

ASSIGNMENT 2

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. '(American Marketing Association 2017)'. The marketing role is very crucial to organisations as this element engages, informs, attracts customers and grows businesses. This essay will cover three topics which include, an analysis of the role of marketing, factors and trends that influence the macro environment, and finally, how organisations adapt their marketing strategy in an increasingly digital world.

Marketing is more important than ever before. Today's world is filled with innovative products, services, technologies, and business models. These properties must be brought to market and advertised in order to generate revenue and profit. Innovation alone will not be able to sustain a company, this must be incorporated with marketing '(Yohn, D.L. 2019).' The main purpose of marketing is to get people interested in the products or services of a company. There are a few ways to handle marketing to distribute products or services, one would be the four P's strategy. Product, price, place, promotion. These are the foundations in which all marketing strategies are built and is an example of a marketing mix. The product of the mix is the goods or service being marketed to the potential consumers. The price is the cost of the product or service. Place is where the product is sold and what the distribution channel is to get it to the customer. Finally, promotion, this is how this product or service is advertised, some methods include, word of mouth, television commercials, print advertisements '(Bacon, J. (2017)). Another modern marketing mix used today would be the seven P's. This includes all the four P's discussed as well as another three elements added which include, people, processes, and physical evidence. People is to do with customer service, the people hired within the business and their skill gaps are very important when giving potential clients a memorable experience '(Hanlon, A. 2022). Next is processes, this is the internal process barrier that is in the way to deliver the best customer value. Finally, is physical evidence. Physical evidence in the mix represents how the organisation stands out and reassures the customers, examples include, great buildings, organised easy to use website, and well-trained staff.

One successful business that uses the seven P's marketing mix would be HubSpot. HubSpot is an American developer/ marketer of software products for inbound marketing, customer service, and sales, founded in 2006 by Brian Halligan, and Dharmesh Shah. For their products/ services they have an integrated toolset for SEO, (search engine optimisation) blogging, social media, emails, and websites. Prices, these are based on a subscription-based model and is based on the number of contacts and users of the service. The Place/ access to their products and services are all available online. Promotion for this organisation; directors speak at events and promoted in webinars, as well as social media advertising such as LinkedIn. Moving onto physical evidence, HubSpot has consistent branding across all communications. During processes, sales staff are now involved within conversation. Finally, the people are invested within the online services offered. Overall, this business has a very successful marketing mix.

Moving on, one of the major things to look at in the marketing world is the macro environment. These are forces in which influence a firm's decision making and has an impact on performance for an organisation. These external forces consist of six terms known as PESTLE in which stands for, Political, economic, social/ cultural, technological, legal, and environmental/ ecological environments. Political factors relate to what the government may control and has influence over an economy or industry. The government factors could be economic policies or legislation. Factors that can affect a business would include trade tariffs, taxation, conflicts, or fiscal policies (UOS, 2022). Economic factors have a more direct impact within a company's long term run in the market. This environment could affect an organisation's price for their products or service or influence the supply and demand model. The economic environmental factors include, inflation rates, unemployment rates, interest rates, and economic growth patterns. Next is the social term, social factors such as culture and dynamics could impact the industry environment by influencing purchasing habits, and lifestyle choices. The reason social factors and society is important is because as people's culture and lifestyle are influenced it can cause an increase in how likely they are to engage with products and services. Social factors can include, media, health, demographics, religion and ethics, or consumer buying patterns. Technological factors will have a direct or indirect influence in an industry. Innovations in technology may affect the consumer choice

as well as the market and buying power. In today's world and as a result of the covid pandemic the world has moved onto a more online environment, so more businesses are reaching out to mass customers through online marketing. These technological factors can include, licensing, communication, research and development, technological development, and information technology. Moving onto the legal factors, this can affect the internal and external environment of a company. This environment would affect the policies of an organisation which would control the employment, regulations, and safety. An example of this would include the sugar tax law which was introduced in 2018 'IGD (2019)' in which 50% of manufacturers reduced their sugar content resulting in a lot of marketing and promotion for cheaper low and no sugar drinks. Legal factors would include, employment laws, environmental regulations, consumer protection, and regulatory bodies. Finally, the final factor of PESTLE, Environment. Environmental factors include everything relating to physical environment and the general environmental protection requirements. This factor is important to industries like agriculture, tourism, and the food production business. A 2017 study '(Butler, A. 2018)' on corporate social responsibility on their responses to social and environmental issues revealed that 68% of millennials bought products or services with a social or environmental benefit within the last twelve months. 87% of consumers have a more positive view on a business that supports environmental and social issues. 88% of people would be more loyal to a company that supports environmental or social issues. This goes to show that a green friendly business environment marketed towards potential customers would cause an increase in attention, engagement, and returning customers. The environmental factors include, the climate, weather, geographical location of the business, global climate change, or stakeholder and consumer values.

