

Facilitating and Learning Materials

NATIONAL CERTIFICATE LEVEL I

TRADE AREA:

CASHEW VALUE CHAIN

UNIT 11:

MARKETING OF AGRIBUSINESS AND PRODUCTS



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INTRODUCTION AND PRELIMINARY NOTE

Markets and marketing

The village market has changed over recent times, where in the past if you didn't grow your own food, you probably knew who did. Resulting in you buying your food from them personally at the village market.

The market changed during the period of the modern agricultural revolution which brought about a large variety of foodstuff becoming available from all over the world.

Food surpluses resulted due to improved technologies and transportation. This enabled people to change their buying habits from the farmers as before, but from all the supermarkets, who had collected food from thousands of farms from around the continent.

Marketing's main task is to communicate information with the goal to increase a demand for a specific product or service, therefore challenges arise to gather effective information in agricultural marketing, as these challenges are compounded due product branding where similar or competitive products are marketed by using different names. as a result effective marketing campaigns are being developed for multiple targets such as consumers, restaurants, supermarkets, and government industries.



LO 1: DEMONSTRATE KNOWLEDGE OF MARKETS AND MARKETING:

PC (a) Explain the concept of markets and marketing:

The market concept:

The market is a place where the exchange of goods and services takes place. The market is made up of buyers, sellers, products and prices. .

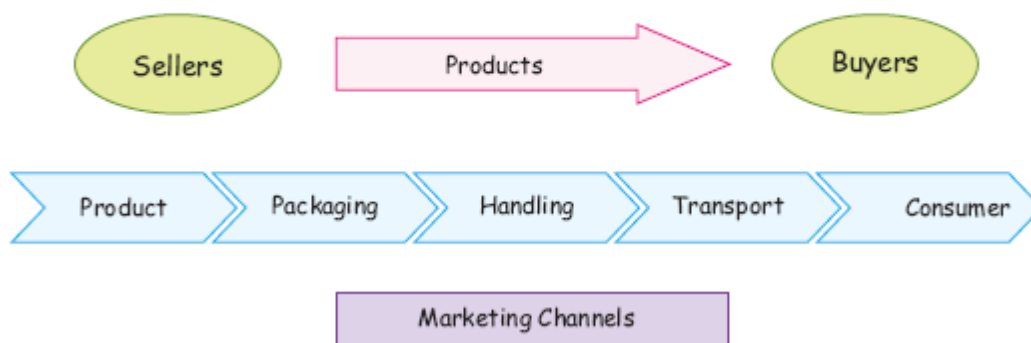


The marketing concept:



Marketing is the process of exchange between the producer (farmer) who sells and the consumer who buys.

“Marketing is the exchange of goods and services for money”



PC (b) State the importance of marketing.

The important role of agricultural marketing is that stimulates the production and consumption in the economic development

Job creation:

The marketing system provides employment to millions of persons engaged in various activities such as packaging, transportation, storage, and processing. Persons like commission agents, brokers, traders.

PC(c) State the types of markets:

Consumer Markets:



Stimulate Local Economies



A consumer market endures the presence of high competition, pricing, the dynamic of channel management with the high cost of manufacturing and distribution coupled with the vast variety of choices that the focus has shifted to consumer goods marketing.



Business Markets:

Business markets are similar to that of the consumer market that due to numerous options the cost involved is increased. To overcome the problem organizations have a group of dedicated staff who form the “Purchase department” to enable them to become more knowledgeable than any average customer



Global Markets:



Due to the overall need to expand has led to the focus and impetus to that of globalization factors like changes in the cost of transportation and government policies contributed towards globalization

PC (d) Explain the types of Market Systems:

In market economies, there are a variety of different market systems that exist, depending on the industry and the companies within that industry.

a) Perfect Competition with Infinite Buyers and Sellers:

Perfect competition is a market system that has many different buyers and sellers. In this type of market there is no big player that can influence the market,

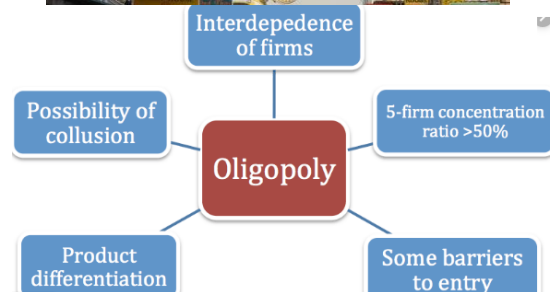


b) Monopolistic Competition:

