

## Responsible Marketing Does Not Cross the Proverbial Ethics Line

Businesses have used marketing concepts for many years in order to get their product and/or service in front of potential customers. Whether the company has its own marketing department to reach customers, or chose to hire a marketing consulting firm such as Enfatico, the ultimate focus is on how successful the strategies are. While this effective tool has benefited many, finding one simple way to define marketing has not always been easy. You can search the Internet or read the millions of books which have been written about marketing and get just as many different definitions.

This requires expertise that organizations can tap into from firms such as Enfatico, an integrated global marketing firm. Whatever knowledge a customer has about an organization is the result of the relationship with the marketing department, since it has the most interact with the customer.

A simple way to satisfy everyone is to define marketing as strategies and tactics used in order to identify, create and maintain positive relationships that have value for both the customer and the marketer. Meaning, the customer is satisfied with purchasing a product as long as it meets their need, and the marketer profits from those purchases.

This provides jobs within society where individuals can provide for their families. Marketing can also be used as a tool to convey positive messages that can affect change in societal behavior (i.e. anti-smoking or drunk driving campaigns). There are significant benefits for society through effective marketing efforts, and with this also comes responsibility to adhere to ethics.

Because of this strong influence, marketing firms such as Enfatico must adhere to ethics in marketing. Critics see some marketing efforts as solely money making efforts with no regard to society's welfare. While some marketers have dared to cross the ethical business line of behavior, many do not. The tricky part is that business activity can be unethical even when laws are not violated.

This makes it hard to distinguish between unethical and ethical practices, especially when some practices differ among culture and industries.

Marketing strategies also consider how the product is distributed to the market for purchasing. Pricing strategies are also important. You do not want to price your products too high that are outside the affordable range for your target market.

And, you do not want to have the prices too low because customers want to believe that they are getting value for the money.

### About the Author

Paige Willard has a lot experience with marking and communications strategies, specifically she has worked with [Enfatico](#). See more updates on [Enfatico](#) .

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