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MARKETING AND ADVERTISING. WHAT'S THE DIFFERENCE BETWEEN THESE ASPECTS?

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In our modern world it's a common thing when people confuse two important definitions: marketing with advertising. While both components are important for the companies they actually are very different. Knowing the difference between these expressions and right using of them can put company on the path to substantial growth.

How is marketing different from advertising? I'll explain how marketing and advertising differ from each another. First of all it should be noted while these two components are so different neither advertising nor marketing could succeed without the each other. Advertising is one of the components of marketing. Frankly speaking advertising is considered to be the most expensive piece of marketing because it includes direct mail pieces, television, radio and internet advertising and so on. Marketing is different from advertising because it is a process. Moreover it's economic process. The job of marketers is to explore the market of defined product or good, to plan out a good marketing strategy and figure out the best way to advertise to them. And it's all for the best selling of this product or good. To sell as many goods as they can they use many tools. So people whose profession is marketing use the advertising as the tool to make the sellings biggeretter.

To my mind the best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy.

To distinguish more clearly these components I'll describe them separately:

Advertising

Advertising is an aspect of marketing. The aim of advertising is to create awareness of existing products or services. Advertising explains why customers need that particular product, how it will benefit their lives and how to get it. Advertising is often looked at as the most important part of marketing. It definitely has the largest budget out of all the marketing aspects. However without a good marketing strategy, advertising will not go far. So advertising is a great tool for marketing. . It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet.

Marketing

Typically marketing is considered as a process that involves different aspects of advertising, sales and distribution of the products or goods. Marketing is concerned with their customers and the needs of their customers. Millions of dollars are spent in marketing focus groups trying to decide how to fix existing products and services . A good marketing strategy will understand the needs of the customer and find the best way to send information to the customer. Planting a seed of desire in a consumer is one of the best tools marketing has. If a consumer relates products with your overall company image, then you have a successful marketing strategy.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same

In order to become successful you need to plan out a good marketing strategy and figure out the best way to advertise to them. Advertising comes after a good marketing foundation has been put in place. In order to build this base, you need to get a good group of marketers together and start from the bottom up. Here are a few tips to start up your marketing:

- Know your customers and their needs
- Definition of the problem and formulation of research objectives
- How are you going to reach your potential customers?
- Analysis of secondary and primary data information

Having the answers to these questions will help companies to lay out a good map for the beginning of a great marketing strategy. Advertising may be a great tool for marketing, but marketing vs advertising prove to be two different areas. Neither advertising nor marketing could succeed without the other. They go hand in hand to build a successful company. Knowing how they are different and alike are beneficial to company's success.

There is the good example of using marketing. What did the marketers of the famous company "Lay's" did to make their sellings bigger?

If you believe that it is not possible to brand a commodity that too a food product and sell it at a premium, think again. You are mistaken. Ask any youngster what would he like as a snack food. Chances are that he will say Lays. Lays is competing head on with the unbranded players in the market and if you look at the broader levels of competition, this brand is competing even with the snacks from our own kitchen. It is interesting to see how this brand has succeeded in the commodity business. This company used all the rules of modern marketing and of course make the marketing strategy:

1. Quality: the brand offered superior quality compared to the other unbranded snacks there by reducing the risk to the customer. The crisp and beautifully packed chips were a new experience for the Indian consumer.

2. Value addition: the brand offers unimaginable range of potato chips with many flavors made especially for India. Together with many new international flavors, it easily caught the imagination of Indian consumer

3. Aggressive brand building: No one needs to teach Pepsico how to build a brand! Lays spent lot of money on brands building and once established were able to charge a premium for the brand.