



Cross state comparison: An analysis of Algebra tutoring effectiveness across TX schools amongst Hispanic students

A Clearlytic Study



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Regionality



State and National Comparisons to TX writing students

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Demographics



Differences between student demographic groups taking TX writing sessions

02

- Comparisons to the national average 04
- Rural vs Urban TX Community Schools 04
- Differences through time 04

Subject Matter



Subtopic analysis of sessions with TX writing students

03

- Comparisons to the national average 04
- Rural vs Urban TX Community Schools 04
- Differences through time 04

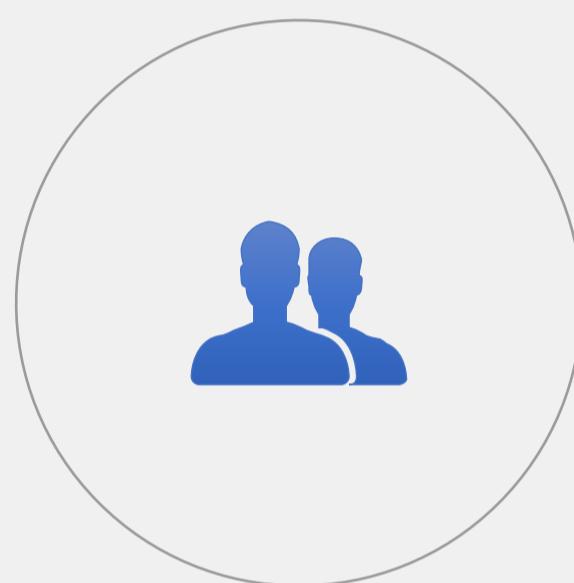


Key Takeaways in Analysis of Math Tutoring in Texas



01

Texas Writing students have lower understanding ratings than students from other states



02

Students in remedial math courses show different usage and performance patterns



03

Compared to other states, Texas students seek more help with trigonometric and geometric functions



National Comparisons to TX writing students

NATIONAL	Coaches per Unique User	Understanding Rating	Session length
Count	1520	1429	1520
Mean	2.98 coaches	4.14 stars	53.77 minutes
Standard Deviation	4.11 coaches	1.05 stars	23.10 minutes
Minimum	1 coach	1 star	4 minutes
25%	1 coach	3 stars	33 minutes
50%	2 coaches	5 stars	57 minutes
75%	5 coaches	5 stars	73 minutes
Maximum	81 coaches	5 stars	90 minutes



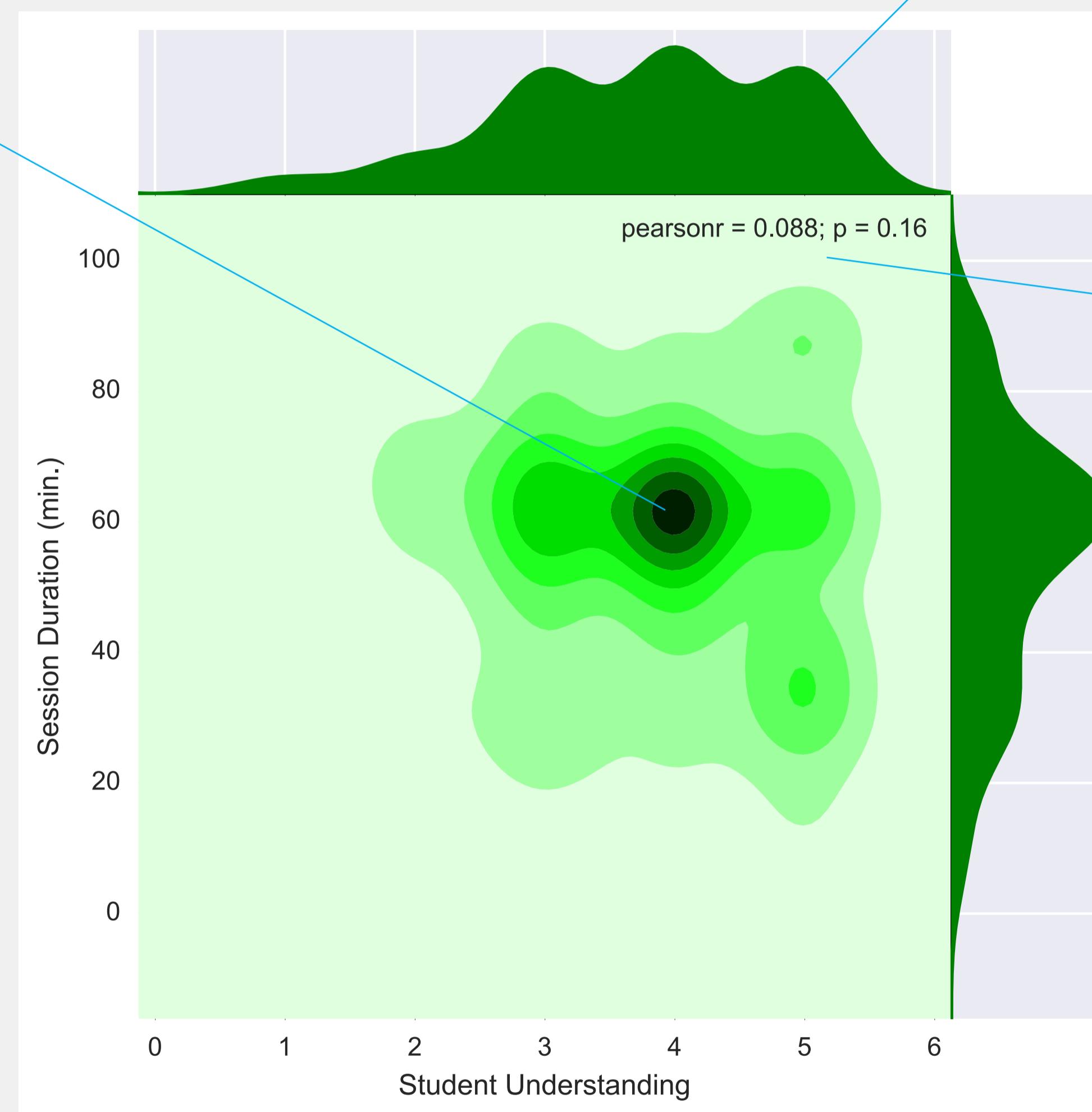
National Comparisons to TX writing students

TEXAS	Coaches per Unique User	Understanding Rating	Session length
Count	1520	1429	1520
Mean	5.37 coaches	3.94 stars	56.00 minutes
Standard Deviation	9.66 coaches	1.13 stars	22.46 minutes
Minimum	1 coach	1 star	5 minutes
25%	1 coach	3 stars	37 minutes
50%	1 coach	4 stars	60 minutes
75%	3 coaches	5 stars	72 minutes
Maximum	26 coaches	5 stars	90 minutes



Understanding Tutoring Session Heat Maps

Darker spots on the map correspond to the most common understanding ratings and session durations.



This is the distribution of understanding ratings for all students in this population.

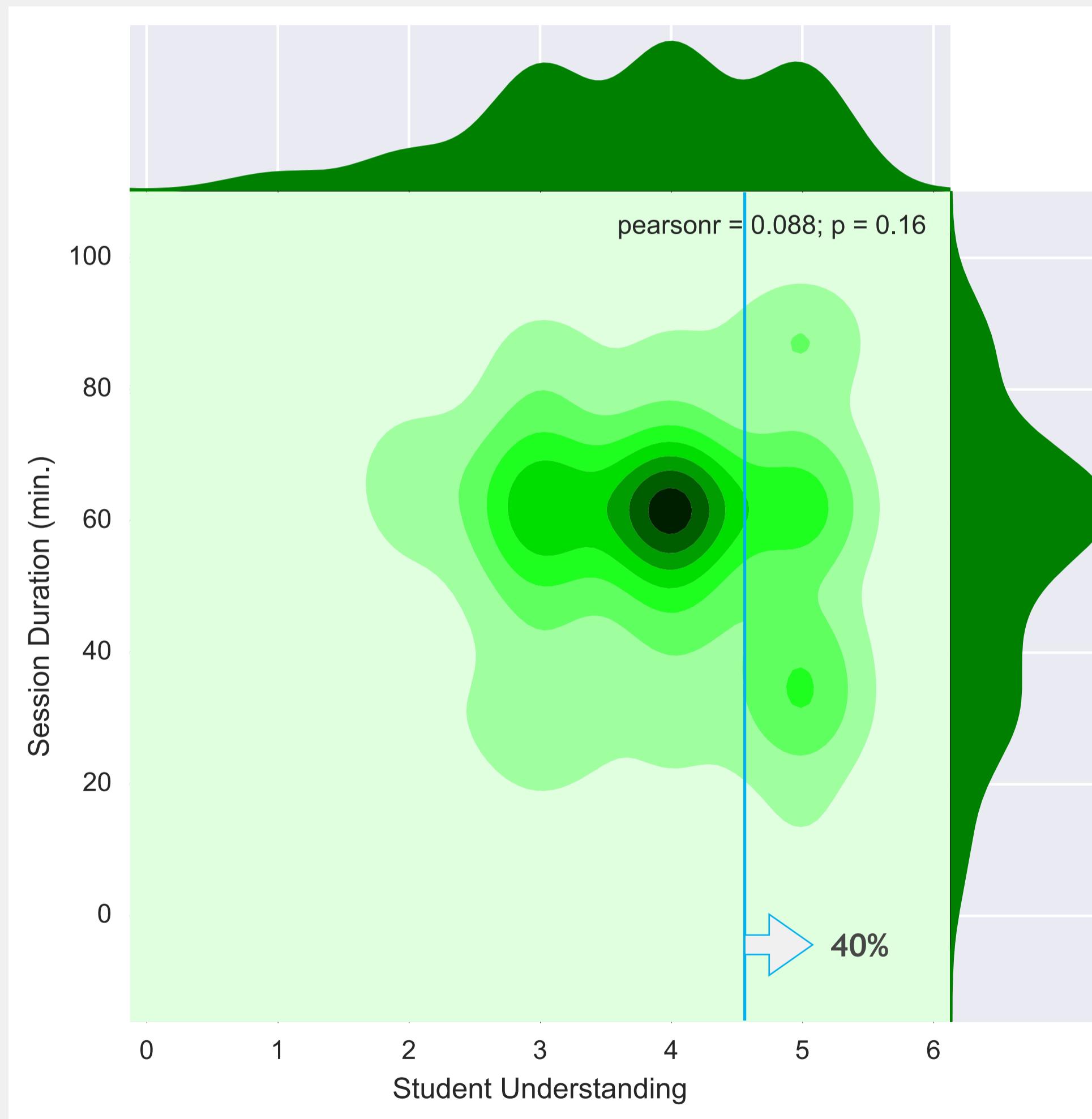
The closer this number is to 1, the stronger the positive, linear relationship between student understanding and session duration.

This is the distribution of session durations for this population. The peak is at 60.

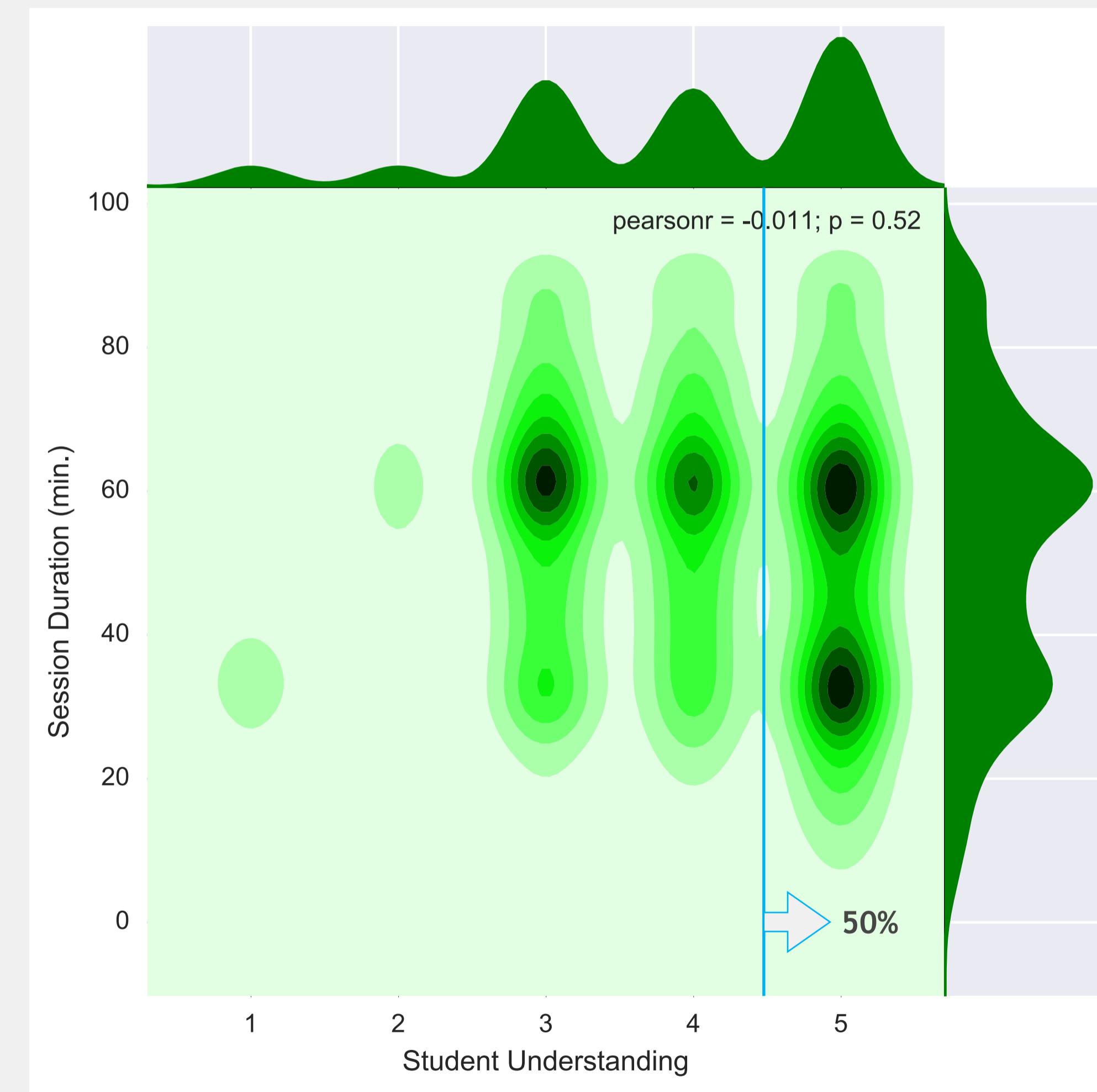


Lack of 5 star sessions for TX writing sessions

Texas Writing Students



Rest of US Writing Students





Signal, not noise

Despite >95% overlap in tutors, 10% differential in proportion of 5 star sessions



Differences are only in relative proportions of 4 & 5 stars



Not due to different coaches
Less than 5% of coaches taught only one of the two populations



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TITLE TWO



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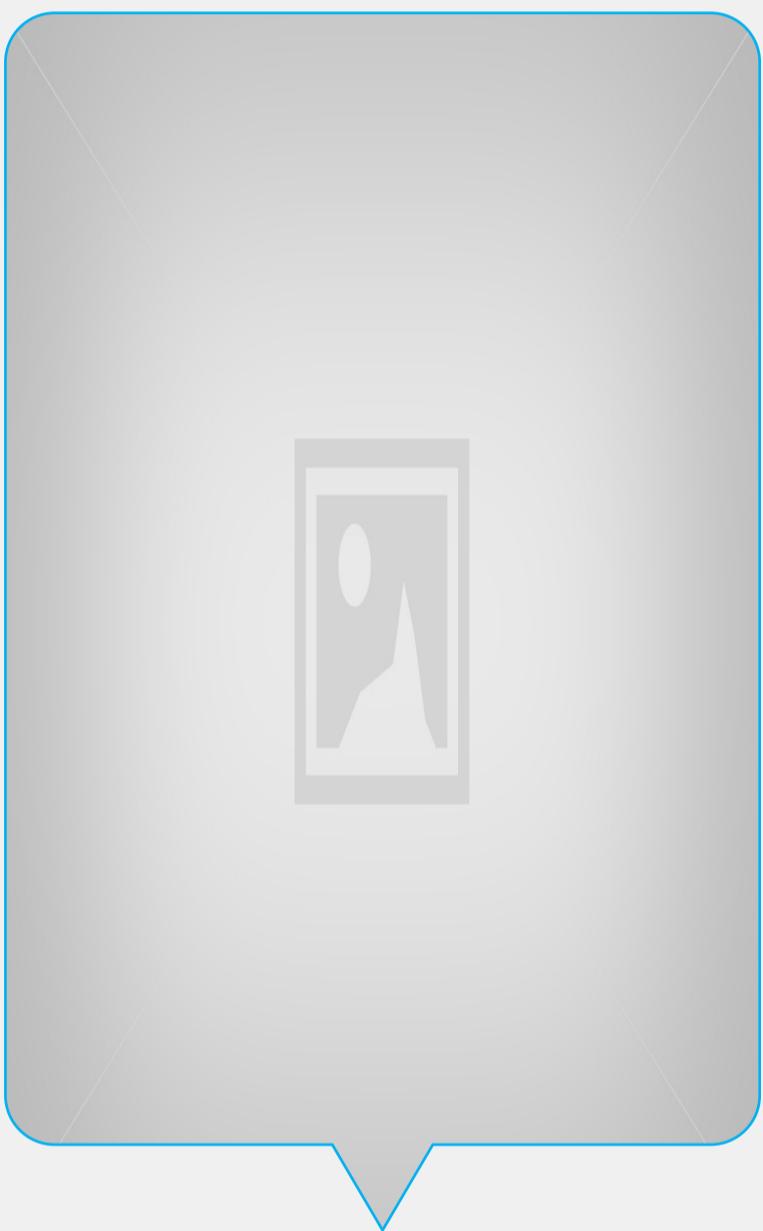
Over 50% of Texas
Writing students
stick with one tutor
for all of their
writing sessions

1,684 \$ | 56 %



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1,684 \$ | 56 %

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Chapter One
People on Spot

01

Charts & Diagrams



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01

Web Design

People who work in marketing try to get the attention of target.