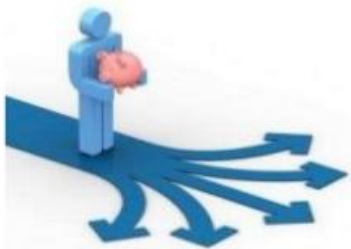
Monopolistic system is where there is only one producer of a particular goods or service with no reasonable substitute.

c) Oligopoly with a Handful of Producers:

An oligopoly is a system very similar to that of the monopoly system with the main difference instead of only one producer there are a handful of producers making a dominant majority of the production in the market place.



d) Monopsony with One Buyer:



Market systems are not only differentiated according to the number of suppliers in the market. They may also be differentiated according to the number of buyers.

PC (f) Explain the principles of marketing:

Due to the vast nature of the principles of marketing, it is in the business' owner interest to acquaint himself / herself with key principles of marketing to become successful.

a) Create an Offering:

When creating an offering the business owner must be able to provide a product or service, that is better than the competition,



b) Conduct Market Research:

To be successful the marketing professionals have to conduct a market survey as to understand and create a profile of an "ideal customer" of that business



c) Identify Your Target Markets:

Once a thorough marketing campaign has been conducted there should be certain key elements that was identified that would enlighten the business owner , where to focus his / her resources,



d) The marketing plan

The marketing plan one of the most important document next to your business plan, as it creates 360 degree at all the marketing efforts of the business, which includes your goals and objectives, target markets, what type of product, who are the competition is and what marketing resources are required



e) The 4 "Ps":

• **Product:**

The product that can be sold can either be a physical item or it can be a service. So when creating a product consideration should be given to following factors:

- Products name.
- Type of packaging.
- Different types of uses.
- Safety when being used.



• **Price:**

This principle is an important factor as it requires a fine balance when deciding on setting a price in the market place, If it is too low this could restrict the company's profit. another factor to consider is what are the competitors' prices and how does your price compare.

When setting the price some common prices include the following:

- Cost price plus profit.
- Add fixed percentage of the cost of production
- The price is then based at a value of the product and is set according to the value the consumers perceive the product.



• **Place:**

The concept of place refers to the various distribution channels this is where the product will enter the market to be sold.



• **Promotion:**

This is where in marketing department promotes the product by raising the awareness of the product's existence



f) Measure Performance



To measure performance is to measure return on investment by successfully gauging the success of the marketing initiative

Self-assessment questions: Learner may answer verbally

Question1:

As learner explain the importance of marketing”?

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Question 2:

Name the types of markets?

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Question 3:

Name two marketing systems?

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Question 4:

Explain the 4"Ps" marketing principles?

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LO 2: DEMONSTRATE KNOWLEDGE OF MARKETING STRATEGY:

PC (a) Explain marketing strategy.

What is marketing strategy?

Marketing strategy tells you how you are going to do for the marketing of your business and its products.

Marketing strategy forms only a small part of the overall business strategy, where business strategy deals with manufacturing, operations , procurement etc. whereas marketing strategy looks towards the related marketing mix, business environment, distribution and other marketing areas.

PC (b) Importance of Marketing Strategy:

Helps to gain a competitive advantage:

The most important aspect of a marketing strategy is that assists in the business gain a competitive advantage over the business' competitors.



Brand Recognition:

A well defined marketing strategy ensures that the brand and the company gain the recognition through the promotion of the brand's attributes, legacy and its offerings in the target markets.

Plan the marketing budgets:

Every department in the business are given budgets that are to be spent for the benefit of the company. A planned and aligned marketing strategy is put in place to ensure that the allocated budgets are controlled that spending on the promotional activities with a low return on investments is kept to the minimum,



Effective distribution plan:

A marketing strategy must have an effective distribution plan in place, as the impact of online sales



