



The Grede Company

30-SECOND MARKETING TIP



Just What Is Marketing?

Marketers do not create needs. They create wants.

Needs are inherent in our society (food, clothing, shelter, love, esteem, and so forth).

Marketers create wants.

We need food, but I may try to convince you to satisfy that need with a McDonald's hamburger.

You need clothing, but I persuade you to buy an Armani suit. You want esteem? How about a BMW?

Marketing is the satisfaction of needs. Good marketers turn those needs into wants, the fulfillment of those needs with a desire for his product.

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