02

Web Design

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● Topic ONE

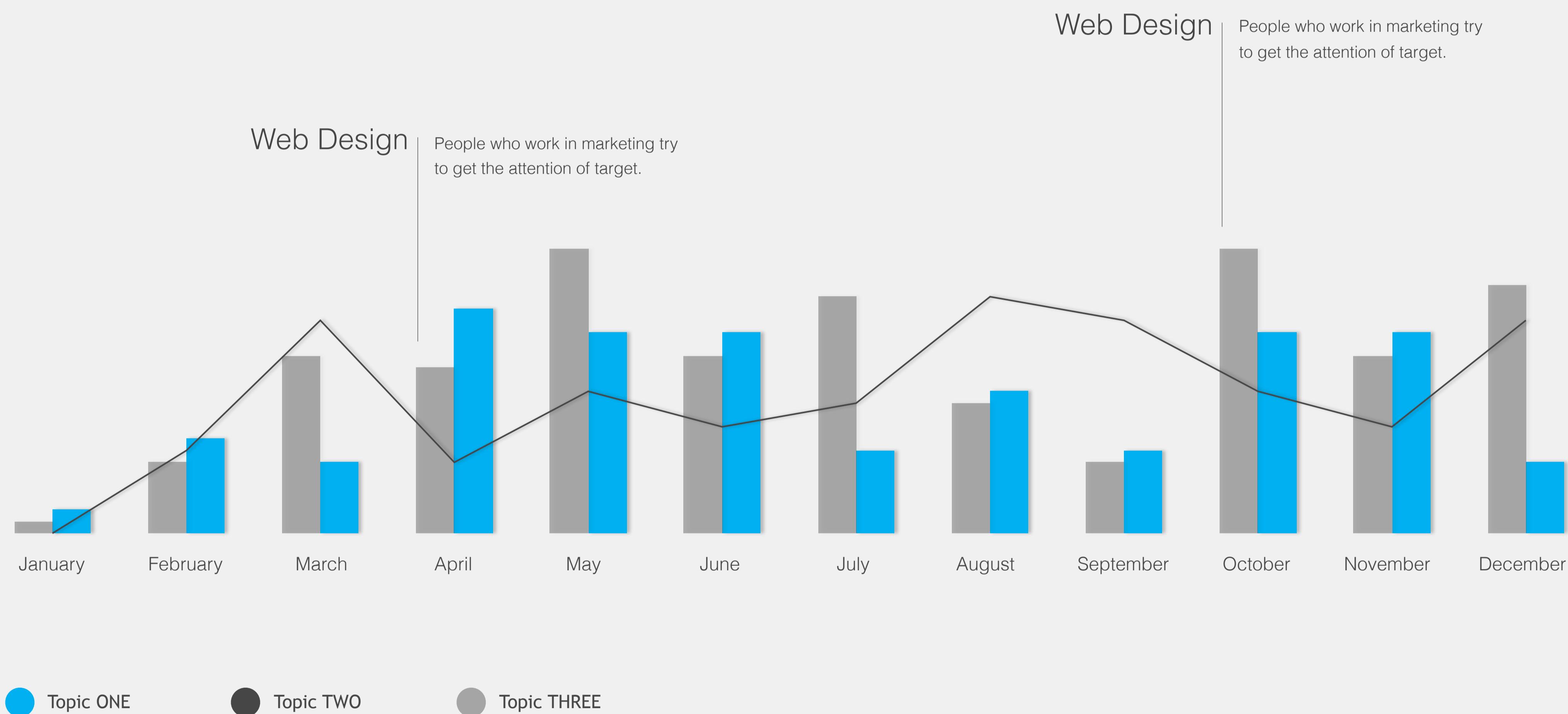
● Topic TWO

● Topic THREE



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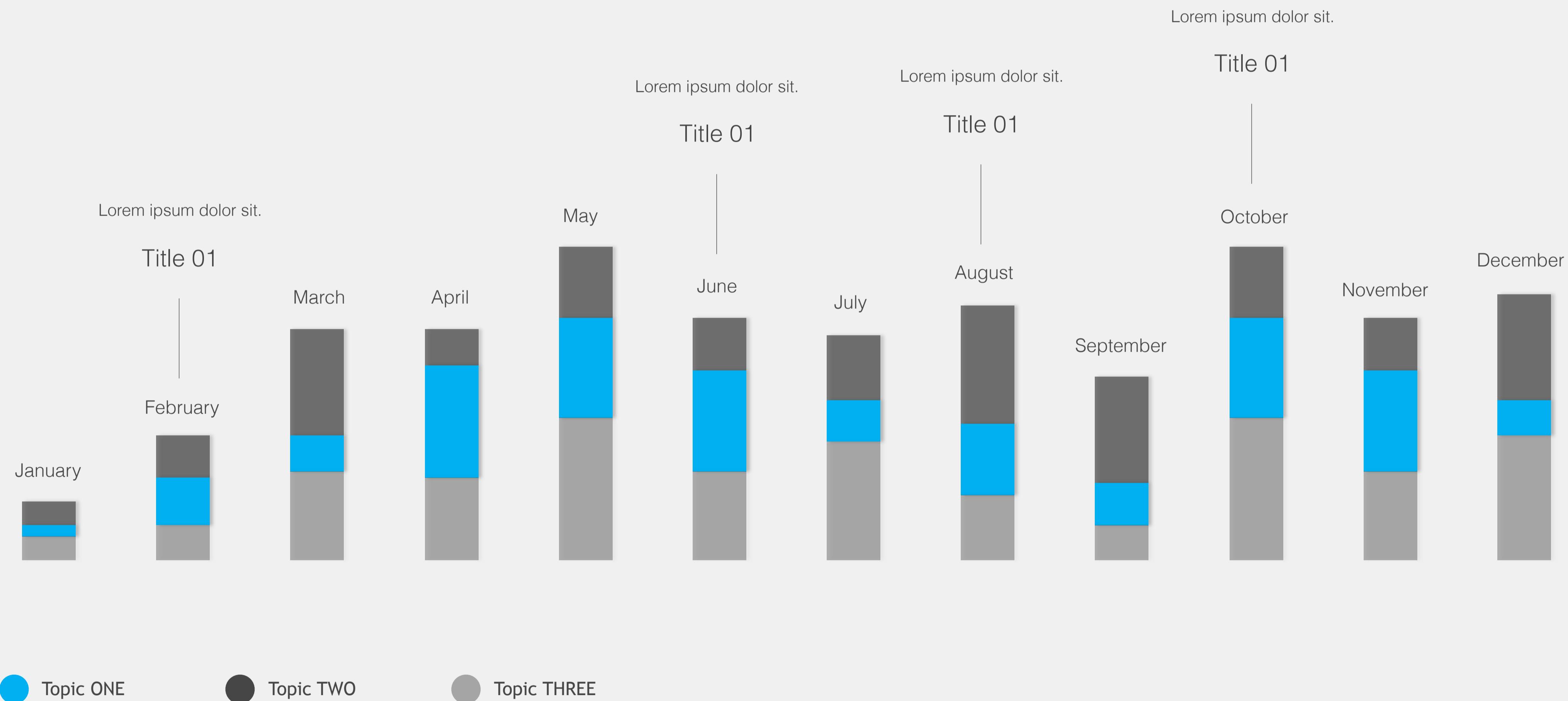
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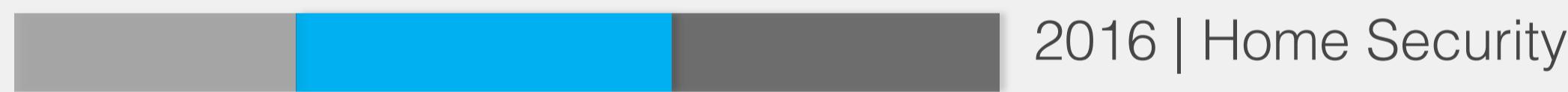
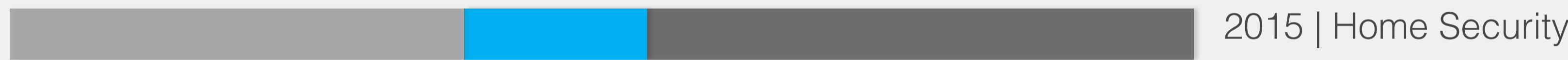
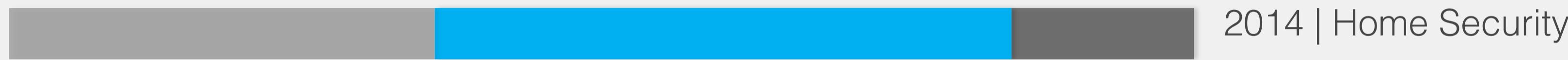
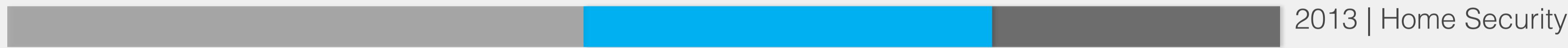
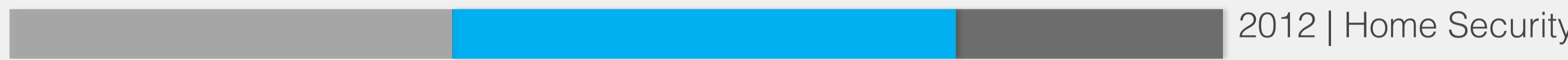
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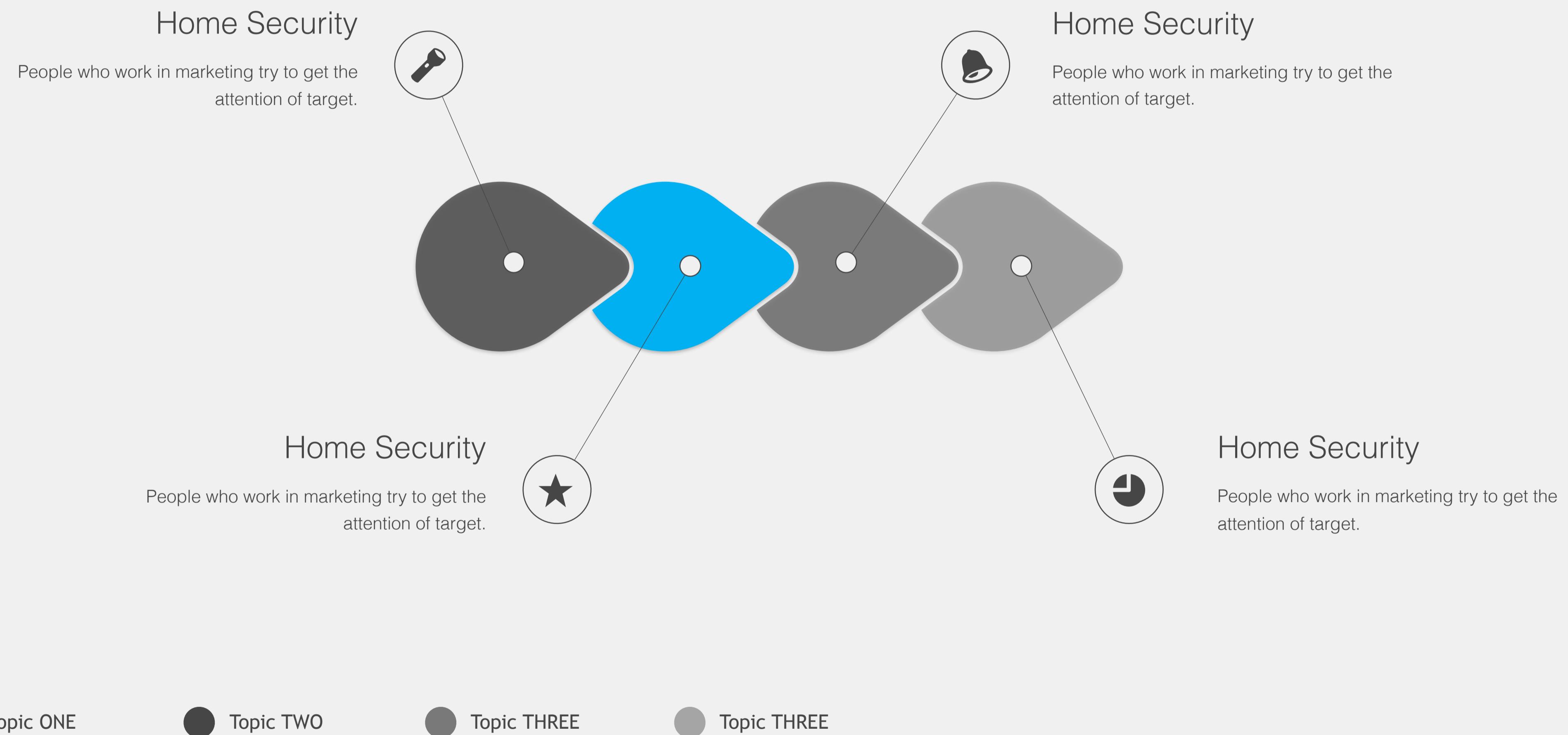
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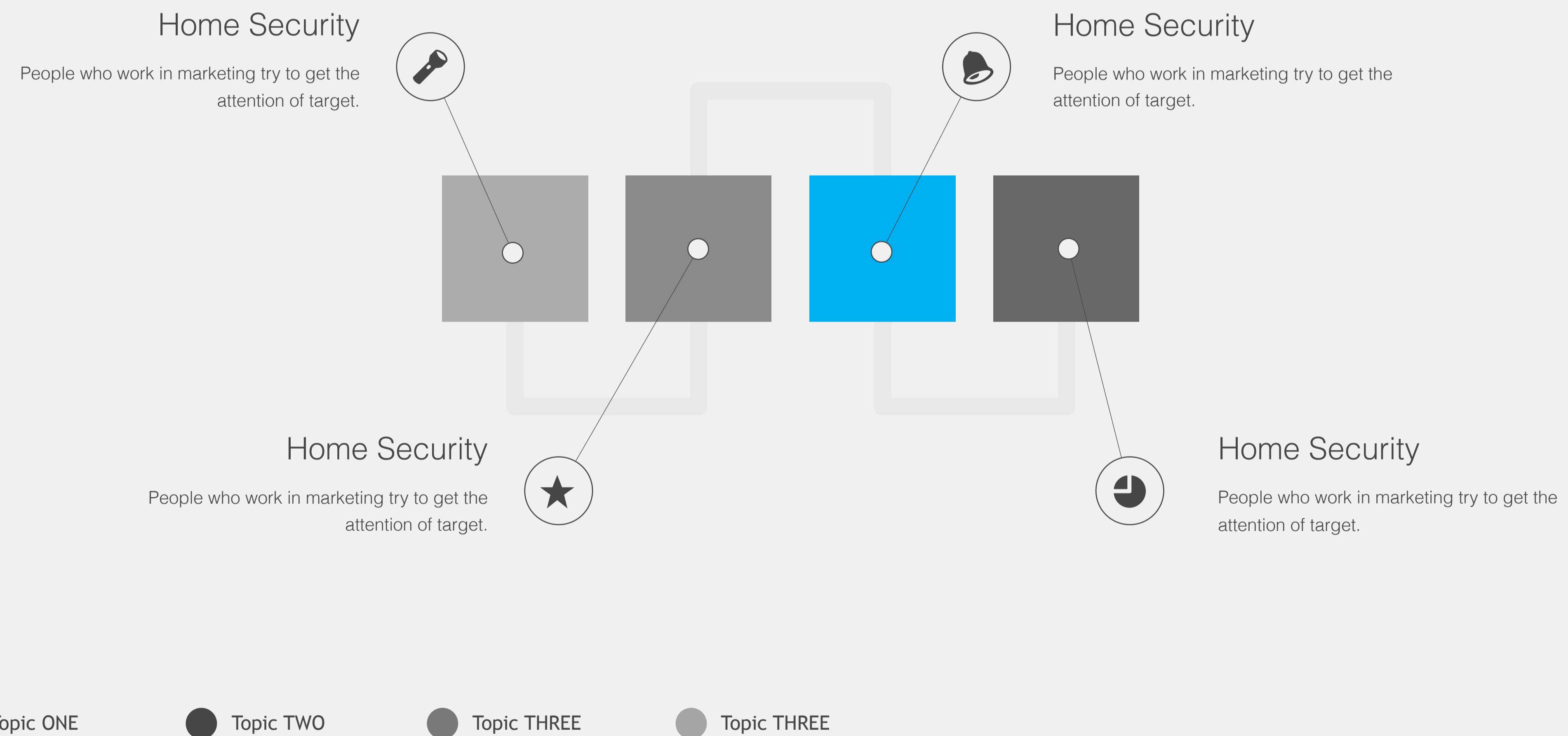
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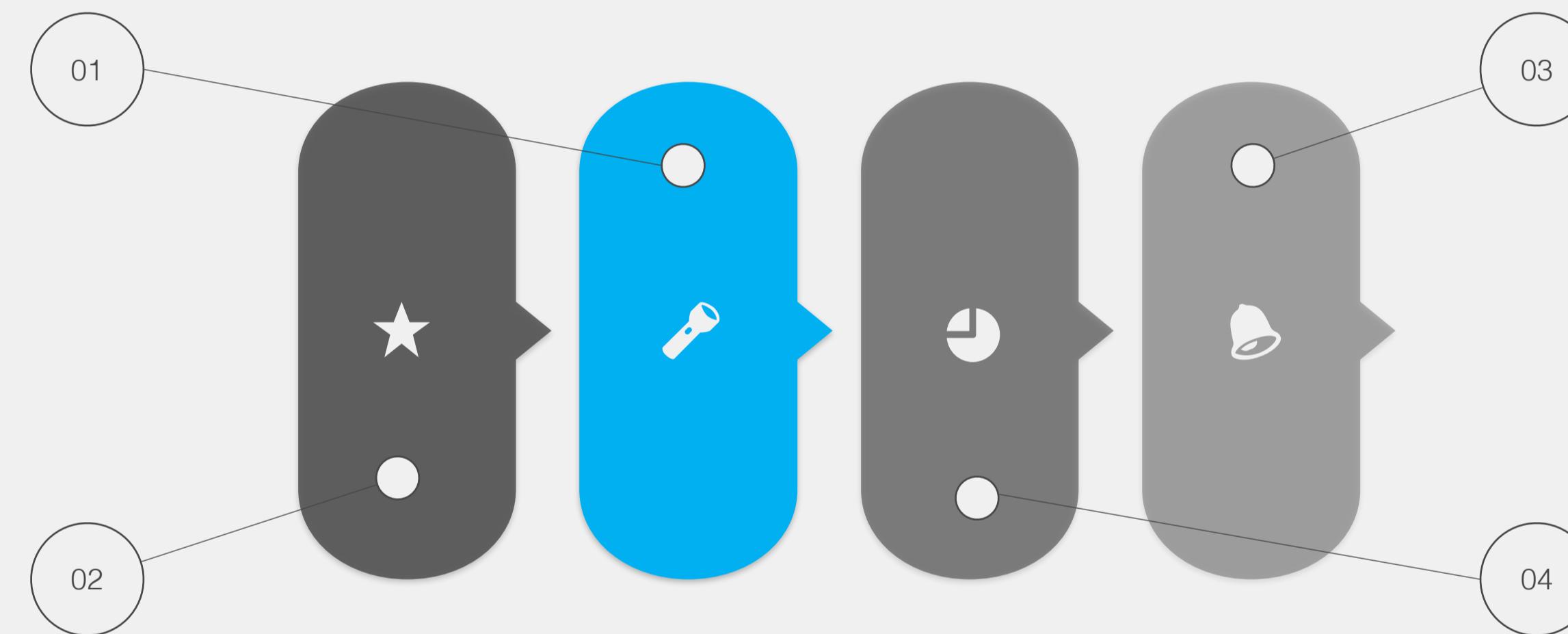


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Topic ONE

Topic TWO

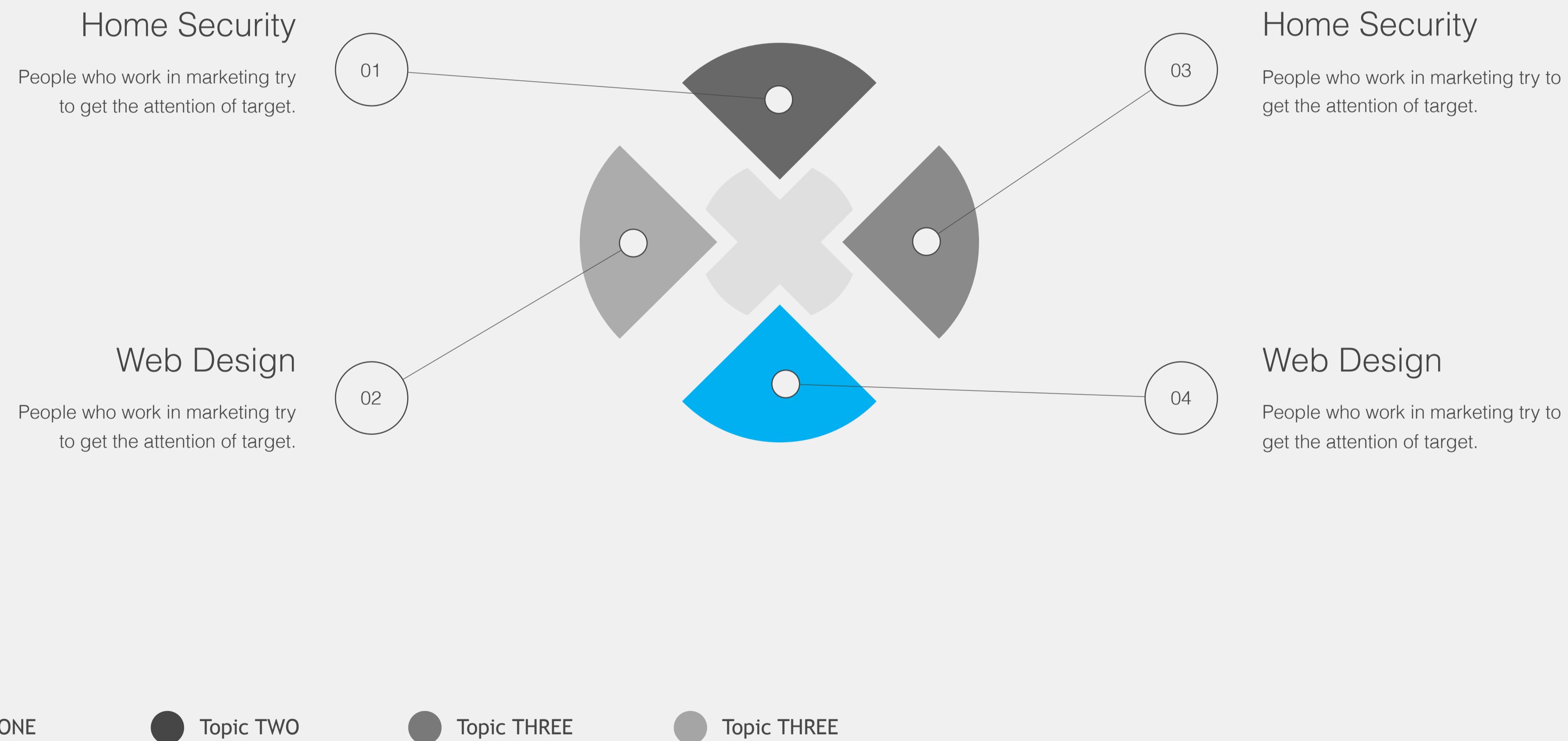
Topic THREE

Topic THREE



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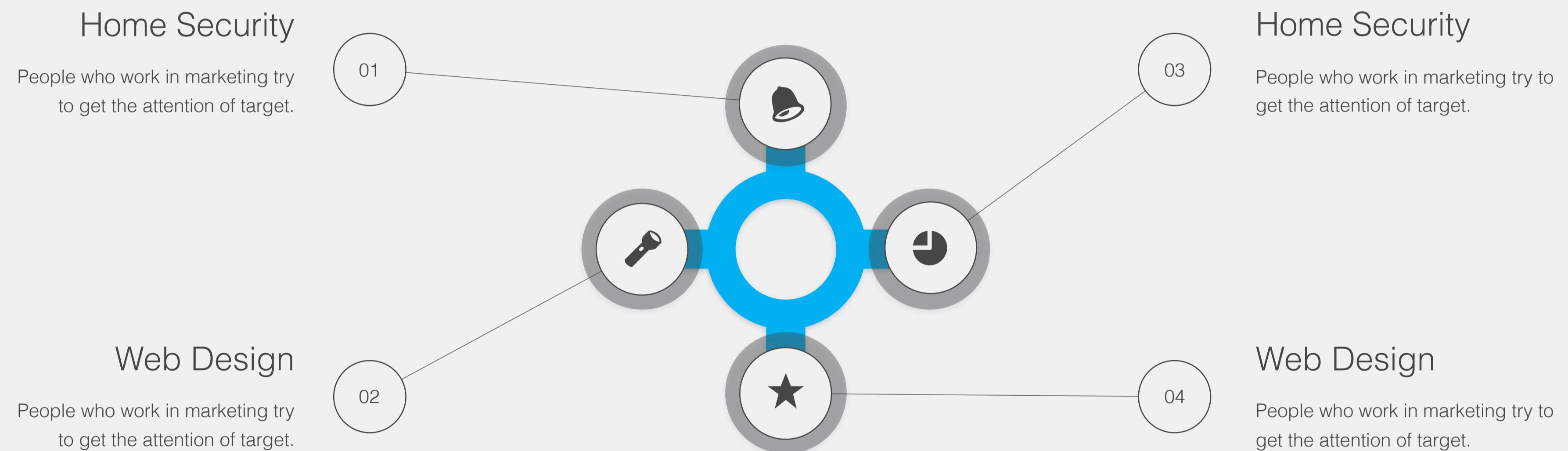
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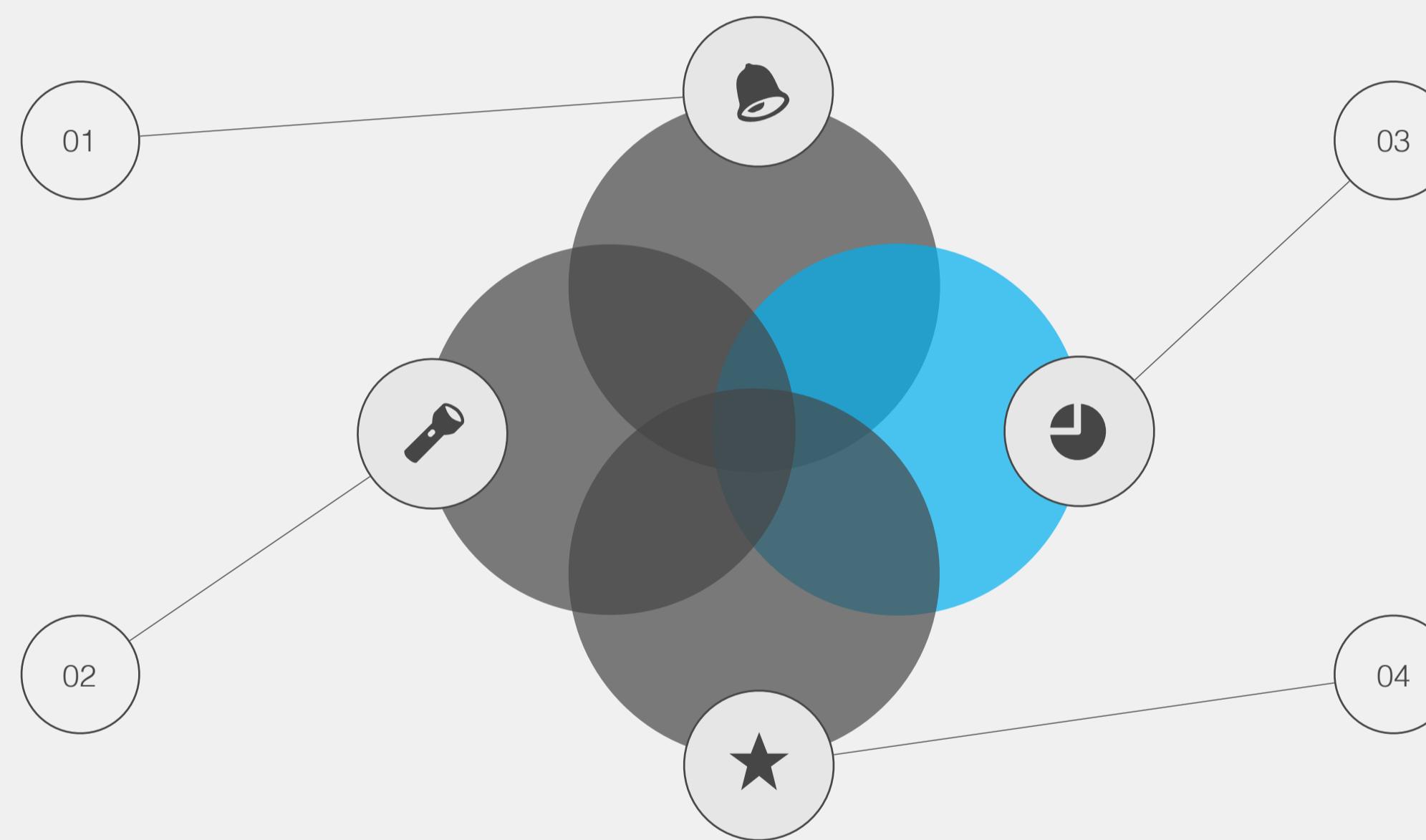


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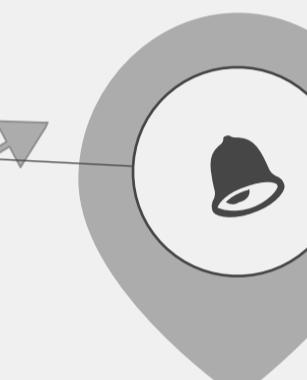
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04



