

UNIDAD EDUCATIVA PARTICULAR JAVIER

UNIFIED GENERAL BACCALAUREATE

MONOGRAPH

**“HOW TO CREATE GOOD ADVERTISEMENT THROUGH MARKETING
TECHNIQUES”**

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THIRD OF BACCALAUREATE - COURSE D

2019 – 2020

Gratitude

Through the process of this investigation which I found to be quite demanding and which forced me to push myself beyond what I believed myself capable of, I have come to realize that I have never been alone. I have always had people by my side to support me. As a result, this is why I would like to take this opportunity to thank my parents for always having my back. I would also like to express my gratitude to my monograph tutor for always keeping an eye on my academic growth and the Research teacher who helped clear any doubts I may have had throughout the different stages of this investigation. I must also thank my classmates for the good times we have shared.

Summary

The notion to set up the promotion of any idea which can boost sales and increment the marketability of any product requires long term planning, creativity and is a lot of work. It calls for carefully thought out strategies which exercise planned for fulfilling the necessities and wants of the objective markets in return for a utility or advantage for the organizations or associations that set it in motion. For this reason, no one can question the work and effort put into advertising, which can be considered I fundamental to making progress in the present markets.

Thus, it is basic that all individuals who are part (straightforwardly or in a roundabout way) of the business territory of an organization or association, know top to bottom what is the meaning of showcasing. It is viewed as a social procedure since gatherings of individuals intercede, with requirements, wants and requests. As indicated by Kotler, the beginning stage of the advertising orderlies in human needs and wants.

It is also viewed as a managerial procedure, since advertising requires essential components, for example, arranging, association, execution, and control, for the improvement of its exercises.

Both fundamental attributes and that are a piece of the meaning of promoting, help to recollect two significant focuses: 1) Marketing is completed by individuals and coordinated towards individuals, this angle is basic to monitor the "acculturation" of its various exercises. 2) Marketing should be overseen: Nowadays it isn't sufficient to have splendid thoughts, you need to design them, arrange them, actualize them and control them, to build the odds of progress and make the organization progressively focused.

One of the most significant undertakings of promoting is to distinguish the necessities and wants that exist in the market, and after that, fulfill them in the most ideal path with an item or administration, sensibly, in return for a utility or advantage.

Showcasing is a framework since it has a lot of components that are known as the advertising blend or the 4 P's (item, value, advancement, and position); which, add to the accomplishment of the destinations of the organization.

The advertising blend is a key column for an organization to take an interest and be focused in the market, as it intends to fulfill the necessities and wants of its objective market by offering an item or administration; which, should be elevated or elevated to be known and recollected, additionally has a value communicated in fiscal terms, lastly, finds the way to arrive at the client. (416)

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Introduction

The following monographic work is a detailed investigation on **“How to create good advertisement through marketing techniques”** The fundamental column in the improvement of the different techniques to be done by the organization. Items and administrations are produced or made to get benefits, address the issues of customers and give substantial reactions to the market; therefore, we can say that they structure the premise of any showcasing origination.

The improvement and dispatch of new items is a business movement brimming with dangers and vulnerability. We have been watching a couple of years how the item life cycles are shortening in a vast dominant part, reasons? Principally the adjustments sought after and the expansion in rivalry.

An item is primarily made out of a progression of physical and immaterial qualities that address or attempt to meet the issues of the purchaser and must compare to the possibility of utility expected of him, in spite of the fact that the present pattern is set apart by the showcasing of discernments, which makes to like to the various buyers an item more by their enthusiastic or outer qualities than by the possess utility.

Along these lines, the eccentricities of the various items apply a significant effect on the whole promoting strategy; In request to carry it to fulfillment it is important to efficiently assess the conceivable outcomes of the market, that is, to decide the substance of the various methodologies of the items and administrations, both of our organization and of the challenge, to choose and break down its fundamental qualities, just as the costs set for advertising, all planned with the way of thinking and showcasing techniques considered by the organization. (279)

Chapter 1

Marketing

1.1 Definition

Marketing is the basis of advertising, helps us to achieve customer satisfaction with benefit through a product or service. Not only seeks the realization of a sale, but also the establishment of profitable relationships with the customer, to carry out this can be used several media such as newspaper, magazine, radio, television and so on among other means not yet used that allow us to capture the attention of the customer and can see or hear in the case of radio more than anything else the product offered by any of these media.

