

What is Marketing?

Marketing is the idea of communicating the value of a product or service to customers, for the purpose of selling that product or service.

Business marketing activities are designed to direct sales activities towards...

- **Satisfaction** of customer needs; steps include
- **Determining** what the customer wants or needs
- **Developing** products and/or services to meet these wants or needs
- **Getting** the product or service to the end user
- **Communicating** with the customer on a regular basis

All of this is done with the intention of increasing customer satisfaction, and in turn sales and profits for the long term.

Marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science (such as behavioural sciences) and makes use of information technology.

Marketing management can also rely on various technologies within the scope of its marketing efforts. Computer-based information systems can be employed, aiding in better processing and storage of data. Marketing researchers can use such systems to devise better methods of converting data into information, and for the creation of enhanced data gathering methods. Information technology can aid in enhancing software and hardware components, and improve a company's marketing decision-making process.

Information technology typically progresses at a fast rate, leading to marketing managers being cognizant of the latest technological developments. Moreover, the launch of smartphones into the cellphone market is commonly derived from a demand among consumers for more technologically advanced products. A firm can lose out to competitors should it ignore technological innovations in its industry.

Modern Marketing will use new media in its marketing activities. New media refers to on-demand access to content anytime, anywhere, on any digital/mobile device (laptops, smartphones, tablets, and the emerging wearable devices), as well as interactive user feedback, and creative participation, i.e. posting on Facebook Twitter, email etc. Another aspect of new media is the real-time generation of new and unregulated content, such as updates to blogs, online posting, chat rooms, webpage updates etc.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples include the internet, websites, computer multimedia, video games, augmented reality, CD-ROMS, and DVDs. New media does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital/online interactivity. Wikipedia, an online encyclopedia, is an example, combining internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and

formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants. Wikitude is an example for augmented reality; It displays information about the users' surroundings in a mobile camera view, including image recognition, 3D modeling, and location-based approach to augmented reality.

In the 1960s, connections between computing and business application began to grow stronger. It was not until the 1980s that the individual began to receive the computability of a personal computer, rather than have a big organization be in charge of this. In the late 1980s and early 1990s there began a different kind of parallel relationship between social changes and computer design.

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”. Web 2.0 describes websites that use technology beyond the static pages of early 1990 websites. Furthermore, social media depends on mobile/digital devices (laptops, smartphones, tablets, and the emerging wearable devices) and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They have introduced substantial and pervasive changes to marketing and communication between organizations, communities, and individuals.

Social media are different from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. Internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across computer and mobile devices increased by 99% to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income/marketing outcomes.

In 2015, the largest social network is Facebook. Other popular networks include Twitter, Instagram, LinkedIn, and Pinterest.

Some advantages of social media include:

- removing the barriers related to geographic distance
- allowing for a huge increase in the volume of communication
- providing the possibility of increasing the speed of communication
- providing opportunities for interactive communication
- allowing forms of communication that were previously separate to overlap and interconnect

Through the offer of several key services, Modern Marketing will be able to create value for its clients while generating a profit. The business will provide value and generate revenue through a number of separate revenue streams including:

- creation and maintenance of social media profiles
- consultations on building existing online presences

- advertisements
- long-term contracts
- selling merchandise

Modern Marketing's success will depend largely on its ability to show entrepreneurs and community members alike the value created for them through each service offered. It will be necessary to get clients using multiple services, on an ongoing and long-term basis.

Modern Marketing will break its potential customers down into three categories in order to accommodate on the varying levels of experience that local business owners have with online marketing:

The Online Recluse

Modern Marketing will be ideal for business owners, big or small, who require assistance building their online presence. Through meetings with the client, Modern Marketing will develop a plan for how to best build their brand, using services such as Twitter, Facebook, YouTube, Google+, etc.

Once a plan has been established, the client will hire Modern Marketing to establish and maintain profiles on these various services. The services used will depend on the individual client and their needs

The Social Butterfly

Modern Marketing will also provide services to clients who may already be experienced with social networks and may have previously established an online presence. The approach with this client would be to build a plan for how to increase their following, and increase social engagement with their customers. The client may choose to only consult with the company and then implement the plan themselves, or also to hire it to implement online work for them.

The Traveller

Especially being an island, Newfoundland gets a lot of visitors and businesspeople who conduct business with local businesses. It would be beneficial for these people to engage with potential customers in the area, and Modern Marketing can help them with this.

This set of clients will likely be over the age of 30, and will likely reside outside of the Corner Brook area, traveling from as far as the central provinces of Canada. These people will become aware of Modern Marketing by networking with local franchisees, and with the help of internet ads and search results.

Social Media

Every client that hires Modern Marketing will require different online services and each one in a different capacity. To start, a meeting will be held with the client to determine their marketing needs. Once their needs are identified, a workplan will be made detailing Modern Marketing's action items and anticipated results.

Email addresses must be established for each client in order to get started with any other platforms. They may have their own, but one will be established using Modern Marketing's domain for us to use and have access to. An example would be "client@modernmarketing.ca".