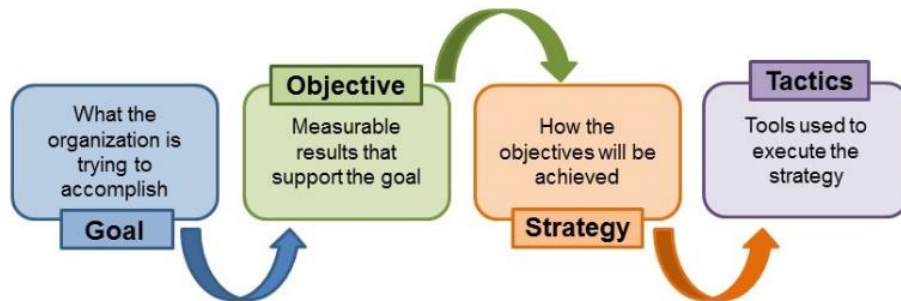
PC (c) Elements of a marketing strategy:

There are vast range of elements in a marketing strategy which helps to develop efficient ways to reach customers and encourage their future loyalty to a business, product or service.

Let us look at the major elements below which makes up a good marketing strategy:

Goals:

A major element of a marketing strategy is to set realistic goals. this can be done by stating what your business wants to achieve when developing the marketing plan. to gain customers and to make profit is an obvious goal.



Target Market:

A key element in your market strategy is to identify your existing and potential customers and their needs. using this information the business works to address the customer's needs



SWOT:

To develop a solid marketing strategy a SWOT analysis of your business, which breaks down the business' strengths, weaknesses. opportunities and threats.

Message:

The business' message in your market strategy must be clear and inviting must be a consistent marketing message



Activities:

Through performing various tasks and activities can help your target market about your product or service these activities are important to the market strategy.



PC (d) Prepare a simple marketing strategy for an agribusiness:

Step 1. Identify your overall goal and opportunities:

Step 2: Create your marketing strategies:

Step 3: Break down strategies into tactics:

Step 4: What makes a good program or project?

Use the checklist to follow the stated steps in preparing a marketing strategy for an agribusiness. Rate your own performance critically and honestly after you have completed each activity.



Excellent



Okay



Try Again

PM Activities	Rate
1. Identify your overall goal and opportunities	
2. Create your marketing strategies:	
3. Break down strategies into tactics:	
4. What makes a good program or project?	

PC (e) Implement a simple marketing strategy for an agribusiness:

To implement marketing strategy to be successful there is a need is to have measurements, and whom is the responsible and a timeline in place:

AGRIBUSINESS STRATEGIC PLAN

Task Description	Action	By Whom	Date By When
Hit our target audience:	Refine the marketing pitch.	James	Date agreed upon at strategy meeting
	Customer survey.	James	Date agreed upon at strategy meeting
	Launch our new branding.	Timothy	Date agreed upon at strategy meeting
Go international:	Tell customer stories re expansion.	Justin	Date agreed upon at strategy meeting
	Explain possible market expansion.	James	Date agreed upon at strategy meeting
Educate customers :	Arrange a products seminar.	Ernest	Date agreed upon at strategy meeting
	Implement a monthly news letter for the customers .	Ernest	Date agreed upon at strategy meeting
Annual customer promotional event:	Launch event promotional strategy and micro site	Leonard	Date agreed upon at strategy meeting
	Obtain and invite industry leaders and speakers.	Justin	Date agreed upon at strategy meeting
	Keynote speech press coverage.	Leonard	Date agreed upon at strategy meeting
	Present previous year's event stats	James	Date agreed upon at strategy meeting
The best team	Plan quarterly team outings	Timothy	Date agreed upon at strategy meeting

	Hit our recruiting targets	Ernest	Date agreed upon at strategy meeting
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Self-assessment questions: Learner may answer verbally.

Question 1:

Explain what you understand what is a marketing strategy?

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Question 2:

Name three (3) elements of a marketing strategy?

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LO 3: DEMONSTRATE KNOWLEDGE OF MARKETING SURVEY:

PC (a) Explain marketing strategy.

What is a marketing survey?

Market survey is the survey and analysis of the market for a particular product/service, which includes the identification of your existing and potential customers and their needs

PC (b) Importance of a marketing survey:

The most important task of a marketer is to get the right product at the right place with the right price to the right person also it is necessary find out whether consumer is getting optimum satisfaction.

1. Identifying problems and opportunities in the market:

A marketing survey is important through the information provided on the market levels, sales performances and the channel of distribution. It is this information that assists in problem solving.

How to Identify an Opportunity



2. Determining consumer needs and wants:

Through a structured distribution research, the marketing survey has identified the information gap that various distribution channels have developed due to large-scale production. This information will assist in the business-becoming customer orientated.