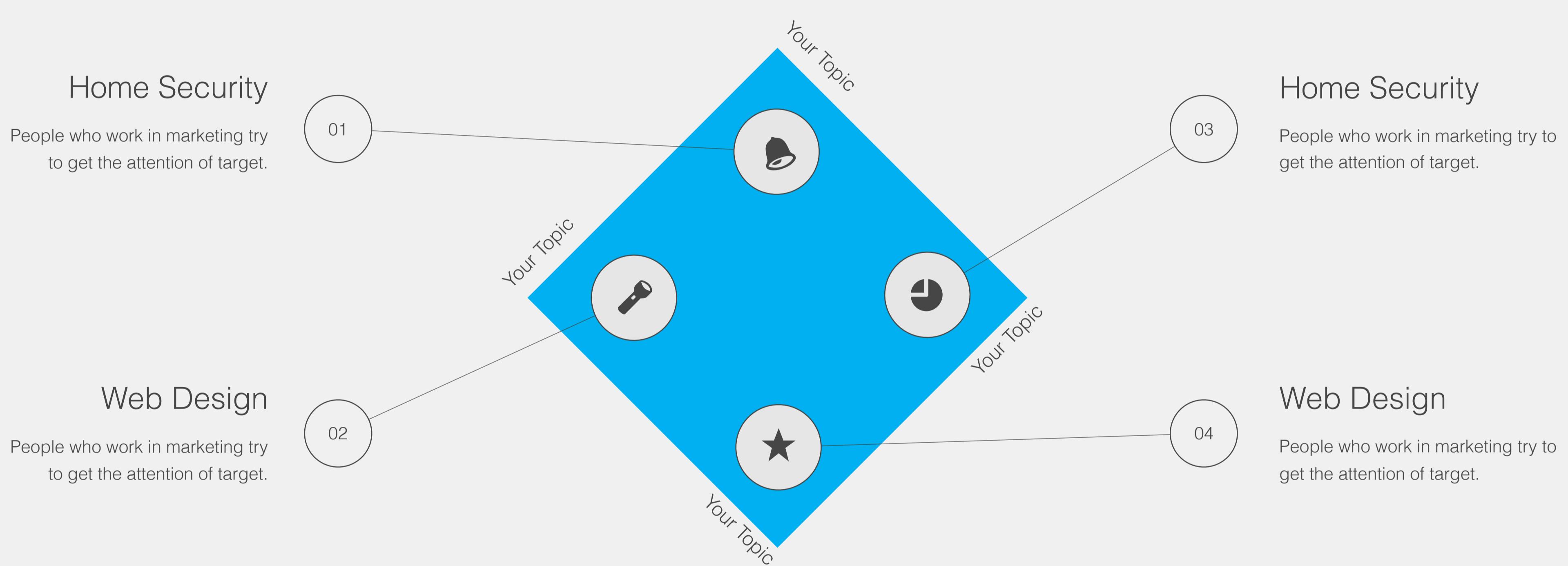
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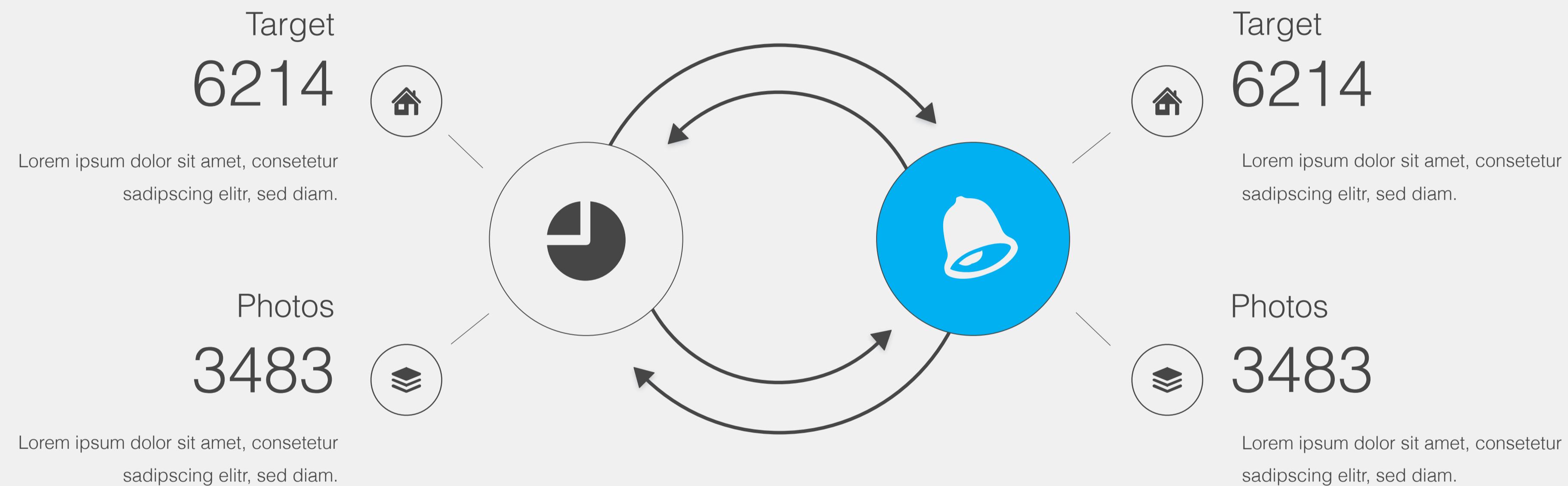
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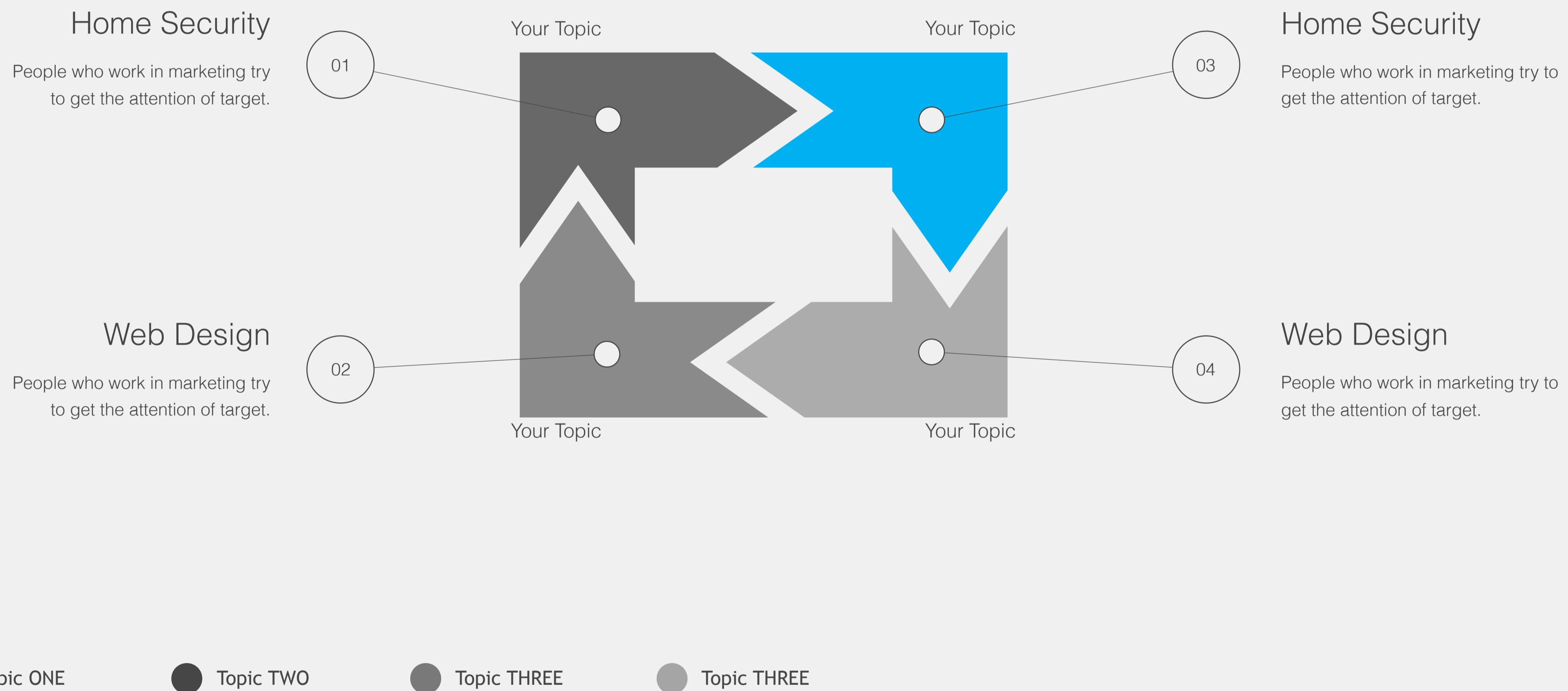
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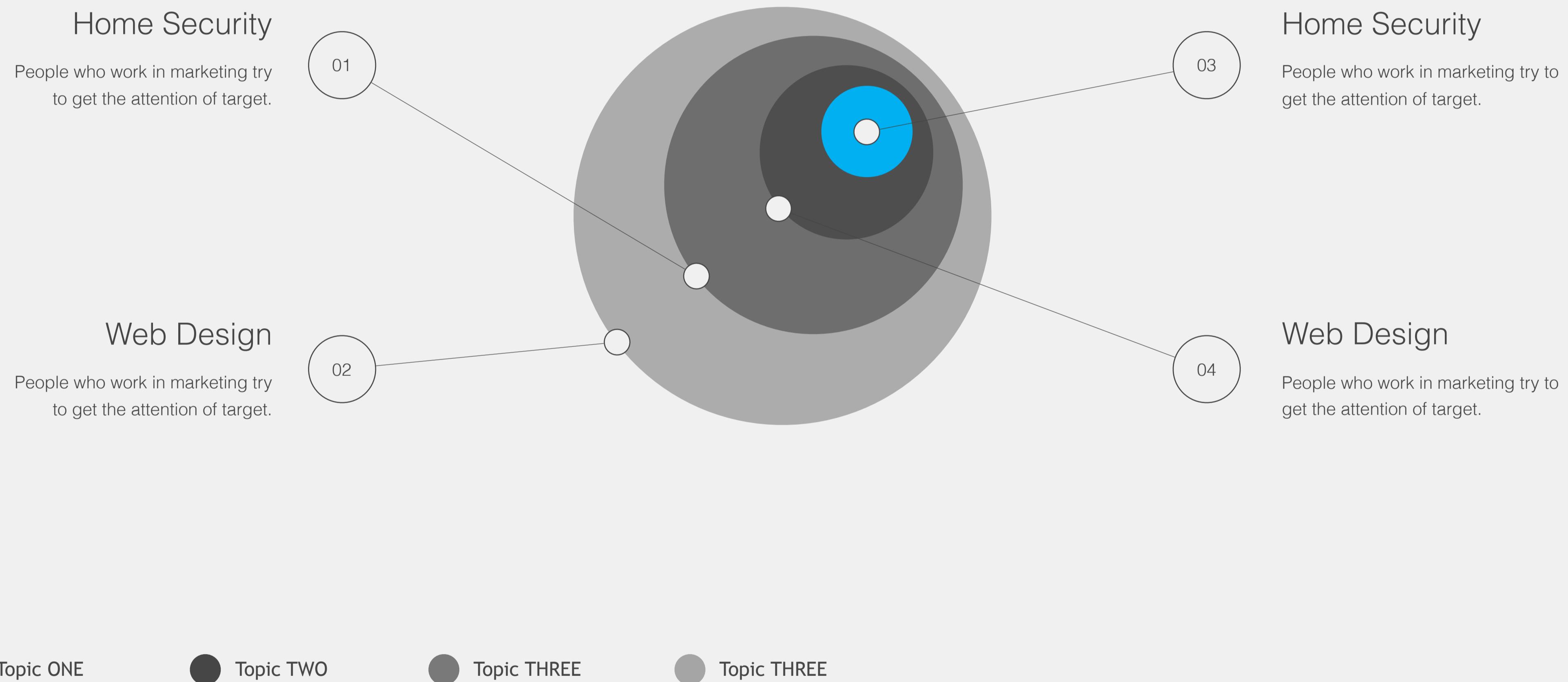
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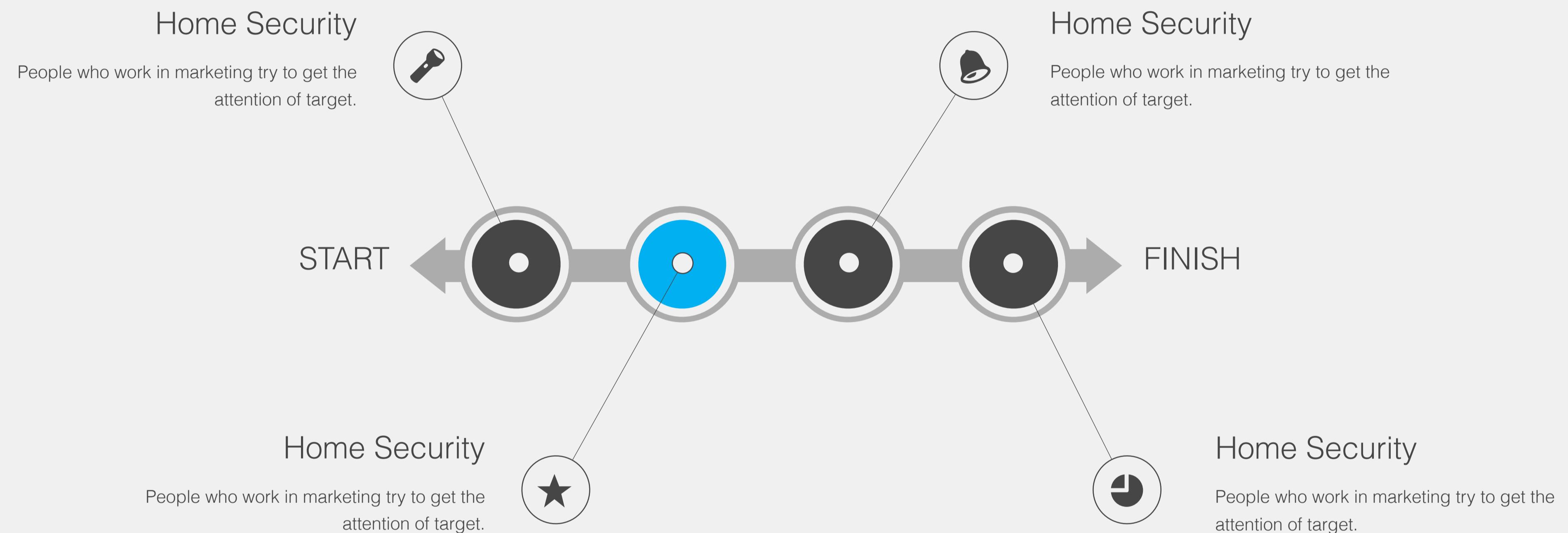
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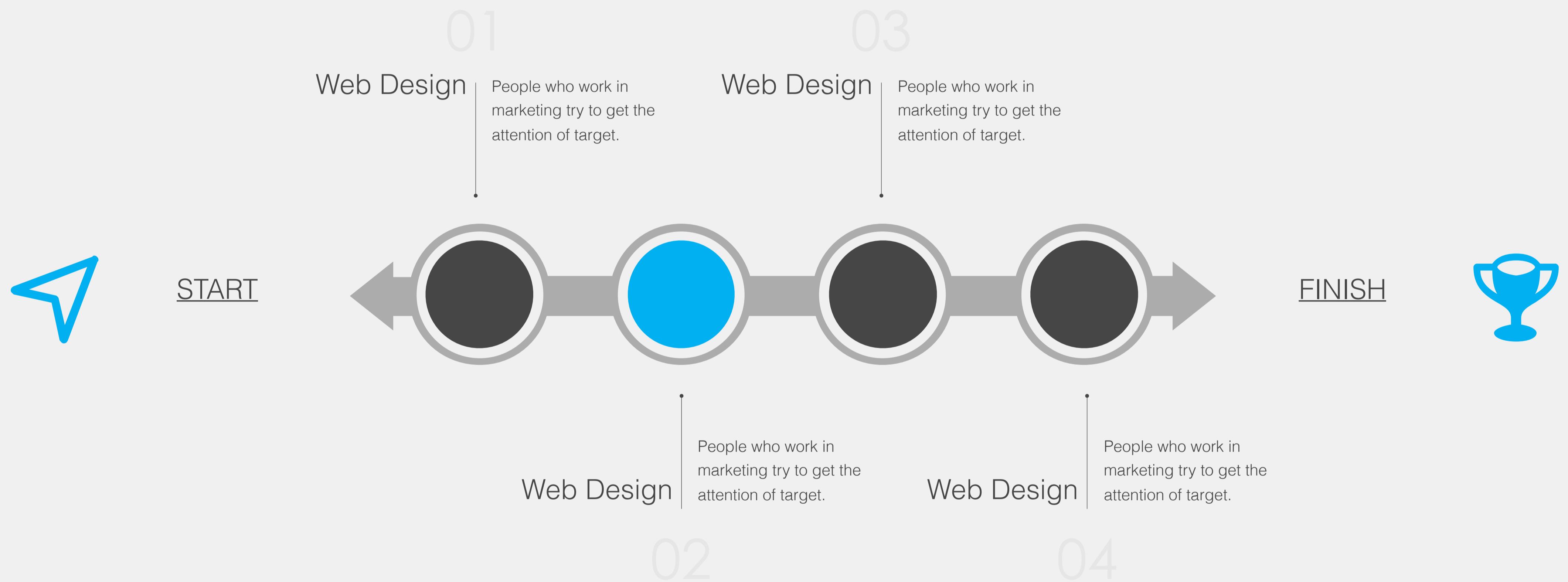
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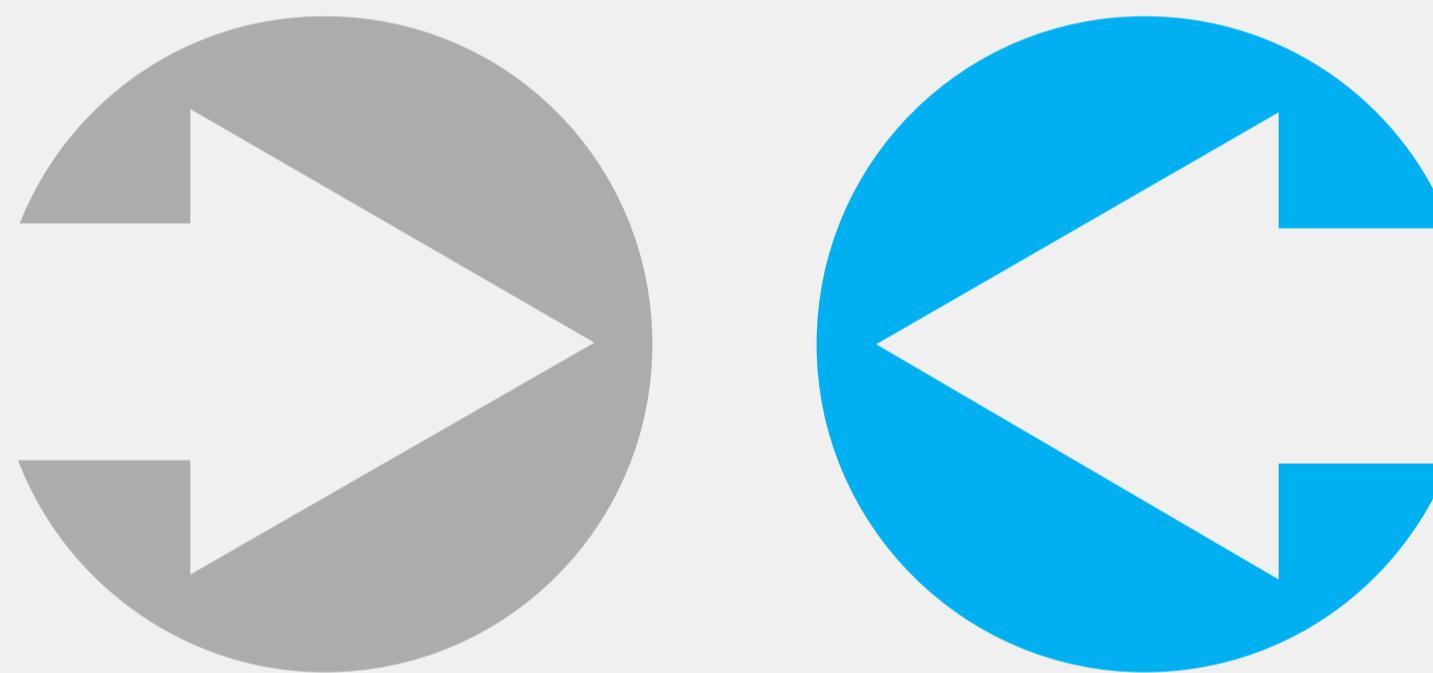
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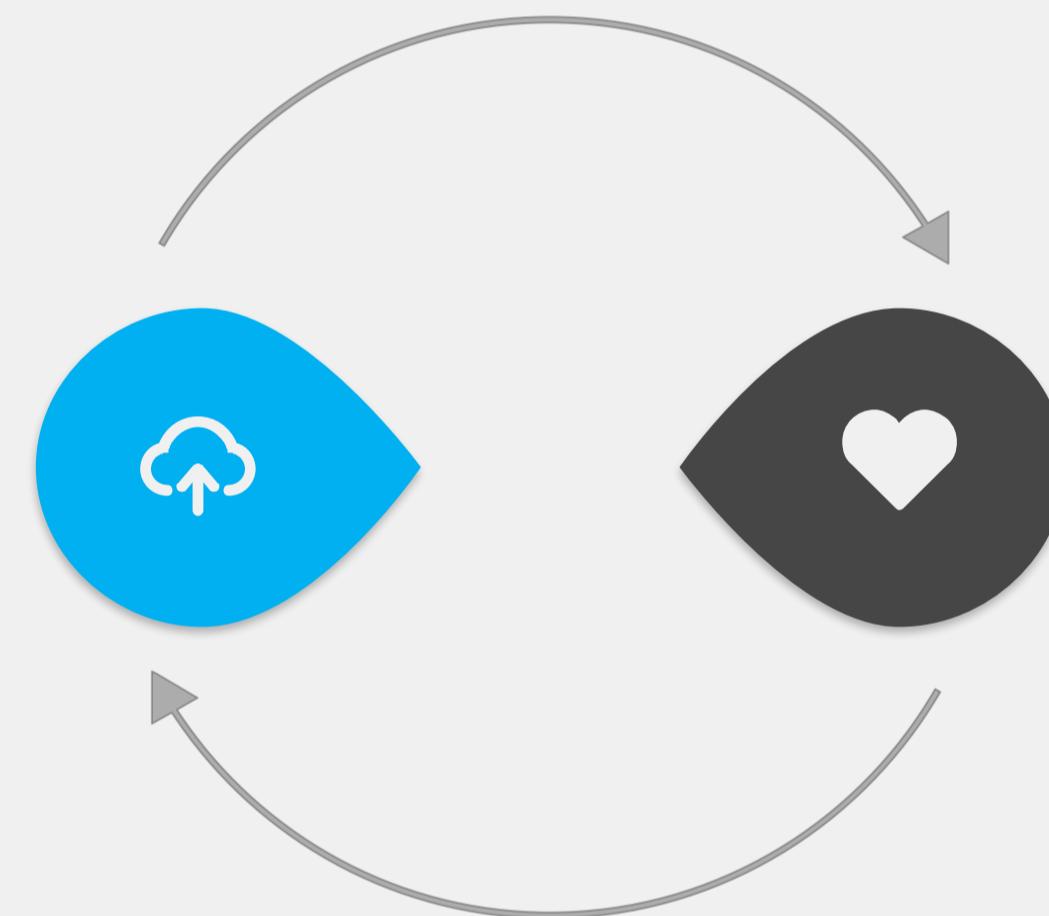
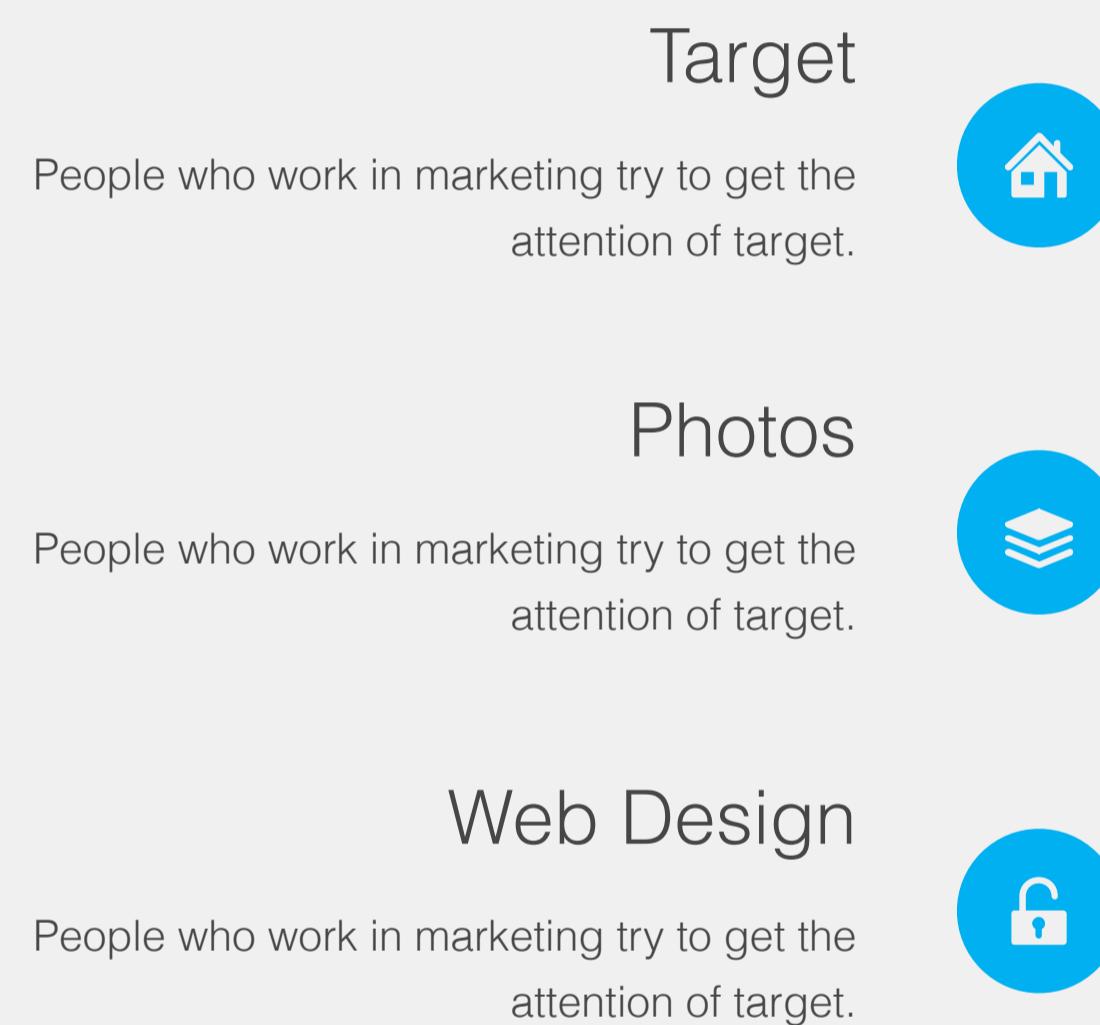
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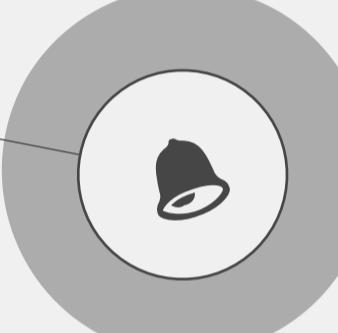


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01



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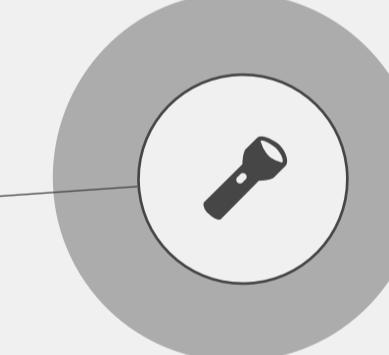
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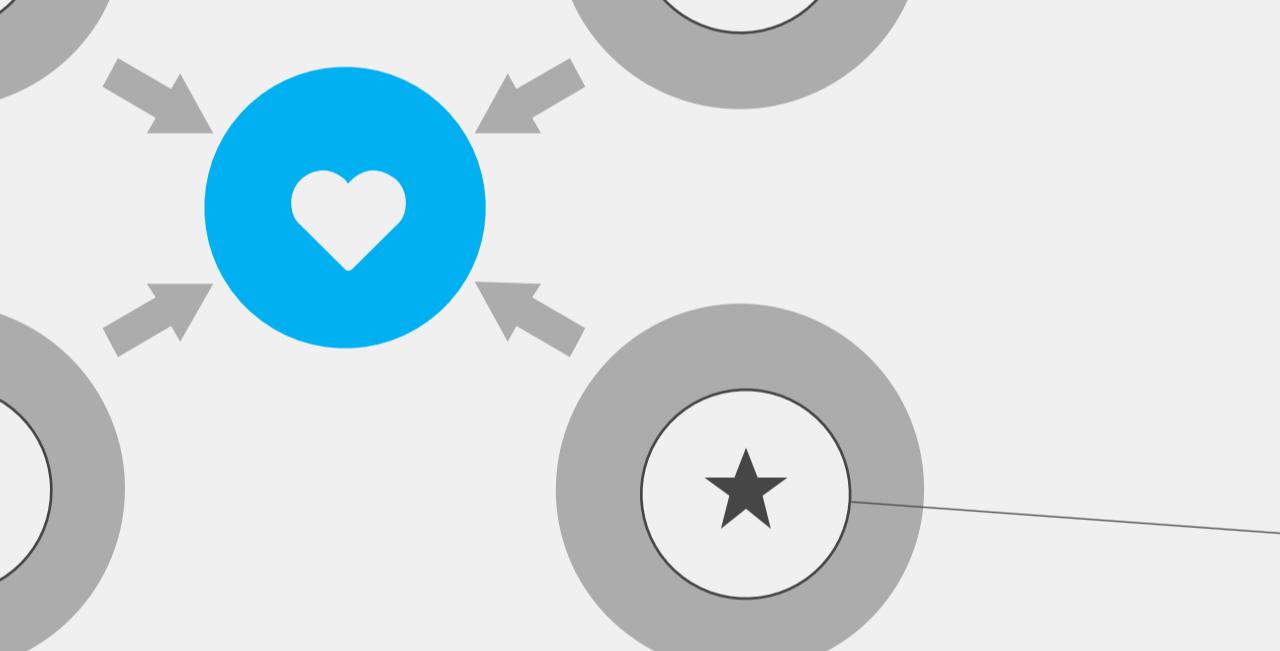
02



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04





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01



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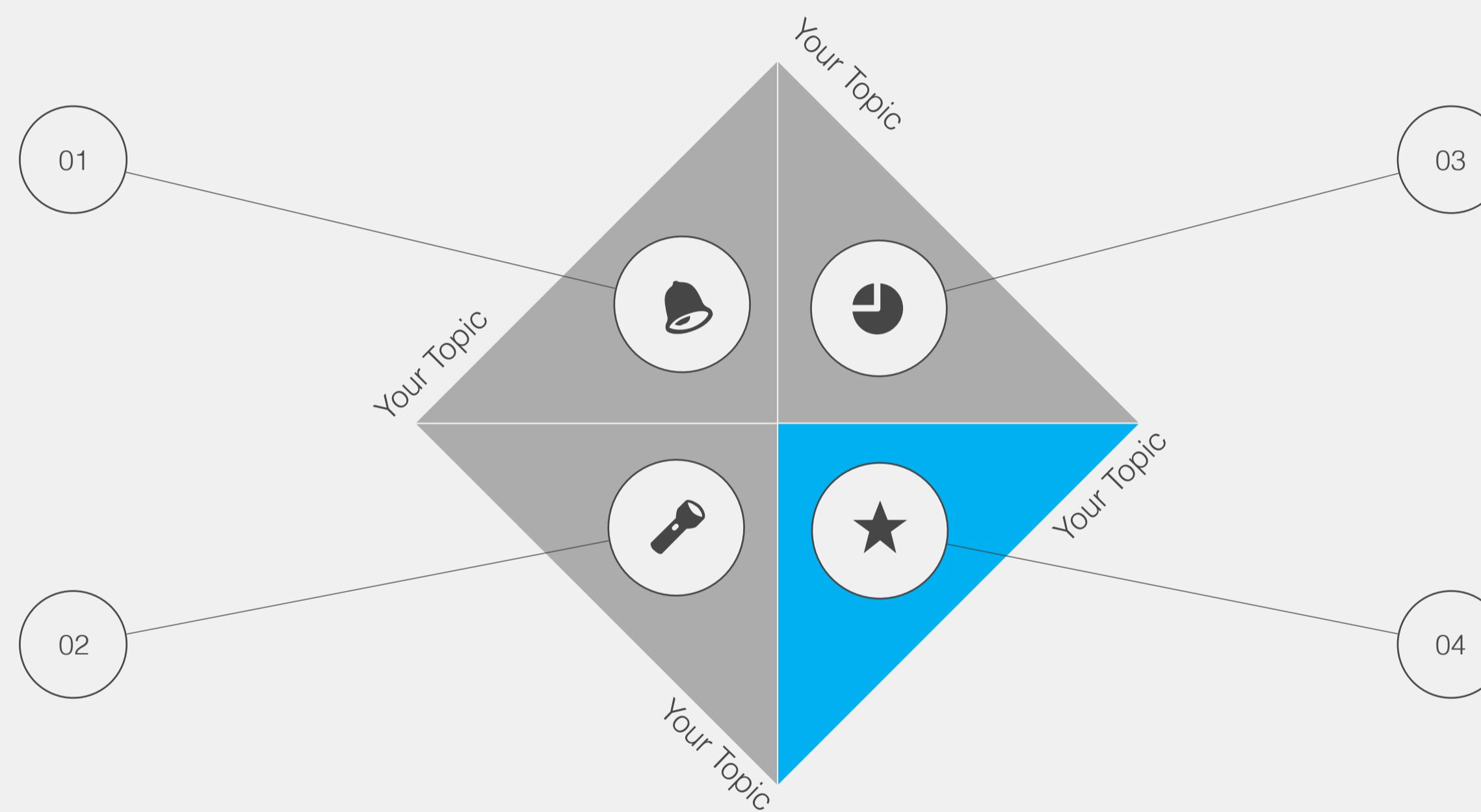


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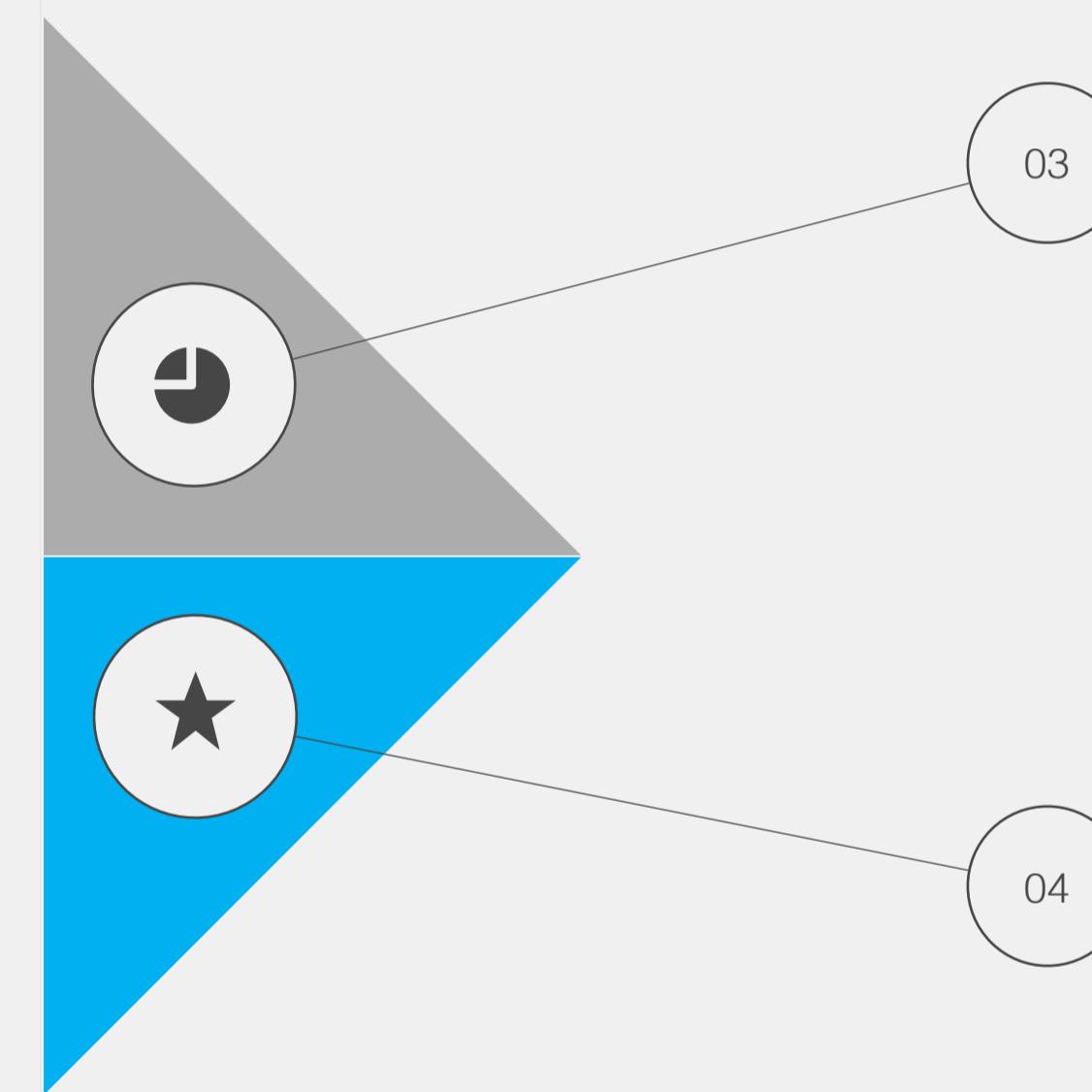


