

Principles of Marketing

Online marketing

Online marketing is playing and will continue to play a key role in the modern business sphere, using existing as well as new emerging tactics. The primary role of an online marketer is to manage marketing campaigns promoting a brand as well as its products. They have a huge role in increasing brand awareness as well as driving traffic and acquiring leads and customers. Online marketers put in all the efforts in understanding the brand tonality, relevant and ongoing trends, choosing appropriate channels for running marketing campaigns and devising online marketing strategies. The role of online marketing also entails identifying and evaluating new online technologies through web analytics tools and measuring traffic on the website for optimizing marketing campaigns.

Unlike traditional forms of marketing communications such as advertising, which are one-way in nature, the new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions and, of-course, make purchases. The interactive medium that is having the greatest impact on marketing is the Internet, especially through the component known as WWW i.e. World Wide Web

Importance of online marketing

1. Helps You to Find Potential Customers: Searching customers through social media platforms is easier and productive. It is important to know more about your target audience. Knowing their interests, needs and preferences will lead to successful marketing strategy. For example- Using Instagram insight on Instagram app, you can see the statistical data of your follower's age group, gender etc. Through this you can target your audience accordingly.

2. Cost Effective: This is one of the biggest advantages of online marketing. It is difficult for small and medium size companies to pay for billboards, TV ads, radio ads etc.

However, there are some strategies like search engine optimization (SEO), Pay-per-click (PPC), content marketing, etc., which are cost friendly.

3. 24/7 Available Service: Now customers don't have to wait for the opening of your store to make a purchase. Internet marketing has given them the privilege to browse your website/app at any time. This gives an opportunity to create brand awareness among target customers.

4. Performance can be measured: Online tools such as Google analytics, pay per clicks and search engine optimization (SEO) can be used to track leads generated for the particular time being. It makes it easy to interpret results by analyzing various trackers like impressions, likes, shares etc.

5. Maintain After-Sale Relationships: You must take advantage of social media platforms like Facebook, Instagram, etc., to interact with customers. Always thank them after their feedback or suggestions. Also, it helps in building B2B customer relationships.

6. Open New Market: Online Marketers Social Media acts as a whole new marketing platform, where you can gain customer loyalty and build your brand image. Each satisfied customer can act as a marketer for your company.

7. Customer Convenience: Rather than having to go into a physical store to buy a product or talk to someone about your services, customers can use your website or other online resources to get the answers to questions they have and to purchase services or products directly. This makes it convenient for customers to turn to your business for products or services and increases conversion rates.

Kinds of online marketing

There are several types of online marketing that a business can utilize. The most commonly recognized and used types of online marketing include:

1. Content Marketing: Content marketing is a primary form of online marketing that companies often incorporate into nearly every other type of digital marketing. It involves using content on the internet to increase brand awareness, provide valuable information to potential and current customers, generate leads, and increase traffic. The primary

objective of content marketing is typically to create and distribute relevant and valuable content that attracts a certain demographic and increases the likelihood of turning these viewers into customers. The following are a few types of content marketing most companies use:

Infographics

Blog posts

White papers

EBooks

Videos

Podcasts

2. Search Engine Optimization (SEO): Search engine optimization includes several tactics that can increase your website's visibility on search engines. For example, a company may use SEO strategies to help their website rank as the first result when someone searches "dry cleaning Las Vegas" in the Google search engine. As a result of ranking higher in particular searches, a company may experience increased organic traffic to their website as well as a higher rate of quality leads.

3. Search Engine Marketing (SEM): Search engine marketing or SEM is the process of using paid search (Pay Per Click ads) to gain website traffic. In the past, SEM was used as an umbrella term that encompassed SEO and paid search. Over time, as the digital marketing industry evolved, the term SEM stopped being used for both types of internet marketing strategies, and has come to typically refer exclusively to paid search activities.

4. Pay per Click (PPC): Pay-per-click advertisements are ads on websites and search engines that direct people to a company's website or online store. As you can probably determine from the name, these advertisements then charge your company every time someone clicks on them. For example, you may create an ad for your website using Google Ads. Google then displays this ad on search results for a specific keyword of your choosing. In return, you pay Google Ads 50 cents each time someone clicks on the ad and visits your website. Other common PPC channels include Facebook ads, Instagram promotional campaigns, and Twitter ad campaigns.

