

# **A Study on Sales Marketing**

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**Abstract:** *Marketing management is one of the foremost constituents of business management. It is the business process of creating relationships with and satisfying customers. Marketing management is a buyer-oriented process involving the creation, communication, and delivery of value. It works towards building and retaining lifetime customer loyalty. All marketing activity is about the customer, focused on acquiring and retaining them.*

**Keywords:** Marketing

## **I. INTRODUCTION**

Marketing management is one of the foremost constituents of business management. It is the business process of creating relationships with and satisfying customers. Marketing management is a buyer-oriented process involving the creation, communication, and delivery of value. It works towards building and retaining lifetime customer loyalty. All marketing activity is about the customer, focused on acquiring and retaining them.

Marketing management provides businesses with a competitive edge since that is what they need to do to gain loyal customers. Several marketing channels have been made available to businesses, besides traditional marketing, thanks to the internet. All of them focus on engaging the customer.

The process of evolving a sales force, synchronizing sales operations, and executing sales techniques that assist a business to consistently achieve its sales targets is called sales management. Precise sales management processes are essential when it comes to boosting sales performance for any size of the operation or any industry. The sales management process can be the difference between surviving and flourishing in an increasingly competitive marketplace. There are three aspects of sales management within the sales process: Sales Operations which involves building the sales team.

Salespeople need to be great at selling the company's product. Set targets, assign territories, establish goals and counsel them throughout the process.

Sales Strategy entails defining the sales process. A sales cycle is an essential part of every business. It is a series of tasks that help a company's product reach its users. Therefore, having a sales pipeline, or sales funnel, will make that easier to complete these tasks. With the standard sales funnel the number of deals in the funnel, the average size of a deal in the funnel, closure ratio, sales velocity, etc. can be measured.

Sales Analysis or reporting is what enables an assessment of the current efforts vis-a-vis the targets. It involves sales metrics or quantifiable indicators that help measure each aspect of sales operations.

Sales and marketing, though sharing the same objective, differ significantly. Sales can be considered the last stage of marketing. It would be interesting to explore how they differ, but we will reserve that discussion for another day. In this post, let us look at an equally

interesting topic of how sales and marketing have evolved over time. Let us begin with one of the earliest forms of sales and marketing: the barter system.

More than a thousand years ago, when coins and other forms of money were not yet popular, the typical and most common way people procured their products or services was through the barter system--the direct exchange of goods or services without the use of money. For example, a farmer might have exchanged some of his harvest with a carpenter for some wooden furniture. Sales and marketing with the barter system relies on having access to the appropriate persons with whom things can be exchanged for mutual value.

Then came the traditional marketplace.

The growing popularity of coins and other forms of money as a medium of exchange gave rise to the traditional marketplace in which producers such as farmers, craftsmen, and carpenters created products, sold wares from shops, and shouted out to crowds of potential customers in order to promote their products. Traditional marketplaces are usually small markets where price negotiations and other decisions related to sales are made quickly, often by one or two persons.

The Industrial Revolution in the eighteenth and nineteenth centuries marked a shift toward mass production in factories such as textile manufacturing. Goods were produced more efficiently and economically and could be sold to a wider market. This created the seller's marketplace. The main objective of the seller's marketplace is to establish a supply chain to procure products and then establish a distribution channel to sell the products to a wide variety of customers, often referred to as mass marketing. This was followed by conventional mass media marketing. We will discuss this along with the innovative fragmented new-age marketing of the twenty-first century in the next post. Until then, keep selling.

## **II. REVIEW OF LITERATURE**

The authors, Royo-Vela (2016) and Hünernmund state, "A market- and marketing-oriented university focuses on current and potential students – its customers – and tries to meet the needs or wants of the target audience by coherent marketing activities".

