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## Marketing concept examples

As a marketer, it can be difficult to market to other marketers. They probably know all your tricks and are wise to common techniques. At Hootsuite, we've been marketing for marketers-social media marketers, to be exact-for over 10 years. And we've learned a thing or two about what works and what doesn't. Here are five effective ways to achieve a genuine connection with other marketers: Know where and how to reach your audience Use the lingua-franca of the marketing world Treating your audience as equals (they're your fellow marketers, after all) provide valuable insights they can use Be a Thought Leader Okay, let's break these down. Bonus: Read the step-by-step social media strategy guide with pro tips on how you can grow your social media presence. 1. Know where and how to reach your target group For us at Hootsuite, it's LinkedIn. Our audience of social media professionals use the platform to showcase their work and find relevant contacts in the industry. Do a search for social media executives on the platform, and you'll get over 9 million hits. That's why we share our content and interact with our readers on the platform. Depending on the type of marketer you want to reach, your preferred platform may be Twitter or email. Do smart audience research to determine which platforms and channels your audience is using. 2. Speak the language of your target marketer when talking to marketers about marketing as a marketer (or MMM, if you want to help get that abbreviation trend), you need to use your shared marketing language—or you lose their interest. Here are some examples from Hootsuite marketing experience to social media marketers: Engagement: the percentage of users who saw your social media post and took some action B2B & B2C: Business to Business, Business to Customer KPI: Key Performance Indicator Geotargeting: Share Their Content with Geographically Defined Audiences Organic Reach: The number of unique users viewing your content without paid marketing CTR: Click Through Rate CTA: Call to Action Retargeting: an online advertising technique designed to re-engage website visitors who left a website without converting Familiarize yourself with common industry terminology, whether it's marketing broadly, or a specific segment like product marketing, for example. This is certainly not a miracle solution, but no one wants to listen to someone who doesn't sound like they know what they're talking about. Use these PC keyboard shortcuts to be more effective on social media, impress your colleagues, and shave precious seconds from your workflow. pic.twitter.com/8h4LW0gaJd — Hootsuite (@hootsuite) March 25, 2019 When you have a better understanding of marketing language, the next step is to get a handle on the tone to use when talking to other marketers. 3. Message them as equals-they know the game you're running It's in the title. Cut the fluff and get straight to the point. It builds trust and respect between you and your audience you treat them as equals when you try to sell them on something. Plus, since many marketers are in the business of creating content, they may be some of the most skeptical consumers of content. You lose them with the slightest hint of nonsense. That means establishing authenticity through self-awareness and transparency—it's an important building block in building trust. Other? Your job as a marketer is to find and speak to the perspective of the people you are trying to reach. With marketers, if you're one, that shouldn't be too tricky. You know the pain points of this industry-empathy with your audience over common questions. It is also important to back up all this, if possible. Performative transparency is not a good look. Everything from customer reviews, behind-the-scenes insights and data goes a long way. Speaking of data... 4. Providing the resources, trends and data your audience craves as marketers, you must constantly be aware of new trends and strategies to stay ahead. That means you've probably kept track of what strategies work and where things look to be trending with your own business. You can turn this data into a valuable, shareable, resource. At Hootsuite, we have created our own resource library for our social marketing audience. It includes reports such as The Global State of Digital in 2019 and the Social Media Strategy Guide. Because just as you are, your audience is always on the lookout for new studies, trend reports and white papers. If you can provide the high quality, original content that can help them get better at their jobs, they will pay more attention to your business and develop confidence in your brand. This is not the easiest suggestion on the list, but if you have the resources it can pay off big time. What could be more effective than that? 5. Thought Leadership First and Foremost, What Is Thought Leadership? It stinks of buzzwordy-ness. Thought leadership is a style of content marketing that hinges on the experience, expertise and insights of your business leaders and the employees in their orbit. That person will focus on a pressing issue in your industry—usually with a take that is personal, passionate, and answers burning questions on that particular topic. So while it's a little buzzwordy, if handled properly, thought leadership can be a very effective tool. These pieces can take the form of: Contributed bylines in well-read industry speaking opportunities at industry conferences and panels Digital newsletter podcasts or podcast appearances This is exciting way to establish your brand as an authority in a topic. Plus, they help you become more relatable, turning you into any social marketer will return