

# THE EVOLUTION OF SELLING

## Social Marketing Era

Is a grand change for the market field. Through the internet and social media, businesses could easily reach out and stay in contact with their clients. Communication and social media are key ideas of this era. A lot of people take advantage of this era, they sell the product through the social media.



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## Stages of Marketing

1. The Simple Trade Era and Production Era
2. The Sales Era
3. Relationship Era
4. Social Marketing Era

## The 4P of Marketing

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## Conclusion

In this project, I have learned each of these eras are building blocks of the concept of marketing. These eras contributed to how we perceive marketing in the present day. The concept of marketing will continue to evolve for the future.

## Biography

<http://www.247socialmarketingclub.com/post/the-evolution-of-marketing/>

<http://marketingmindreading.com/2012/03/20/the-evolution-of-marketing/>

<http://www.purelybranded.com/insights/the-four-ps-of-marketing/>

## The Simple Trade Era

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The mid 18th century, commodities of commerce were a staple in the economy. Everything was done by hand including the harvesting or making of products to trade. The industrial revolution made the Simple Trade Era vanish and bring a completely new era of marketing.



## The Production Era

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The primary driver of sales was mass production. Manufacturing effectively and efficiently was the main concern for businesses. Businesses believed that mass production was the marketing technique of this era. They thought that if products will be made, people will buy them.



## RELATIONSHIP ERA

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It is a long term relationships between consumers and companies. This built consumer's trust and loyalty, and keep the business successful.



## The Soles Era

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The sales era was the era of competition. Businesses could no longer easily sell their mass made products. It increasingly became more difficult for companies to sell to consumers. This era is where we saw the concept of marketing as it is today emerge. Companies had to aggressively promote their products and persuade consumers in order to sell products.



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<http://www.iamalemarketingclub.com/post/the-evolution-of-marketing>

<http://murtihandramlinga.com/2012/04/20/the-evolution-of-marketing/>

<http://www.purelybranded.com/insights/the-four-ps-of-marketing>

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