



Marketing Is...



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"Marketing Is...one of the most understood words in business"

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Win The Marketing Game And Stop Wasting Money

I often speak at Chambers of Commerce and other business groups. At least three out of four attendees are owners, managers or employees of small businesses. One of the first discussion topics in the presentation is:

"What is your definition of marketing?"

Dictionary.com defines marketing as *"the commercial processes involved in promoting and selling and distributing a product or service".]*

As you can well imagine, the answers I hear are many and varied, but almost all have a central theme in common and revolve around these six words: *"Marketing is the promotion of my business."*

Now, I don't disagree one bit with the above response; I do think that it does not go nearly far enough. It comes out of years of experience marketing my own companies and advising others. My definition is this:

"Marketing is EVERYTHING you do that touches or impacts your customers or prospects."

Everything? Yes, everything. Think about it for a second. If you send an incorrect invoice, will that not affect your customer's image of your company? If your phone answering system is so poorly configured that a prospect is put through hoops for two, five or ten minutes without getting to the right person, will that impact his desire to do business with you?

Conversely, if you handle a return promptly, courteously and without a hint of annoyance, will that customer not be willing to buy from you again because she knows if she must return it, she can – and the experience will actually be pleasant?

The answers are “Yes!” “Yes!” And “Hell, Yes!”

Here’s A Partial List Of “Everything”!

I know you can think of more things to add when you examine your own business.

- Advertising
- Websites
- Social Media
- Customer Service
- Staff Attitudes
- Sales tools
- Educational materials
- Elevator pitch
- Answering the phone
- On-hold messaging
- Referral Programs
- Invoices
- Quality Control
- Signage
- Networking
- Newsletters
- Public Relations
- Public speaking
- Media appearances
- Return procedures
- Handling complaints
- Community support
- Pro Bono work

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