5. Email Marketing: Email marketing is a popular online marketing tool that companies use for a variety of reasons. Many companies rely on email marketing to inform potential and existing customers of sales, events, discounts, and new products. They may also use email marketing to help generate more website traffic by including links to the company's website in the email. Examples of types of emails you may send as part of email marketing include:

Welcome emails for new customers

Subscription newsletters, such as from a blog that is updated weekly

Promotions

Follow-up emails after a visitor downloads something or provides their contact information

Series emails that nurture customer retention

6. Social media marketing: Social media marketing is the use of social media platforms and websites to promote your business and connect with customers. Social media marketing does not necessarily drive sales. Instead, it is often used to increase engagement, build links and bring content to the attention of customers, and create a distinctive "brand".

7. Email marketing: Email marketing is one of the most cost-effective [types of digital marketing strategies](#). Email is often cited as the "more effective replacement" for direct mail marketing, as you can directly reach a wide network of customers in an instant with newsletters, ads, or reminders through email. Email marketing can be very specifically targeted using demographics and other information to segment lists and achieve the best result.

8. Influencer marketing:

Influencer marketing is one of the newest types of internet marketing strategies but it is expected to become increasingly popular in 2018. Influencers (individuals with a strong social following) are paid to promote your company's products or services. When you find influencers who are in line with your company's values and resonate with your customers, this marketing strategy can be highly effective for some companies.

9. Affiliate Marketing:

Affiliate marketing is the process of earning a commission by promoting or advertising other companies' products or services. Affiliate marketing often consists of promoting a product through a blog or video, or featuring ads on your website. You receive a payment for every sale made through your links.

10. Reputation marketing:

Reputation marketing consists of using press releases, social media, and customer review platforms to develop a positive perception of a company. Online referrals and reviews have become increasingly important in certain industries such as the travel industry. Reputation marketing involves developing a distinctive brand, encouraging customers to post reviews, and responding quickly to resolve customer concerns or complaints on social media and review platforms.

Advantages of online marketing

- **Low costs:** Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- **Flexibility and convenience:** Consumers may research and purchase products and services at their leisure.
- **Analytics:** Efficient statistical results are facilitated without extra costs.
- **Multiple options:** Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).
- **Demographic targeting:** Consumers can be demographically targeted much more effectively in an online rather than an offline process.

Disadvantages of online marketing

- **Requires Skill & Training:** The online marketer requires lots of learning and training and it keeps on changing with the time, so it's necessary to keep oneself

up-to-date with the technologies. SEO, PPC and Google Analytics tools require prior training and assistance.

- **Enormous Competitors:** It is quite challenging to stand out among competitors. If you want to reach out to the global buyers, then you have to face stiff competition as well. Therefore, strategies like customer analytics ability should be designed to deliver a great customer experience.
- **Privacy & Security Issues:** The Base of using online marketing is the Internet. it may bring threat to the privacy of customer databases. Companies must take care of their security system. They must comply with the rules of data protection. An Integrated system should be developed which acts as a shield to protect data from hackers.
- **Time Consuming:** It is not a one day wonder. It requires lots and lots of time to develop a plan and execute that plan. Learning SEO & PPC tools, creating content and implementing strategies takes a lot of time. Building a brand in the eyes of the audience is not an easy task. It takes time to get your brand recognized.
- **Negative Publicity:** Negative comments spread faster than positive one. Even a single bad review about the company may affect the Goodwill of the company. Moreover, online marketing on social media platforms is more risky. As negative comments come into highlights and get shared rapidly.
- **Strategies can be copied:** It takes no time to copy your marketing strategy. Piracy can be seen among competitors. Your Marketing campaign and strategies should remain protected from the competitors.

Rural marketing

Rural marketing is a practice where urban products are exchanged with rural products to meet the need & desires of both rural customers and to realize organizational goals. The main objective of rural marketing is to offer affordable products to rural customers, improve their standard of living, and achieving the organization's goal as a

whole. It is an emerging marketing concept that manages a series of activities related to the purchasing power of rural consumers into demand for specific products and services. In addition to that, it also involves the transfer of these products and services to the rural area with an aim to create satisfaction among rural customers and a better standard of living.

“Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives.”

“Rural marketing is a function of all efforts made by the companies to move their already marketed goods and services to the rural consumers that gives them satisfaction, enhances their standard of living and thereby attains the organizational goal”.

Importance of Rural Marketing:

1. Reduced Burden on Urban Population:

Rural marketing can contribute to rural infrastructure and prosperity. People can also live comfortably in villages due to availability of all goods and services in villages, even comparatively at low price. People, due to growth of marketing activities, can earn their livelihood in rural places. Population pressure on urban can be reduced.

2. Rapid Economic Growth:

Naturally, marketing acts as catalyst agent for economic growth. There exists more attractive business opportunities in rural than urban. Rural market is more potential for consumer durables and services. Rural population largely depends on agriculture and it can contribute nearly 50% to total national income. Agriculture enjoys significant portion in export business, too. Rural marketing improves agricultural sector and improved agricultural sector can boost whole economy of the country.

3. Employment Generation:

At present, nearly 70% of total Indian population feeds on agricultural activities in rural areas. Rural marketing can generate more attractive employment opportunities to

rural and urban people. Growth of rural marketing leads to increased business operations, professional activities, and services that can generate a lot of employment opportunities.

4. Improved Living Standard:

Due to rural marketing system, rural buyers can easily access needed standard goods and services at fair prices. In the same way, rural marketing improves rural infrastructure. Additionally, rural marketing can also improve their income. These all aspects can directly improve living standard.

5. Development of Agro-based Industries:

Rural marketing leads to set up agro-based processing industries. Fruits, vegetables, cereals, pulses, etc., are used as raw-materials. Such industries can improve farmers' profit margin and employment opportunities.

6. Optimum Utilization of Rural Untapped Resources:

There are unlimited businesses opportunities exist in rural areas. Untapped and underutilized resources can be utilized at optimum level and that can further accelerate overall economic growth.

7. Easy Marketability of Agricultural Produces:

Growth of rural marketing improves whole marketing system. Multiple options are available to farmers and local producers to market their products. Big domestic corporate houses and multinational companies prefer to buy agricultural products directly from villages of their own or through agents and small firms. Rural producers can sell their produce easily at satisfactory prices. Their improved income level can improve their purchasing power that can further fuel to industrial demand.

8. Improved Rural Infrastructures:

Rural marketing and basic infrastructures go hand in hand. Growth of rural marketing leads to improved transportation, insurance, banking, communication,

entertainment, and other facilities. Due to availability of basic infrastructural facilities, business units can easily reach the target rural buyers.

9. Price Stability:

Marketing results into better transportation, warehouses, and communication facilities. Agricultural products can be systematically marketed throughout the year. The huge gap between demand and supply can be avoided and, as a result, prices of most commodities remain more or less stable.

10. Quality of Life and Reduced Crime:

Marketing can refine the entire living style and system. Better quality products at reasonable prices, improved income level, availability of facilities, etc., have direct positive impacts on quality of life. Quality of life improves and level crime reduces.

11. Balanced Industrial Growth:

The gap between rural and urban development can be reduced gradually. Rural development improves rural life and reduces pressure on urban life.

Problems of Rural Marketing

Even though the rural markets have offered a vast potential, it is not easy to operate in rural markets. The major marketing problems in rural areas are:

i) **Wide Area Coverage:** Rural markets are spread all over the country. It is difficult to establish close contact with all rural markets & supply goods regularly to these markets to meet consumer needs. Due to this doing marketing in rural area becomes time consuming costly, inadequate & irregular.

ii) **Scattered Consumers:** As the nature of rural market is very wide. The consumers residing in rural area are also scattered over wide area. In addition to this there are certain differences among them in term of their needs preferences purchasing powers, cultures, customs & traditions. This brings variation among the customer in rural area. Here marketer finds difficulty to serve them properly.

iii) **Management of Sales Personnel Difficult:** This is also a major problem in development of rural market. It is stated that the success of any business is depend on its

sales or marketing. The manufactures or marketers have found that the sales personnel are not ready to go to rural area, and do not show their initiative & interest, to work in rural area. It may be because of inconvenience cause to them in terms of their stay in rural area, transportation, languages spoken or any other aspects. Therefore rural market remains as undeveloped.

