

THE KOHN MARKETING GLOSSARY*

- **Marketing**—Any effort involving:
 - ▲ **P**rice
 - ▲ **P**roduct (or service) development
 - ▲ **P**lace—Location or method of interaction
 - ▲ **P**romotionOften referred to as the four P's
- **Market**—A group of buyers
- **Market Segment**—A specific portion of a market
- **Target**—An individual who has the *need, capacity, authority, and desirability*
- **Prospect**—A target who has expressed an interest in your product or service
- **Brand**—Identity of a product or company
- **Image**—The thoughts and feelings produced by a brand
- **Differentiation**—Any single distinguishing characteristic
- **Position**—A target's perception of how a vendor compares to its competition
- **Public Relations**—Any display of a brand, differentiation, or position
- **Crisis Management**—Public relations intended to reverse a negative perception
- **Marketing Communication**—Any sensory stimulation used to promote a product or service
- **Promotion**—Any technique designed to influence a buyer
- **Promotional Mix**—A strategic combination of promotions
- **Reach**—The number of targets exposed to a marketing communication
- **Frequency**—The number of times a target experiences a particular marketing communication
- **Features**—The qualities of a product or service
- **Benefits**—The positive results produced by a product or service
- **Impact**—The experience produced by the use of a product or service
- **Demographics**—The physical characteristics of a market
- **Psychographics**—The mental and emotional characteristics that drive buying habits
- **Emotional Spectrum**—The variety of emotional experiences
- **Selling**—Communication with the intent to transact business
- **Closing**—The activity of bringing the prospect from *awareness* to *commitment*

*Marketing terms vary with industries and individuals. These definitions are designed to clarify terms as used by Kohn Communications.



Marketing ■ Management ■ Leadership ■ Team Building ■ Conflict Resolution ■ Public Speaking

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