

jargon, what is marketing?

BRANDING

A distinguished business look, identity and value system which remains consistent through all forms of marketing and acts as an identifiable source to the consumer.

MARKETING

Marketing is anything you do to get and or keep a customer. Good customer service is considered a form of marketing.

ADVERTISING

Non-personal interaction, paid mass media; Flyers, ads, yellow pages, radio, television, websites etc.

SALES

Personal interaction, often one-on-one, face- to- face.