



# Nature of Marketing

M A R K E T I N G



## What are we going to learn today?

- To understand the meaning and definition of marketing
- To learn how marketing has evolved over time
- To study the importance and role of marketing in business
- To understand marketing mix (4 Ps)
- To learn about mass marketing and niche marketing
- To understand customer relationship marketing

الداعي الاجل سيدنا محمد برهان الدين رضايك بيان ما فرماوے چھے:

"خدا تعالیٰ فرماوے چھے کہ۔ ان الله اشترى من المؤمنین انفسهم واموالهم ، خدا تعالیٰ مؤمنین سی جان مال خریدی لے چھے انے اہنا عوض ما سونہ اپے چھے کہ جنہ ، تارے خریدو کیوی طرح؟ خدا نی Market کئی چھے؟ کہاں سی خریدو؟ تو جواب سونہ کہ حق نی دعوتہ نہیں تو کہاں دیکھائی چھے کہ خدا کوئی چیز خریدتا ہوئی انے وچتا ہوئی؟ دعوتہ الحق ما چھے سونہ چھے؟ کر بیعة ، بیعة لیوائی چھے ، میثاق لیوائی چھے ، بیعة نی معنی وچووانے خریدو وچھے مبیعة ، جنہ اپی نے جان مال خریدی لے چھے حق نا صاحب."

# Introduction to Marketing

- Marketing is one of the most important functions of any business.
- It helps businesses identify what customers need and expect.
- Marketing focuses on creating value for customers through products and services.
- It builds long-term relationships between businesses and customers.



# Meaning of Marketing

- Marketing is not limited to selling products.
- It begins before production and continues even after the sale is completed.
- Marketing includes activities such as research, planning, pricing, promotion, and distribution.



# Definition of Marketing

1

**Marketing is the process of identifying customer needs**

2

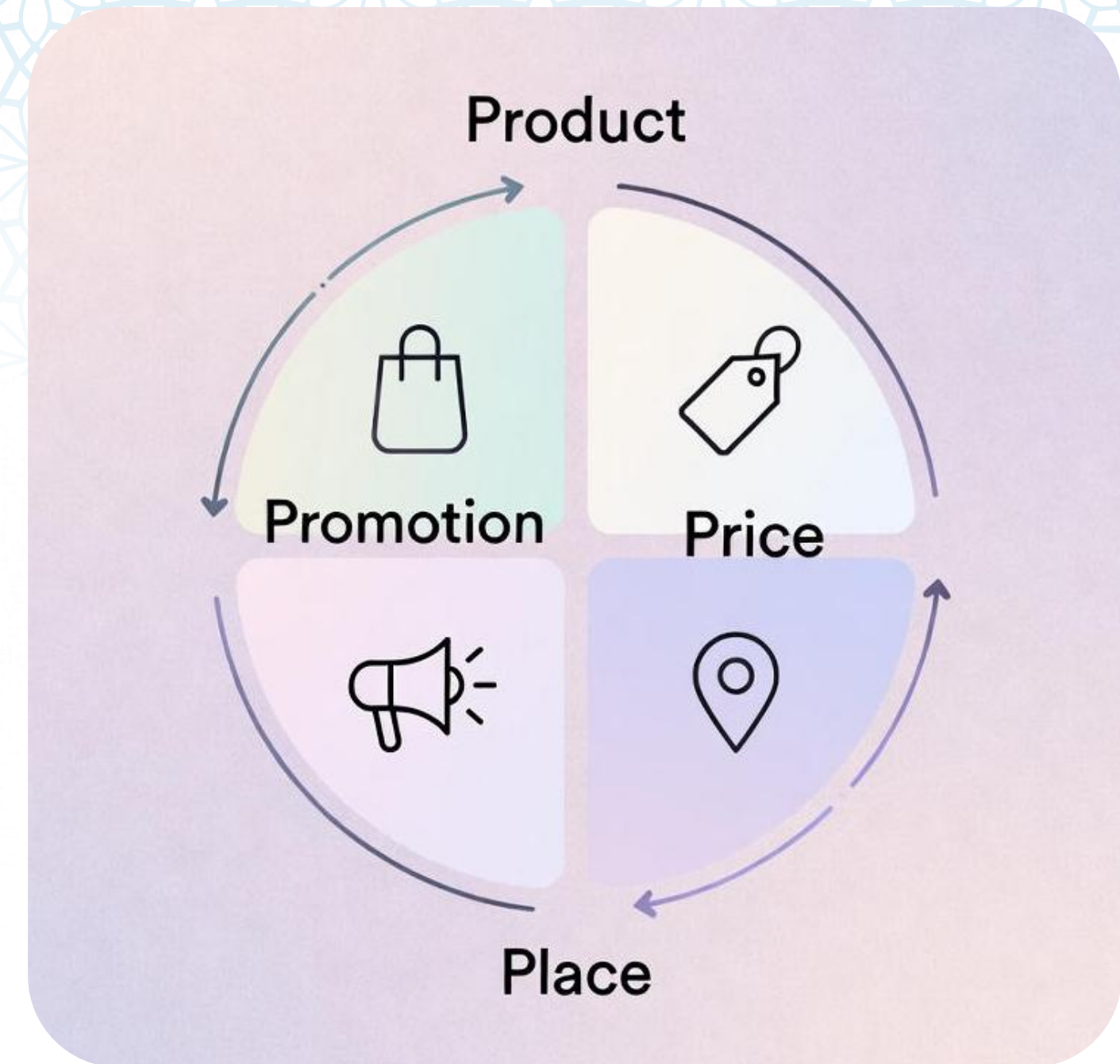
**It involves creating and delivering value through products and services**

