

## The Goal of Marketing: Astonishing Customer

*Marketing provides an opportunity for sellers to better serve customers for their astonishment*

Marketers have to predict the future and ahead of the curve to exploit opportunities. Designers are using 3D printers to get the latest dress with right color, style and size. Surgeons can find the clip of 3D print of patient's organ that he will later operate on.

3D printers are going to become household product in the next few years and marketers have to start thinking about the opportunities it throws. Customers can print their latest mobile, their dinner, clothing, accessories, toys, or any product. Companies have to offer customers the ability to tailor their product on 3d printers.

According to American Marketing Association (AMA), **Marketing** is defined as: "The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals."

Nike is throwing all the choices at the customer to design their own Nike sneakers through NikeiD, a software program. Nike PHOTOid even socializes the process where users can submit Instagram photos from which Nike's software will automatically design a sneaker based on the photo's color.

Ford is able to integrate Instagram photos into C-Max commercial to campaign for C-Max hybrid cars. Tach Bell encourages music lovers to tweet with the hashtag#feedthebeat images and video of a show which is compiled later by a documentarian.

### Source:

<http://www.cbsaltitudegroup.com/2013/05/3-examples-of-social-marketing-done-right/>  
<http://www.marketingmagazine.co.uk/article/1221964/does-evolution-3d-printing-mean-marketing>

Topics Covered	Course
Definition of Marketing : The development of a concept: Unit 1.3	Marketing management