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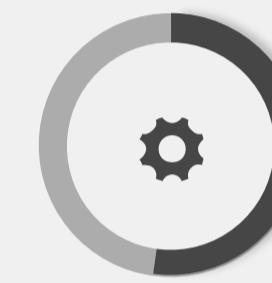
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SUPPORT



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SUPPORT



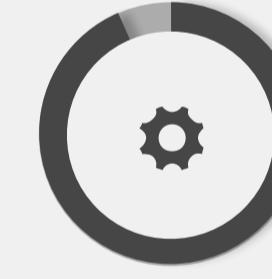
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PICTURES



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PICTURES

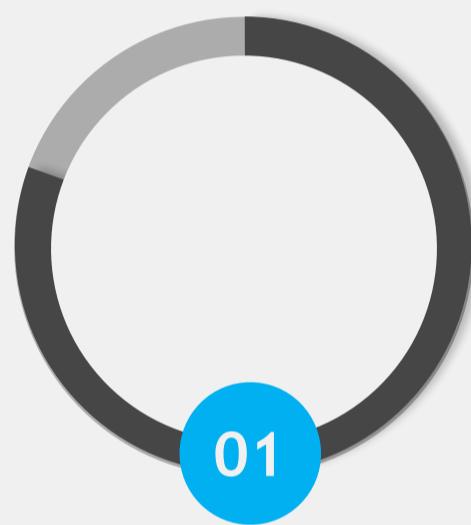


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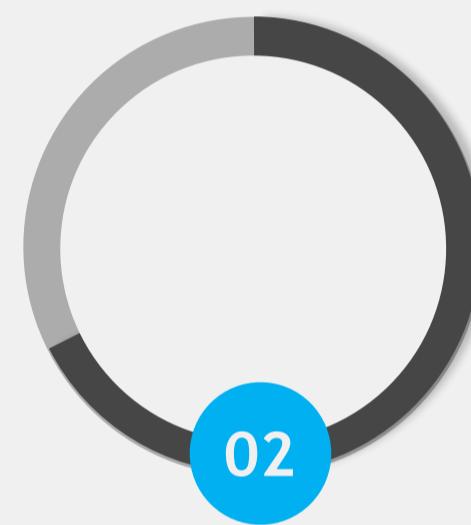
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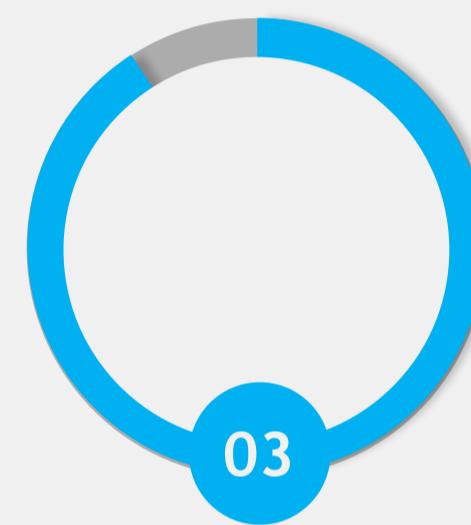
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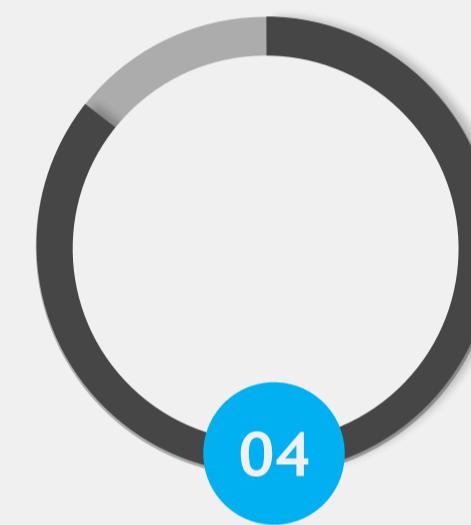
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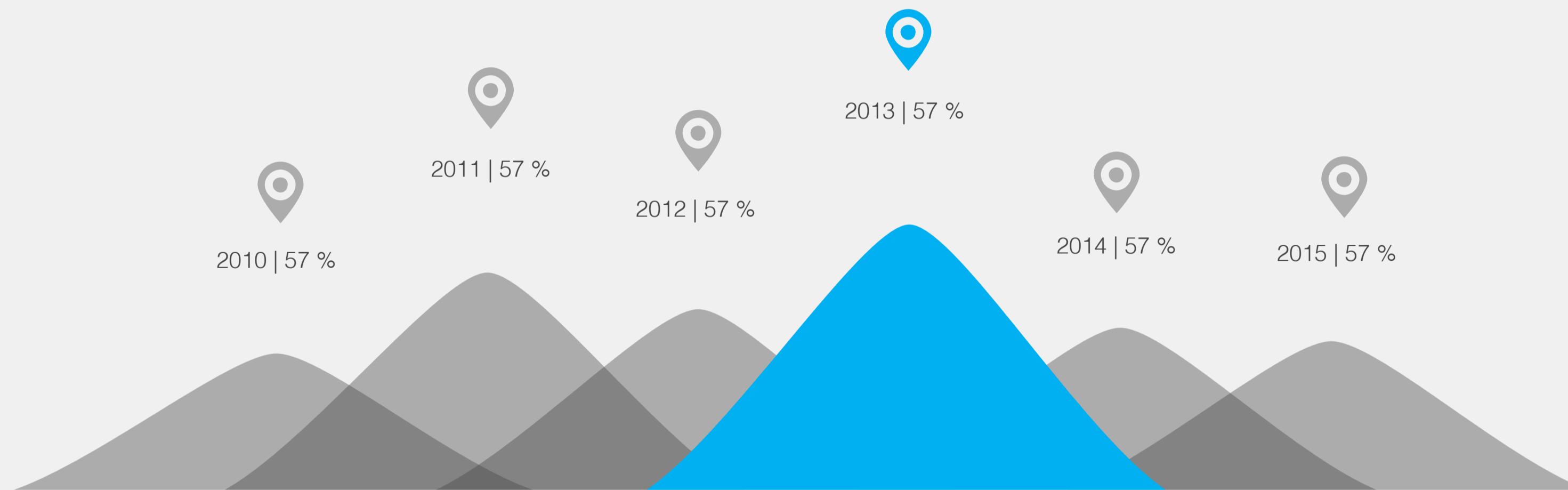
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Marketing

01

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02

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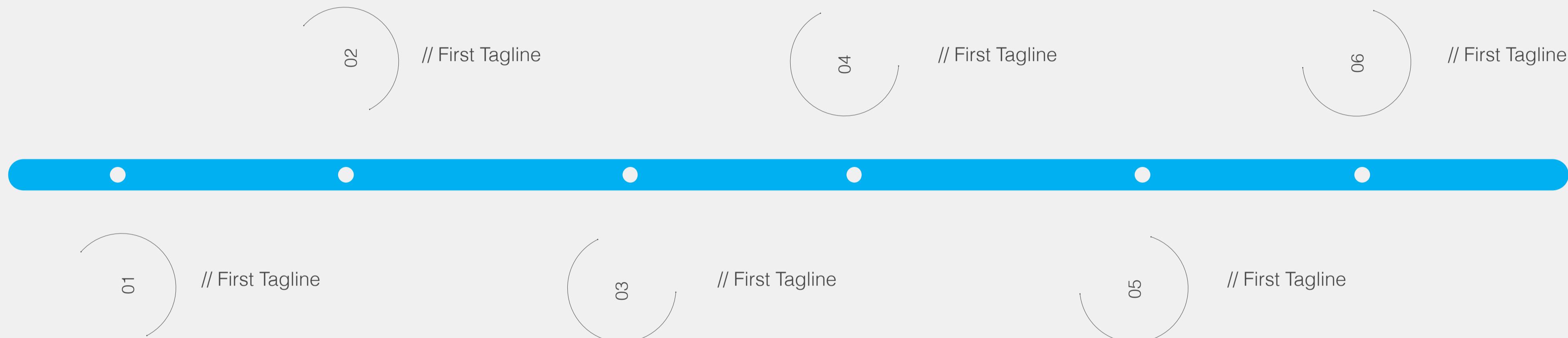
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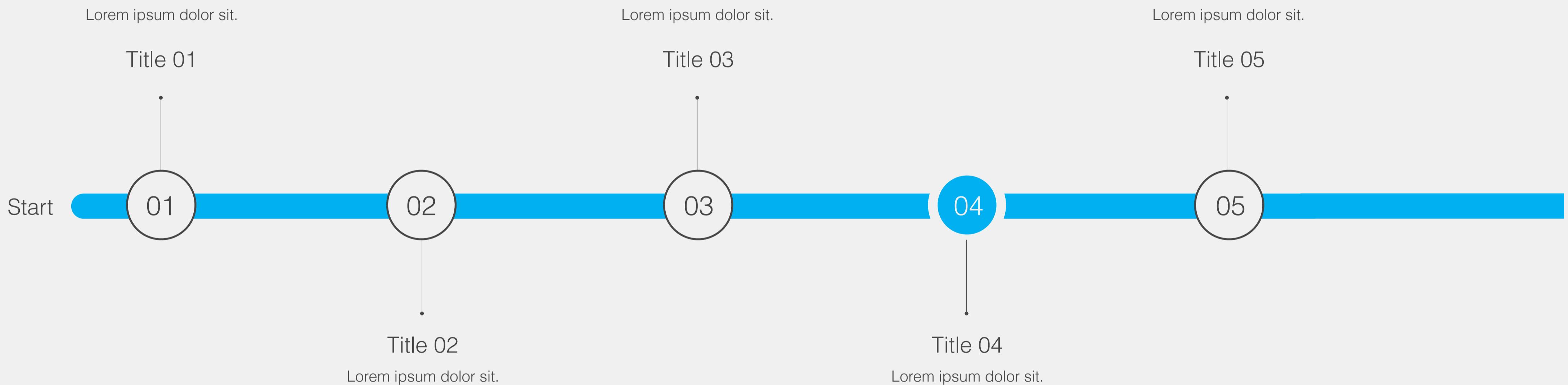
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Title 01

01

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Title 03

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Title 05

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Title 02

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Title 04

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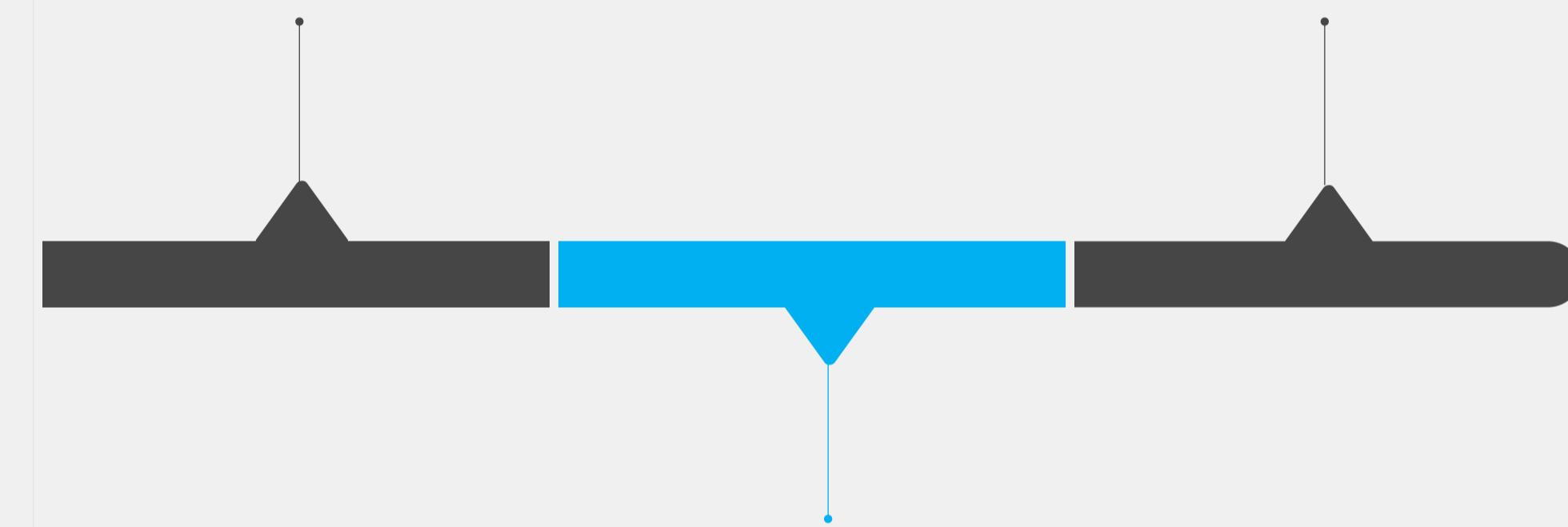
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STEP ONE

STEP THREE

STEP TWO

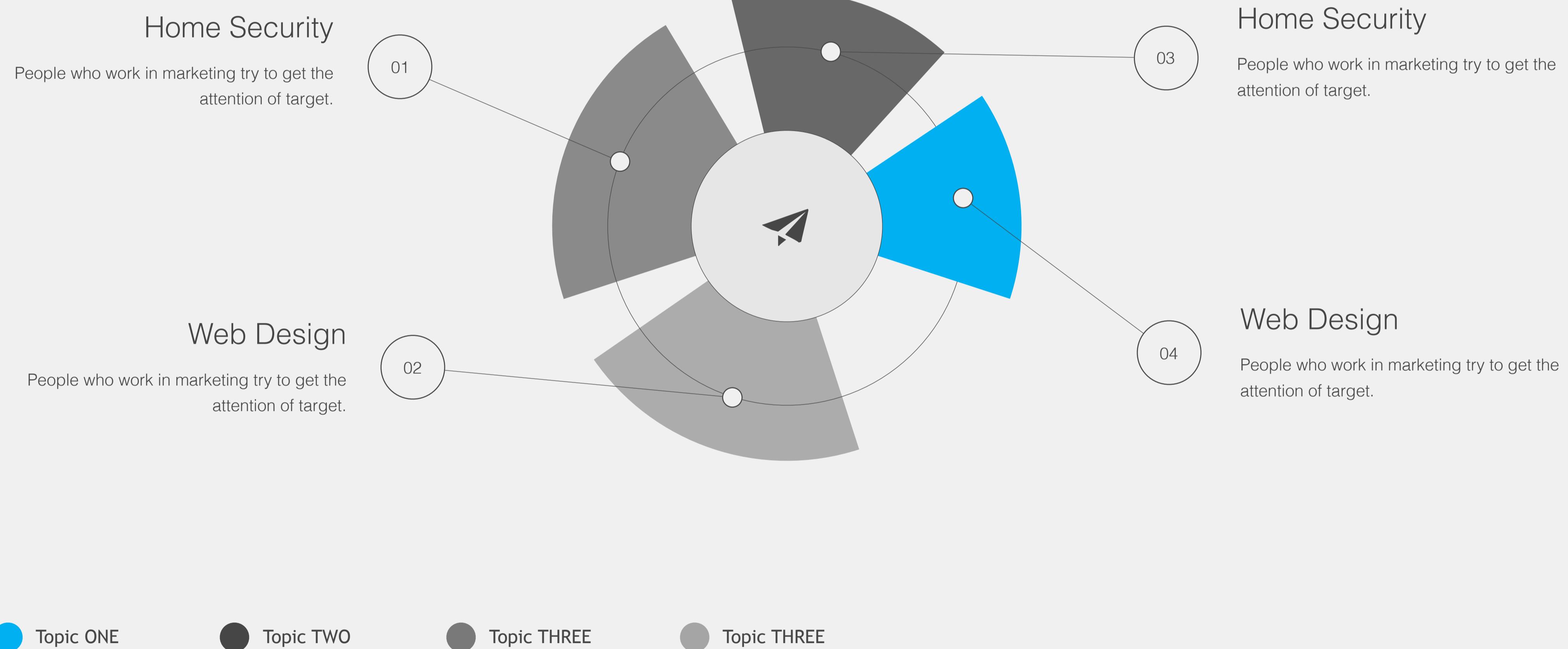
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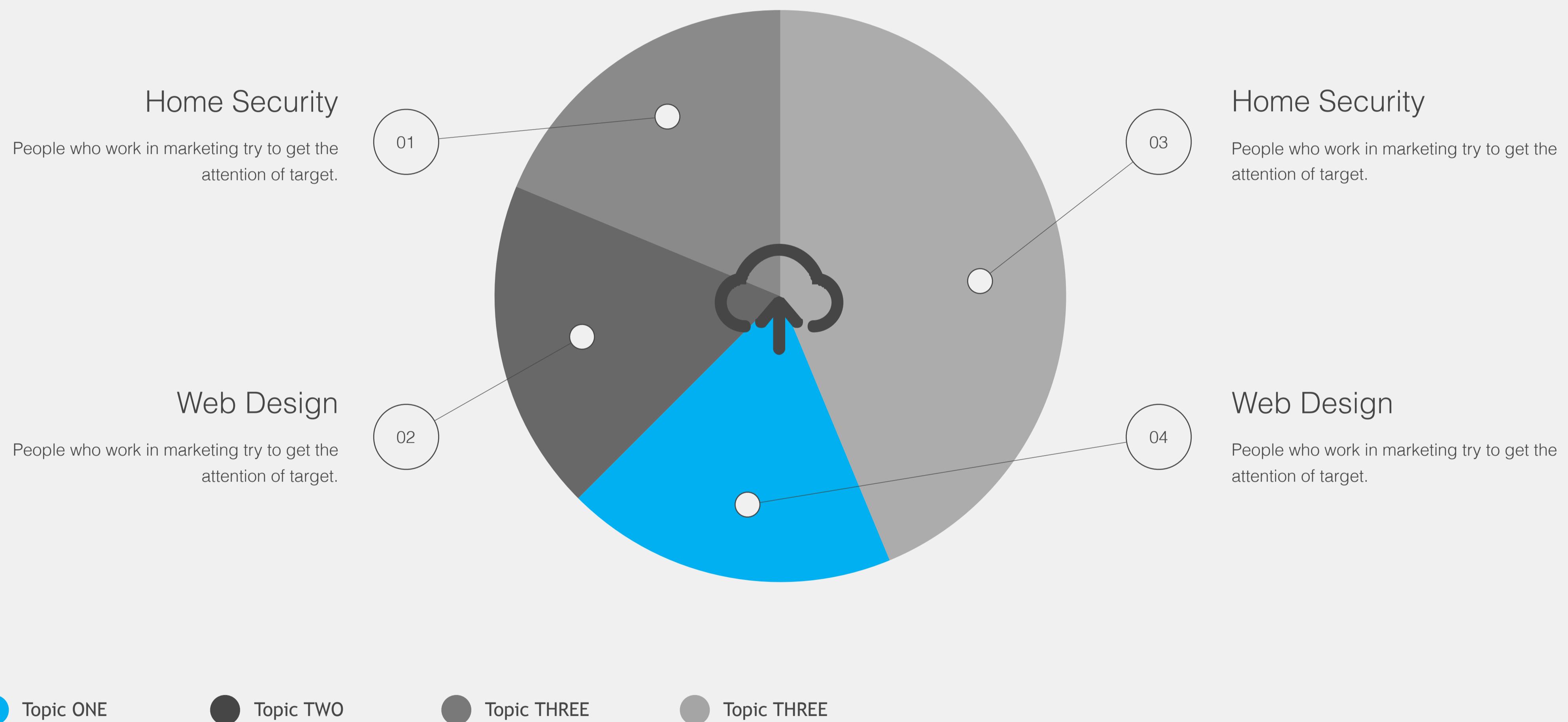
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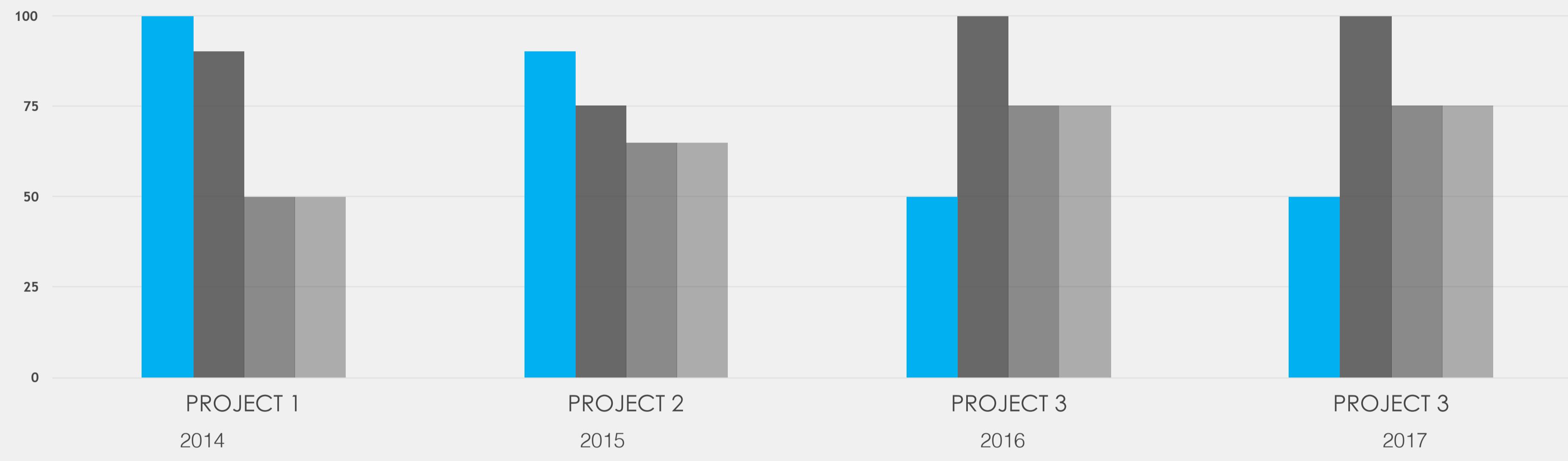
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Category 1

Category 2

Category 3

Category 4



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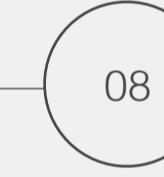
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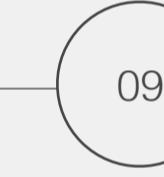
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2017



Web Design

2018



Web Design

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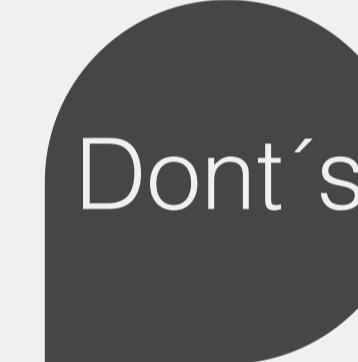
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Do's



Dont's



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Dont's



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Chapter One
People on Spot

01

Visual Statements



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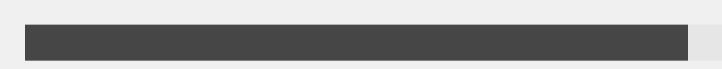
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Topic One
Design

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Wordpress



Flash



Topic Two
Design

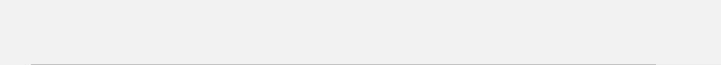
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Wordpress

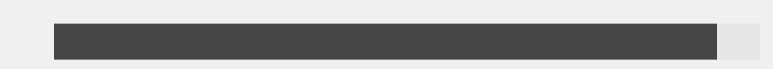


Flash



Topic Three
Design

HTM#L5



Wordpress



Flash





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HOME

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01



SUPPORT

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02



CHAT 24/7

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03



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Market Targets

01

People who work in marketing try to get the attention of target.

Market Targets

02

People who work in marketing try to get the attention of target.

Market Targets

03

People who work in marketing try to get the attention of target.



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HOME

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SUPPORT

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CHAT 24/7

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Topic One
Design

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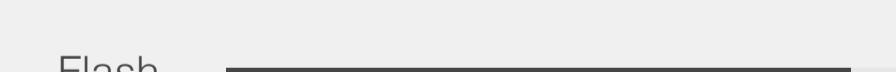
Wordpress 

Flash 

Topic Two
Design

HTM#L5 

Wordpress 

Flash 

Topic Three
Design

HTM#L5 

Wordpress 

Flash 



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Maps



People who work in marketing try to get the attention of target.

Maps



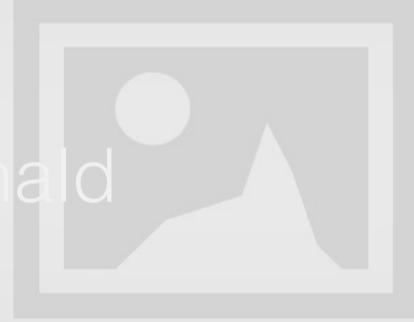
People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.

James Donald
Design



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James Donald
Design



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James Donald
Design



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James Donald
Design



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James Donald
Design



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James Donald
Design



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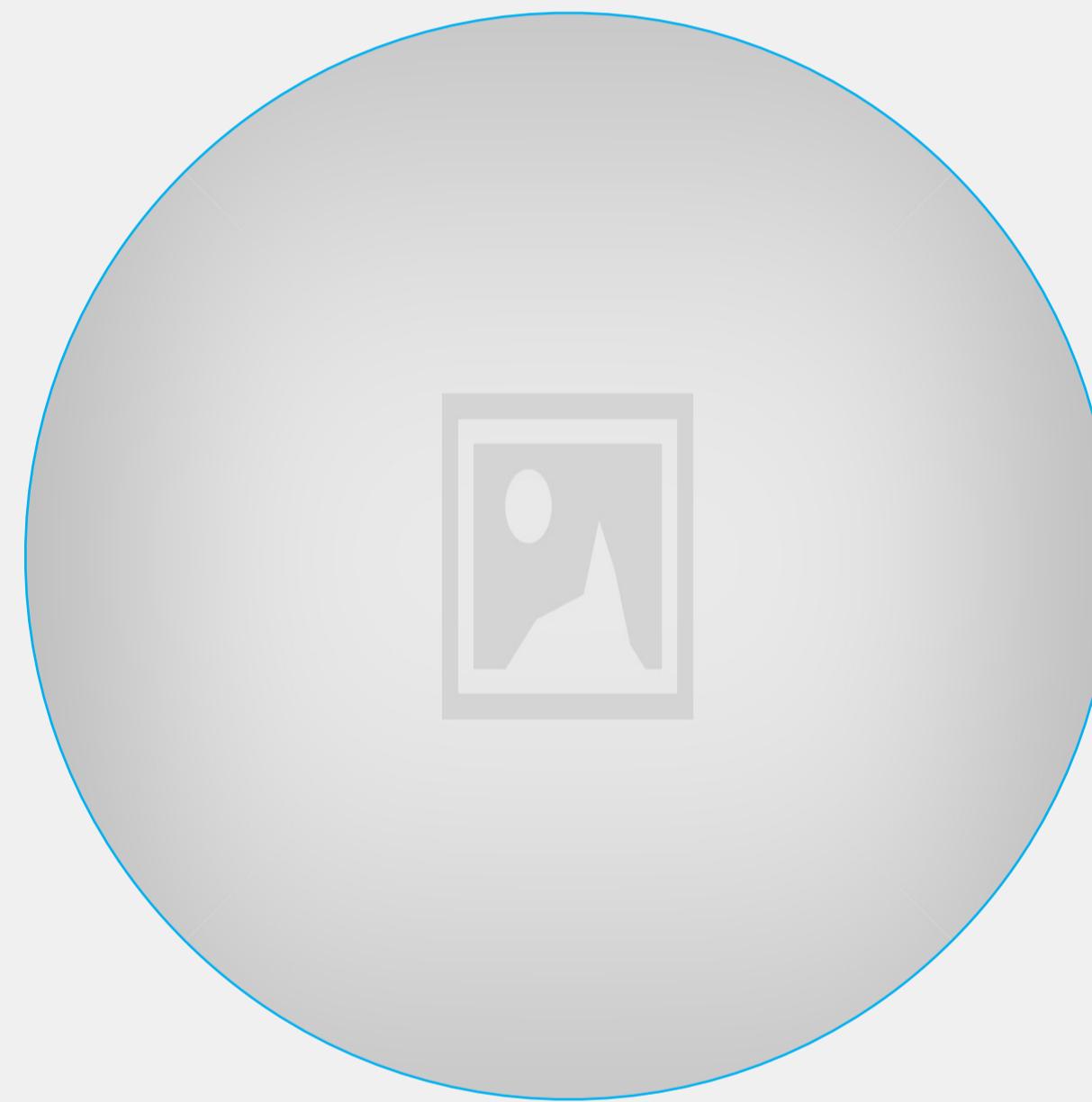


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the point.