Nash (1989) states that: "The defining characteristic of the relationship is not the method used to reach the customer in perspective, nor the means by which the customer responds, since it does not matter whether the request or the order arrives by mail". (p.1)

The definition of marketing or also known as marketing is the art and knowledge of making good use of opportunities to increase sales of a company, we can also say that marketing is an entrepreneurial attitude that teaches to identify, discover, know and master the products and services that meet the needs of customers. "Marketers spend billions of dollars each year on social media to establish and maintain a presence on online social networking sites" (Moorman, 2015, p.93).

1.2 Social Impact of Marketing

The social impact of marketing has been very great as it allows us to know that products are no longer acquired simply for their basic function, the new way of choosing a product that we are going to consume, is determined by preferences, tastes and thoughts that have been stamped on the collective unconscious of consumers, this is called "consumer culture". In addition to this consumer culture that affects consumers, it is said that businessmen also participate in the culture, since a businessman, when he is interested in a product, calls the

attention and visualizes that he can take advantage of that product and looks for the way to buy it or to be a partner, also called an investor, in order to take advantage of that product with his experience and more advanced methods of how to make that product expand in the market, generate value and more profit in favor.

Recent developments in marketing are aimed at building the welfare of society as a whole, from a social and human perspective. Consumers are direct receivers of the pressures exerted by those in charge of marketing from a cultural point of view, as they are participants in society. Development allows us to see that it is not a matter of creating cultures but of trying to mold them in such a way as to benefit the company. In this way, the phenomenon of consumption emerges, raising the level of consumption, generating symbolism in products as characteristics that are discriminatory and exclusive to a social group.

Nowadays to do marketing it is necessary to analyze and to understand the behavior of the consumer, some clear examples are to see the most requested products by the consumers and to make surveys in order to realize the adversities that it faces and thus to be able to see what it is that the consumer in general likes more or from the wrapping up to the smallest detail that will allow to call the attention of the client, otherwise our position of market would be diminished when not fulfilling the expectations.

1.3 Marketing related to technology

The negative impact of marketing on society comes in many ways, today we mainly find it in social networks, which are full of marketing and propaganda in every corner. Vranica & Shayndi (2012) say: "Facebook Inc. has built a \$3 billion-a-year advertising business by convincing marketers to buy new forms of advertising designed to create buzz around their brands" (párr.1). The worst thing about this situation is that Facebook Inc. (The company referred to) owns not one, but three of the most used social networks by thousands of users

around the planet. It is impossible to navigate around Facebook and Instagram without finding at least one advertisement, as this is where these applications get their income from. There are three types of marketing recognizable today in a large company: One of them is the one that the company pays to get, another is the one that the company owns on its own and the last one is the one that the users themselves generate for the company at no additional cost. The latter point brings fame to applications such as those mentioned above that are instantly recognized by their users despite the fact that very few of them really have any contact with the company or brand. "Slightly more than 1% of fans of the biggest brands on Facebook are actually engaging with the brands" (Creamer, 2012, para.3).

One of the positive things about the use of technology in marketing is that we usually see ads that are moderately of interest to us. This is because platforms such as Google allow better targeting of ads generated through the collection of data such as: browsing history, pages visited, subscriptions, among others. Although these ads shared through electronic media is not a marketing strategy on its own, Creamer (2012) states that Facebook can be a good platform to reach more people and have a solid buyer base.

The availability to connect quickly and efficiently attracts many companies to use social networks or Google services for their advertising, although there is an application that has gone under the radar.

Customers are already engaging with brands online, just not where most of the brands are focusing their marketing strategies. Nearly six in 10 report interacting with brands on social media, with Pinterest continuing to grow in influence. Three in 10 frequent online shoppers – purchasing online more than twice per week – use Pinterest to discover new products (Wordwright, 2013, párr.10-11).

This shows that marketing is not only based on large companies such as Google or Facebook and that consumers are increasingly looking for new ways to attract potential customers. (1012)

Chapter II

What's the difference between advertising and public relations?

2.1 Definition and examples

2.1.1 Marketing.

The task of marketing is to place a product (or service) on the market to be purchased, the "four P's" of marketing are: Product, price, promotion/advertising and place/location. So: a product is offered at a price in one place in one way. Even shorter: value at price.

For example, if you, as an entrepreneur, offer a "better mousetrap", people will only go to you if they know that you have this better mousetrap and if potential customers know where to find this mousetrap.

