Marketing Manifesto

Society needs more marketing.

Marketing, at its core, identifies unsatisfied needs and develops, distributes and communicates differentiated products that satisfy those needs.

Consumers purchase products based on those differentiating elements, whether those be a functional characteristic or an intangible value such as a brand and its corresponding emotional attributes.

In a world without marketing, all products would be undifferentiated and the only competing factor for companies would be the price level.

That price-based competition would be initially beneficial for consumers but eventually all the prices would reach the cost level and at that point companies would start to bankrupt, incapacitated to obtain the benefit which allow them to exist.

Consequently, companies would bankrupt one by one until all the employees were unemployed or until the last company become a monopoly with power to charge any price.

Both alternatives would make consumers worse off. In the first option, because consumers are employees themselves, now jobless and without income; in the second option, because everyone would be subject of whatever price the monopolistic company wants to charge.

In summary, a world without marketing would take the companies to compete only in prices, reducing them to a level where they would be unsustainable, leaving all consumers unemployed or subject to the monopoly’s force.

Marketing prevents that situation from happening by facilitating companies to differentiate their products and to compete in attributes beyond pure pricing.

Society gains from marketing: the more and better marketing any society has, the more it will improve.

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For more information: www.marketisimo.com