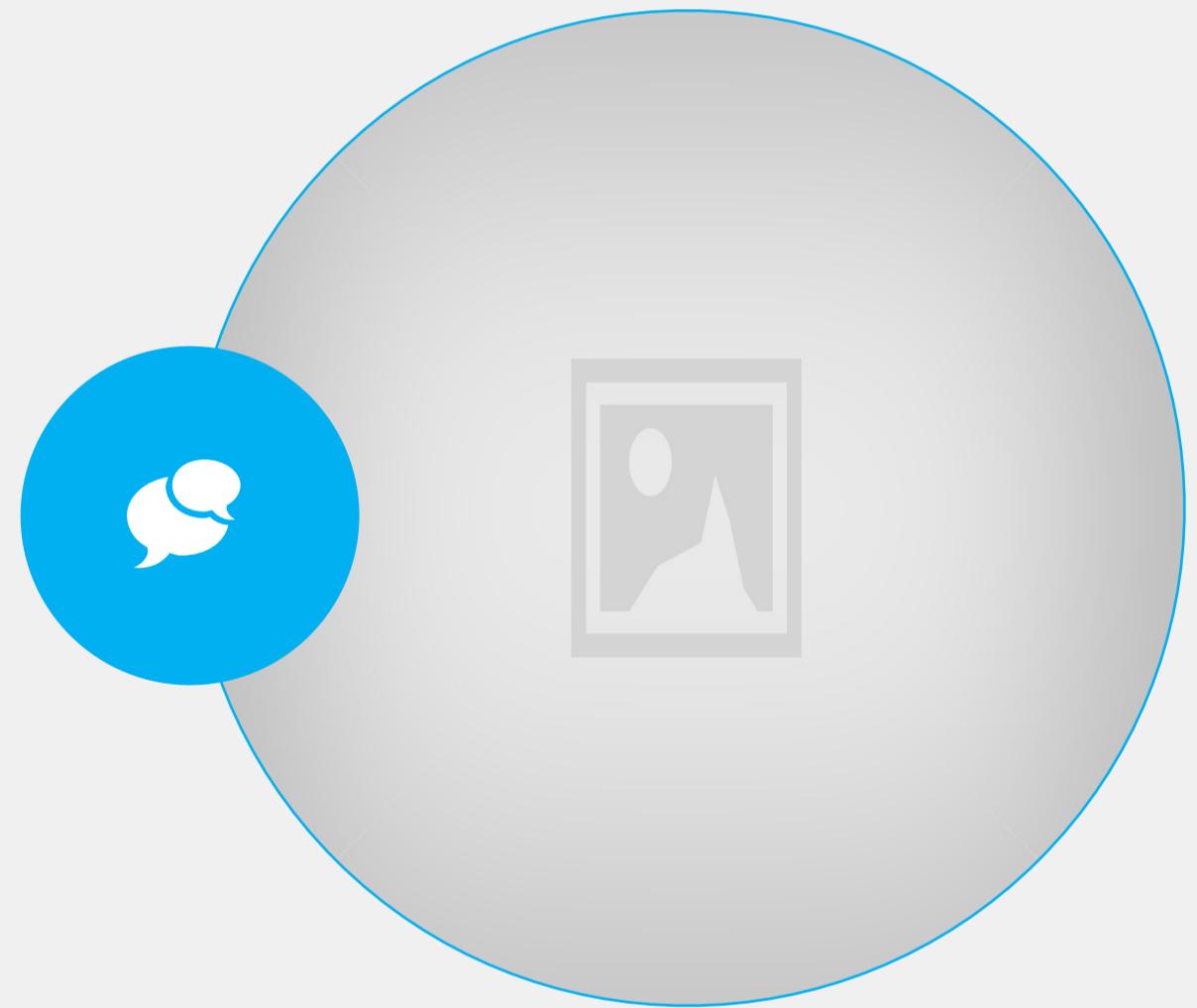


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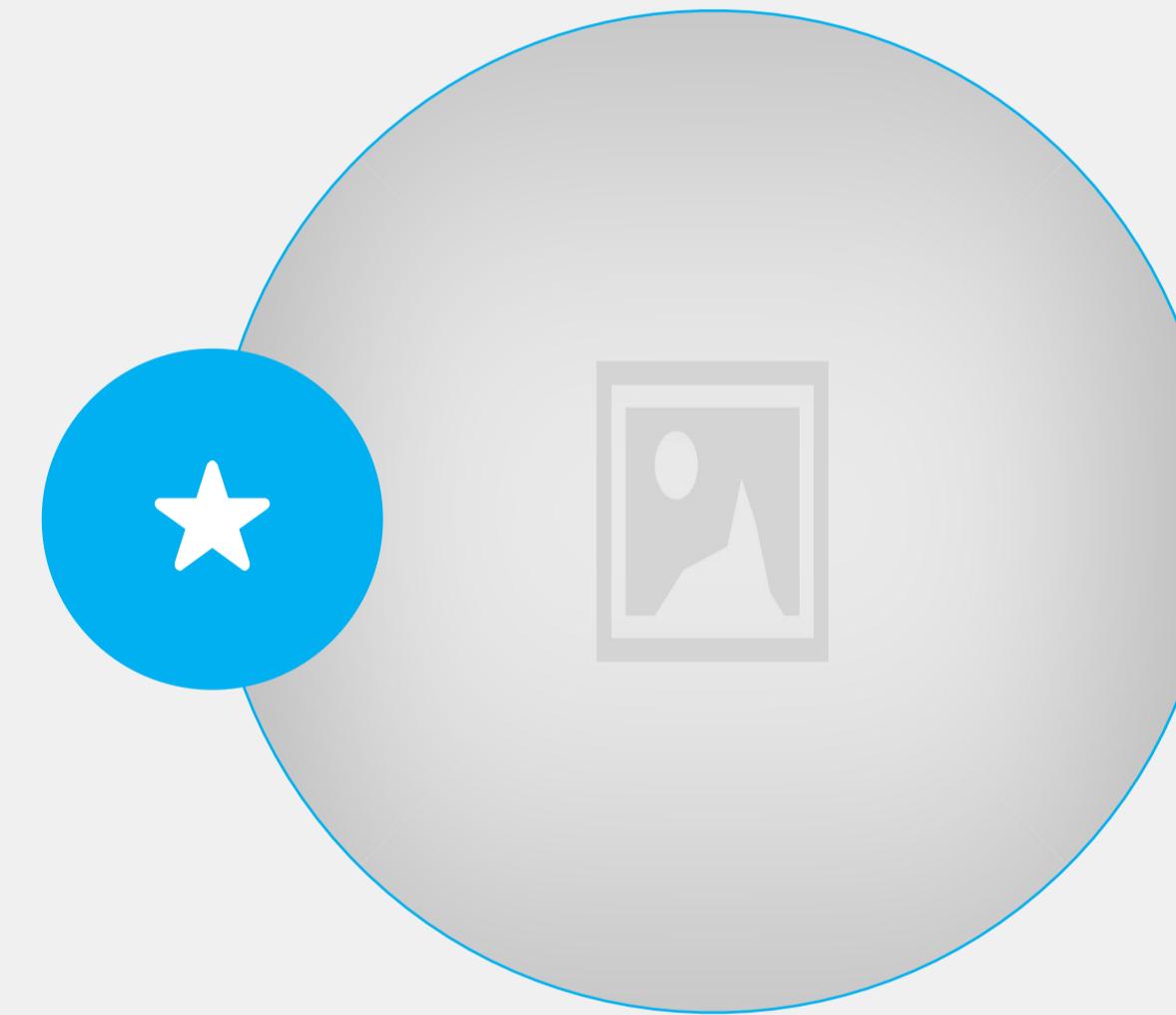
Maps

People who work in marketing try to get the attention of target.



Maps

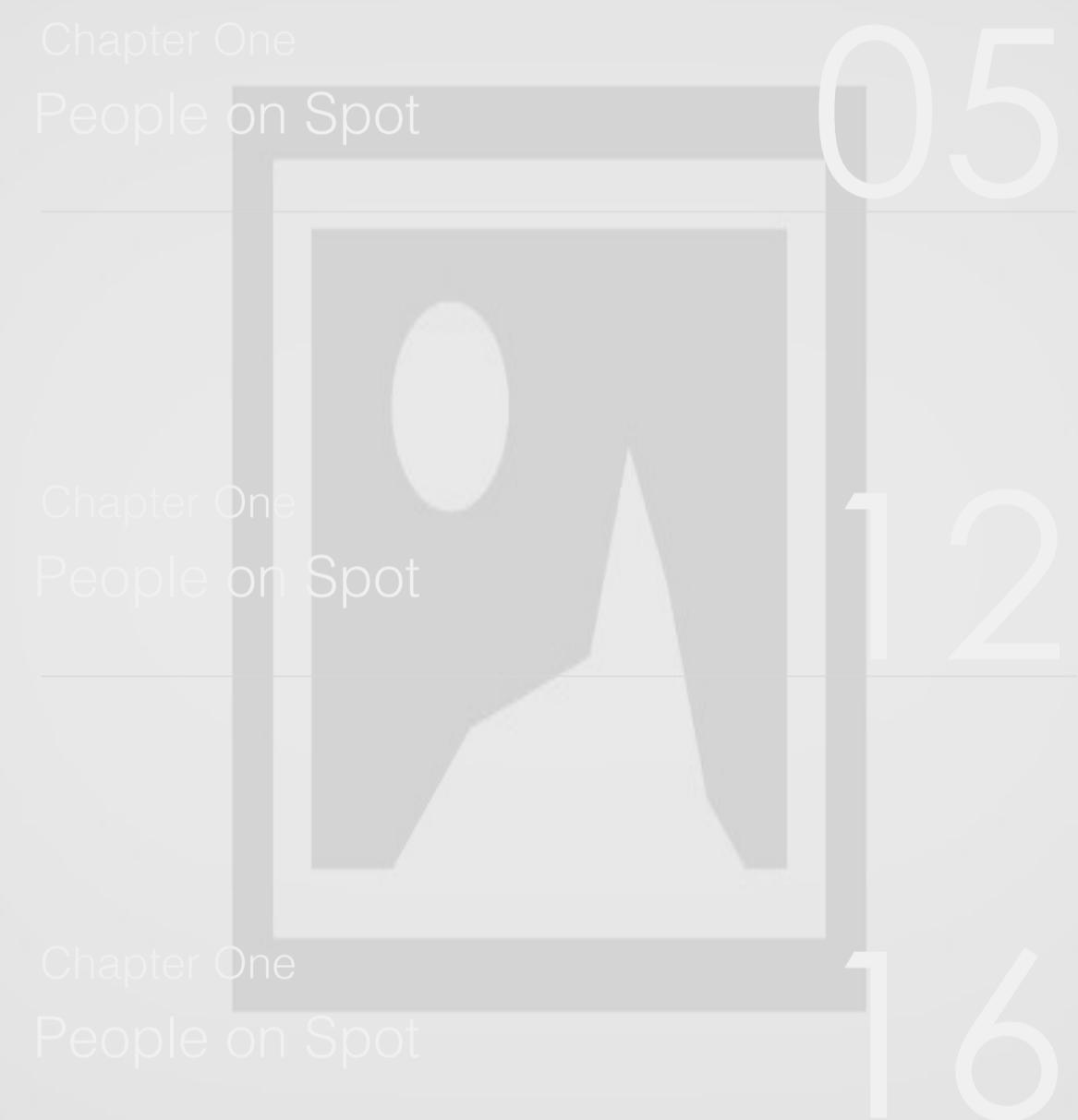
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Target



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Photos

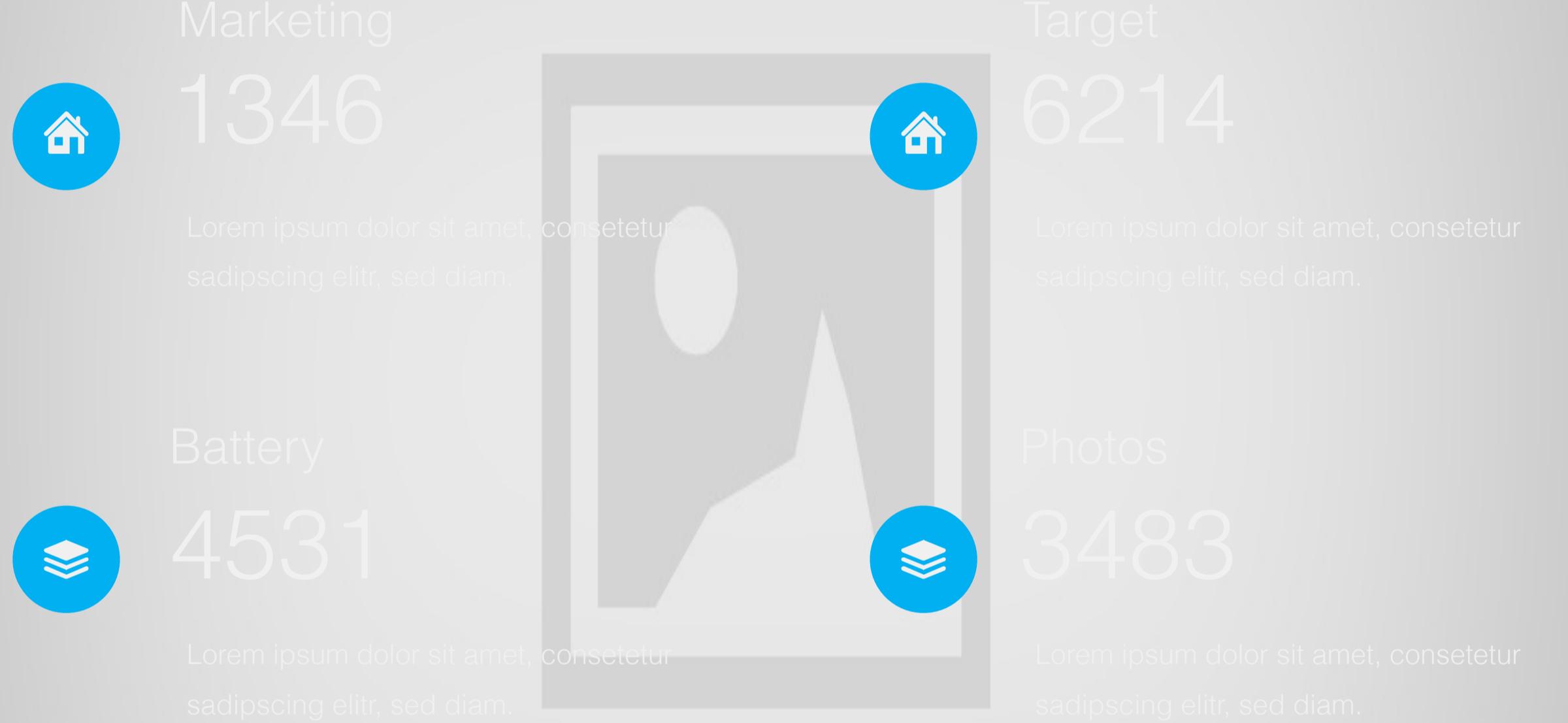


People who work in marketing try to get the attention of target.

Web Design

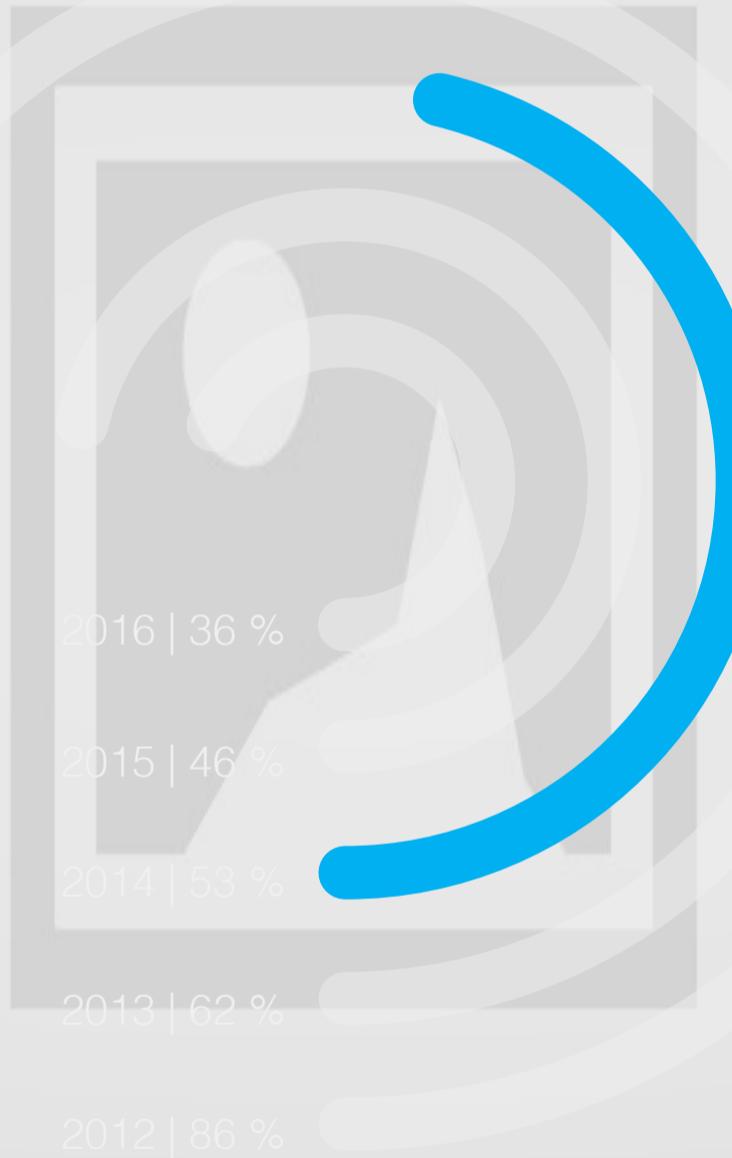


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Target



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Photos

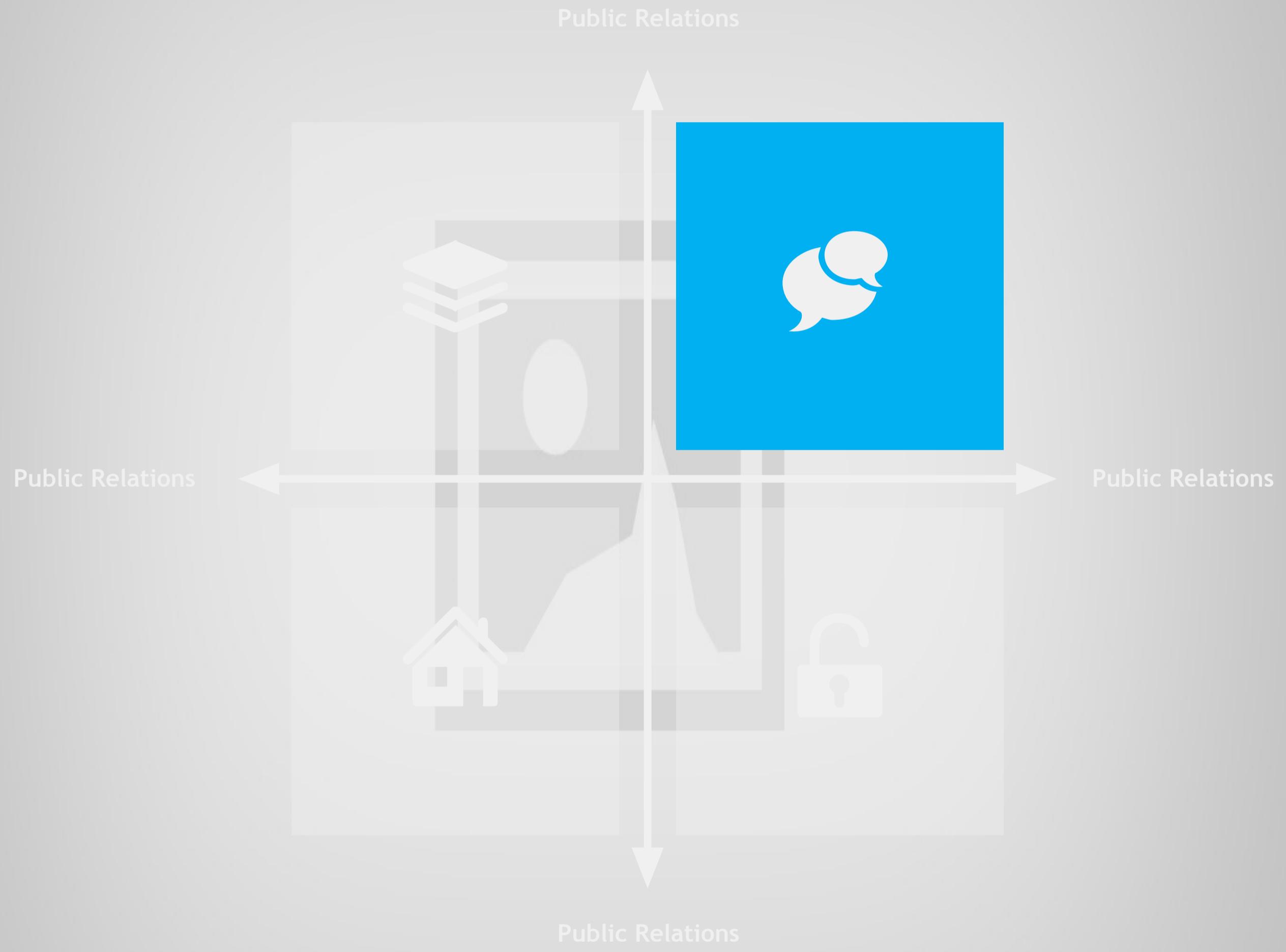


People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.



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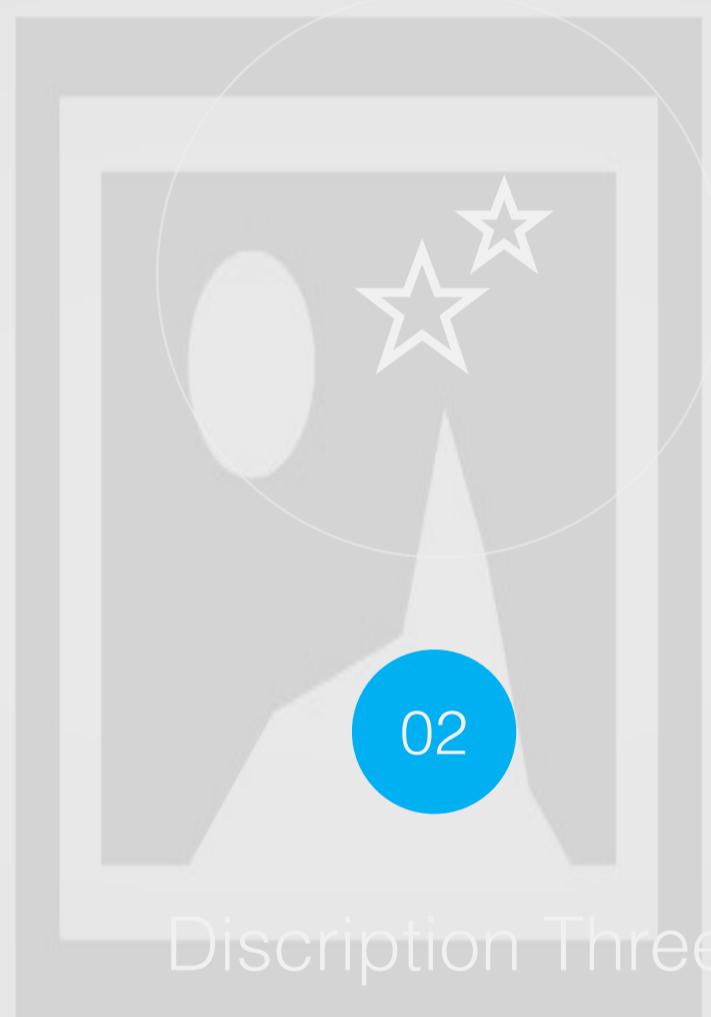
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01

Discription Three

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02

Discription Three

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03

Discription Three

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Target

People who work in marketing try to get the attention of target.



Photos

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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2012



Home Security

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Web Design



2013

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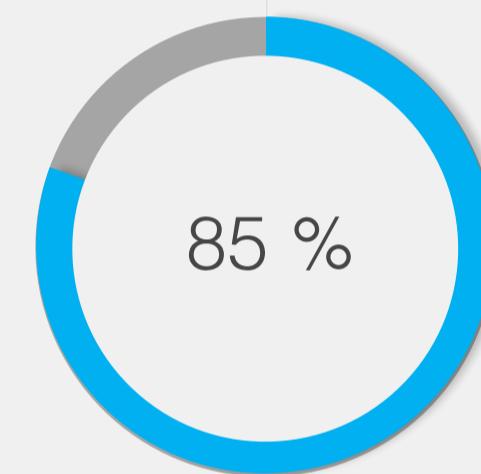
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2012



Home Security

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Web Design



2013

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2012



Home Security

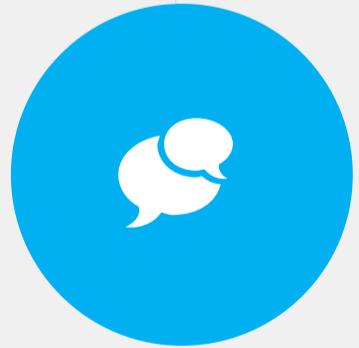
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Web Design



2013

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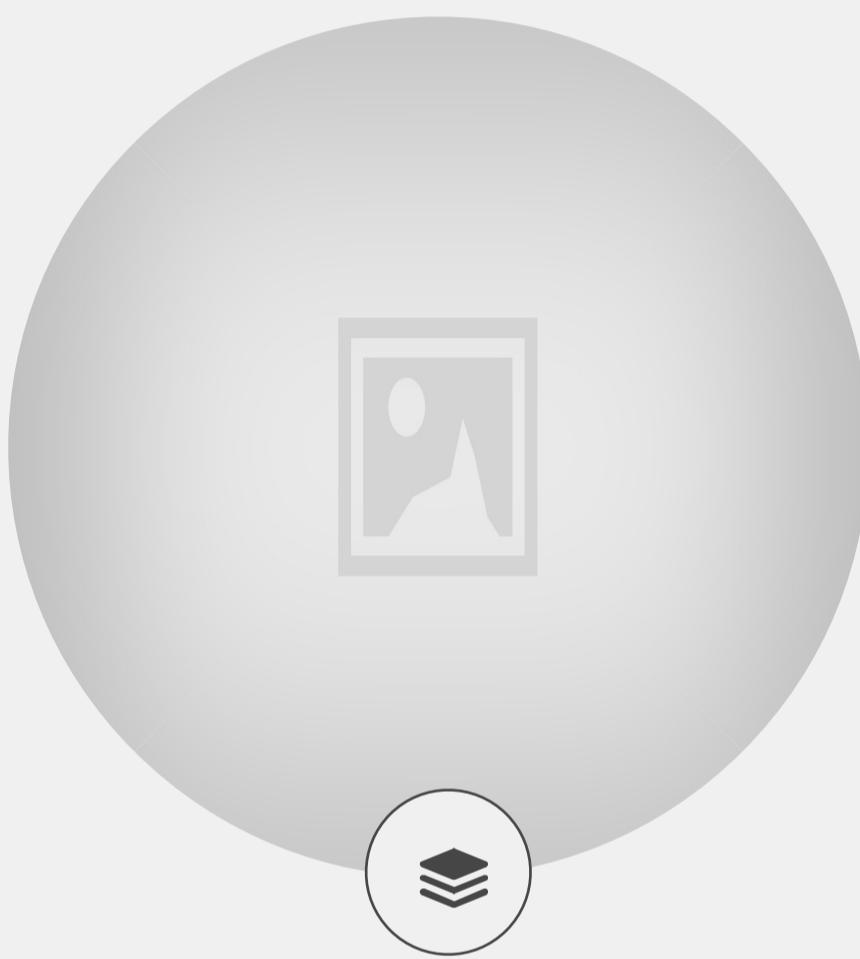
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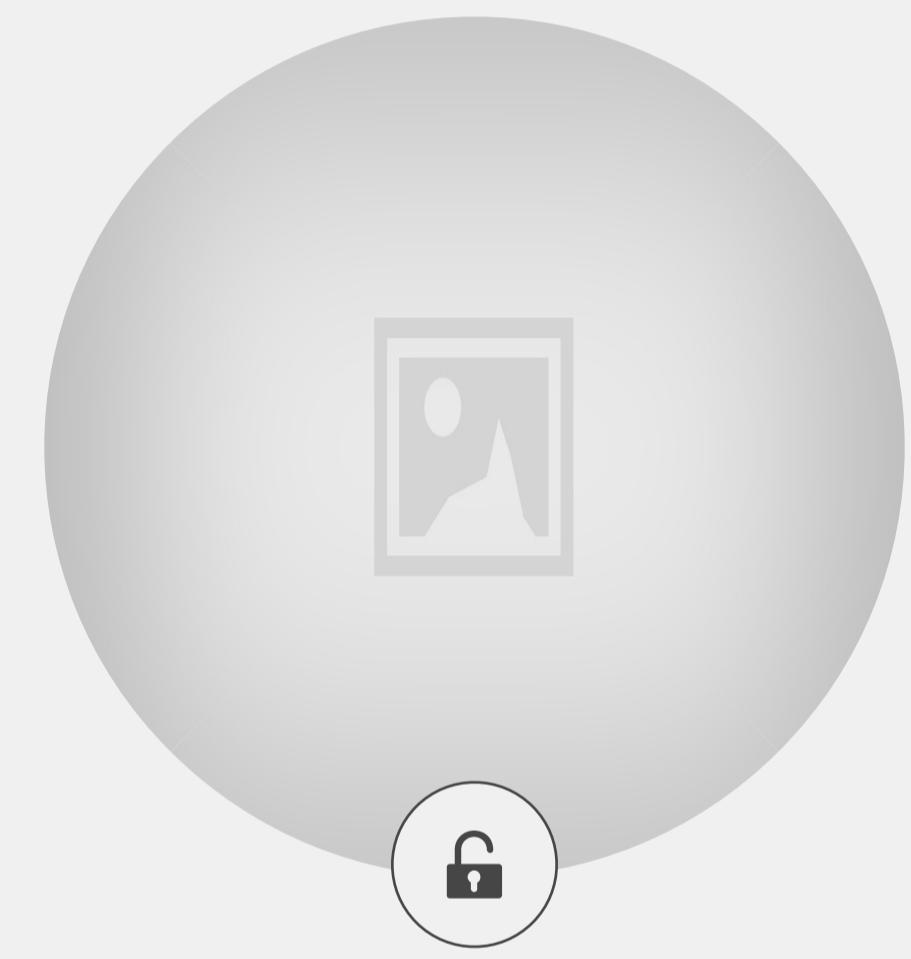
Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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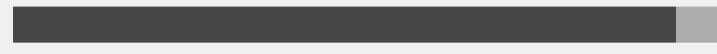