Fagerstorm and Ghinea (2013) refer to traditional marketing when they write, "From this viewpoint, customers are often seen as passive responders to various marketing activities rather than active participations in the value creation process"

### **2.1 Objectives of the Research**

1. To understand the concept of inbound marketing.
2. To obtain information about types of marketing.

## **III. RESEARCH METHODOLOGY**

This study is based on Secondary data. Secondary data collected from various books, journal, internet, etc.

## **IV. FINDINGS**

Everything starts with your sales funnel. You need to understand each point, each sale you make within your funnel. This is the famous customer's journey with your business.

I won't go into a lot of detail about this here. To learn more about it, you can read our full post on the customer's journey.

The issue is understanding where you're going wrong or what you can do to improve your marketing during the sales funnel phases.

Imagine a linear industrial process in which there are four steps to get to the final product. In other words, step 4 depends on step 3, which depends on step 2, which in turn, depends on step

In this process, a problem with any of the steps will interfere with the final product. It is up to the person in charge of production to identify the bottlenecks of the process and solve them.

You're probably wondering, "What does this have to do with marketing?" Everything.

In the case of marketing, the final product is the sale. And in short, the steps are as follows: awareness of the problem, consideration of the solution, search for the solution and purchase.

Therefore, if at the top of your sales funnel, you are collecting an expressive number of leads and in the end, you aren't converting them into customers, there's a problem. Types of Inbound Marketing

Sales and marketing are essential components of a business's growth and revenue generation strategy. There are various types of sales and marketing techniques, each with its own focus and approach. Here are some of them in detail:

**Inbound Marketing**

Inbound marketing focuses on attracting customers through valuable content and experiences. It involves techniques like content marketing, SEO, social media, and email marketing to create brand awareness and draw potential customers to your products or services.

**Outbound Marketing**

Outbound marketing is more traditional and involves reaching out to potential customers through methods like cold calling, direct mail, and advertising. It's a proactive approach where you initiate contact with potential leads.

**Content Marketing**

Content marketing revolves around creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. This content can include blog posts, videos, info graphics and more.

**Social Media Marketing**

This strategy utilizes social media platforms like Facebook, Twitter, Instagram, and LinkedIn to connect with your audience, build brand awareness, and drive engagement and sales.

**Email Marketing**

Email marketing involves sending targeted emails to a list of subscribers or potential customers. It's an effective way to nurture leads, promote products, and build customer relationships.

**Affiliate Marketing**

In affiliate marketing, businesses partner with individuals or other companies to promote their products or services. These partners earn a commission for each sale or lead they generate.

**Search Engine Optimization (SEO):**

SEO is the process of optimizing your website and online content to rank higher in search engine results. This helps increase organic (non-paid) traffic and visibility.

**Pay-Per-Click (PPC) Advertising:**

PPC advertising involves paying for ads to appear at the top of search engine results or on various online platforms. Advertisers pay each time a user clicks on their ad.

**Influencer Marketing:** Brands collaborate with influencers who have a large and engaged following to promote their products or services. The influencer's endorsement can reach a highly targeted audience.

**Content Remarketing:**

Content remarketing is about showing ads or content to users who have previously visited your website. It aims to re-engage potential customers and encourage them to take action.

**Event Marketing:**

Event marketing involves hosting or participating in events, trade shows, or webinars to showcase products and connect with potential customers face-to-face.

**Direct Sales:**

This approach involves direct contact with potential customers, often in a one-on-one setting. It's commonly used in industries like real estate, insurance, and high-end retail.

**Relationship Marketing:**

This strategy focuses on building and maintaining long-term relationships with customers. It emphasizes customer satisfaction and loyalty through personalized interactions.

**V. CONCLUSION**

Marketing is the most exciting of all business sports. It is the heartbeat of every successful business. It is continually changing in response to the explosion of information, the expansion of technology, and the aggressiveness of competition, at all levels and everywhere.

All business strategy is marketing strategy. Your ability to think clearly and well about the very best marketing strategies, and to continually change and upgrade your activities, is the key to the future of your business.

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