LEARNING AS ONE NATION
Expanded Project

Marketing_9

S H S L E A R N I N G A C T I V I T Y

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: ***Principles of Marketing***
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration
☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: Contemporary Approaches to Marketing
Learning Target: To familiarize with features of contemporary marketing
References: *(Author, Title, Pages)*

1. https://www.yourbusiness.azcentral.com
2. https://www.social mediatoday.com
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Contemporary marketing refers to a modern marketing strategy that relies on earning people's interest in a product or service instead of simply buying it. This new marketing approach is called inbound marketing in the business community.

In contrast to actively going out to possible consumers in a wide market, inbound marketing focuses on developing a unique and highly accessible presence in the consciousness of consumers. This is done by taking advantage of modern communications and information technology such as mobile phones and other gadgets, search engines in Internet connectivity, and social media to attract consumers. Naturally, however, presence in the market and information highways demands a high degree of transparency of product features and quality levels.

The elements of a strong inbound marketing strategy are:

1. Content marketing
2. Website
3. Social media
4. Search engine optimization

The inbound marketing process:

1) Get 'found' by your potential customers.
2) Convert visitors of your website to leads, and convert leads to actual customers.
3) Take advantage of platforms with automatic data analytics so as to gauge effectiveness of your marketing efforts.

Questions:

1. Write your personal insights on the importance of content marketing, websites, social media, and search engine optimization.
2. Why do companies need to upgrade conventional marketing strategies and level up with the technological advances for marketing?