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 HTM#L5

 Wordpress



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SUPPORT

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PICTURES

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#01



Martin Sheeny

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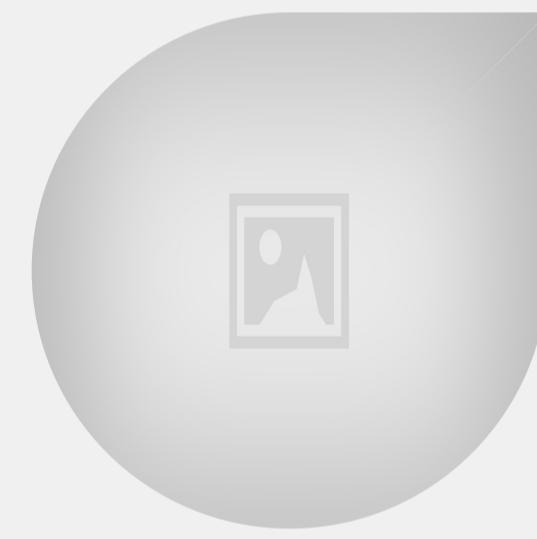
#02



Willy Smith

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#03



Donald Thumb

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#04



Michael Yordan

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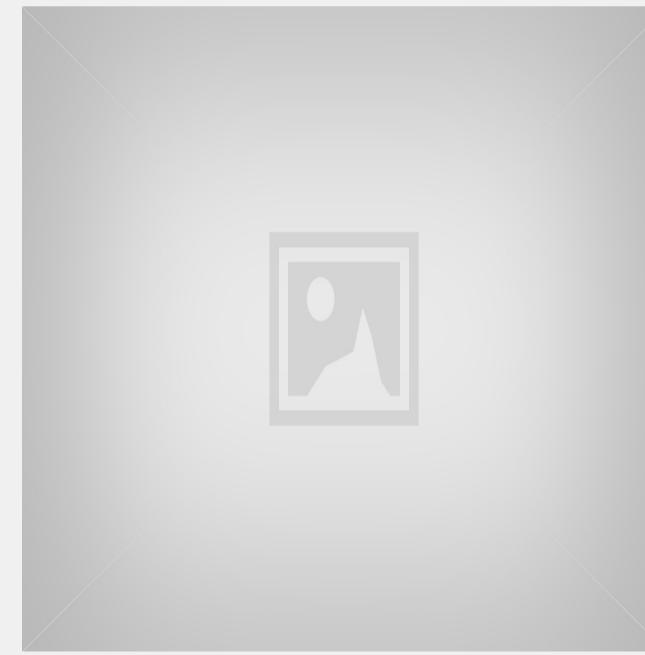


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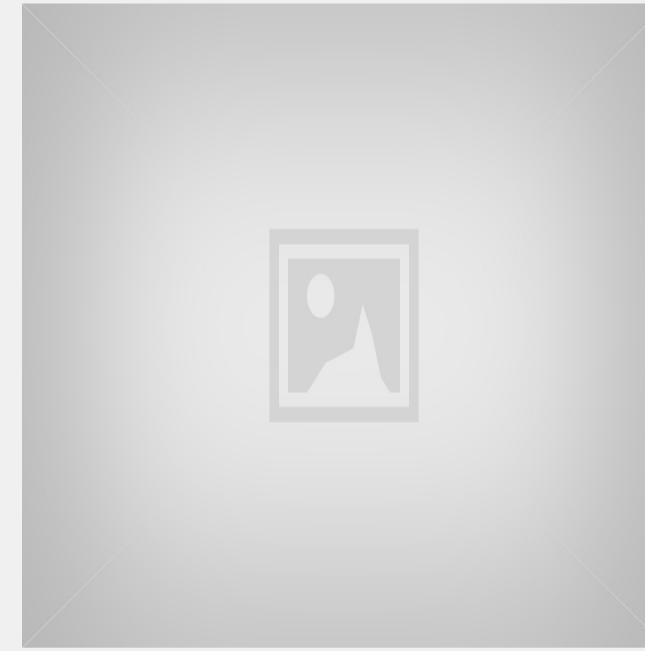
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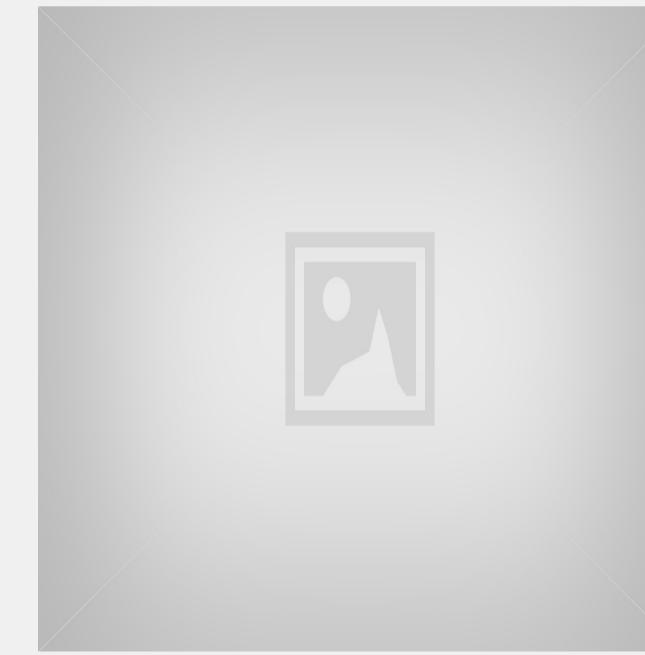
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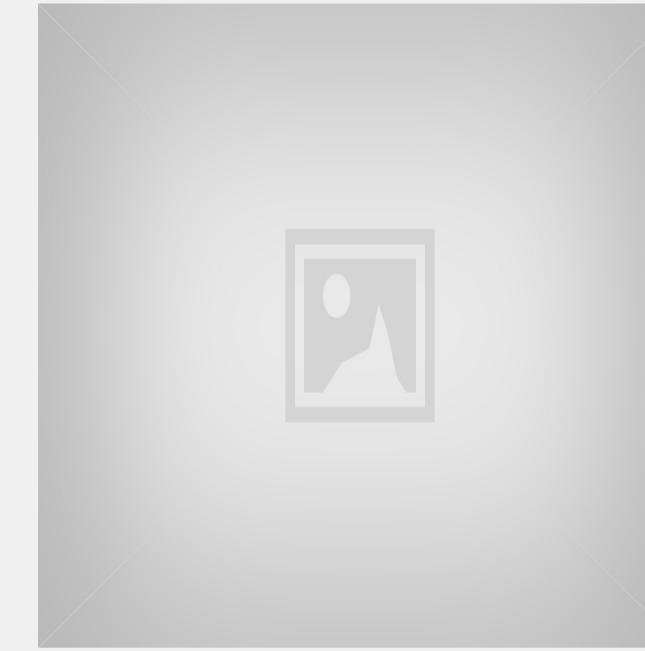
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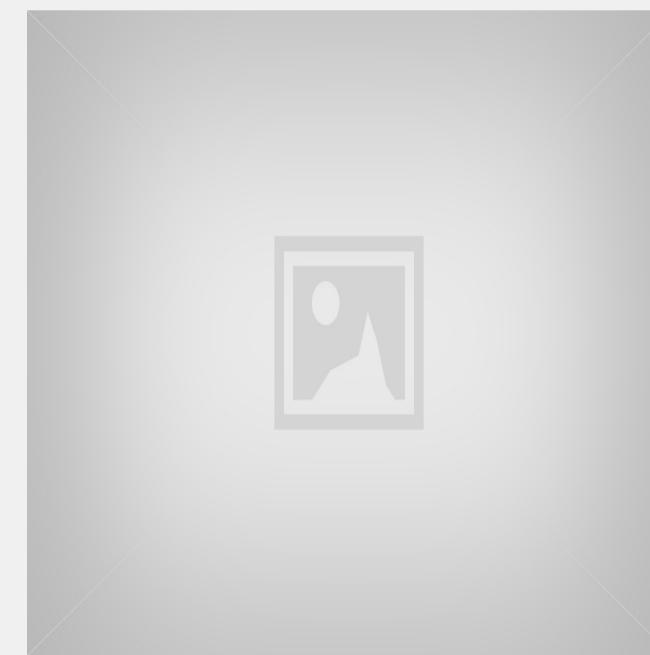
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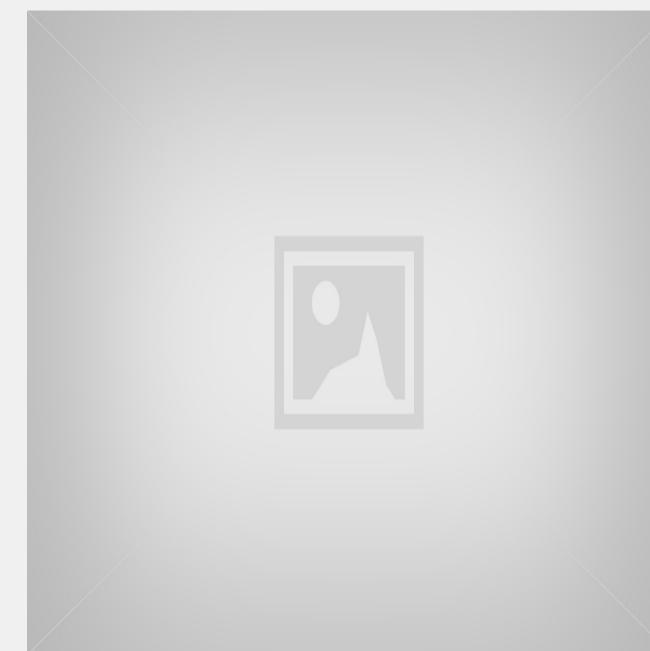
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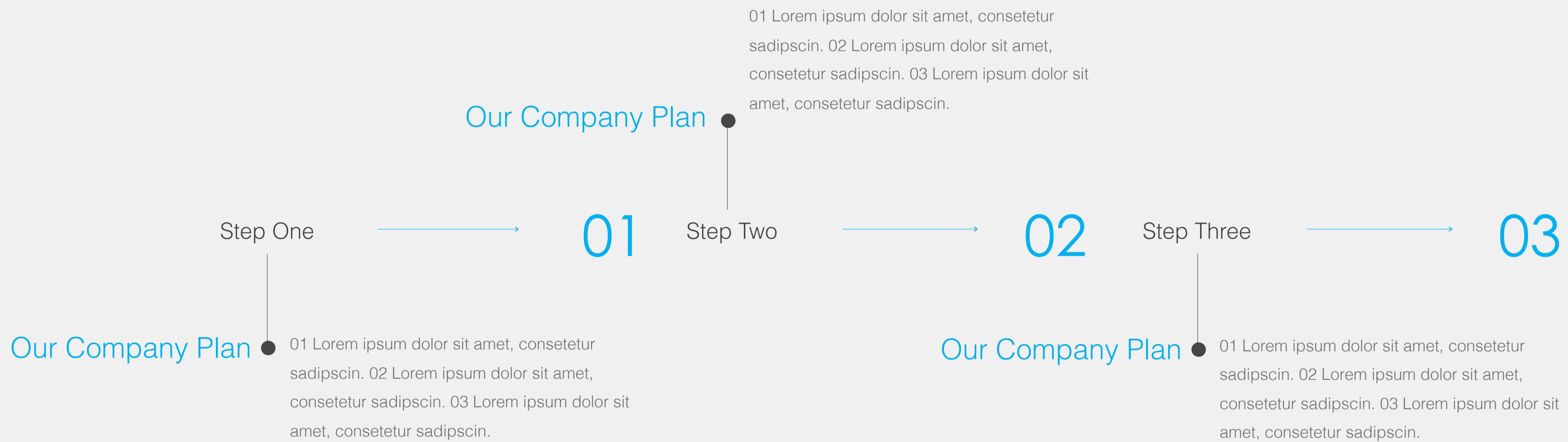
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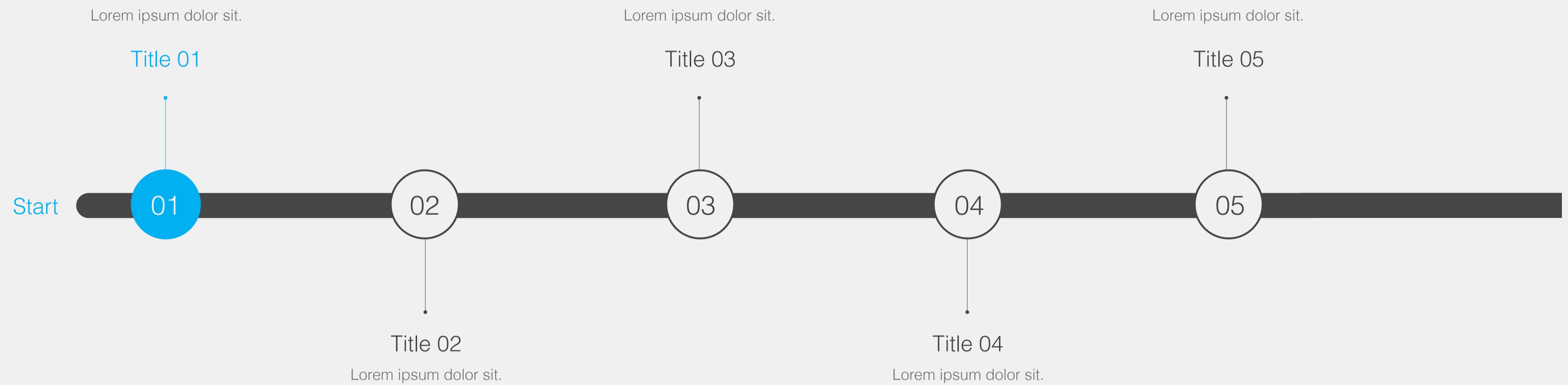
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Title 01

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Title 03

03

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05

Finish

Title 02

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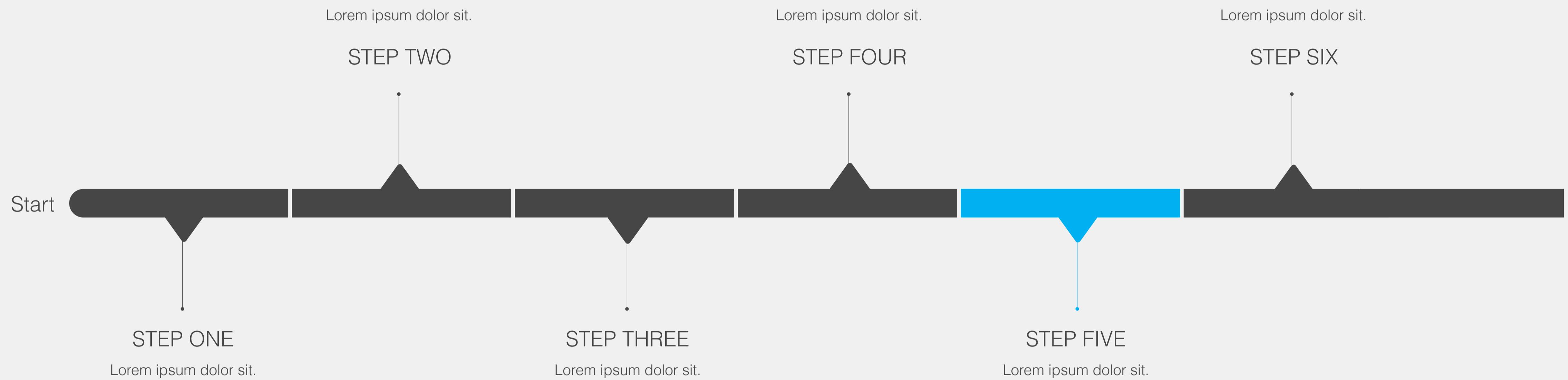
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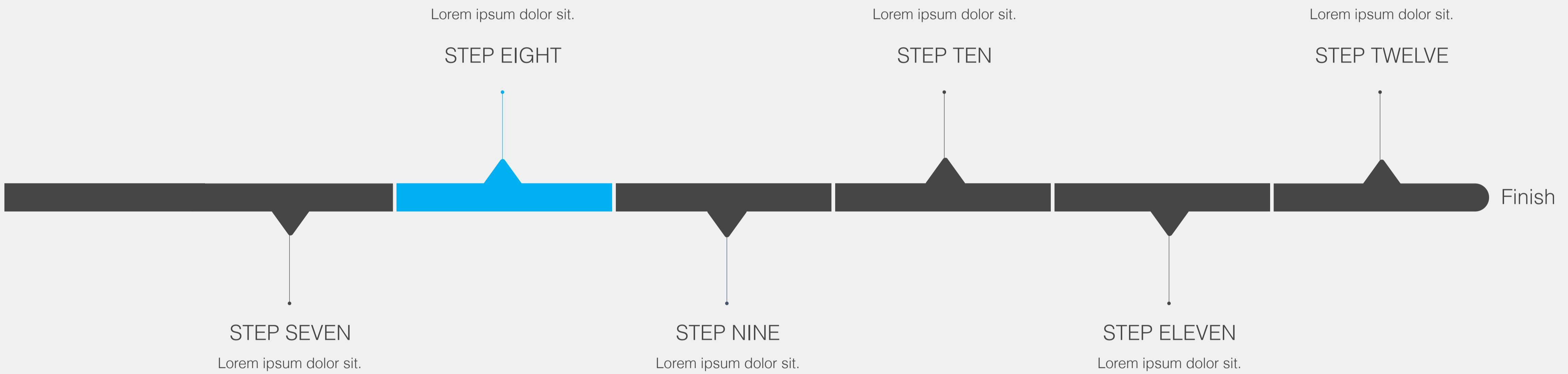
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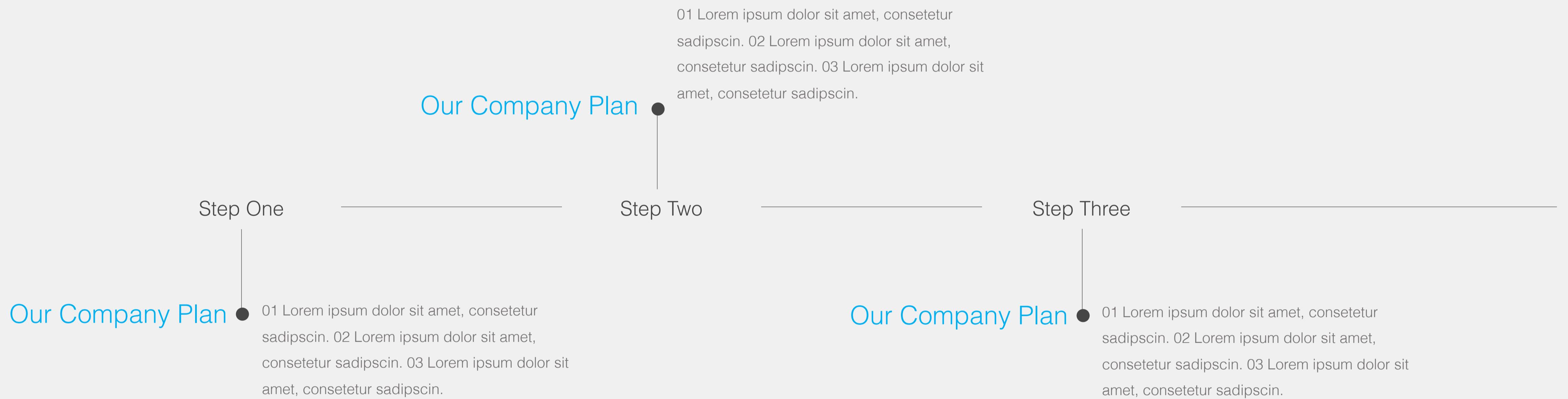
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Germany England France

Step Four

Our Company Plan

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Step Five

Our Company Plan

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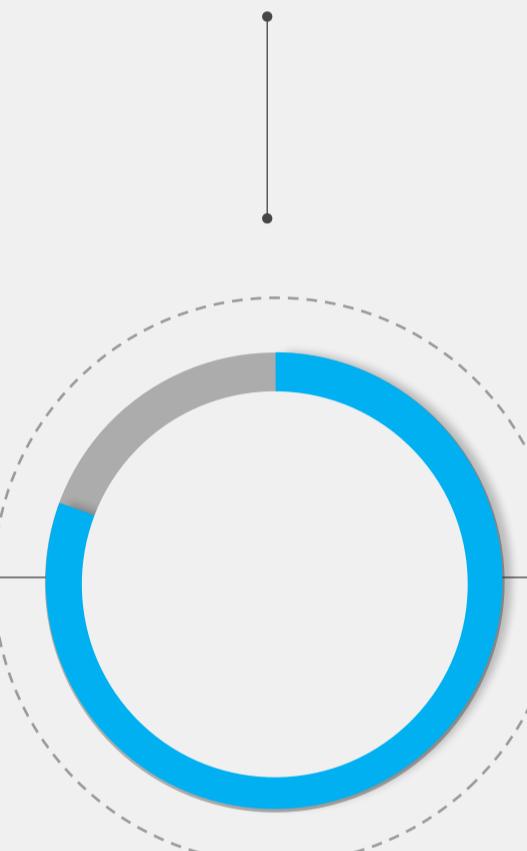
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Our Company Plan

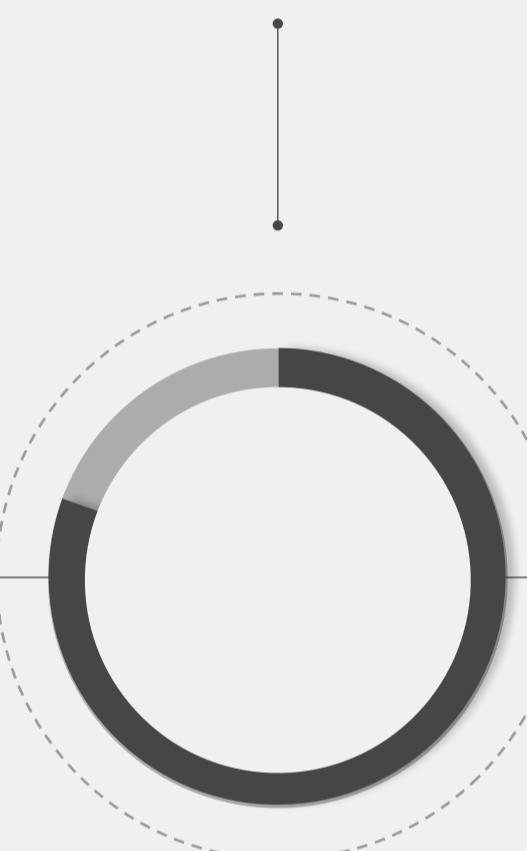
Step Six

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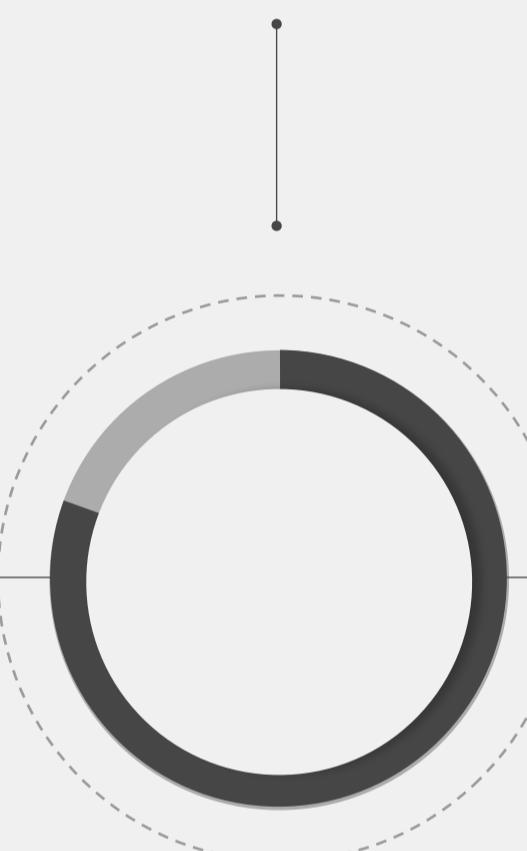
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01 Identity



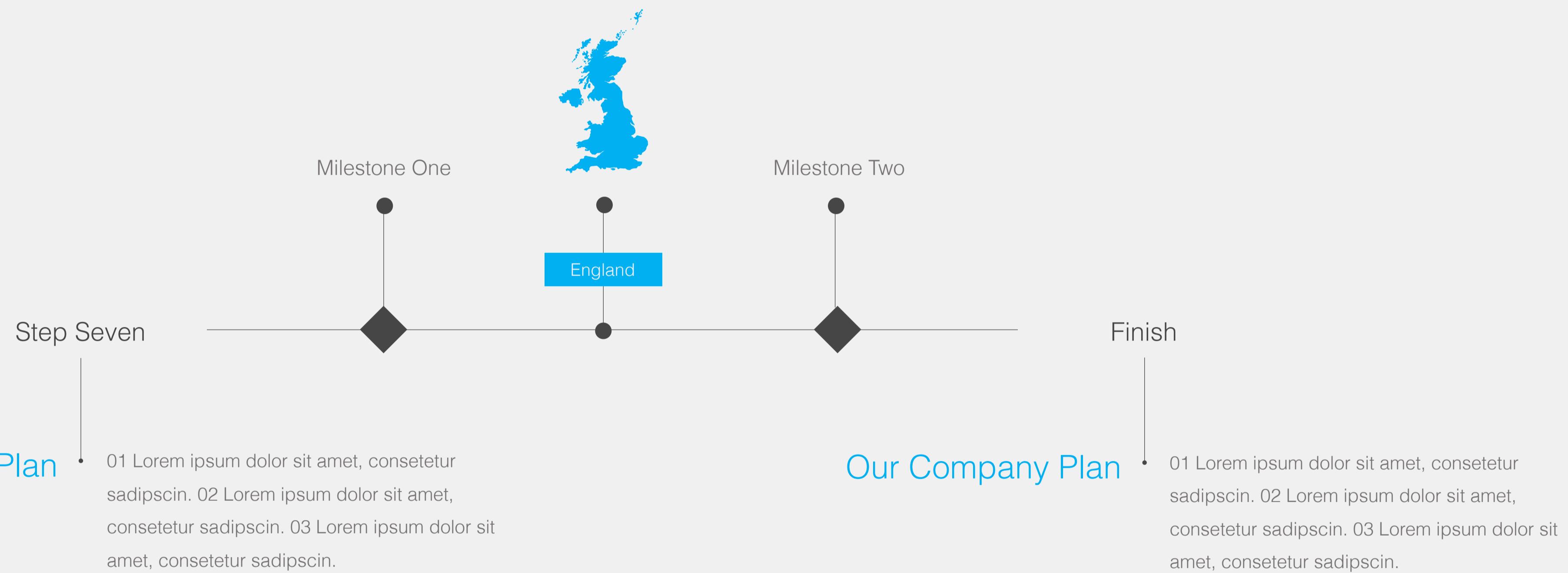
01 Identity





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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02

Market Targets

People who work in marketing try to get the attention of target.