iv) Error of Uniform Treatment: Generally it is found that most of the companies do not treat rural consumers differently or separately. The companies make mistake by treating rural consumers as an extension of existing urban consumers /markets. In fact there is vast difference between these two of consumers, in their social & psychological aspect. Therefore, rural markets are not developing well.

v) Flexible Pattern of Demand: The demand for the product in rural area is subjective. Sometimes it may too high or it may be too low, depend upon the agricultural environment, as it is the main source of their earnings. There are certain limitations for creation of demand in rural markets.

vi) Lack of Infrastructure Facilities: This is major problem in the development of rural market. Traders in rural market face many problems & inconveniences while marketing goods in rural areas. For example, satisfactory banking services are not available. Similarly transport & insurance facilities are not adequately available.

vii) Communication Problems: Post & telegraph facilities are inadequate in rural areas. Many villages have no access to telephones. Inadequate Communication poses obstacles in marketing of goods & services in rural areas.

viii) Storage Problem or Warehousing Problem: Suitable godowns are not available all over rural India. In the interiors, there are no public warehouses. In short, in rural market, there is no institutionalized warehousing and marketers are expected to make their own arrangements. This raises the cost of storage and marketing.

ix) Costly and Time-Consuming: Marketing in rural areas became costly & time consuming due to long distances, absence of intra-structural facilities and suitable marketing outlets. Too much dependence on intermediaries creates problems before

manufactures. It makes marketing in rural area difficult and complicated, rural consumers have to pay more prices for the goods & services.

x) Other Problems: Along with the above noted problems, there are some problems which are associated with the nature of rural consumers, which stands as barriers in the development of rural markets. They are

- I. Preference of cheaper local products to branded module
- II. The nature of seasonal purchases
- III. Their buying decisions are slow
- IV. Low per capita income
- V. Low level of literacy

Green marketing

The term green marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

In simple terms green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way.

Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Basically, green marketing concerns with three aspects:

1. Promotion of production and consummation of pure/quality products
2. Fair and just dealing with customers and society
3. Protection of ecological environment.

According to American Marketing Association – “Green marketing is the marketing of products that are presumed to be environmentally safe.”

Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of the environment, minimum use of natural resources, and more use of natural foods instead of processed foods. The efforts of people, social organizations, firms and governments in this regard can be said green marketing efforts.

- i. It ensures sustained long term growth along with profitability.
- ii. It saves money in the long run, though initially the cost is more.
- iii. It helps the companies market their products and services keeping the environmental aspects in mind. It helps in accessing the new markets and enjoying the competitive advantage.
- iv. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Importance

1. Environmental Advantages:

Going green is an environmentally responsible choice. It is estimated that 40 percent of all greenhouse gases in the United States come from energy production that businesses use to heat, cool and light workplaces. Reducing these energy needs reduces carbon dioxide output, helping to control global warming. As businesses use more natural resources than individual consumers, recycling business materials and conserving water contribute to conservation on a larger scale.

2. Economic Advantages:

The reduction in waste equals lower operating costs and more savings. Eco-friendly business equipment and practices such as – low-wattage or LED lights, use of natural lighting, water conservation policies, mandatory recycling and hybrid company vehicles save money on utilities, fuel and office supplies. This generates instant cash flow. Further going green puts a business in a positive light in the eyes of customers, potential

investors, distributors, activists, watchdog groups, communities and prospective employees.

3. Sustainability:

Going green is about sustainability; this sustainability translates to sustainable profits in green sectors with secure futures. The future-safe markets include biomaterials, green buildings, personal transportation, smart grids, mobile applications and water filtration.

4. Efficient Use of Resources:

Today, human demands and needs are unlimited, but resources are short enough that cannot fulfill the human needs. Markets need to facilitate the consumers by utilizing resources efficiently.

5. Planned Techniques:

It needs to develop well planned techniques and innovative policies to achieve the organizational goals effectively without any wastage of time and other resources. Green marketing examples of different products and services, develops a growing interest among customers throughout the world.

