

# Marketing



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# Different parts of marketing

There are three steps to marketing, which are also called the three pillars of marketing. The first pillar is segmentation, the second is targeting, and the final pillar is positioning.



**Marketing**

*[ˈmɑːr-kə-tɪŋ]*

Activities a company undertakes to promote the buying or selling of a product or service.

 Investopedia



# Segmentation



Market Segmentation is the process in which companies divide their target market into different groups. Market segments are based off of demographics. Some segments share many traits which would be called homogeneous, or others which do not share many traits and be called heterogenous. Marketers always try to find segments which are ignored by their competitors.

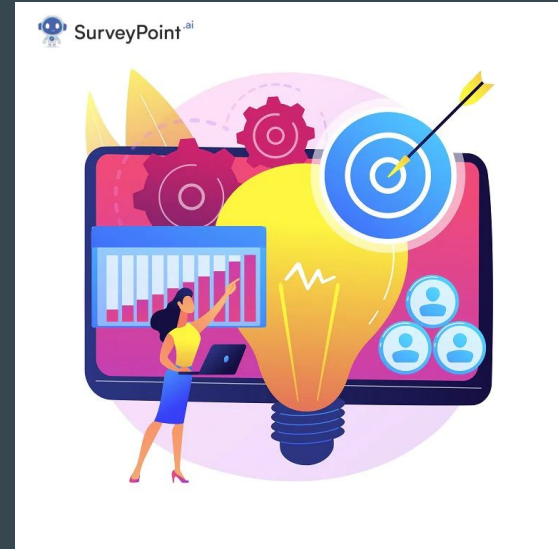
# Targeting

A targeting market is the segment of customers that a company see as the most likely customers for their company. There are 4 different strategies within targeting, which are mass marketing, differentiated marketing, niche marketing, and micromarketing.



# Positioning

Positioning is the third and final pillar of marketing. It refers to the way that brands display themselves and how they are remembered in the minds of their customers. It helps a company create clarity as to who they serve and what differentiates them from competitors. There are three positioning strategies which are competitive positioning, product positioning, and situational positioning.



# Different types of marketing



**IN-HOUSE**

**VS.**



**AGENCY**

There are two main different ways that a company can market their product. These two ways are in-house marketing and agency marketing. Companies who market their products must make a decision between these two options to decide who they will use to market their product.



**Digital Marketing Agencies**



**In-House Marketing Teams**

# In-house Marketing

In-house marketing is when a company hires their own staff and uses their own resources to handle marketing. This leads to a more dedicated workforce as they are focused on only one company. Also the workers may be more flexible as they do only focus on the same company continuously.



# Agency Marketing

Agency Marketing is when a company resorts to outside companies for marketing. Usually this may mean that the companies are more professional as they are only focused on marketing. However, a potential downside would be that they balance many companies at once and may not be as focused on certain companies. Also, they offer a diverse range of services to benefit these companies who use them for marketing.



# Youtube Video Link

[What Is Marketing In 3 Minutes | Marketing For Beginners](#)

## A Beginner's Guide to Digital Marketing



**IIM SKILLS**

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