Distribution Channels



3. For effective communication mix:



As communication plays a vital role in the era of micro marketing role marketing research uses promotional research to study the media mix, how effective advertising is, word of mouth and integrated communication tools

For sales forecasting:

Sales forecasting is a business' most challenging task as production is undertaken in anticipation of demand. Marketing research assists in sales forecasting by using market share method, sales force estimate and jury method



4. To revitalize brands:



Marketing's main purpose is to create brand loyalty.

PC (c) Types of marketing surveys:

Primary and secondary research are the most basic of marketing research.

The most basic classification of market research is primary and secondary research.

1. Secondary research:

Secondary research is sometimes called "desk research", which is the act of seeking out existing research and data which could be twitter comments, journal articles etc.

2. Primary Market Research Method:

Primary research is sometimes called "field research" as a more direct approach to obtaining your data, often in the "field."

- **Surveys:**

When it comes to marketing research the surveys are the most widely used. These surveys come in a



variety of shapes and sizes right from the little feedback card at the restaurant right up to never ending web surveys.

- **Focus Groups:**



Focus groups are excellent for exploratory, qualitative research. They are great tools to use prior to a survey, because it will inform your survey questions to be more specific and targeted.

- **Interviews**

Like focus groups, individual interviews are a qualitative market research method using only one participant and one moderator (interviewer).



PC (d) State the steps to be taken when undertaking a marketing survey:

Step 1. Determine what is the Objective for the market survey:

Step 2. Determine the target market:

Step 3. Collect the information:

Step 4, Preparing the market survey questionnaire:

Step 5: Conducting the actual on-field survey:

Step 6: Analyzing the information

Step 7: Test Marketing

Step 8: Implement and repeat:

Examples of Market survey questions

Question 1: How often do you consume smoothies/juices?

Daily	
Weekly	
Monthly	
Rarely	

Question 2: Which fruit specified below are your favourite?

Apple	
Banana	
Grape	
Orange	
Mango	
Pear	
Pineapple	
Lemon	

Question 3: When are the most likely times to drink a smoothie / juice?

Morning	
Afternoon	
Evening	
Before/After a sports event	
Before/After a work out	

Question 4: Where would you like to see more smoothie/juice bars?

Corner stores	
Shopping centers	
Near the park	
Sporting venues	
Fitness facilities	
Other (please specify)	

Self-assessment: Learner may answer verbally.

Question 1:

Explain what a marketing survey is?

Question 2:

State the importance of marketing survey?

Question 3:

Explain some types of marketing surveys?

Question 4:

Name the steps taken in a survey.

LO4: DEMONSTRATE KNOWLEDGE OF CUSTOMER RELATION MANAGEMENT:

PC (a) Explain customer relation management

Definition: Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth



PC (b) Explain the importance of customer relation management

The importance of customer relationship management

One aspect of an effective customer service is that of customer relationship management. Due to the popularity of communication channels such as social networks this has changed the role of client relationship, it is still important to build personal relationships in order to create value for them.

Companies are still able to develop and maintain strong relationships through :

1. Investing in human resource development:

It is important for companies not to lose sight of human resources development, particularly in sales and service staff.

As it is important to hire the right people with the qualifications and skills set, enabling them to be able to interact with clients.



2. Offering value-added services:

It is important to offer value-added services such as after-sales support, advice and fulfilling the unique needs of individual groups of clients in an effort to develop lasting customer relationships.

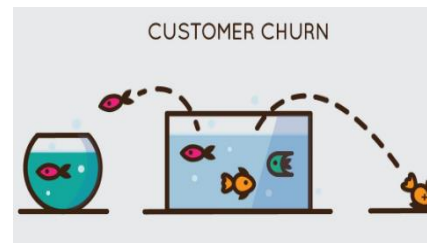
Care must be taken to ensure that the service standards are maintained and the customer during the shopping experience are not inconvenienced.



3. It reduces churning of customers:

Customers churn due to poor customer care services and not because of price to reduce the customer, churning the focus should be to get client satisfaction.

Customer relation management assist in tracking and measuring the satisfaction of customers and putting new procedures into place to increase customer service quality.