to over and over again for reliable info. Here are some examples of our manager following these principles. Thought leadership pieces can also increase brand visibility, generate new leads, and build trust with new and existing customers—a powerful technology technology marketing to marketers who want to hear it directly from the manager's mouth. Reach your social media audience with Hootsuite. Schedule and publish posts on all major networks—and track your performance—from a dashboard. Try it for free today. Getting Started Conception can happen on purpose or by happy unhappiness. Learn what happens during conception and what you can do to encourage conception when you are trying to get pregnant. December 30, 2002 1 min read Opinions expressed by Entrepreneur contributors are their own. In a study of 10,000 people aimed at determining why people patronize the companies they do, the price came in fifth, selection fourth, service third and quality second. The No. 1 factor? People said they patronize companies they have confidence in. Your commitment will make them safe; and your consistency will come. And if they're safe, they're customers. Excerpts from 303 Marketing Tips: Guaranteed to boost your business Get heaping discounts to books you love delivered directly to your inbox. We will include another book every week and share exclusive offers you won't find anywhere else. Strengthen your business knowledge and reach your full entrepreneurial potential with Entrepreneur Insider's exclusive benefits. For just \$5 per month, get access to premium content, webinars, an ad-free experience, and more! Plus, enjoy a FREE 1-year Entrepreneur magazine subscription. Discover a better way to hire freelancers. From business to marketing, sales, finance, design, technology and more, we have freelancers you need to tackle your most important work and projects, on-demand. The concept of retail means selling products or services to customers. While you might think of a retail channel as a brick-and-mortar store, it's actually just a type of retail. Retailing can be done through online shopping or even direct sales. What constitutes a retail trade is that the end user of the product or service is also the buyer. The features of retail and retail marketing are based on the four P's: product, price, location and marketing. These are the basic basics of any retail business, and you can hear them called marketing mix. Each of these four fundamentals must work together to create a customized marketing strategy designed to attract the attention of the consumer. The first step in creating a successful retail business is to have the right product for your audience. It's important to understand the needs and challenges of your target audience. Conduct market research to see where the gaps are in the market and how your business can fill them. Don't sell a product that you think customers will like; sell a product they need. One of the critical factors for your product is the packaging. Instead of just being an afterthought, note that packaging adds User. It is a way of informing consumers about your brand and its values, and it is also a to stand out on the market. Consider high performance brands and their unique packaging. Take Apple, for example. All of their packaging designs are minimalist and are aligned very closely with their visual brand strategy. It's easy to spot an Apple product from afar in a sea of products. Be sure to customize the product and packaging with the most important values and goals of your target audience. For example, if your target audience values sustainability, source environmentally friendly materials to create your product. Continue to in your packaging and reuse recycled materials instead of disposable plastic. In the concept of retail trade, price plays a decisive role in the purchase decision. Your price must cover the cost of the goods in addition to overhead costs with sufficient margin for you to be able to make a profit. There are many pricing strategies retailers can use: Everyday bargain pricing: Some retailers choose to keep their prices low at all times. While they have thin profit margins, they make up for it in volume of customers. High/low pricing: For some retailers, it is more profitable to keep the pricing of a product high and only lower it when the product is no longer trendy or in season. Competitive pricing: This pricing strategy involves pricing products based on what direct competitors do. Charm pricing: This means using odd numbers, such as \$4.95 instead of \$5.00. Consumers associate \$4.95 as closer to \$4.00 than \$5.00, making that price more attractive. Value-based pricing: Retailers who take this route price products based on what they are worth to customers and not how much the product costs to make. In retail, location is a critical factor because this is where the sales between the retailer and the customer take place. The place can be a shop, online, pop-up shop, farmer's market, street-side stand or anywhere else your customers are found. When choosing the location of your retail operation, it is important to conduct research to see where your target market stores the most. The definition of retail services also includes marketing, which is the process of communicating the benefits of your product to the consumer. There are several ways to market your products to attract customers: advertising, personal sales, sales promotions, direct marketing and public relations. When deciding which promotional channels to use, it's important to first set your goals for your campaign. For example, PR is a great way to increase brand awareness, while sales promotions are a great way to increase revenue in the short term. Term.