6. Consumer Attraction:

Green marketing examples of different products attracts the consumers regarding environment protection. People are so much conscious about their environment and variations in behavior. Green marketing is considered as a growing market that helps to design socially and sustainable products.

7. Innovation:

Green marketing helps to design such kinds of products that are economically affordable and satisfy the human needs efficiently. It produces innovative green products that consume less resource.

8. Competitive Advantage:

Companies enjoy a competitive advantage over other companies in the market through green marketing examples. Today, companies which adopt green marketing techniques, gain more competitive advantage over other companies which are not conscious about such techniques and the environment. Companies which develop innovative products and

services with innovative qualities at affordable rates are successful in the market. Green marketing is a group of activities that are designed to meet the consumer's demands and needs at an affordable price range.

9. Pollution control:

Less Pollution Green marketing helps in reducing pollution. The technologies that are used under green technology keep pollution to the minimum and make the life comfortable & suitable to live.

Problems

Green marketing is a new concept and a new concept is not easily accepted. There are some challenges in the field of green marketing.

For green marketing, there is need to invest a lot in research and development, product development and adoption of new technology. Material purchased for production is costly. Renewal and recycling are not easy. It needs high technology, which cost is very high and it is not easy for a normal business to do such type of huge investment.

No doubt green products have high price. India is a developing country where the income of the people is very low. So it is not possible for the people to pay high price and also they do not want to pay high prices because they are price sensitive also.

The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. It is found that only 5% of the marketing messages from —Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims.

Indian literate and urban consumer are getting more aware about the merits of Green products. However, it is still a new concept for the masses. The consumer needs to be educated and make aware of the environmental threats.

The investors and corporate companies need to view the environment as a major long term investment opportunity; the marketers need to look at the long-term benefits of

this new green movement. It will require a lot of patience and no immediate results. The corporate should not expect huge benefits for implementing Green Marketing immediately.

Green marketing is focusing on customer benefits, i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high, then again it will lose its market acceptability.(Marketing Myopia)

Green products require renewable and recyclable material, which is costly.

The majority of the people are not aware of green products and their uses.

Digital marketing

Today's time of Internet has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can convert them to boost their business profits. The speed and straightforwardness with which the digital media transmits data and support a business is astonishing. The world is super-connected nowadays and all things considered, marketing and advertising are no more the same as they once were. This is particularly valid because of the ascent of online networking, which has changed how organizations speak with potential and existing customers. Essentially, it is an aggregate term, which is utilized where advertising and marketing meet web innovation and different types of online media platforms.

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find. People may conduct an organic online search, a paid search, find your business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or your content, the more familiar they will become with your brand and they will eventually develop a trust and a rapport with you through this online presence. One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback.

Advantages of Digital Marketing

Wider Reach: Digital marketing helps improve awareness about products and services through an online platform to reach a wide base of customers across the world. This strategy allows even the start-up companies to have equal access to the customers while competing with big enterprises in the traditional market.

Brand Development: It is necessary to establish a brand image for the product or services through the marketing campaign so that customers consider it a reliable and trusted name. Digital marketing helps to build the brand in various ways of direct campaigning and personalized approach. This technique makes customers more engaged and allows them to experience the unique selling proposition and value of the brand. This leads to a sense of positivity among the customers towards the brand.

Personalization: The strategy of digital marketing is more effective because of its ability to interact with prospects and get feedback. Bringing the audience closer and

approaching them with the product that meets their requirement, helps to create brand loyalty and reputation. Digital marketing provides a platform for personalized marketing by designing specialized content for customers. The purpose is to make customers feel that the brand is addressing their individual needs.

Accessibility: Marketing methods using digital platforms provide the opportunity for both sellers and buyers to get easy access with the flexibility of time and location. The potential customers get an experience of a virtual shop with information about services and availability of product range. The customers can leave reviews and recommendations that guide the organizations to plan their marketing strategies accordingly to respond to customer requirements more effectively.

Better Engagement: Digital marketing allows the brand to create better awareness among the customers and get recognition from more people. A suitable promotional strategy using blogs, social media content, and promotional offers allow the brand to get a hold of the customer's attention and build credibility.

Lower Cost: The popularity of digital marketing is attributed to its cost-effective way of handling business activities. The cost involved in digital marketing is much less in comparison to traditional marketing campaigns. The digital marketing methodology is easier to implement with a limited budget and infrastructure which is beneficial especially for small businesses.