4. To Avail a Comprehensive Customer History:

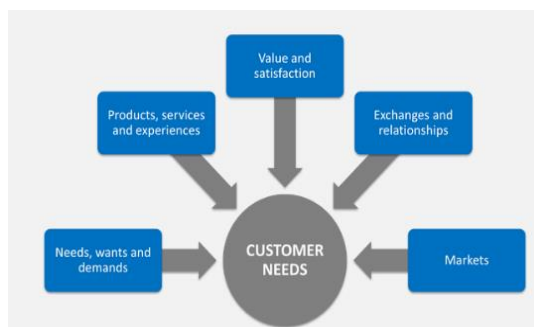


As the customer relation management system which has all the customer trends and habits of all the customers on the business' database. With all this information available the business is then able to complete an analysis of each customer's needs and wishes, this information enables the business to offer to customer solutions to meet their specific needs and wants.

This database ensures that all leads and contacts are not lost.

5. To Gear you up with the Required Products:

Customer relation management system enable the business to use the information obtained through the analysis of the customer database. The business is the able to identify each customer' information will identify what price category, what brands, what products enabling the business to meet the target customer his/ her specific needs.



6. To Help you get Service-Ready:

The customer relation marketing system enables the business group customers according to their price group preferences, their product requirements as well as their location.

With this information the business can allocate brand managers to the various area, who will equip the required teams as as products to serve each location.

7. To Reduce Cost

CRM system is good for the business as it is very cost-effective. As the business will only hire the people that are required and with the system will save you money and time with hiring process. Another factor to take into account is that the space is reduced as the needed space for hard copies to be filed is reduced and there will be less paper wasted.



PC (c) Explain customer profiling

Customer profiling:

Definition: Consumer Profiling

"Consumer profiling is summarizing consumer data which include their shopping habits, lifestyles, income level, preferences, demographics, and psychographics and purchase behaviour patterns. It offers additional insight into customers and to help to identify and gain a deeper understanding of the target market."



Profiling gives a clear picture of the business' customers' description of who they are, what their common habits are, as well as their habits. The business then uses these profiles to group customers with similar characteristics.

Advantages of customer profiling are:

1. Stronger customer relationships
2. Helps to define a better targeting strategy
3. Create more successful and relevant marketing campaigns.
4. Generates higher response rates from campaigns.
5. Attract new consumers and increase lifetime value of customers.
6. It is easy to manage customer database

PC (d) Explain methods used to get feedback from customers

Methods used to get feedback from customers:

Through customer feedback we get a much clearer when we match the feedback with the business' In the way the business know how to correct problems after the right opportunities.

The following methods for feedback are:

Survey:

The easiest form of feedback is obtained via surveys, as they are easy to set up, easy to distribute and easy to analyze.



picture
 analytics.
 and go

There are two basic ways to approach surveys:

1. Long Survey:

After creating some questions we then send out the link to our customer list. Give it a few days and check back and hopefully obtain all sorts of feedback. Many people get poor results when they send out surveys. Either nobody finishes the survey or the responses aren't helpful.

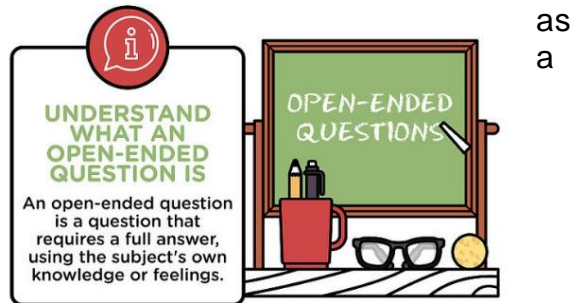
The following can assist to get the feedback that we need:

a. Keep the survey short:

As we want quality answers from our customers it crucial that we ask only a few key questions, trying to keep the surveys down to 5 and not more than 10.

b. Ask only the questions that business will use:

Include essential questions, every question should have purpose in this way the customer and the business would benefit from the info.



c. Start with open-ended questions:

It is wise to start with a couple of open ended questions as leads to some surprising answers which not have materialized if only questions with either multiple choice questions or rating scales as the answers would be restricted.

2. Short Surveys on Your Site:

The survey is carried out on site using two to three specific questions which are intentional, because if you ask vague questions you get vague answers. As we are asking for feedback on a single feature within the entire report. thereby we will know if that part of the report requires fixing.

For example a visit to a restaurant or a large DIY outlet could use this technique using a feedback form, which indicate which direction your business wishes feedback:



Feedback Boxes:

The suggestion box should be in a location where it is easy to see and contain plenty of premade pads and pencils to make it easy for your customers to contribute their opinions.



Sales people should be trained to prompt customers to provide feedback at the check-out. This survey is anonymous, unless you self identify through the comments you enter.

Guidelines:

1. Be specific. General comments such as it is better to give details on a particular situation or particular person's behavior.
2. Be clear and honest but do not be mean.
3. Absolutely no profanity.
4. Positive comments and feedback are welcome too.

PC (e) Procedure for customer profiling:

How to create a customer profile

These similarities among customers have been sorted according to the business' research in order for the business to create a profile on each customer.

Name of person:

Key information about their company (size, type, etc.)

Here are the different categories the business should consider:

- **Demographics:**

These are the basic facts about the customer:

- Age
- Gender.
- Race.
- City.
- Ethnicity
- Physical characteristics..

- **Socioeconomics:**
 - Household income.
 - Education.
 - Neighborhood.
 - Occupation.
 - Household composition.
- **Psychographics:**
 - Hobbies.
 - Interests.
 - Spending habits.
 - Anxieties.
 - Political views.
- **Brand Affinity:**
 - Loyalty
 - Why use your brand.
 - How often is the product used / service is received.

How to Create a Consumer Profile

Step 1: Identify Scope of Messaging:

It is important to know why you are communicating before you can identify the characteristics of your audience, is the business promoting a new product or service that will appeal to a particular demographic?

Step 2: Research Target Market

Recognize who your potential audience(s) is/are based on the scope you just identified. Research this audience to learn the following information, which will help you to know how they think, feel, behave, and react: Demographics (age, sex, income, nationality, religion, etc.) Geographic (geographical location) Psychographics'

Step3: Create a realistic person:

Using the information gathered from your target market analysis in step 2 determine what a typical person in the description would look like, create a realistic sketch of person that falls into your audience,

Determine age race and style then find a photo of a person that is representative of that group give the photo a realistic name the goal here is to develop a very realistic person \that you can imagine communicating too.

Step 4: Map out important characteristics:

To map out the important characteristics of the newly created person to life

The business must determine the following to create a persona or profile:

- Life experiences
- Personality traits
- Motivates them to purchase or act.
- What discourages them from purchasing or acting?
- What their fears are
- their values

Step 5: Design and display profile:

When designing a one page profile that will be accessible to the business' team. Use the profile when making decisions about:

- Social posts.
- Marketing collateral.
- Website content.

Design customer profiles for an agribusiness:

Profile name: Mike Els.



Part 1: Demographics:

1. What is the typical age group of this customer?

Age: 36 years.

2. What is their gender?

Male..

3. What is their level of education?

High school.

4. What is their occupation?

Mango farmer.

5. What is their locality or where do they live?
On a farm in Accra.?
6. What is their household composition?
Married with two sons 10 and 12 years of age.

Part 2: Physco - graphics:

1. What are their hobbies / interests:
plays golf and does fly fishing.
2. What are their favorite TV shows?
Detective series like Chicago PD.
3. What problems are they solving by using your product/ service?
Uses our organic weed killer on his farm.
4. What are the concerns or anxieties the customer might have about your business?
Possible price increase due financial climate.
5. What are some of the turn offs that would make the customer not return to your business?
Incorrect product supplied.
6. What would make this customer recommend your business to friend?
Excellent customer service always ready to listen to query or suggestion.
7. How much are they willing to spend on your type of product.
Purchase the product once per month.

Part 3: Actionable insight.

1. What are the best ways to reach this customer?
News letter, in-store promotions.
2. What type of promotions are going to engage the client ?
Getting discounts and promotions of new products.
3. What new products are going to interest this customer?
introduce more organic products such as fertilizer.

Job Task: Design a customer profile for agribusiness.



Situation: You are the marketing manager for "Mango Go" farms" you must design a customer profile for agribusiness.

Instructions:

1. Create a customer name
2. Research the target market.
3. Research the characteristics such as demographics, psycho graphics and actionable insights.
4. Create a realistic person.
5. Map out important characteristics:
6. Design and display profile:

Performance criteria:

1. A customer name is created
2. The target market is researched.
3. The characteristics such as demographics, psycho graphics and actionable insights are researched.
4. A realistic person is created.
5. Important characteristics are mapped out.
6. The profile is designed and displayed.

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Self-assessment

Explain what a profile is?

Explain the methods of feedback to the business?

Explain the types of marketing survey?

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