

# Markets, Advertisements and Publicity (MAP) creates Utility of Services or Products (USP)

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**Abstract-** Though Markets includes Advertisements and publicity, these two key topics have been studied in detail as to how they are providing Utility of Services or Products (USP) to customers, Focus has been made on the former for concepts- research, sales, distribution, customers, etc. so that appropriate route MAP may be laid for quick understanding apart from the continued efforts of Marketer. Hence, this paper has been the outcome of the present concepts so as to arrive at the depth of various aspects related to the consumers.

## INTRODUCTION

Markets, Advertisements and Publicity are essential parts of businesses to know involved processes for making customer understand and to get closer to the customer. These three aspects are supportive and related research would be able to help to properly enter or even penetrate deeply. Understanding what each of these terms means apart from connecting them together would help effectively increase sales and profitability of any organization.

Markets are the places for the services and/ or products to seek possibly sales which are must or else the organizations do not survive. The four Ps, i.e. Product or service, Price, Place, and Promotion, helps to be nearer to the consumer. Publicity is a form of contact and/ or communication with the customer. It is for the management to choose which would be appropriate publicity for the target audiences, so as to reach the right market places.

An organizational planning of manufacturing right kind of services and/ or products for sales in markets is necessary. Researched areas of audiences, and planning of the markets also essential, after which necessary expenditures arrived at for required campaigns is finalized.

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### *Markets*

Markets at different places serve the needs of both the manufacturer and consumers of services and/ or products of organizations. Markets have competitors who fix prices as per needs and trends for their services based on various factors so as to affect sales of their wares put in the market for customers. A researched market for the needed services is ideal or else it would be difficult for knowing the pulse of consumers for services or products. Market aspects are uncovered for services or products for understanding customers where they would like to be able to buy as well as use it regularly for increasing the frequency rate.

### *Advertisements*

Advertisements are paying to get the reach large consumer base. PR is different from the advertisements as it controls the media. Strategies are needed for knowing and/ or showing the needs of the potential customer for resolving or meeting the necessities arising from that problem, and displaying how service or product does that. Good advertisements help showcase service and/ or product instead of just talking about services and/ or products.

Advertisements help a service or product that is overpriced or unavailable locally in stores as it does make sense. Similarly, placing an advertisement for women's personal services or products in a men's magazine would be bad. Hence, markets are of utmost importance for sales processes. Advertisement adds to the markets in such a way that specified customers are particularly identified so that these customers are targeted for more and more sales.

### *Publicity*

Publicity is various programmes and processes for bringing in and enhancing the existing awareness of service and/ or product. Publicity differs from advertisements due to the fact that it is more field visits activity rather than stand alone function. Sponsoring all kinds of programmes, events, contests, etc. outside or through the organizational websites are parts of publicity. Publicity need to be focused on customer demographic based on the market research as it is the source of ascertaining who best potential customers are to be tapped.

### *Market and Advertisement Plan*

Market is the source to showcase the services of the items listed out. Four Ps, i.e. Product or service, Price, Place, and Promotion, to communicate with potential consumers are used extensively. Publicity combines essentialities of consumer through advertisement and public relations, which are the core. The selection of markets types would be best form of publicity for the target audiences, so as to be able to develop appropriate planning for the purposes.

### *Real Promotions*

Real Promotions are done when businesses decide on various aspects regarding markets, sizes, expenditures, promotions, etc. But generally, businesses with fewer resources resort to reaching customers directly till they have budget for devoting on full- scale advertising.

The process goes through below steps:

1. Segmentation
2. Targeting
3. Positioning
4. Messaging

#### *Segmentation*

Segmentation would decide which segment or area along with reasons for entering researched markets. In the research, researchers are found to be using following methods:

- a. Sales Analysis
- b. Questionnaires
- c. Focus Groups
- d. Interviews
- e. Hiring Market Research Firms

#### *Targeting*

It involves focusing on selected areas so as to reach the consumers. The Marketer would attempt getting the required responses from consumers thereby defining audiences, and the marketing objectives for the set purposes so as to reach the markets for sales increase.

#### *Marketing Communications*

It is way or method which specifies many types as listed out here under:

##### *Mass Media:*

Outdoor Advertisements

Business Directories

Magazines and/ or Newspapers

Television and/ or Movies

Radio

Infomercials

*Sales Promotions:*

Coupons

Discounts

Referral Programmes

Loyalty Incentives

*Public Relations:*

Media Introductions

Public Relations Events

News Media Releases

*Personal Selling:*

Salesmen

Showrooms

Exhibitions

Trade Shows

*Direct Marketing:*

Auto Mailers

E- mails

Packaging

*Digital Marketing:*

Company Websites

Social Media- Face book and/ or other means

SMS Promotions

You Tube

Every one of these promotional avenues has intense competition, and hence it is essential to select the right promotional avenue carefully. Companies are finding newer ways to promote their businesses so as to ensure revival/ survival, sustainability, successes, etc.

#### Integrated Marketing Communications (IMC)

After targeting general audience, it is essential that the organization ultimately leads them towards purchase, for which it tries that it would capture the attention through the IMCs.

Then, the Marketer considers media and chose to strive hard towards promotion of brands.

#### Positioning

Positioning is the most important aspect as it would make service and/ or product different and apart from those similar in market so that consumers choose it over others for buying.

#### *Branding*

Brand of service and/ or product would be unique aspect by which consumer recognizes it. The more consistent the brand, the more likely customer would be able to remember it and buy. The customer would pay more for the chosen one than the others not known or trusted, referred to as “Brand Equity” and is also essential that it becomes the ‘Unique Selling Propositions (USPs)’, as these are to be the easily recognizable parts of any message. Example: Kellogg’s logo seen and trusted since long for the ready as well as healthy meal. Branding is creating consistent image for the company as well as services and/ or products.

#### *Messaging*

It is positioning towards customers with a view to inform, persuade and remind as under:

- a. Inform: About service or product brand
- b. Persuade: So as to quickly drive the sales
- c. Remind: Repeating in order to maintain interest on the service or product brand

It is felt important that markets, advertisements and publicity work to get proper audience.

#### *Evaluation*

It is important for businesses review their markets, advertisements and publicity on regular basis. This ensures that Marketing Research Strategy, Audits of Advertising, Public Relations, and Promotions may reveal flaws and/ or incorrect aspects/ assumptions for rectifications.

### CONCLUSION

Markets, Advertisements and Publicity would lay out MAP where the organizations would be able to use Marketing Plan for real promotions, which would include Segmentation, Targeting, Positioning apart from Branding, and finally Messaging to reach specified audiences to ultimately be able to sell as well as succeed in

creating Utility of Service or Product (USP) in addition to the usual Unique Selling Proposition (USP) so that they use the service and/ or product over others due to developed Trust with a view to increase sales.

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