



Marketing Terms for “Building A Strategic Marketing Plan”

The following terms were selected from the American Marketing Association’s dictionary. For more marketing terms, visit [http://www.marketingpower.com/ layouts/Dictionary.aspx](http://www.marketingpower.com/layouts/Dictionary.aspx).

BRANDING

***Brand & Branding:** "A brand is a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary." Source: SEMPO and Wikipedia

***Brand Image:** The perception of a brand in the minds of persons. The brand image is a mirror reflection ... of the brand personality or product being. It is what people believe about a brand-their thoughts, feelings, expectations.

***Brand Messaging:** Creative messaging that presents and maintains a consistent image across all media channels, including search. Source: SEMPO

MARKETING

***Cause Marketing:** Promotional strategy that links a company’s sales campaign directly to a nonprofit organization. Generally includes an offer by the sponsor to make a donation to the cause with purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment. Source: IEG

Integrated Marketing Communications: A planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.

Marketing: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

***Marketing Plan:** A document composed of an analysis of the current marketing situation, opportunities and threats analysis, marketing objectives, marketing strategy, action programs, and projected or pro-forma income (and other financial) statements. This plan may be the only statement of the strategic direction of a business, but it is more likely to apply only to a specific brand or product. In the latter situation, the marketing plan is an implementation device that is integrated within an overall strategic business plan.

*Marketing Strategy: A statement of how a brand or product line will achieve its objectives. The strategy provides decisions and direction regarding variables such as the segmentation of the market, identification of the target market, positioning, marketing mix elements, and expenditures. A marketing strategy is usually an integral part of a business strategy that provides broad direction to all functions.

*Market Positioning: Positioning refers to the customer's perceptions of the place a product or brand occupies in a market segment. In some markets, a position is achieved by associating the benefits of a brand with the needs or life style of the segments. More often, positioning involves the differentiation of the company's offering from the competition by making or implying a comparison in terms of specific attributes.

Market Research: The systematic gathering, recording, and analyzing of data with respect to a particular market, where market refers to a specific customer group in a specific geographic area.

Relationship Marketing: Marketing with the conscious aim to develop and manage long-term and/or trusting relationships with customers, distributors, suppliers, or other parties in the marketing environment.

Social Marketing: 1. (social marketing definition) Marketing designed to influence the behavior of a target audience in which the benefits of the behavior are intended by the marketer to accrue primarily to the audience or to the society in general and not to the marketer. *Comment*: Social marketing is sometimes confused with social impact of marketing. Social marketing can be carried on by for-profit, public, and private nonprofit organizations or by individuals. Examples would be attempts to influence individuals to stop smoking (by the private nonprofit American Cancer Society) or report crimes (by the public U.S. Department of Justice). An attempt of one friend to influence another to go on a diet is also social marketing.

Target Market: The particular segment of a total population on which the retailer focuses its merchandising expertise to satisfy that submarket in order to accomplish its profit objectives.

Word Of Mouth Marketing (WOM): 1. (consumer behavior definition) This occurs when people share information about products or promotions with friends. UPP/JCO]

RESEARCH

*Qualitative (focus groups, etc.): 1. (consumer behavior definition) A method of gathering qualitative data on the preferences and beliefs of consumers through group interaction and discussion usually focused on a specific topic or product. Also, it is a group of respondents brought together for this purpose 2. (marketing research definition) A personal interview conducted among a small number of individuals simultaneously; the interview relies more on group discussion than on a series of directed questions to generate data. It is also called group in-depth interview.

*Quantitative (data-driven): The quantitative models of a process that are calibrated by examining subjective judgments about outcomes of the process (e.g., market share or sales of a firm) under a variety of hypothetical scenarios (e.g., advertising spending level, promotion expenditures). Once the model linking process outcomes to marketing decision variables has been calibrated, it is possible to derive an optimal marketing recommendation (Little 1970; Chakravarthi, Mitchell, and Staelin 1981; Little and Lodish 1981).

MORE ONLINE RESOURCES:

For Internet-related terms, visit http://www.sempo.org/learning_center/sem_glossary/

For sponsorship terms and information, visit IEG at

http://www.sempo.org/learning_center/sem_glossary/

For public relations information, visit www.prsageorgia.org (healthcare SIG) or www.prsa.org

For information on nonprofits, visit www.gcn.org

For healthcare marketing, read *Healthcare Marketing Report*,

http://www.hmrpublicationsgroup.com/Healthcare_Marketing_Report/index.html or visit

The Healthcare Communications and Marketing Association – www.thehcma.org

or the Georgia Society for Healthcare Marketing and Public Relations –

<http://www.wasanu.com/gha/societies/gshmpr.html>

** Key terms for review*

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