All marketing distributions are put out through an electronic device or the internet. Most companies are becoming a digital marketing company. This business strategy is the most important aspect to marketing a business. With the growth of social media and over half the world (59%) '(Chaffey, D. 2022)' consuming everything they see online, this has made marketing bigger than ever. The role of digital marketing is to inform and market the organisation to a mass variety of people around the world

about the brand, product, and services to build brand awareness, generate leads, and potential customers (Penn, M. 2022). Digital channels include, websites, and social media platforms like Facebook, Twitter, YouTube, and Instagram. There are a couple examples of digital marketing, one example is called Search engine optimisation. Search engine optimisation or SEO is the process of improving a platform to increase its visibility for when people search for a product or service 'SEL(2022)' . The better visibility the business platform has in terms of being seen more on pages, is the more likely customers will gain attraction and attention to the organisation. Or example, if coca cola or any other business creates an interesting, engaging advert and is posted on YouTube, if this advert gains a lot of attention within a short space of time, this will cause the platform to develop an algorithm and boost the market range of people to optimise sales for their product. Another digital marketing example would be social media marketing. Businesses have had to rely on digital and social media marketing in order to thrive in today's society consequently, many brands have been more creative and using social media to reach most of their consumers. As businesses, brands, and consumers have evolved, they have tried and keep up with social media in order to stay updated and keep up with the ever-growing consumer demands 'Ricchiardi, A. (2020)'. Brands have increased their productivity since the offset of the covid19 Pandemic and increased their social media efforts. Marketing through social media has become a success to businesses as 89% of advertisers have taken action with their ad spend, (Ricciardi, A. 2020) it is cheaper for organisations to build their brand and engage with their customers through social media. Companies like Netflix, Disney, and Nike are always keeping their customers up to date on social media platforms from Instagram and Facebook. One other digital marketing scheme is sponsored content. Sponsored content is content in which a sponsor or business pays another publisher/ business to create, market, and distribute their product or service. Sponsored content makes business brands more trustworthy by marketing alongside things other viewers enjoy. This element also adds to the consumers experience and is valued for attention and interest coming from a trustworthy sponsor or publisher 'Active Campaign (2022)' . The concept of sponsored content works by having two brands that form a sponsored partnership and the advertiser pays for the content, and the opposite brand, social influencer, celebrity, or publisher, shares it with their audience.

Social media has developed as a marketing platform as there is a wide reach of potential customers that can be reached. Social media is defined as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” (Merriam-Webster 2023) Social media is a successful marketing tool as this platform increases brand awareness, generates leads, engagement, and increase in conversations also helps businesses develop relationships with customers and allows them to learn and keep up with their competitors. Online revenue for online platforms and social media has become the biggest revenue stream compared to traditional forms of marketing like magazines, newspapers, radios, and tv revenue. From 2018 online revenue has streamed in over 107.5 billion while all other forms of marketing still fall below 100 billion according to the US timetable 2018 (WP 2021). A few limitations of social media marketing would be that face-to-face interactions are disconnected, there are also a lot of people who give out falsely negative feedback to try and damage the business reputation (internet trolls). Overall using social media as a marketing tool is a solid platform, if a business wants to thrive in being able to get to know their audience from a digital point of view and keep up with trends to fit their client needs, then this is the best marketing platform.

The ultimate purpose and role of marketing in a business is for capitalisation and growth. Gaining interest and attention from potential customers on a global scale can be done in seconds and target audiences can all be reached at the right time. Remembering the place, promotion, people, process, product, price, and physical evidence, are all part of the marketing mix and the purpose organisations are trying to achieve. The macro environment needs to be positive in order for the reputation and brand of a business to stay strong and this needs to be well researched when launching or continuing the business as the customers trust is important. Adapting to the digital world has brought great success for organisations such as Netflix, they keep their customers interested by sending personalised emails to their customers about their service, and notifications when something new drops, and Nike who are regularly posting on Instagram and Facebook engaging with their customers. Marketing is the most significant process of a business.

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