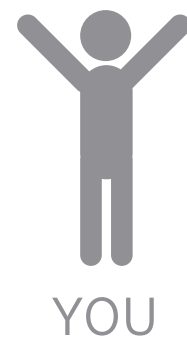


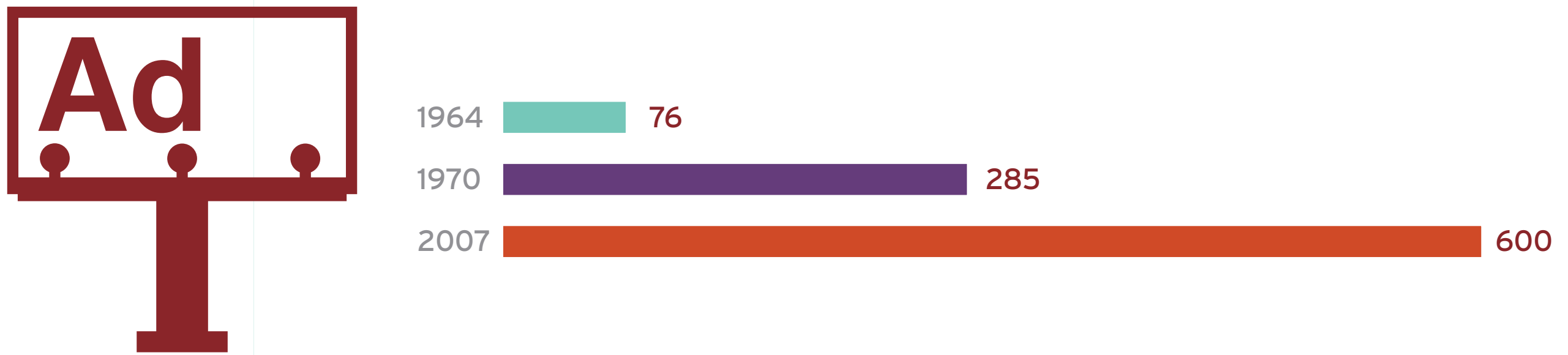


THE MARKETER'S MILIEU

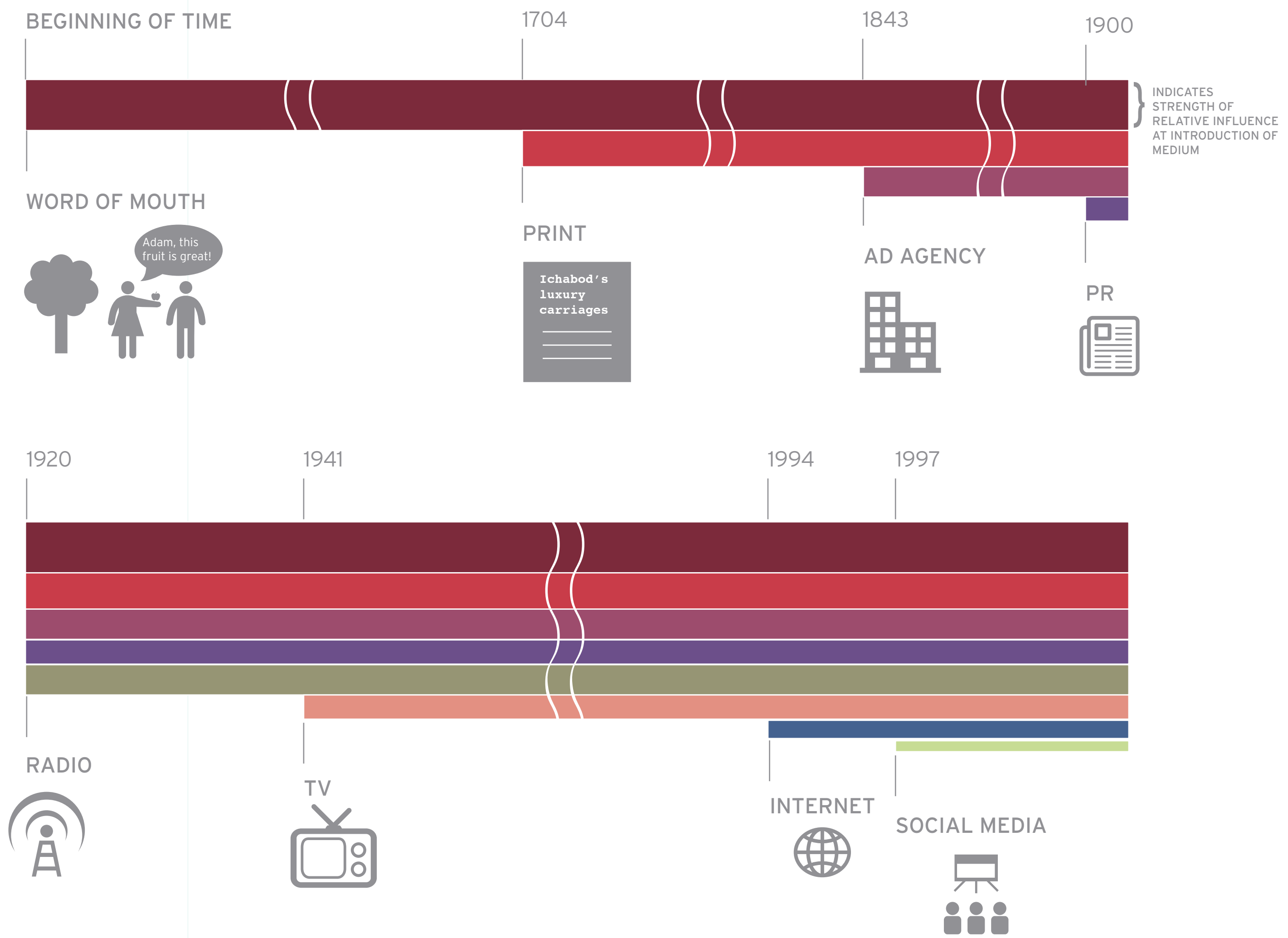
The marketer's job is to not just introduce an idea, product or service, but get a consumer (B2B or B2C) to do something about that idea, product or service. With so much competing for the limited bandwidth of targeted consumers, the milieu of the marketer continually becomes more complex. Here's a brief look at what the marketer is up against.



number of ad exposures in a day



a brief history of marketing media



SOURCES:
[HTTP://ADAGE.COM/ARTICLE/SPECIAL-REPORT-THE-ADVERTISING-CENTURY/AD-AGE-ADVERTISING-CENTURY-TIMELINE/143661/](http://adage.com/article/special-report-the-advertising-century/ad-age-advertising-century-timeline/143661/)
[HTTPS://AMS.AAAA.ORG/EWEB/UPLOAD/FAQS/ADEXPOSURES.PDF](https://ams.aaa.org/eweb/upload/faqs/adxposures.pdf)
THE HOLY BIBLE

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