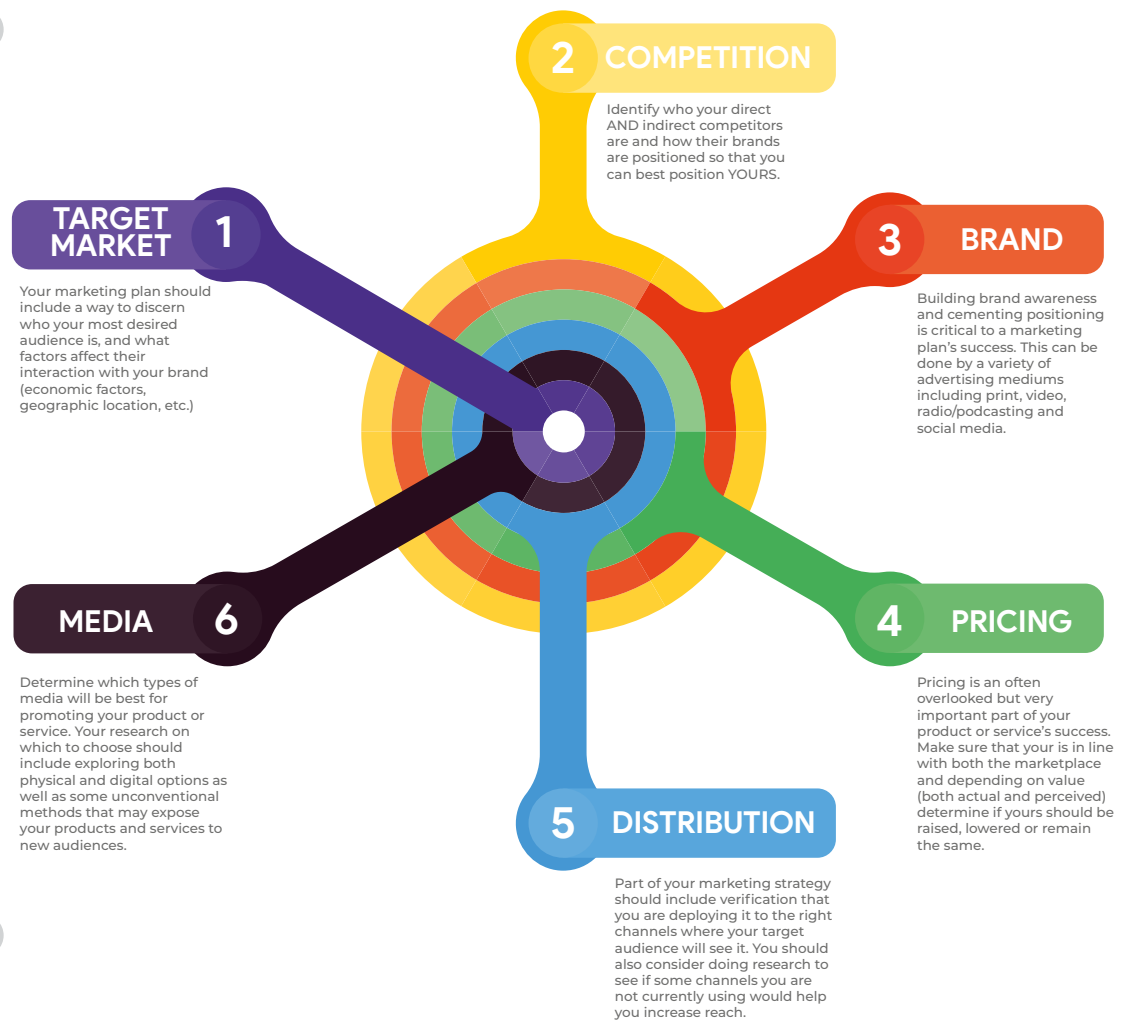
Because it has so many facets, it tends to be a complex topic. However, several years ago, Neil Borden, a world-renowned professor at Harvard University coined the term “marketing mix” that helps to simplify what marketing’s chief aim is, and breaks it down into an easy to understand matrix called the “7Ps.” Those are as follows:

- **Product:** The service or the product that your business offers that addresses the specific needs and desires of your ideal customers.
- **Price:** How much money customers will pay your business in order to receive your product or service. Price also helps dictate how profitable your business will be.
- **Place:** Where and how your customers are able to find and access your products and services, including retail or resellers, distribution, franchising, and others.
- **Promotion:** How your business communicates the benefits and uses of your product or service. This is where advertising comes in.
- **People:** Who provides the service of your business. Every business needs to rely on qualified, competent people to deliver products or services to their customers.
- **Process:** The standard operating procedure that your people follow to show customers exactly what they receive when they purchase your service or product.
- **Physical Evidence:** What tangible benefit your customers receive as part of your service or product. For instance, if you are an advertising agency, the physical evidence might be the results your campaigns provide to your clients’ sales numbers.

Using these basic tenets as guides, a business can develop a marketing system which will help them check all these boxes to ensure that the marketing system is functioning efficiently and comprehensively. In the video that accompanies this paper, we discuss how marketing is like a bicycle wheel and the various parts of the system are like the spokes.

On the following page, we have provided an infographic that illustrates what marketing components may be for a typical business.





