



## **“Extraordinary Business Growth - Understanding Marketing Versus Advertising”**

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One of the most fundamental processes in business growth is marketing, and it helps to have a good understanding of the concept of marketing.

Many people interchange the term “marketing” with advertising, but marketing is distinctly different than advertising. Simply put, although advertising might be a component of marketing, marketing is a larger, more all-encompassing process than advertising.

Advertising more often deals with paid public announcements about a particular product. Marketing is more broadly focused on branding a company or a product line. While you can market an individual product, usually the activity of marketing includes more than just a sales pitch.

Marketing is a combined mix of business activities that are strategically planned and implemented to establish or further the relationship between a customer base and a company or its products.

While advertising is more often a smaller component of the overall marketing approach, the marketing approach itself may also include such activities as public relations, pricing, product distribution, customer service, customer support, sales, and community activities.

### Understanding the Customer Mindset

Before developing a marketing strategy for your business, it helps to consider several things. First of all, what types of things go through a customer’s mind during the process of purchasing a particular product?



Is this the product that will meet my needs?

How much does it cost?

How do I pay for the product?

Is this the best value I can obtain for my money?

What if I need to return this product, for whatever reason?

What advantage do I get by purchasing this product from a particular vendor?

What is the customer service and support behind this product?

These are all questions that your marketing program should address, both implicitly and explicitly. If a customer asks you why he or she should buy from you, think deeply before you answer.

Don't respond by saying, "We have the best price, the best products, and the best service."

Everyone says this, so you should be different or you risk blending in with your competitive background. Offer something unique or risk getting lumped in with everyone else.

To answer the question with a compelling, non-standard answer, you should think long and hard about what makes you different and what niche you are in.

To learn more about growing your business and other related topics, order Andre's books directly from Amazon.com, or get details here:

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ARTICLES

Andre Larabie is a published writer and successful business coach. Get a free excerpt from his book on commercial debt reduction at:

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**About The Author**

André Larabie, PhD, is distinguished for his expertise in Teaching, Coaching, Business Turnaround and Consulting, Commercial Debt Resolution, Consumer Debt Collection, Mediation and Arbitration. He has owned and operated 2 collection agencies, a Factoring Organization, and a Business/Management Consulting Practice in both the USA and Canada.

Dr. Larabie has authored many college-level publications in Canada, including the following Doctorate Dissertations: “Starting a Factoring/Financing Company,” “The Opening of a Business College,” and “The Psychological Ramifications of Online Education.”