



Summary

Marketing is the process of attracting the interest of the potential customers and clients in the products and services. The key word in the marketing definition is "process"; marketing involves researching, promoting, selling, and distributing the products or services. Essentially marketing involves everything we do to get the potential customers and the product or service together. When we are putting together a marketing program for the business, concentrate on the basics, the four key components of any marketing plans are products and services, promotion, distribution and pricing. Creating and implementing a marketing plan will keep the marketing efforts focused and increase the sales. Business promotion is communicating with the public in an attempt to influence them toward buying the products or services. In business, personal communication can be made through direct selling or in a retail store, via the internet through a website or social media platform, electronically through email or text messaging.