Besides the above, your marketing “wheel” can also include:

- **Trend analysis**
Getting to know trends - and determining how your brand can leverage them - is a great way for your marketing team to figure out things like promotions and other calls to action.
- **Customer relationship management**
Part of your marketing teams’ job should be not only to attract new clients but also to keep existing clients satisfied. Some ways to do this includes surveys, interviews and other feedback collection tools to ensure you are meeting customers’ expectations.
- **Cross-department alignment**
Your marketing team must ensure that all departments within your business understand and support your marketing activities, brand, and goals.
- **Budgeting and ROI (return on investment) tracking**
Your marketing team should plans out a budget and ensure that all activities fall within that budget, while maintaining awareness of their desired ROI to make sure that the investment in marketing is worthwhile.

WHAT IS ADVERTISING?

As mentioned previously, advertising is one of the components of a marketing system, but it is no doubt one of the most important. Consider advertising to be the “tangible” part of marketing where ideas are executed, money is spent, and results are garnered when both of those work in perfect harmony.

Advertising comes in many forms, most of which you are already familiar with. Those forms fall basically into two categories: organic and paid. Organic advertising consists of things like social media sharing, SEO, and videos published to platforms like YouTube, etc. Paid advertising consists of things such as print ads (including newspapers, magazines, journals, etc), television spots, radio ads (which includes podcast advertising) and internet advertising on social media, etc.

In certain environments such as retail, advertising can also consist of promotions which are placed within that environment to drive interest and motivate sales. Examples of this would include posters, display boxes, shelf hang-tags (aka shelf talkers), stickers, window clings and other items which encourage purchases with a highlighted feature, new offering (such as “New flavor!”) or a special discount (reduced price, buy 1 get 1 free offers, etc.).

The purpose of advertising is multi-fold - it can be used to build brand image and awareness, to promote a specific product or collection, or to promote a sale, special or discount offer. It can also be highly effective in filling up a lead pipeline, positioning as an expert in your field, and highlighting the benefits of your products or services.

Some of a marketing team’s advertising responsibilities may include:

Customer Analysis:

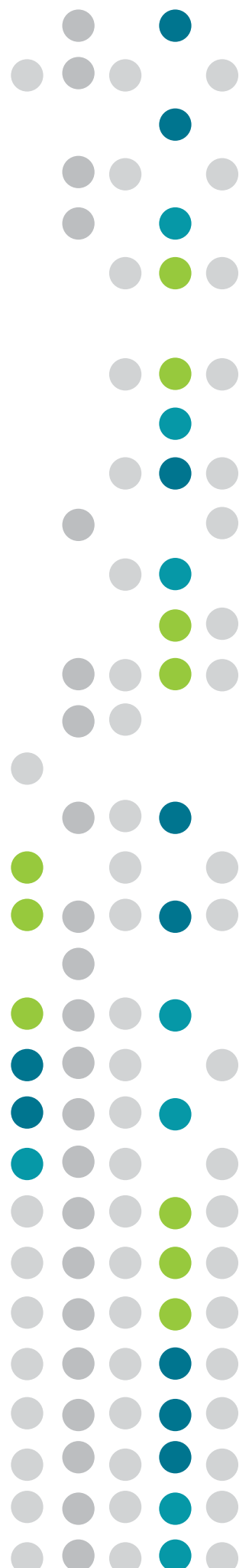
Getting to know your existing customers and their relationship with your business can help your team create better ad campaigns moving forward and developing advertising strategies that can serve the brand as managed by your marketing team.

Executing Developed Strategies

Advertising, whether it be a multi-pronged campaign or a one-off ad in one publication generally follows a formula in order to maximize results. The marketing team should work hand in hand with those who are creating those items, such as a graphic designer, copywriter, etc.

Media Buying

Once you have a GREAT ad (or series of ads) - what do you do with them? The members of your marketing team who are in charge of deployment will then determine, based on the data obtained from research, which channels are most effective for putting out those creative assets that will give them the greatest reach for the best value.





MASTERING THE MIX.

Now that you have learned the differences between marketing and advertising (as well as their similarities), which one is more important to focus on? Which one is going to get your business the results that you seek?

The answer is...BOTH! They very much work in conjunction and when you learn to “master the mix” you will be on your way to increasing your audience reach and your profits. Which is...the purpose of doing marketing in the first place, right?

Maintaining a healthy marketing system for your business is important not just when you want to experience growth, but at ALL times in order to maintain consistency and build your brand. Advertising can vary. For some businesses, it is something that is only done during certain times, typically when there is a new offering or special sale/discount. For other businesses, it is something that is done all the time, regardless of specials or seasons. Which method works best for YOUR business can be determined by what your marketing research shows, and again, THAT should be going on ALL the time, even if you are not actively advertising anywhere.

In case the point wasn't obvious already, there is one thing that both marketing AND advertising very much have in common with each other...and many other things in business, too: Consistency is key. It is fundamental in developing marketing strategies, it is necessary when creating advertising, and it is essential to building and strengthening your brand. Whether you achieve this through a series of winning advertising campaigns, through content marketing, or through a variety of mediums and methods that all come together to drive sales, you can guarantee that the right combination of advertising and marketing can help your company become a steady, reliable expert that people want to do business with.

**By the way, we didn't specifically mention content marketing in this piece, but we have a FREE report about it available on our website's [downloads page](#) that can help you determine if it is right for your business.

CONCLUSION.

Just because advertising and marketing have a lot in common doesn't mean they're one and the same. Our hope is that this white paper has been helpful in walking you through the fundamental differences between the two so you, your company, and your clients can have more productive conversations when planning and executing your marketing or advertising efforts.

Need some help developing marketing strategies or advertising campaigns that will better connect with your audience? We can help! Contact us today:

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