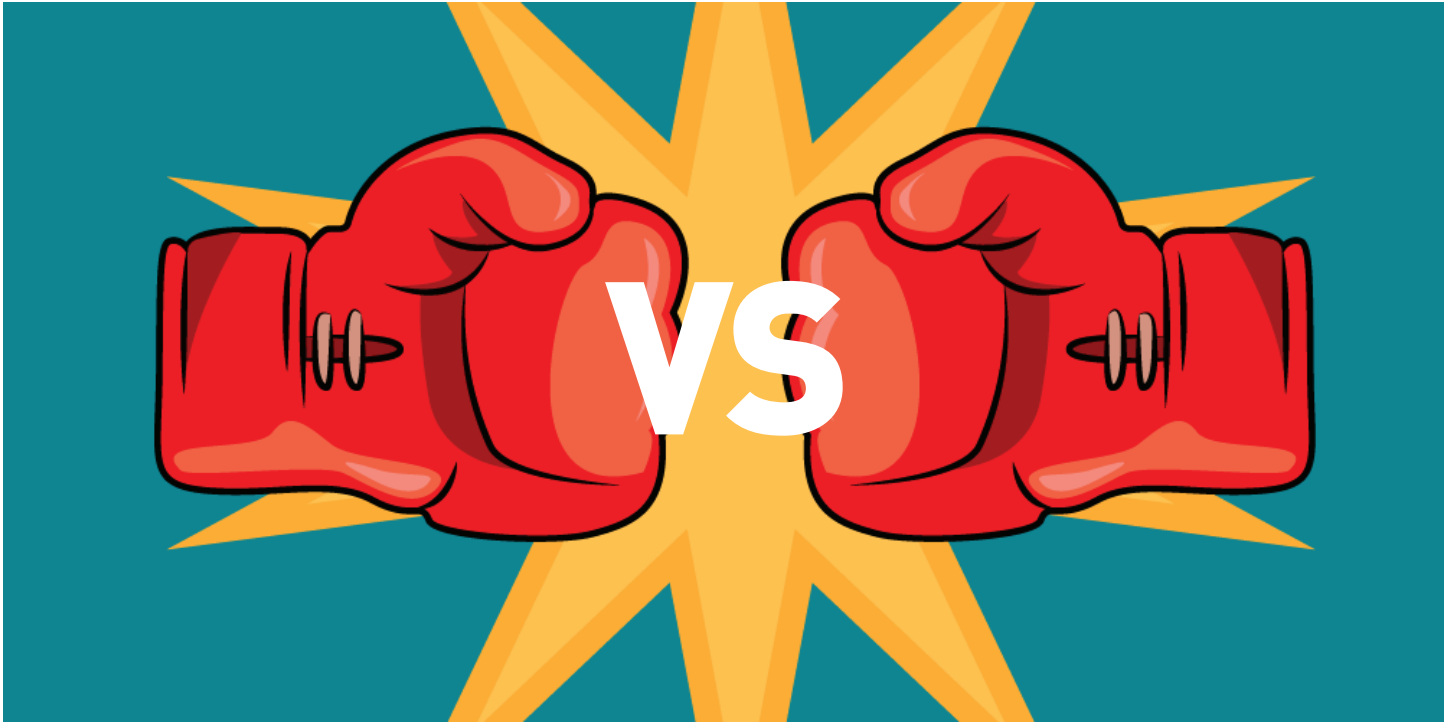


# AdWise. The business builder

## MARKETING VS ADVERTISING

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### Each Business Owner Should Know the Difference Between Marketing and Advertising

Most businesses know that offering goods and services to the public should be assisted by building name or brand recognition in order to maximize reach and increase the bottom line. However, we all know that the devil is always in the details, and knowing the difference between advertising and marketing, while appearing to be an indistinguishable or intangible difference, is knowledge that can transform the trajectory of your business or brand.

Let us be clear, while some may use these words interchangeably, the difference between them is significant. Marketing is not equal to advertising and advertising is not equal to marketing!

## 1. Marketing is a discipline. Advertising is one component of it.

Firstly, marketing is a discipline, while advertising is only

one component or one area of marketing. Often described as “bringing the right product to the right market, for the right people at the right price”, marketing is an ordered, methodical process which usually involves market research, advertising, media planning, sales strategy, public relations, customer support, and some community relations. We will write on these elements in subsequent editions of **AdWise**.

## 2. Approach marketing as a long term business activity.

What is important to know today, is that marketing should always be approached as a long-term business activity, and it is not constrained to simple product or business promotion. Instead, it is aimed at knowing and understanding the market conditions in which you operate, so as to identify and deliver on customer needs. In this way, market research, product design, pricing, the number and location of distribution outlets, advertising strategy and public relations among other areas, are considered in any market-

ing plan.

Given its emphasis on data gathering and strategic thinking, marketing should be important to any business and cannot be viewed as last minute shot in the dark but requires planning, budgeting financing and implementation management and controls to ensure the correct marriage of different activities. Whether your business is interested in increasing sales, launching your brand or facilitating re-branding, or whether you intend to market only a component of your products or service offering, marketing is often linked to sales as each component works to move the business' bottom line.

must determine and finance ad placement, and frequency.

## 3. Competence can make the difference.

Because advertising is usually one way traffic, as your monologue to existing or potential customers, the skill in creating and delivering an effective message, to a large



## 3. Advertising is communication.

Advertising however, is simply communication, which aims to disseminate information, so as to create needs and instigate action in the people who encounter your ad. This can take many forms, may be disseminated via various mediums (newspaper, magazines, television, billboards, radio, social media) and may be paid or public. No matter the form or medium, your advertising should be persuasive, decisive and targeted, and your business should be clearly associated with it, by your logo or name noticeably featuring in the advert. Fun fact - although only one component in your marketing machinery, advertising tends to be the most expensive. Why?

This “why” brings us to the other important point.

*Advertising itself involves many layers each should operate to complement the other and to the consumer appear seamless.* Your ad begins with an idea, a story board, script or simple flow chart may need to be created. Then there is art and design elements, videography requiring production (which has its own technical layers), there may be writers, actors, simple or complex motion graphics and then you

number of persons, in a short period of time (usually seconds), should not be underestimated and should be regarded as a technical component where competence can make all the difference.

Therefore, a unified marketing campaign must first know and understand the target audience and determine the most effective way to reach them. Advertising may be the most direct medium to touch and engage the target but to be effective, the other components of your marketing strategy should also inform your advertising!

Tarsier Ad Agency is grounded in over a decade of experience in the advertising solutions industry. We have built a formidable reputation as professionals and creative thinkers. Our principal creative has help to shape and create branding and marketing solutions for businesses, both locally & regionally. We are an established company with an excellent track record for the best customer satisfaction and have never compromised on the quality and the services provided to our many clients. We understand the individuality of each customer and the importance of working in a collaborative environment which will ultimately lead to getting the most out of your brand.