Trackable results: The digital analytical tools and other online metrics help to track how effective the marketing campaign has been in terms of customer reach and response. It provides necessary information about the extent of customer engagement and response to your website and advertising.

Improved conversion rates: The digital marketing process creates a seamless and immediate connection with potential customers with the convenience of making a purchase just with a few clicks on your website. This leads to better chances of making a purchase in response to marketing campaigns.

Disadvantages of Digital Marketing

Skills Requirement: There is a need of gathering the right knowledge and expertise on the digital platform to carry out the marketing activities successfully. With regular advancements in technology, it is essential to remain updated on tools, platforms, and methods to quickly respond to any changes.

Time-consuming: We need to plan and implement various tasks related to optimization of online advertising and creating suitable content for promotions that can take up a lot of time. It's also important to regularly track the results and modify strategies accordingly to ensure a return on investment.

High competition: A wider reach to the global audience with digital marketing also requires building capabilities to face global competition. It can be a challenge to establish the brand against more competitors and to grab attention among the many digital channels campaigning in real-time.

Complaints and feedback: The digital platforms allow for feedback or criticism by anyone about your product or services that can be visible to your audience through social media networks and review channels. Any negative review can create an adverse impact on some part of your customers unless you have a strong foothold through brand loyalty and efficient customer service. There is a challenge to maintain the brand reputation by responding to negative feedback effectively.

Dependability on Technology: Digital marketing is purely based on digital technology and internet access. There can be instances of failure when the links may not work, the website may not respond, and user access gets hampered. This may create dissatisfaction among the prospective customers that forces them to switch to other brands. A regular checkup or maintenance of the website is necessary to cope up with the constantly changing technological environment.

Security and Privacy Issues: The more use of online platforms demands better security and website protection. For a digital marketer, securing and safeguarding the network connections by using firewalls and good antivirus is always desirable. The legal formalities for protecting and using customer data in digital marketing strategies need to be completed to avoid any complaints on data breaches.

PPT Presenting- PACKAGING and LABELING

Product Packaging and Labeling



Today's Objectives:

- Explain the purposes of packaging
- Analyze and discuss the functions, benefits, and types of packaging and packaging materials
- Evaluate a product's packaging
- Describe trends in packaging

The Product's Public Face

- What is packaging?
 - Containers and wrapping materials used to protect, contain, identify, promote and facilitate the use of the product.
 - What do I mean by “facilitate the use of a product” and please give an example.



Label

- What is a label?
 - Informative tag, wrapper, or seal attached to the product or the product's package. It presents information.
- What information does it present?
 - Brand name (Bold detergent)
 - Ingredients, Instructions (machine washable), how to open or dispose, guarantees, danger warnings

Some Goals of the Package

- Promote a company and its image
- Give an old product a new image
- Preserve the product for a time period
- Help customers use products better
- Introduce new uses for old products
- Reduce costs, increase sales and profits

Don't Forget to Ask

- When planning the design of a package, a few questions must be answered:
 - Must the package protect the product against moisture, leakage, and temperature changes?
 - Must the package be resealed or closed after it has been opened?
- What other questions should you ask if you're the package designer?

Functions of Packaging – Part 1

- How does the package protect the Product?
 - Withstand humidity, puncture, damage
- How does the package protect the Consumer?
 - Childproof, sealed tops, tamper proof
- Contains the Product (easy to carry)
 - What big or heavy products at a supermarket are easy to carry? Why?

Intermission brought to you by
your friends from yesteryear:



Functions of Packaging- Part 2

- Identifies the product
 - Lists contents, distinguishes the product
- Visibly promotes the product
 - Stands out, catchy slogan, product uses, refunds
- How does McDonald's market the packaging of its Happy Meal?
 - Toy, book, imprint of puzzle or game

Functions of Packaging- Part 3

- Give examples of how packaging make the product easy to use?
 - Cartons with spouts for easy pouring
 - Butter wrappers with marked measurements
 - Resealable bags

