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Definition.

Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and

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exchanging offerings that have value for customers, clients, partners, and society at large".

[What is Marketing? — The Definition of Marketing — AMA](#)

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Defining
Marketing .
Marketing is the
process of
teaching
consumers why
they should
choose your
product or
service over
those of your
competitors, and

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is a form of persuasive communication. It is made up of every process involved in moving a product or service from your business to the consumer.

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[Definition of Marketing by Merriam-Webster](#)

Internet
marketing:
Inspired by an
Excedrin product
campaign that
took place online,
the very idea of
having a

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Marketing

presence on the internet for business reasons is a type of marketing in and of itself. Search engine optimization: Abbreviated "SEO," this is the process of optimizing

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content on a website so that it appears in search engine results.

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