3

**The main aim of marketing is to satisfy customers profitably and ethically**

# Evolution of Marketing

- Marketing has changed over time with changes in customer needs and technology.
- Earlier, businesses focused mainly on producing goods and selling them.
- Modern marketing is customer-centered and relationship-oriented.



## Stages of Marketing Evolution

### **Product Orientation**

Focus was on producing goods in large quantities

### **Sales Orientation**

Focus was on aggressive selling and persuasion

### **Marketing Orientation**

Focus shifted to understanding customer needs

### **Social and digital Marketing**

focus is on ethics, society, and technology

# Importance of Marketing

1

**Marketing helps businesses identify customer needs and wants.**

2

**It supports the development of products that satisfy customers.**

3

**Marketing ensures the growth and survival of a business in competition.**

# Role of Marketing in Business

- Marketing helps in designing products according to customer preferences.
- It assists in deciding suitable prices for products.
- It promotes products and ensures proper distribution to customers.



## Quick tip

Marketing is more about understanding people than selling products.



## Marketing mix

The marketing mix refers to a combination of marketing strategies used by a business.

It is commonly known as the 4 Ps of Marketing.

The marketing mix helps businesses achieve their marketing objectives effectively.

# Product

- Product refers to the goods or services offered to customers.
- It includes quality, features, packaging, branding, and customer experience.
- Customer satisfaction is an important part of the product.



# PRICE

- Price is the amount of money customers pay for a product.
- It should reflect the value provided by the product.
- Pricing decisions depend on cost, competition, and customer demand.



# PLACES

- Place refers to when and how the product is made available to customers.
- It includes physical stores, online platformers, wholesalers and distributors.
- Proper place ensures that products reach customers at the right time.



# PROMOTION

- Promotion means informing customers about the products and its benefits.
- It includes advertising, sales promotions, social media and public relations.
- Promotion helps create awareness and increase demands.



# MASS MARKETING

- It targets a very large group of customers.
- The same product and messages are offered to everyone.
- It focuses on high sale volume and wide distribution



# NICHE MARKETING

- It targets a small and specific group of customers.
- Products are designed to meet special needs of that group.
- It helps build strong customer loyalty.



# CUSTOMER RELATIONSHIP MARKETING(CRM)

- It focuses on building long term relationship with customers.
- It aims to make customers feel valued and satisfied.
- CRM increases repeat purchases and customer loyalty.

Loyalty  
Program



Personalized  
Communication



Disconnected



No Attachment

# BENEFITS OF CRM

- CRM improves customer satisfaction and trust.
- It increases repeat sales and reduces marketing costs.
- It helps build a strong brand image.



# SUMMARY

1

**Marketing is a customer centered business activity.**

2

**It helps create value and build long term relationships.**

3

**Marketing is essential for the success and growth of a business.**



شكرا لحسن استماعكم