Using the client's custom email address, we would create an account on all applicable social networks. Using the format client+network@modernmarketing.ca, we can use the same email for all social networks and filter specific emails to make responding easier.

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Twitter was created in March 2006 and rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS (Short Message Service) of the Internet". As of December 2014, Twitter has more than 500 million users, out of which more than 284 million are active users.

Smaller and smaller demographics (categories of people) are incorporating Twitter into their lives as a way to interact with peers, neighbours, celebrities, and companies, with those groups/businesses able to respond and engage as well. Through the use of text, images, location data, and hashtags, Twitter is giving people a new way to communicate with each other.

Modern Marketing will utilize Twitter by posting updates about its clients' businesses, making announcements, having contests, sales announcements, new prices, new product & services, sharing pictures, and engaging with customers. Modern Marketing would create and maintain its clients' profiles; however the client would need to provide Modern Marketing with images for the display picture and backgrounds, and information for their bios etc...

Content for updates will be implemented by Modern Marketing, but the client will provide information and data for content and updates. It will be recommended that most clients take advantage of popular internet jokes and memes and cater them to their own brand.

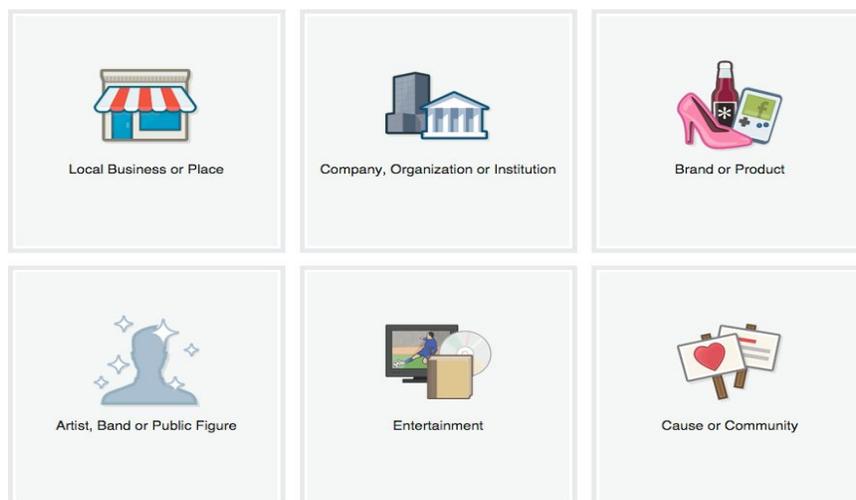
Live-tweeting is something that is usually done around big events and celebrations. Someone deeply involved with the event (or sometimes a fan will take it upon themselves) will be assigned responsibility of keeping the public informed of the happenings at the event from the host's own Twitter account. For a fee, a client can have someone from Modern Marketing attend their event and live-tweet it. It will provide exposure for the company and help or entertain those who cannot attend.



Facebook is an online social networking service that was launched on February 4, 2004. The founders had initially limited the website's membership to Harvard University students, but later expanded it for students at various other universities and later to high-school students. Facebook now allows anyone who claims to be at least 13 years old to become a registered user of the website. Its name comes from a colloquialism for the directory given to it by American universities students.

After registering to use the site, users can create a User profile, add other users as "friends", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". Facebook had over 1.3 billion active users as of June 2014.

In addition to its use of personal profiles, Facebook also provides an outlet for small businesses, large companies, organizations, brands, celebrities, and other community groups to create a Fan Page in order to raise awareness and broadcast messages.



Modern Marketing will create one of these pages for each client, with which it will make announcements, hold contests, share pictures, and engage with customers. Modern Marketing would create and maintain its clients' profiles; however the client would need to provide Modern Marketing with images for the display picture and backgrounds, and information for their bios.

Google+ (or Google Plus) is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the fifth-largest social networking site in the world, after Facebook. In October 2013, Google counted 540 million active users who used at least one Google+ service, of which 300 million users are active.

Like Facebook, Google+ allows users to sign up and use the service through personal profiles and Fan Pages. Modern Marketing will create one of these fan pages for each client, with which it will make announcements, hold contests, share pictures, and engage with customers. Modern Marketing would create and maintain its clients' profiles; however the client would need to provide Modern Marketing with images for the display picture and backgrounds, and information for their bio.



Wikipedia is a free-access, free content internet encyclopedia, supported and hosted by the non-profit Wikimedia Foundation. Anyone who can access the site can edit almost any of its articles. Wikipedia is the sixth-most popular website and constitutes the internet's largest and most popular general reference work.

Most companies and franchises will likely already have their own pages written on Wikipedia, but for the small businesses that don't, Modern Marketing will offer this service. An account will be created on Wikipedia for Modern Marketing, from which all client articles will be posted. A lengthy interview will be conducted with each client that would like this service, so as to ensure an accurate and detailed history of the company. It will also be requested that clients contact Modern Marketing when new information arises so that the Wikipedia page can be updated. If no contact is made, management from Modern Marketing will contact each client every few months to ask about news.

