

What Marketing Actually Does

A simple story about a small brand that thought marketing meant posting more often.

CHAPTER 1

Meet Luna Bowl



A small lunch place with good food and one familiar problem:
not enough people coming in.

Meet Luna Bowl

Luna Bowl is a small lunch place near a busy office district.

It sells fresh bowls, soups and quick healthy meals.

The food is good. The team is friendly. The ingredients are fresh.

The owner is proud.

There is only one small problem: not enough people come in.



The “More Marketing” Moment

This is when many companies say the famous sentence:
“We need more marketing.”

This usually means more posts, more ads, a nicer logo, influencers, or TikTok because someone’s nephew said TikTok is important.

Luna Bowl starts the same way.
They post pictures of quinoa. A brave move.
They add captions like “Fresh. Healthy. Delicious.”
That is not wrong.
It is just what every lunch place in the universe could say.



Marketing Has A Reputation Problem

Some people think marketing means advertising.

Some think it means social media.

Some think it means making things look nice.

Some companies treat marketing like a fire extinguisher.

Sales are down? Break glass. Launch campaign.

But marketing is not a fire extinguisher.

Marketing is more like a navigation system.



The Real Question

Luna Bowl first asks: “Why is the marketing not working?”

But the question is not: “How do we do more marketing?”

The question is: “What is marketing supposed to solve?”

That question moves the team from activity to purpose.



Marketing is interesting.
People just work hard to make it sound boring.