2.1.2 Advertising.

Advertising is used to sell a product (or service) to a specific target group. Advertising is therefore a part of marketing. Paid media and means of communication are used. The advantages or characteristics of the product are directly communicated to the target group. The price and the place where it can be purchased are also usually used. Potential customers are directly invited to buy.

For example, when a manufacturer launches a new flat screen, ads and TV spots are placed to convince potential buyers of the benefits of the device.

2.1.3 Public relations (PR).

Public relations activities create a "positive climate" around a product or service that makes it "easier" for companies to operate in the market and achieve defined objectives. Public relations work serves to establish and maintain relationships with all market players. This does not only mean current or potential customers.

In this way, public relations contribute to positioning a brand, a product or a service or to building a certain image.

Marketing, advertising, public relations: these terms are often used as synonyms in everyday life and by lay people. But it is worth understanding the differences in meaning, because then it becomes clear which tasks they refer to.

2.2 Marketing

Marketing is a term that is independently interpreted by different authors. Therefore, there is no generally binding definition. Basically, this term describes two completely different fields of action. Marketing is, depending on the interpretation, a corporate philosophy and/or a collective concept for all sales-oriented activities.

Marketing as a corporate philosophy places the customer at the centre of all activities. If marketing is understood in this way, it always requires a rethinking of the management of the company (Naranjo, 2017). The question "What is best for my company?" becomes the central question: "What is best for my customers?".

At the same time, marketing should also be understood as a generic term for all activities that directly or indirectly control, promote and support sales, such as sales, advertising, sales promotion, public relations, service, sponsorship, presentation, consulting, product development, innovation policy, etc.

2.3 Advertisement

Regardless of whether marketing is interpreted as a philosophy or simply as a collective term:

Advertising is a particularly important part or subarea of marketing. However, there are different interpretations. Here there are two definitions, which are identical in the long-term statement, but with different accents.

Advertising tries to influence the attitudes and behaviors of target people through subjective information and the advertising media most suited to the company's intentions.

Advertising is also defined somewhat more fully as follows: Advertising has the task of positively changing attitudes towards offers and the company among selected individuals and

target groups in the sense of tasks (demand generation, image change, anchoring of unique sales proposals, etc.). In order to achieve this objective, we use our own and other advertising media, advertising media and (social) media of various kinds, depending on the needs.

2.4 Public relations (PR)

PR means Public Relations and, like advertising, is part of marketing. However, there are also public relations people who do not want to acknowledge this task. The reason is in history, since in many companies' public relations was assigned directly to the board of directors. This turned out to be problematic, however, because cooperation between advertising and public relations was often uncoordinated in terms of content and time.

The aim of all communication services between companies and the public is to present the company with its services and products in a positive and identical way. This inevitably resulted in integration in the area of marketing, where today both subareas are combined under the generic term of communication. (Naranjo, 2017, p.29)

While the main objective of advertising measures is to sell products and services, public relations has the task of positively influencing the acceptance of the company. In addition, public relations have the task of limiting damage in times of crisis through appropriate information and news.

2.5 Sales and distribution promotion

For the sake of integrity, they continue to be mentioned.

As Naranjo (2017) says: "Sales promotion is the effort to offer incentives to the sales staff, the trade (wholesaler), recommendations and customers through specific measures, which directly and immediately increase sales success" (p.42). The measures can be aimed at one, several or all target groups involved in sales. These incentives, often limited in time, are also referred to as "incentives".

The field of action "sales promotion" also has a problematic component. This becomes visible when the interests of the manufacturer and supplier are not congruent. The manufacturer's goal is for buyers to visit suppliers who sell their products. However, the goal of many suppliers - regardless of whether they engage in trade or skilled trades - is that buyers come to them, regardless of the products they represent.

Marketing is a company's entire focus on sales, that is, on the needs of customers and the market in which it operates. In addition, this term refers to the division that deals with the marketing of products and services. The four classic marketing strategies - also called marketing mix - are product policy, price, sales and communication.

2.5.1 Communication policy as part of marketing.

The communication policy organizes communication between the company and the customer or other relevant groups. This includes all measures that inform about the objectives, offers and activities of the company. These relevant groups are journalists, but also those who exert influence on the scene, such as bloggers or loyal regular customers of the company.

There are several tools for successful communication. This can be classic advertising on television, print and online, as well as direct marketing campaigns, social media activities, public relations measures, sponsorship of events and presentations at trade fairs.

Public relations refer to the specific handling of public communication. This form of communication is not based solely on sales. Rather, it is about building a positive image and influencing the public for the benefit of the company. (1089)

Chapter III

All about marketing history.