Packaging Materials Part 1

- Why use Paper and cardboard?
 - Inexpensive, lightweight, fairly strong, and easy to print on, recyclable, biodegradable
- Why use cellophane (transparent paper) and plastic wrap?
 - See through package (meat)
- Why use Glass to hold liquids?
 - Doesn't leak or change its smell or taste

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Packaging Forms

- Plastic packaging
 - Candy bars, potato chips
- Cardboard & Paper Packaging
 - Juice boxes
- Combination of Materials
 - Golf balls are packaged in boxes of 3; Multi-packs contain 4 boxes of 12 golf balls
 - Batteries, bacon

Packaging and Ecological Concerns

- Marketers must protect the consumer and his/her environment from the package
- Plastic foam & the ozone layer
- Non biodegradable material takes up more space
- Use more recyclable products

A graphic of a spiral-bound notebook with a brown cover and a light beige page. The spiral binding is on the left side. The text is written on the page.

Packaging and Labeling Laws

- Protect people against deceptive labeling
- Ban deceptive environmental claims
- Must list all nutritional elements – not just the benefits
- Establish strong safety standards

A graphic of a spiral-bound notebook with a brown cover and a light beige page. The spiral binding is on the left side. The title and list are centered on the page.

Packaging and Labeling Trends

- Clearly warn user of harmful effects
- Safer, easier to use, more convenient for the consumer
- Recyclable
- Will continue to be integral parts of product and marketing programs

Question Bank

1. Modern marketing starts and ends with the **consumer**.
2. The process of passing goods into the consumer's hand is called **function of exchange**.
3. **Buying** is the first step in the process of marketing.
4. **Storage** facilitates a steady flow of commodities to markets throughout the year.
5. Storage can be regarded as a function of **equalization**.
6. **Marketing information** is the only source through which a seller today could know the tastes and preferences of customer.
7. Exchange of goods for goods is known as **barter system**.
8. **Marketing** is a human activity directed at satisfying needs and wants through an exchange process.
9. Modern marketing recognizes **consumer's supremacy** in marketing.
10. **Marketing** risks can be avoided on knowing the market needs.
11. **Marketing** helps in increasing the standard of living of the people.
12. Marketing generates **revenue** to firms.
13. Marketing section of a firm is the **source of information** to the top management for taking overall decision on production.
14. **Selling** is the last process of marketing.
15. Transportation is capable of creating **time utility** and **place utility**.
16. **Risks** arise on account of unforeseen events which take place from time to time.
17. The market intermediaries are otherwise known as **middlemen**.
18. The term used to describe a combination of four elements namely product, price, promotion and distribution is **Marketing Mix**.

19. **Promotion** is the persuasive communication about the products, by the manufacturer to the public.

20. Physical distribution means delivery of products at the **right time** and at the **right place**.

1. Anything that is tangible and useful and can be purchased for a price is known as a **product**.

2. **Product mix** is the list of all products offered for sale by a company.

3. **Standardization** is establishment of certain standards (or) specifications for products involving quality and quantity.

4. The **introduction** stage is preceded by production planning and development.

5. **Product planning** is the starting point for entire marketing programme in a firm.

6. **Test marketing** provides an opportunity to examine a product in a natural marketing environment to obtain a measure of its sales performance.

7. The **product life cycle** has been defined as an attempt to recognize the distinct stages in the sales history of a product.

8. **Product differentiation** is the process of differentiating a product from competitive products.

9. An **innovation** is the adoption of a new idea, product or process which is prospectively useful.

10. The division of products into several groups on the basis of their similar characteristics is called **Grading**.

11. A **brand name** consists of words, marks, symbols or some combinations of these that can be communicated orally.

12. A registered and legalized brand name is known as a **Trade mark**.

13. **Branding** is the process by which a brand name is selected for a product.

14. **Brand Loyalty** is the degree of preference shown by a buyer for a particular brand of product.

15. **Packaging** is the process which involves designing and producing the container or wrapper for a product.
16. A **Label** is a slip of paper pasted on the package or on the product.
17. A **brand image** refers to the impression of a particular product that has formed in the consumer's mind.
18. A **dual use package** is one which has a secondary usefulness after its contents have been consumed.
19. One brand name which a firm adopts for a variety of its products is called **family brand**.
20. The practice of marketing two or more brands together on the same package or promotion is called **co-branding**.