03

Web Design

People who work in marketing try to get the attention of target.

04





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Market Targets

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04



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Maps

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Maps

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Web Design

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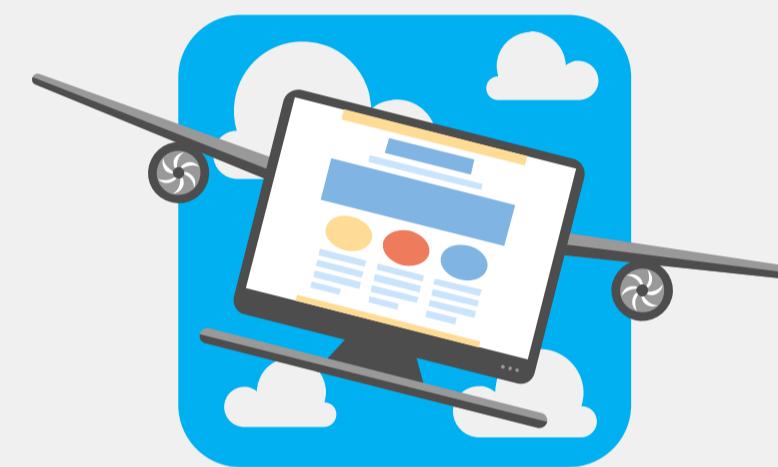
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Photos

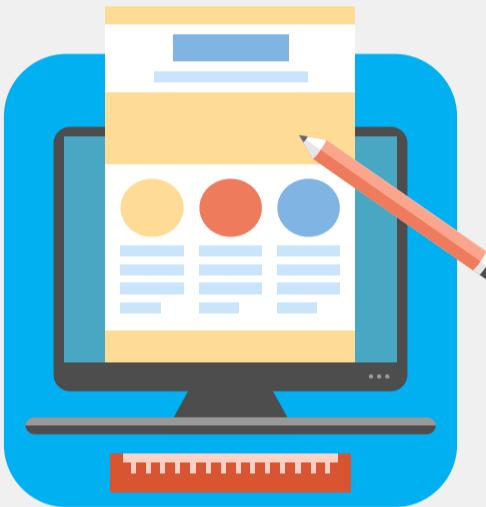
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Be your own **stage** manager.

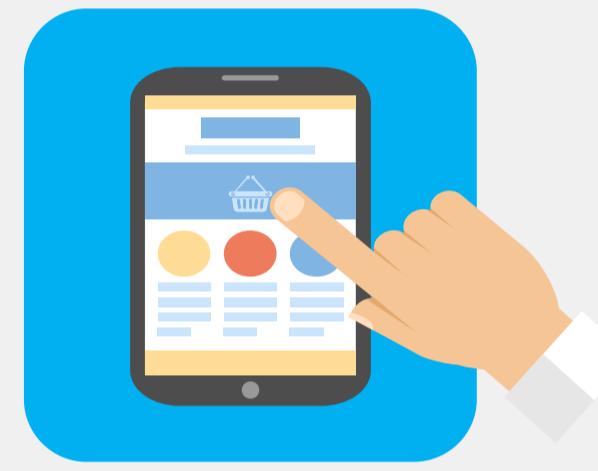
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Battery

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Photos

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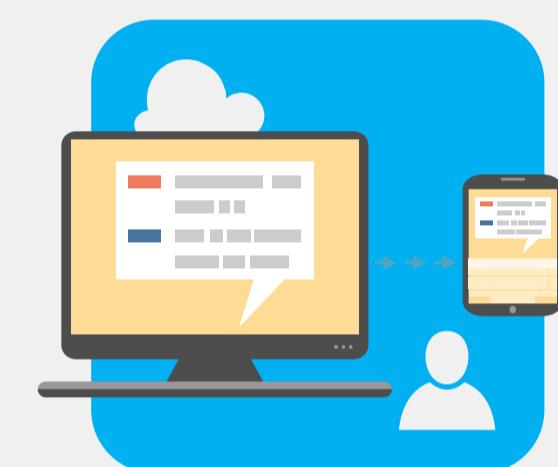
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Maps

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Battery

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Photos

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Remember, when
making a **business**
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01

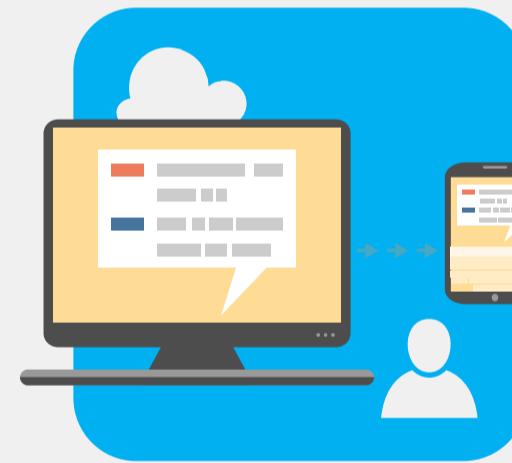


Maps

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Chapter One
People on Spot

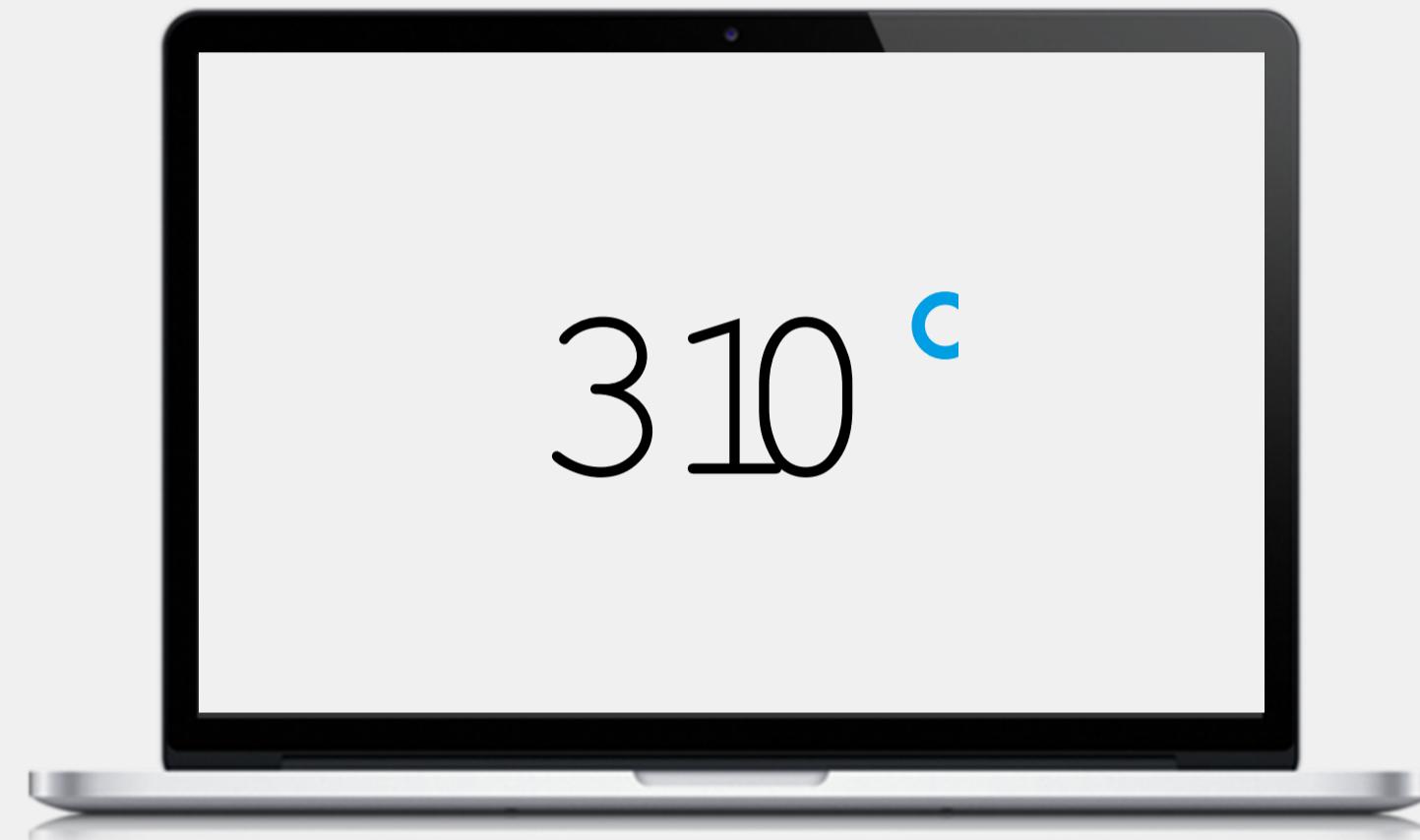
01

Mobile Devices



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Maps



People who work in marketing try to get the attention of target.

Maps



People who work in marketing try to get the attention of target.

Web Design



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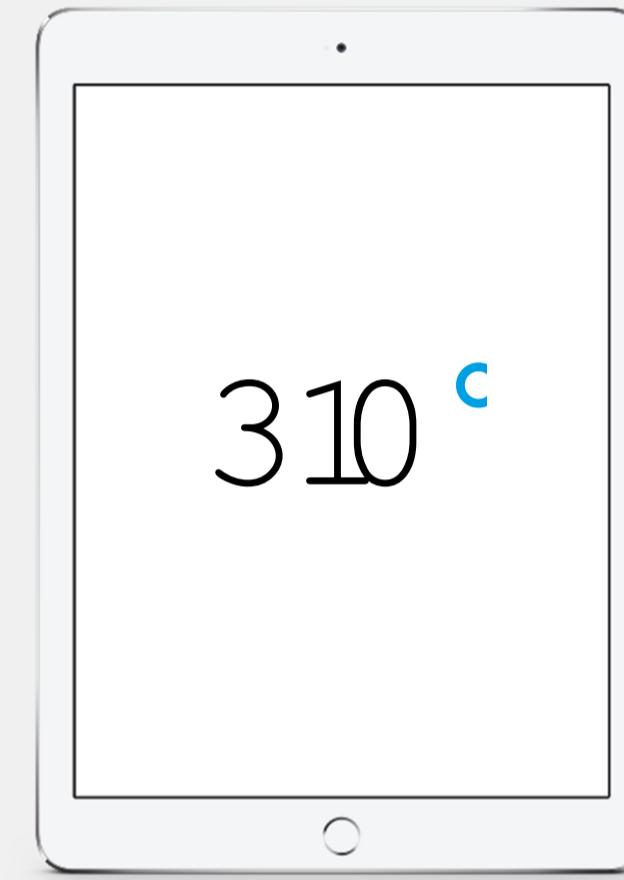
Web Design

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Maps



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Maps



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Web Design

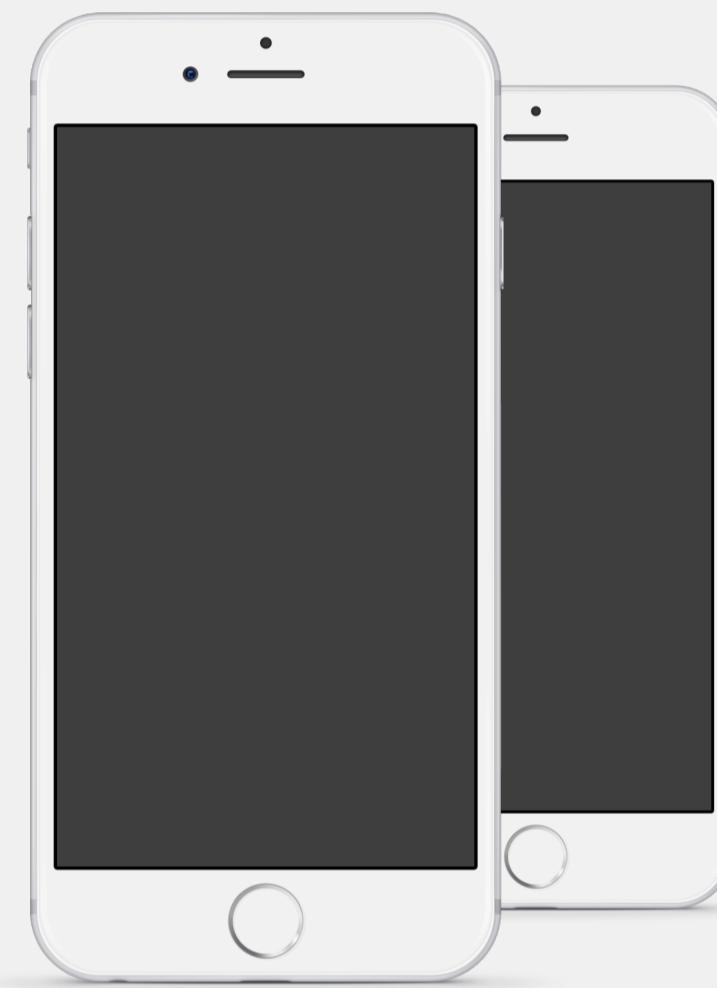


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People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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Maps



People who work in marketing try to get the attention of target.

Maps



People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.



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Public Relations Worldwide

0
1

organize the
world's information
and make it
universally
accessible and
useful.

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sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et.





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Public Relations Worldwide

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1

organize the
world's information
and make it
universally
accessible and
useful.

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tempor invidunt ut labore et.





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Public Relations Worldwide

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1
organize the
world's information
and make it
universally
accessible and
useful.

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tempor invidunt ut labore et.





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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

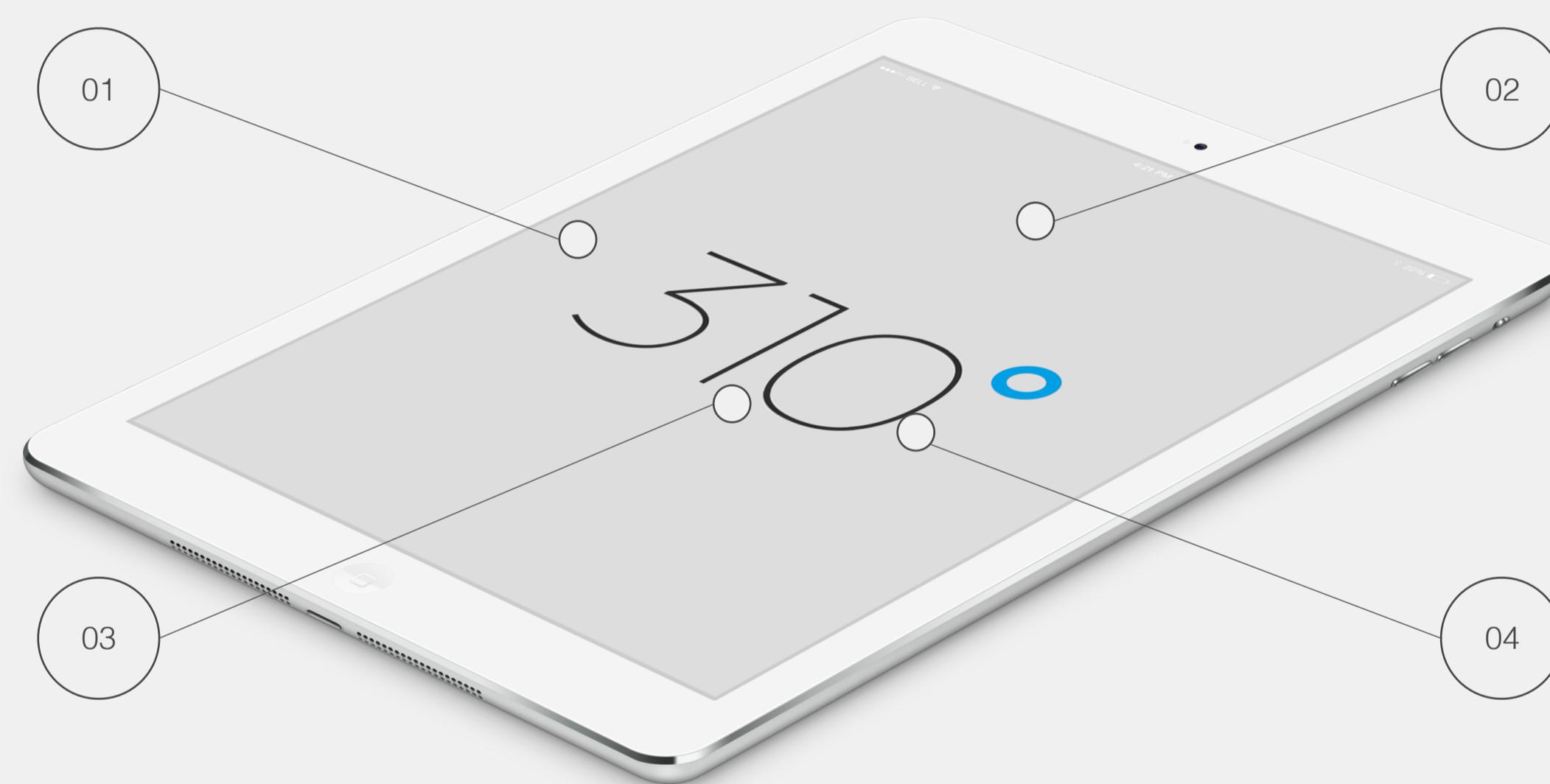


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.



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Home Security

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Home Security

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Web Design

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Web Design

People who work in marketing try to get the attention of target.

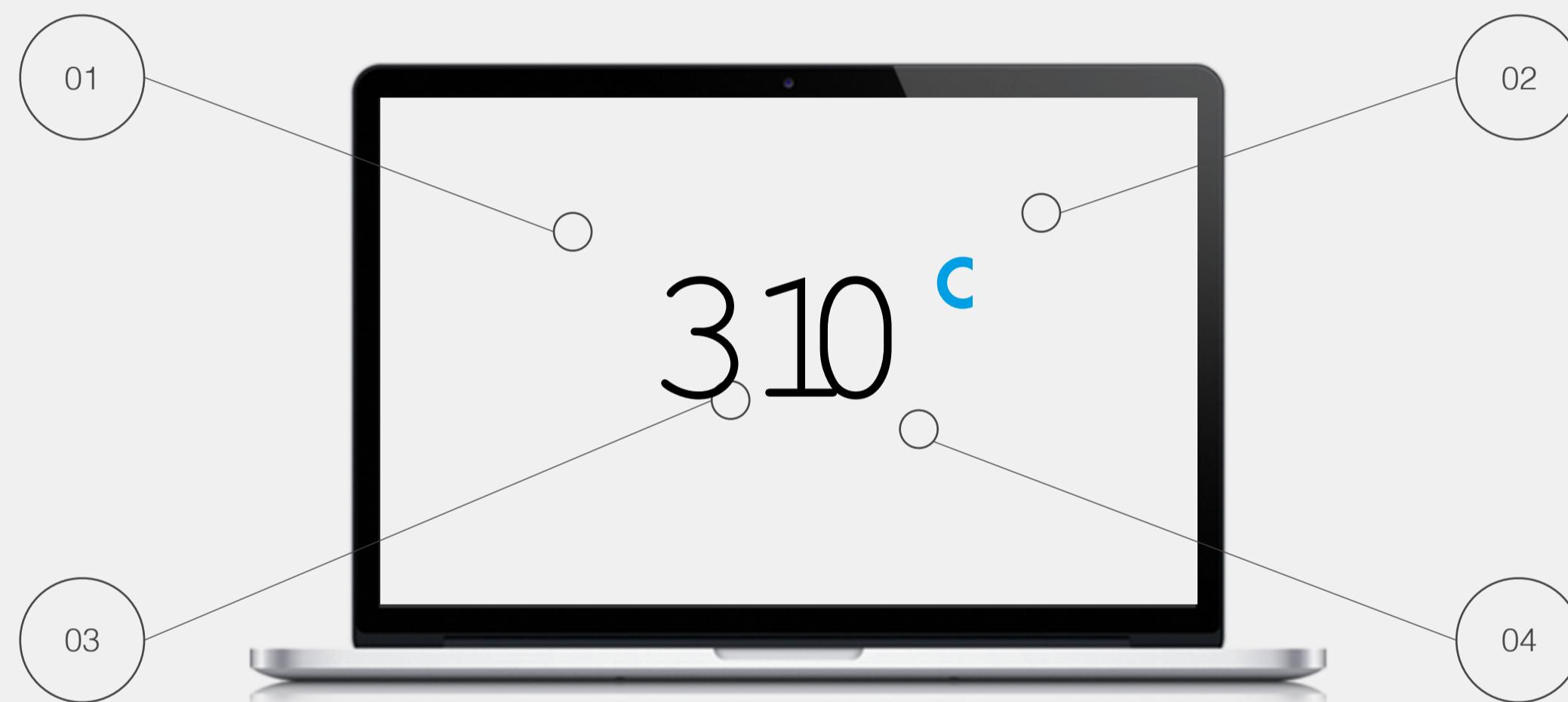


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

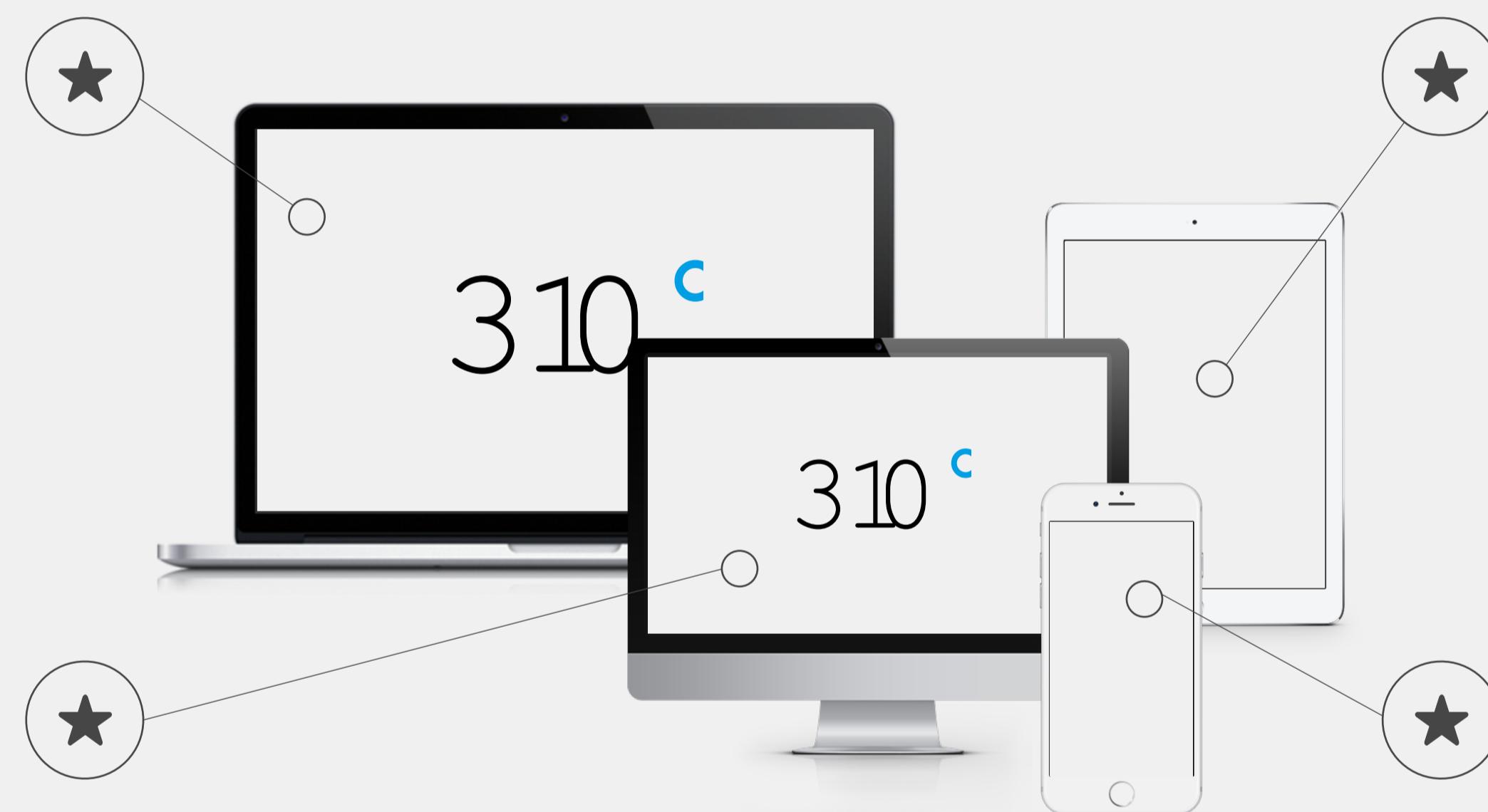


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

Chapter One
People on Spot

01

Graphics & Timelines



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MONDAY

01

2014

02

Maps

2013

03

Web Design

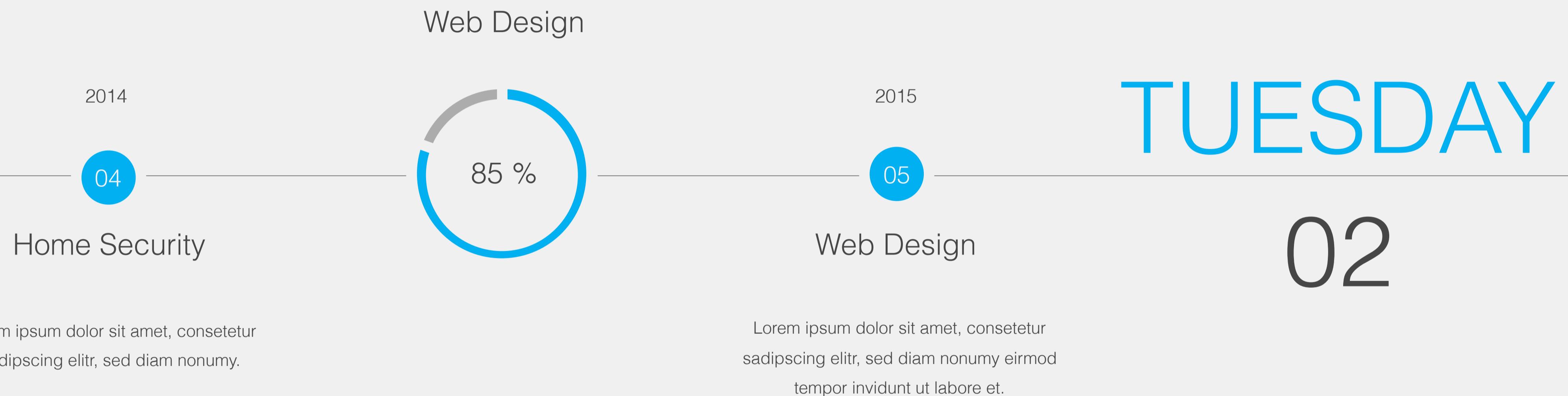
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tempor invidunt ut labore et.



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2014

04

Home Security

WEDNESDAY

03

Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy.

2015

05

Web Design

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sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et.

2015

05

Web Design

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tempor invidunt ut labore et.

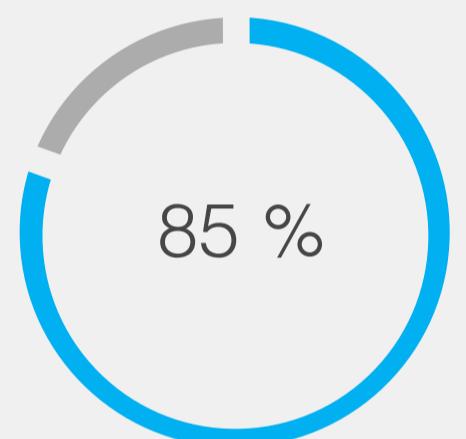


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THURSDAY
04

Web Design



2015

05

Web Design

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tempor invidunt ut labore et.*

2014

04

Home Security

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2016

07

Home Security

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sadipscing elitr, sed diam nonumy.

2017

08

Web Design

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FRIDAY

05





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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02



Target

People who work in marketing try to get the attention of target.

03

Web Design

People who work in marketing try to get the attention of target.

04



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Topic One



2014

People who work in marketing try to get the attention of target.

Topic Two



2015

People who work in marketing try to get the attention of target.

Topic Three



2016

People who work in marketing try to get the attention of target.

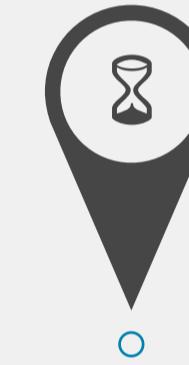
Topic Four



2017

People who work in marketing try to get the attention of target.