3.1 Marketing history

The investigation of the historical backdrop of advertising, as an order, is important in light of the fact that it characterizes the baselines whereupon change can be perceived and see how the control develops because of those changes. The act of showcasing has been known for centuries, however the term "marketing" used to depict business exercises purchasing and selling an items or administrations came into prominent use in the late nineteenth century. The investigation of the historical backdrop of showcasing as a scholarly field rose in the mid twentieth century.

In spite of the fact that the historical backdrop of promoting thought and the historical backdrop of advertising practice are particular fields of study, they converge at various points. Showcasing professionals take part in inventive practices that catch the consideration of promoting researchers who classify and scatter such practices. Simultaneously, advertising scholastics frequently grow new research strategies or hypotheses that are hence embraced by professionals. This improvement in advertising hypothesis illuminate promoting practice and the other way around. The historical backdrop of advertising will stay deficient in the event that one disassociates the scholarly world from professionals.

Students of history of marketing will in general fall into two particular parts of advertising history - the historical backdrop of showcasing practice and the historical backdrop of advertising thought. These branches are frequently profoundly partitioned and have altogether different roots. The historical backdrop of showcasing practice is grounded in the administration and promoting disciplines, while the historical backdrop of advertising thought is grounded in financial and social history. This implies the two branches pose

altogether different sorts of research inquiries and utilize distinctive research devices and systems.

Antiquarians of showcasing have embraced impressive examination concerning the development of advertising practice, yet there is little understanding about when promoting initially started. A few specialists contend that promoting practices can be found in days of yore, while others propose that advertising, in its cutting edge structure, developed related to the ascent of shopper culture in seventeenth and eighteenth century Europe while yet different scientists recommend that advanced showcasing was just completely acknowledged in the decades following the mechanical unrest in England from where it along these lines spread to Europe and North America.

Hollander and others have recommended that the various dates for the rise of showcasing can be clarified by issues encompassing the manner in which that advertising has been characterized - regardless of whether reference to "modern marketing" as an arranged, customized collection of expert work on including exercises, for example, division, item separation, situating and promoting correspondences versus 'marketing' as a basic structure conveyance and trade.

3.1.1 Timeline of marketing history.

Venture and economies have a long history going back to old times. Individuals have been taking part in trade for a huge number of years. Consequently, old individuals used a few types of showcasing as they led business. The Industrial Revolution made ready for progressively present day types of promoting and retailing of merchandise and enterprises.

- Print Advertising, 1450s: Print publicizing made it feasible for retailers to go out leaflets and fliers to potential clients.
- Magazines, 1730s: The first magazines were created and discharged.
- Blurbs, 1839: France prohibited notices on private property.
- Bulletins, 1867: People started leasing boards for promoting.

- Radio Advertising, 1922: Businesses started buying promoting time on the radio.
- TV Advertising, 1941: Records demonstrate that individuals started acquiring TV promoting right now.
- Telemarketing During the 1950s: Telemarketing was conceived, with organizations using the phone to arrive at potential clients.
- Portable Advertisements Between the 1970s and 1994: Advances in innovation empowered new showcasing capacities through the Internet, for example, web based business advancements, database promoting, guerrilla promoting, and PC situated spam.
- Search Marketing, 1995: Companies started the way toward attempting to advance a business by getting web crawlers to send traffic to a site. Firms likewise started using site improvement, or SEO, to direct people to sites by means of the utilization of catchphrases composed by shoppers in web crawlers.
- Blogging, 1998: Businesses and people started making online journals as vehicles to share proficient or individual data.
- PPC, 2000: Pay-per-click surfaced in this year as an Internet showcasing strategy in which an organization pays a little expense for each snap on a notice.
- Online life, 2003: Social media sites ended up well known as of now as a route for individuals to impart data and thoughts to others on the Internet, including business messages.
- Google Analytics, 2005: Google gives site proprietors data about individuals who visit their sites that can enable them to check whether they're contacting their crowd.

3.1.1.1 Marketing creators.

Philip Kotler is viewed as the dad of Marketing since he is for all intents and purposes

thought about the author of this order and has acquired different honors for his commitments to this point.

So, Kotler is the originator of Marketing as a scholastic field of study and we owe him that in colleges this is a seat.

Kotler was the person who distinguished different errors made by the advertisers when executing their arrangements, which was an extraordinary assistance for business visionaries.

Different ideas, for example, 4P Marketing were conceived by this master and has helped numerous organizations land their techniques.

