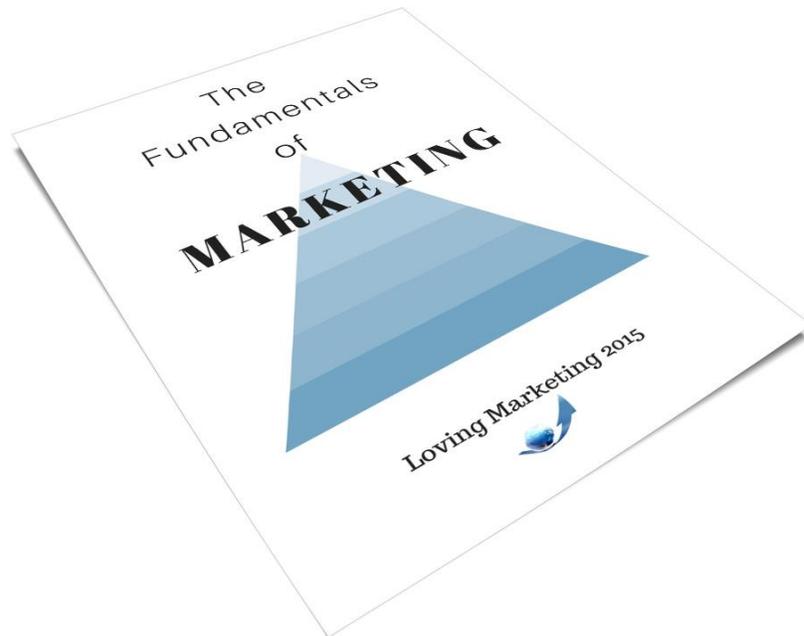


The Fundamentals of Marketing Definition of Terms

**A Beginner's Guide to the
Most Successful Marketing Strategies**



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Definitions of Marketing Terms

Marketing

The **management process** through which **goods and services** move from **concept** to the customer. It includes the **coordination** of four **elements** called the **4 P's of marketing**:

- (1) Identification, **selection** and **development** of a **product**,
- (2) Determination of its **price**,
- (3) Selection of a **distribution channel** to **reach** the **customer's place**,
- (4) Development and implementation of a **promotional strategy**.

Source - Read more:

<http://www.businessdictionary.com/definition/marketing.html#ixzz3kFbDmb5n>

Inbound Marketing

Inbound marketing refers to **marketing** activities that bring visitors in, rather than marketers having to go out to get prospects' attention.

Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

Source - Inbound marketing - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Inbound_marketing

Outbound Marketing

Outbound marketing casts a wide net with the hope of catching a few customers from a sea of loosely targeted consumers. Broadcast and print advertising, billboards, telemarketing and direct mail are all examples of traditional outbound marketing that business imposes on consumers without regard for the consumers' desire to receive it.

Source - Outbound marketing -

<http://smallbusiness.chron.com/outbound-marketing-26144.html>

Social Media Marketing

Social media marketing is the process of gaining **website traffic** or attention through **social media** sites.^[1]

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their **social networks**. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet

(e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company.^[2] When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself,^[3] this form of marketing results in earned media rather than paid media.^[4]

Source - Read More:

https://en.wikipedia.org/wiki/Social_media_marketing

Mobile & SMS Marketing

Mobile marketing is promotional activity designed for delivery to cell phones, smart phones and other handheld devices, usually as a component of a multi-channel campaign.

SMS Marketing is a way to communicate directly with your customers via **text** messages.

Source - What is mobile marketing? - Definition from WhatIs.com

<http://searchmobilecomputing.techtarget.com/definition/mobile-marketing>

Content Marketing

Content marketing is the **marketing** and business process for creating and distributing relevant and valuable **content** to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

Source - [Content Marketing Definition - Examples](#)

<http://contentmarketinginstitute.com/2012/06/content-marketing-definition/>

Email Marketing

Email marketing is directly **marketing** a commercial message to a group of people using **email**. In its broadest sense, every **email** sent to a potential or current customer could be considered **email marketing**.

Source - [Email marketing - Wikipedia, the free encyclopedia](#)

https://en.wikipedia.org/wiki/Email_marketing

Direct Marketing

Direct marketing is a type of advertising campaign that seeks to elicit an action (such as an order, a visit to a store or Web site, or a request

for further information) from a selected group of consumers in response to a communication from the marketer. The communication itself may be in any of a variety of formats including postal mail, telemarketing, direct e-mail marketing, and point-of-sale (POS) interactions. Customer response should be measurable: for example, the marketer should be able to determine whether or not a customer offered a discount for online shopping takes advantage of the offer.

Source -

<http://searchcrm.techtarget.com/definition/direct-marketing>

Offline Marketing

Offline marketing is any promotion or advertisement that is published and released outside the Internet. It effectively reaches and grabs the attention of people who are currently within the vicinity of said **marketing** activity. The Internet is not needed to make people participate and gain feedback from them.

Source - [Online Offline Marketing - Small Business Can](http://www.smallbusinesscan.com/online-offline-marketing/)

<http://www.smallbusinesscan.com/online-offline-marketing/>

Search Engine Marketing

Search engine marketing (SEM) is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts.

Search Engine Optimization (SEO)

SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

Source - <http://searchengineland.com/guide/what-is-sem>

Affiliate Marketing

Affiliate marketing is a way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission.