

The Importance of Marketing

The Market may be defined as a group of existing clients and potential clients who will use your services and products.

Marketing is an ongoing process that helps to provide what the client wants and needs whilst allowing the business to be prepared to respond to change. If you have a salon, spa or other business you must make sure that potential clients are aware of your presence, they need to know what you offer, how you differ from the competition and what you can do for them.

For effective marketing you need to:

- Assess exactly what clients' need and want
- Monitor changes in the marketplace
- Anticipate future trends
- Promote the business

The importance of marketing has increased over the last forty years for several reasons:



Economic growth: There has been a big increase in the disposable income of many consumers and this has resulted in a growth in demand for products and services in a far wider range of choice.

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Fashion: There has been a considerable change in fashion, taste and lifestyle of consumers. Many more women consider a visit to the hairdresser or therapist a necessity rather than a luxury and men are becoming increasingly more aware of the therapeutic treatments that are available.



Technology: Firms are constantly inventing, designing and launching new or more advanced products onto the market offering increased benefits to the consumer.



Competition: the number of businesses competing for the consumer's attention is constantly increasing therefore marketing is vital to each business in maintaining its market share.