1. The exchange value of goods and services in terms of money is called as **price**.
2. Mark up pricing is generally adopted by **wholesalers** and **retailers**.
3. Pricing decision is influenced by **internal** and **external** factors.
4. A high introductory pricing is called as **skimming pricing**.
5. Setting a low initial price for a product is known as **penetrating price**.
6. The point where the total revenue line and the total cost line intersect is known as the **break-even point**.
7. **Seasonal** discount is usually done during the off –peak period.
8. Expansion of FOB is **Free On Board**.
9. Samples given at concessional rates are included in **promotional** allowance.
10. The channel of distribution is the connecting link between the **producer** and the **consumer** to sell the products.
11. Channels of distribution can be classified into **Non-integrated** and **Integrated**.
12. In indirect channel or long channel the company uses **intermediaries** to channelise its products to the consumers.

13. Multichannel system is also known as **hybrid** channel.
14. Direct selling is suitable only, when the sales volume is **large**.
15. The market demand for a product or service has a big impact on **pricing**
16. The producers and consumers are separated by **geographical** distance.
17. Production is a continuous process, whereas consumers make their purchases only at **regular intervals**.
18. A **merchant middleman** is one who takes title to the goods and later carries out sales.
19. **Dealers** are the business houses that resell goods.
20. **Price** of a product influences the price paid for the factors of production.
1. **Sales promotion** refers to those sales activities that supplement both personal selling and advertising.
 2. **Advertising** has a longer time-orientation than sales promotion.
 3. A **coupon** is a certificate that gives the buyer a saving when he or she buys the specified product.
 4. Under the method of **price-off** offer, the customer is offered a reduction from the printed price list.
 5. **Advertising** refers to any form of non-personal presentation and promotion of goods services or ideas.
 6. Advertising that stresses and persuades immediate buying of product is known as **direct action** advertising.
 7. Advertisements become **misleading** when things are intentionally omitted or false claims are made.
 8. The advertisement which leaves a lasting impression on reader's mind indicates **memorizing** value.
 9. The usage of picture, drawings and attractive slogans in advertisement catches **attention** value of the customers.

10. Any object or device that carries the advertising message is known as an **advertising medium**.
11. The advertisement published by the charitable institutions to solicit general and financial help is known as **non-commercial** advertisement.
12. The method of advertising by which posters are pasted on walls is known as **mural advertising**.
13. Expand AIDAS: **Attention Interest Desire Action and Satisfaction**.
14. Caveat emptor means **let the buyer beware**.
15. Free samples are given to consumers to increase their interest in the **product**.
16. **Salesmanship** starts when advertising ends.
17. Premiums, prizes, sampling, consumer contest, trading stamps are examples of **sales promotion media**.
18. **Advertising** media includes press, audio visual, television, film etc.,
19. Advertising is also known as **printed salesmanship**.
20. Advertising generates **Employment** opportunities directly and indirectly.
 1. Rural marketing is concerned with planning and implementing marketing programmes for rural marketers to achieve **marketing goals**.
 2. **Rural marketing** is identifying and serving the needs of consumers living in villages.
 3. The awareness level of urban consumers is **high**.
 4. Marketing communication in the rural area has to necessarily be in the **local** language.
 5. Green marketing helps to produce **eco-friendly** products.
 6. **Reusable** and **natural way** are the main theme of green marketing.
 7. Prices for green products are **higher** as compared to other products.
 8. **Online marketing** is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM).

9. Online marketing provides **24*7** services.
10. Online marketing is the most **inexpensive** method of advertising.
11. A complete marketing cycle can be easily achieved with the help of **online** marketing.
12. **Traditional** marketing is more expensive than online marketing.
13. The main limitation of online marketing is **lack of tangibility**.
14. Online marketing reaches **larger audience** than traditional marketing.
15. Green products and packages are less harmful to the **environment**.
16. Green products will not be tested on **animals**.
17. Growth of rural marketing generates **employment opportunities** in rural areas.
18. **Rural marketing** facilitates to access needed standard goods and services at fair prices.
19. Rural marketing leads to optimal **utilization** of rural untapped resources.
20. As rural customers have poor literacy level, the usage of **print** media is not viable.