The well-known ten instructions of Marketing are likewise created by Kotler and in his book

"The Ten Deadly Sins of Marketing" he subtleties those perspectives that are deadly to

Marketing rehearses today. (906)

Conclusion

At the end of this monographic work we can say that:

- We can conclude that marketing is the fundamental basis of advertising and is essential to successfully sell a product
- Marketing as time progresses has improved and innovated new ways to sell a product

- There are several types of marketing from which we can select to have a good connection with the public that can be had
- It is important to mark the needs of the public and find a way to get their attention properly and prudently
- The social impact of marketing on society has been very large so much that it is a strategic way to get attention
- Marketing invaded technology so they give many advantages, which we can use to sell things and make them more accessible.
- Marketing is changing quicker than any time ever.
- Innovation arrangements are making new ideal models for brands to court, interface, and convert clients.
- Roused by compassion and personalization, quickened by information and visual stages, and encouraged by versatile and social, advertisers are more enabled now than any time in recent memory.
- Effective advertisers perceive that it is individual experience that issues most also, work to permeate every one of their endeavors with that ethos.
- Marketing is the most energizing of all business sports. It is the heartbeat of each effective business.
- Your capacity to contemplate the absolute best promoting techniques, and to consistently change and overhaul your exercises, is the way in to the eventual fate of your business.
- Be pleasant. It pays.
- Can you relinquish banality expressions like "have a pleasant day"?
- Every individual from the organization is a piece of the organization's promoting methodology.
- A customized administration infers that you need to give a help that attempts to make faithful clients, yet to an assortment of individual people.
- Customer administration is significant, so have your representatives welcome and grin, set up policies went for consumer loyalty.
- Help your clients somewhat more than you ought to and they will be more joyful.
- Don't overlook this: Everybody thinks he is correct.
- Have you thought how are your representatives going to oversee grievances?

- Don't stand by to call an intrigued client.
- Don't center too much in what you are when talking. Center in the advantage the

customers can get with your administration.

- In a couple of words, in the event that you don't separate, you will bite the dust.
- Separation is increasingly significant that you are likely reasoning.
- Utilize a few promoting approaches simultaneously.
- Promoting isn't simply building up a brand. It incorporates human relations,

innovative work and client support as well. Get included into that.

- Promoting makes progress toward request age, client informing and deals adequacy.
- Showcasing takes a stab at ceaseless transformation both disconnected and on-line.
- Deals, showcasing and advertising should cooperate.
- Benchmarking will make you normal, not extraordinary.
- Consider regular advancement instead of in a medium-term achievement.
- Ask yourself what little changes can give you an extraordinary achievement.
- Think on who has the power in your association: providers? purchasers? contenders?

how hard is it to get into a market?

- In the event that you can't gauge something, you won't have the option to realize how

to improve it subsequently.

- Be the first in something and you will likely be popular, as long as your creation is in

accordance with shoppers' needs.

- The law of market interest is still in power.
- Standard public statements don't work since they misuse unclear cases, industry

language and senseless superlatives.

- Official statements must have clear dates, declarations and a site page to finish the

message.

- Independent companies must utilize both mindfulness and an important separation.
- Think on corporate social mindful estimations.
- Individuals more often than not lie in center gatherings. (616)

Recommendations

The monograph is one of the most required research reports in advanced education. This is an examination paper that gathers data from assorted sources and where the information of a specific subject is sorted out. You should check with cites and indicate the source when you go to take a literary arrangement, don't accept other individuals' thoughts as though they were yours.

The examination that requires a monograph isn't basic, abstain from making esteem decisions.

The end ought not be founded on your assessment or impression of the realities, it is basically a rundown of the perspectives displayed in the report.

1. - Choose a subject that interests you. It will be a lot simpler to discover data about something that grabs your eye.
2. Clarify a solitary part of the point you need to create. Is discretionary, yet in this way abstain from having something exceptionally broad and fall into the blunder of excluding significant subtleties.
3. Start with the accumulation of instructive material. When you have cut the subject for the examination of a particular angle, start searching for the fundamental data, for example, catalog, articles, reports before your examination.
4. Sort out your wellsprings of data. It is significant that you maintain a control about the data you are getting.
5. Make the report for the introduction. When your work comprises of the built up parties you should catch all the data to be uncovered. A total monograph has the accompanying structure:

Spread, Introduction, Development (sections), Conclusion, Notes and statements, Index and Bibliography. (257)