

MODULE 2 LESSON NOTES

MARKETING FUNDAMENTALS

Marketing should create useful business outcomes.

Did more people become aware, become interested, make contact, buy, and create enough economic value to justify the investment? That is what matters.

WHY BUSINESSES NEED MARKETING

Smaller businesses often do not have the staff, time, or expertise to manage advertising consistently. American Marketing gives them professional marketing support without requiring an expensive internal department.

THE CORE ECONOMIC TERMS

LEAD

Potential customer

SALE

Completed purchase

REVENUE

Money from sales

PROFIT

What remains

KNOW. LIKE. TRUST. USEFUL.

KNOW

Awareness

LIKE

Positive feeling

TRUST

Credibility

USEFUL

Relevant value

People do not simply buy products or services. They buy outcomes from businesses they know, like, trust, and believe are useful to them.

HUNTING VS. GATHERING

HUNTING

The customer is actively searching for something specific. Their attention already has a destination.

GATHERING

The customer is open to discovering information, ideas, products, and services. Facebook and Instagram create powerful opportunities to reach people while they are gathering.

WHY WE START WITH META

New American Marketing clients currently begin with Meta advertising through Facebook and Instagram. We start with one focused system, measure it, improve it, and scale it before expanding into additional methods.

FOCUS FIRST. EXPANSION SECOND.

FIVE BUYING MOTIVATIONS

HEALTH

Wellbeing

WEALTH

Money

STATUS

Identity

CONVENIENCE

Ease

PLEASURE

Enjoyment

ROI AND SCALING

ROI asks: What did the business get back relative to what it invested? Start sensibly. Execute. Measure. Improve. When the numbers justify it, increase the Meta budget or expand into additional marketing methods.

NUMBERS DRIVE DECISIONS.

KEY TAKEAWAY

**START WITH META. EXECUTE. MEASURE. IMPROVE.
THEN SCALE AND EXPAND WHEN THE ECONOMICS JUSTIFY IT.**