Topic Five



2018

People who work in marketing try to get the attention of target.

Topic Six



2019

People who work in marketing try to get the attention of target.



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Topic Two



2015

People who work in
marketing try to get the
attention of target.

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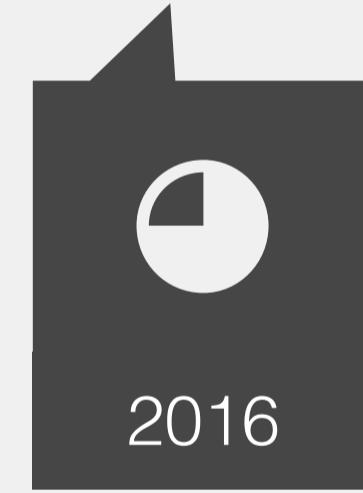
Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



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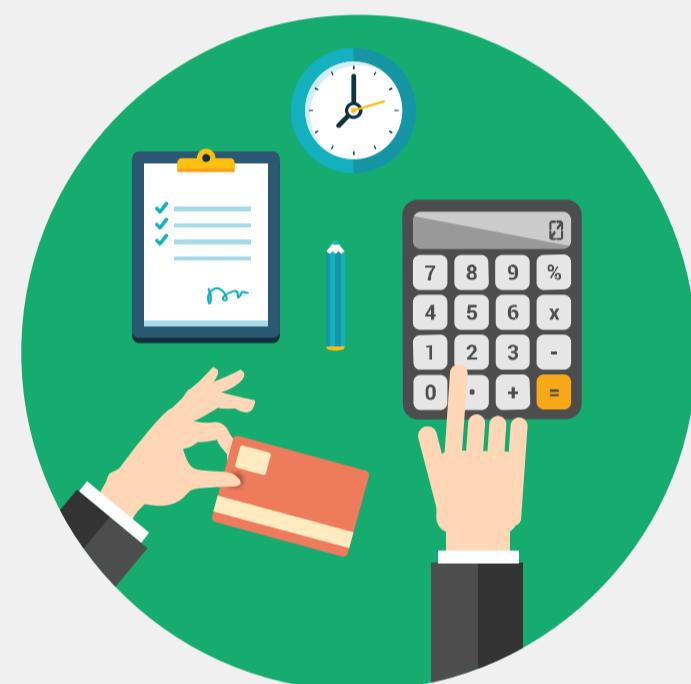
#01



Martin Sheeny

Lorem ipsum dolor sit.

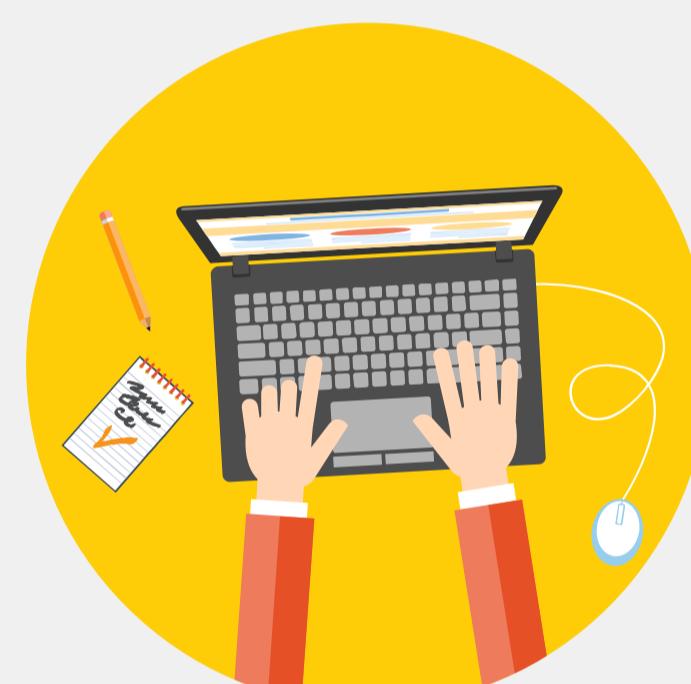
#02



Willy Smith

Lorem ipsum dolor sit.

#03



Donald Thumb

Lorem ipsum dolor sit.

#04



Michael Yordan

Lorem ipsum dolor sit.



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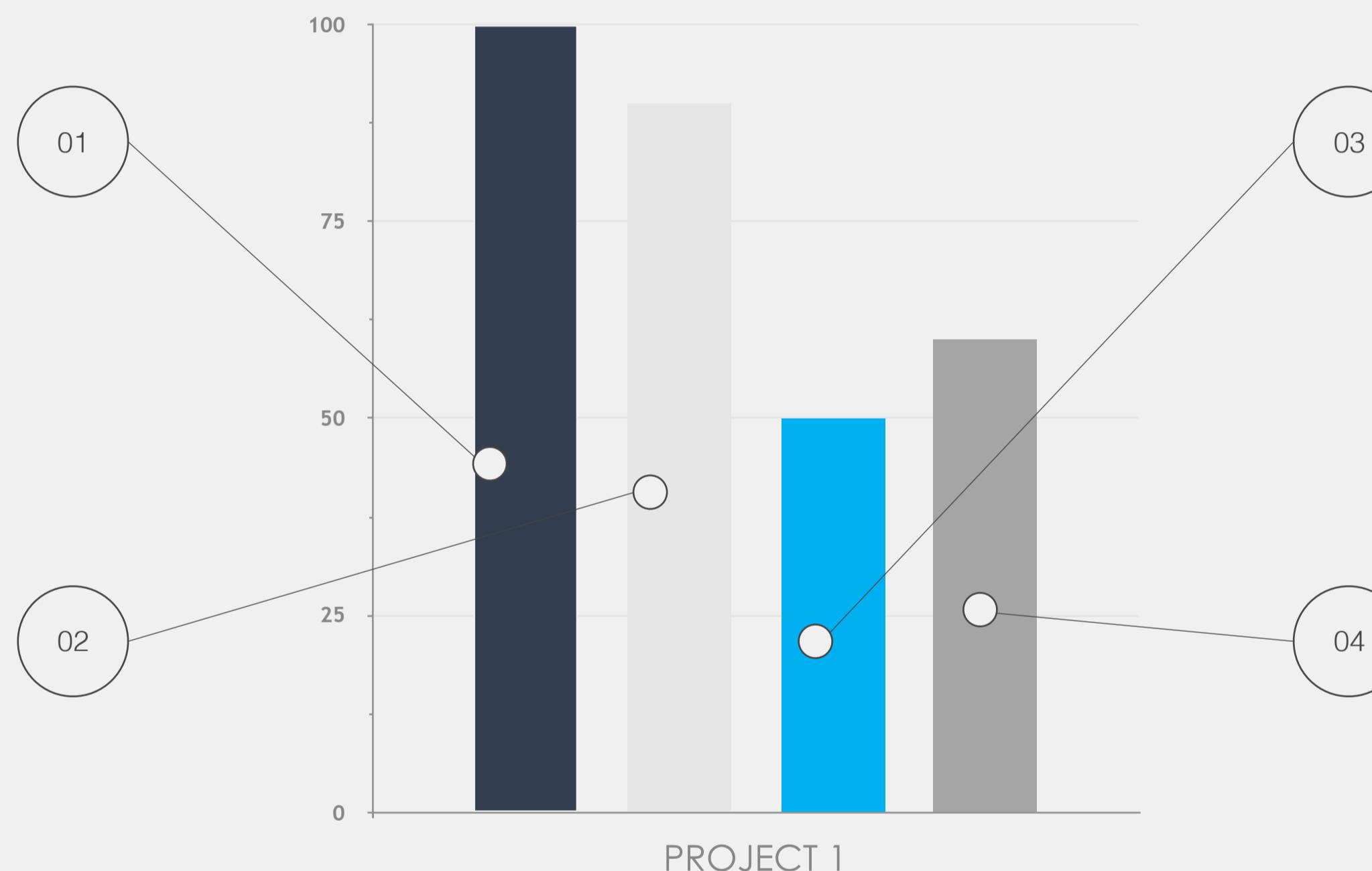
Public Relations Worldwide

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.



Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

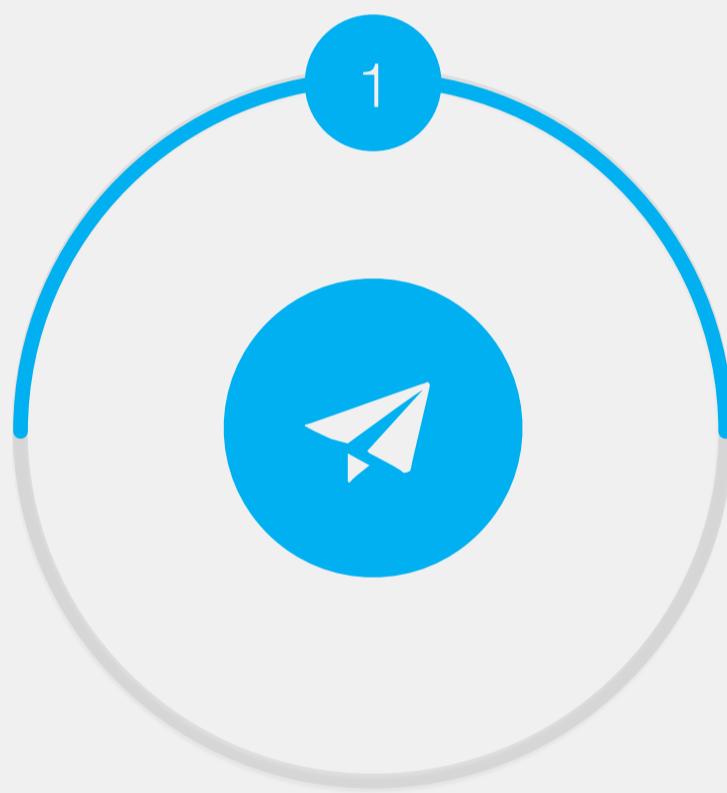


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PRODUCT ONE

4.531 | 62 %



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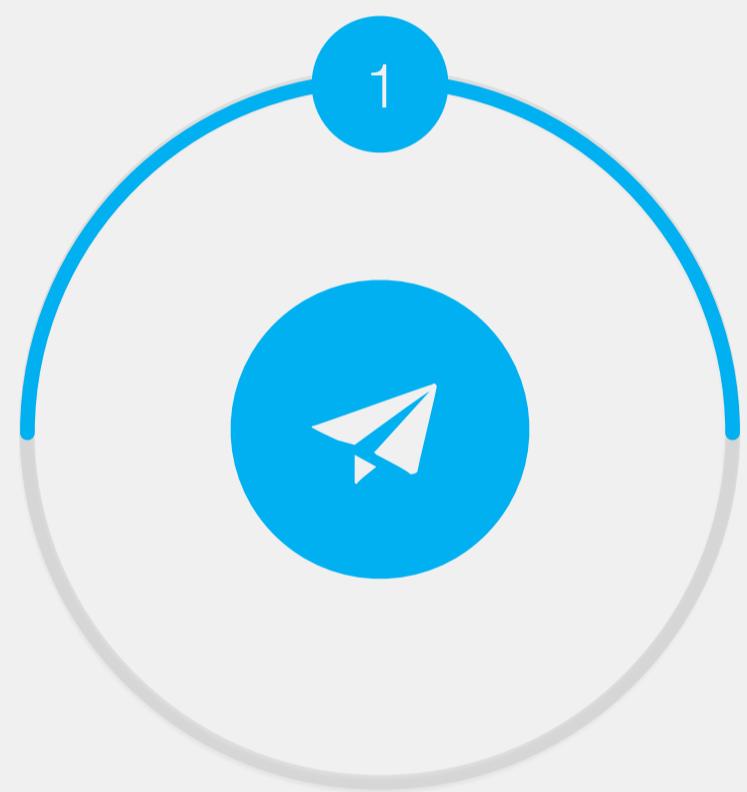


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PRODUCT ONE

4.531 | 62 %



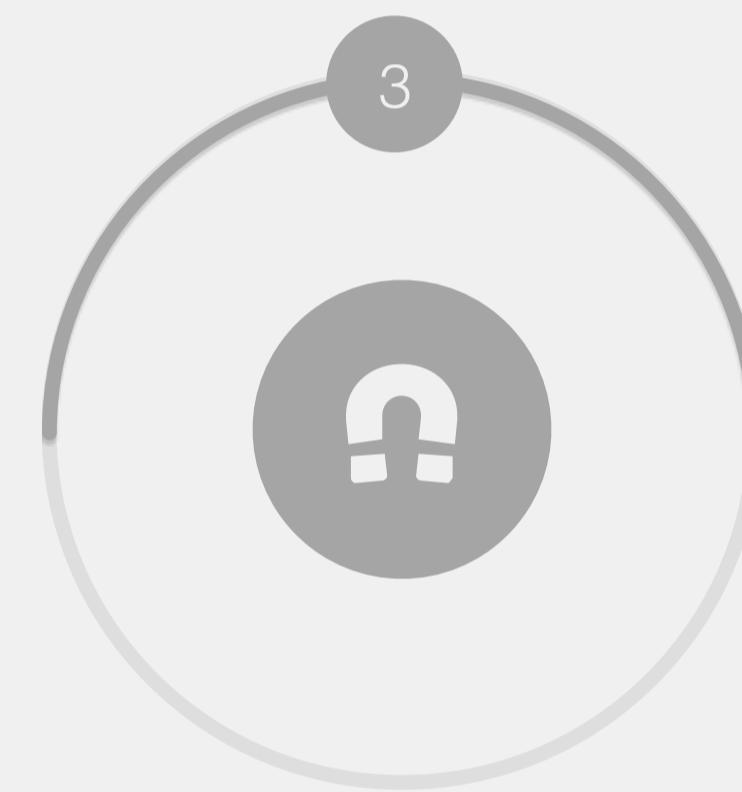
PRODUCT TWO

4.531 | 62 %



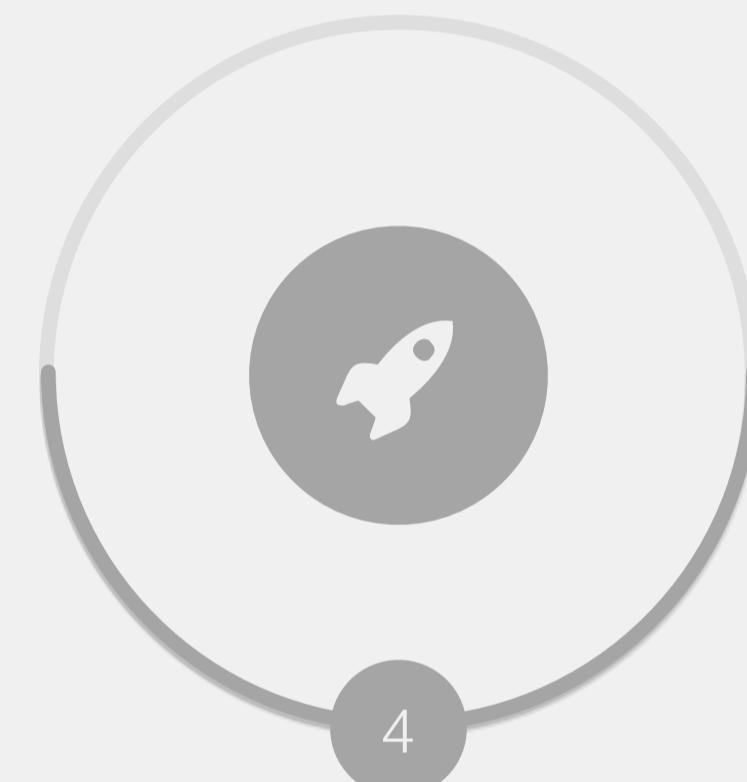
PRODUCT TWO

4.531 | 62 %



PRODUCT TWO

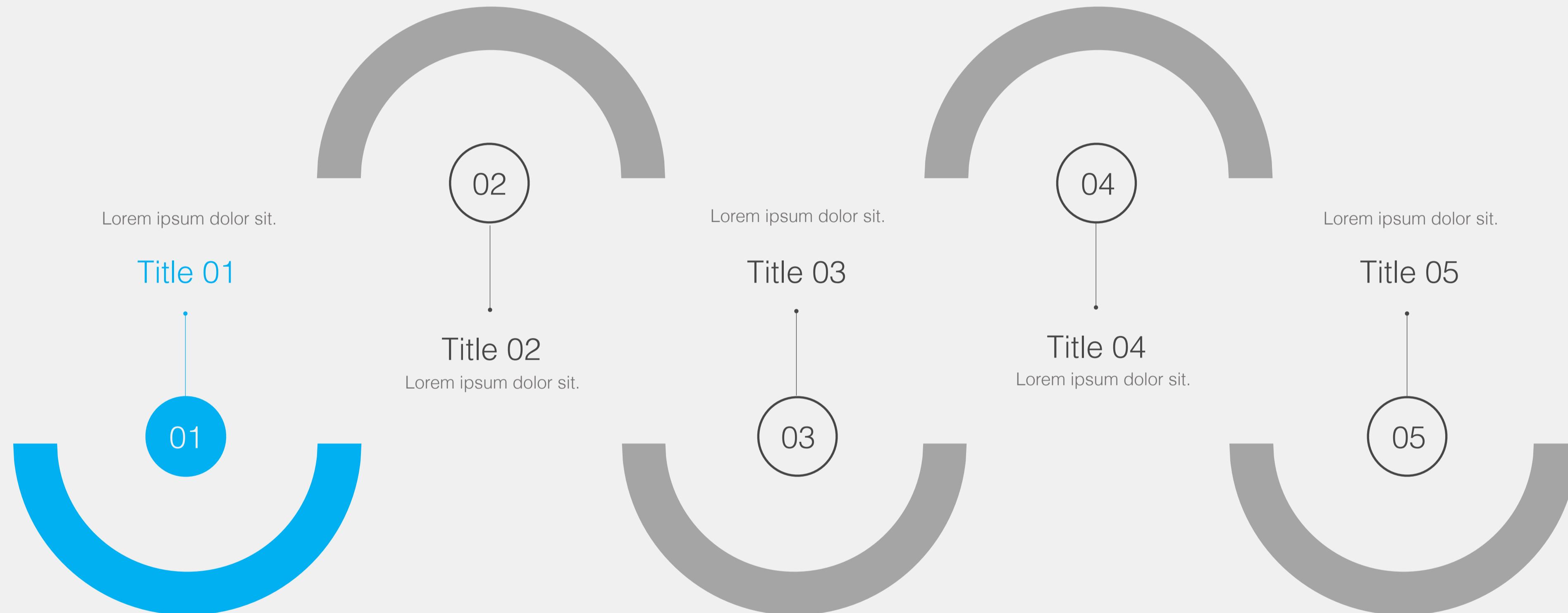
4.531 | 62 %





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Marketing

01

People who work in marketing try to get the attention of target.

Maps

02

People who work in marketing try to get the attention of target.

Web Design

03

People who work in marketing try to get the attention of target.



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01

Description One

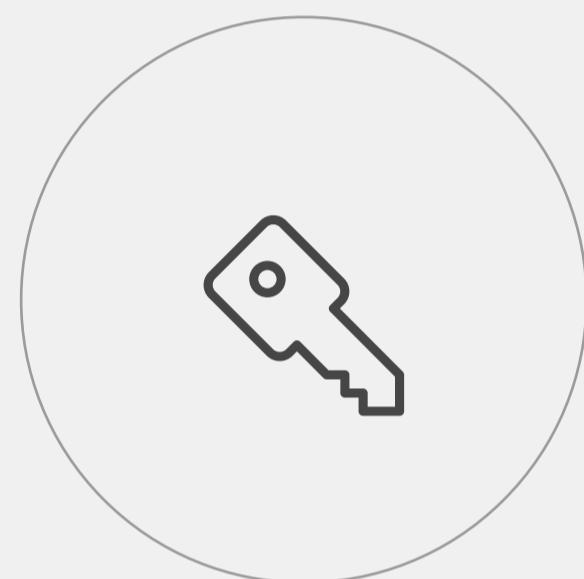
 Lorem ipsum dolor sit amet.



02

Description Two

 Lorem ipsum dolor sit amet.



03

Description Three

 Lorem ipsum dolor sit amet.



04

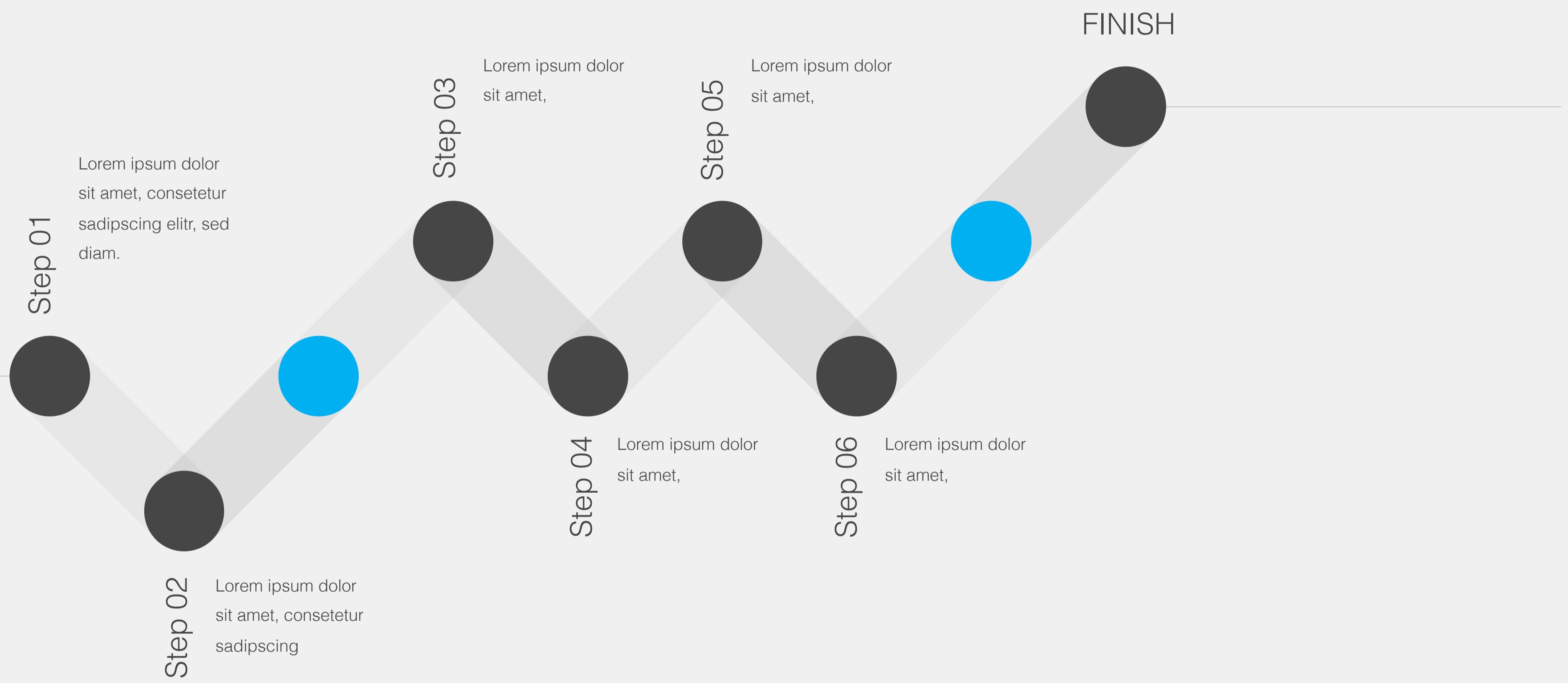
Description Four

 Lorem ipsum dolor sit amet.



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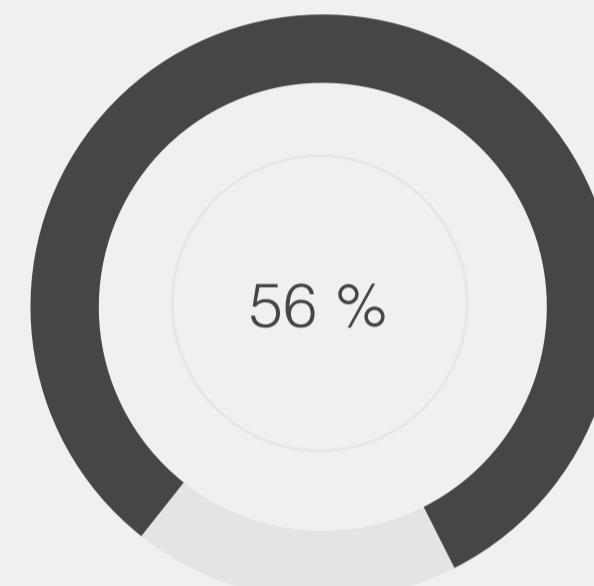


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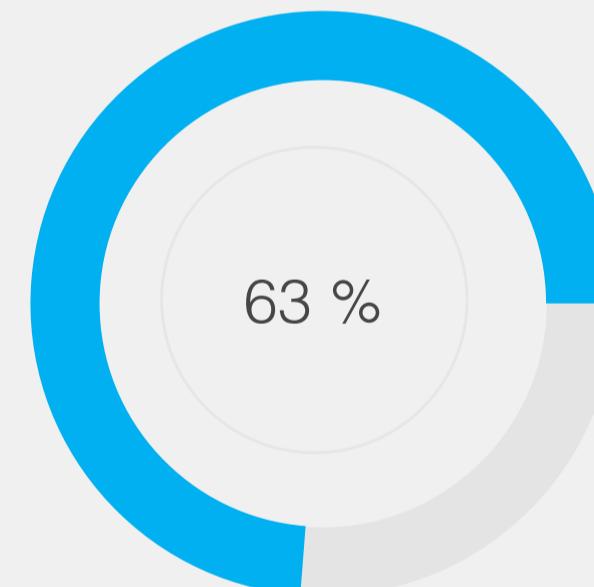
Home Security

People who work in marketing try to get the attention of target.



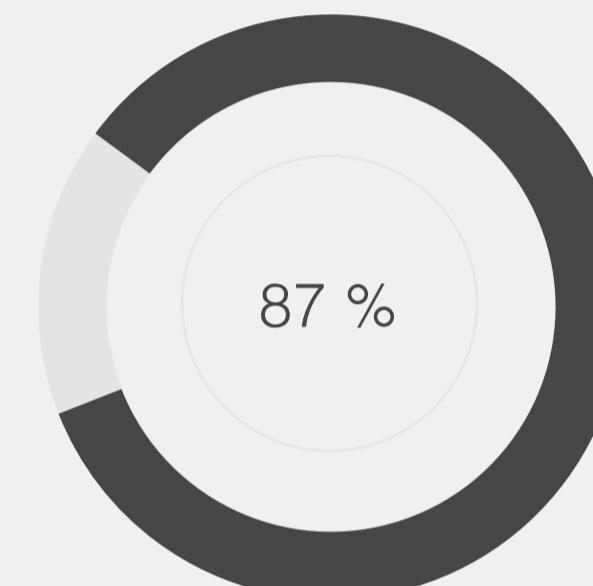
Web Design

People who work in marketing try to get the attention of target.



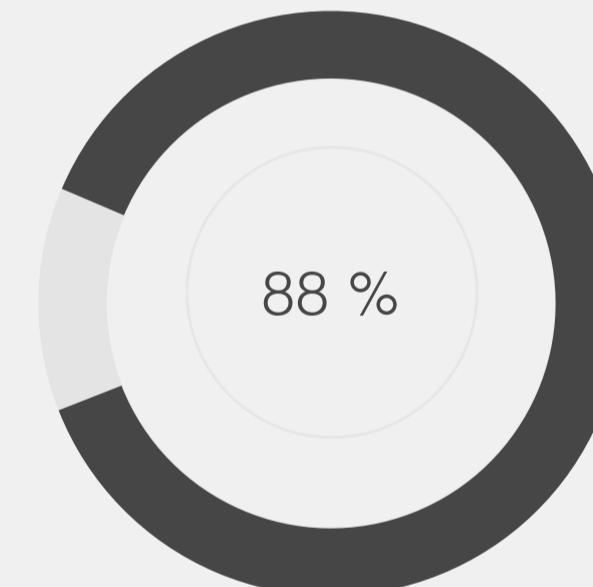
Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.





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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.



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Product | Basic

155,00 €

Product Name Basic

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

#01 Objective One

#02 Objective Two and a Half

#03 Objective Three

Product | Professional

260,00 €

Product Name Professional

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#01 Objective One

#02 Objective Two and a Half

#03 Objective Three

Product | Premium

510,00 €

Product Name Premium

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#01 Objective One

#02 Objective Two and a Half

#03 Objective Three



Topic One

Second Title One

01

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

- Bulletpoint One
- Bulletpoint Two and a Half
- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.

Topic Two

Second Title Two

02

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

- Bulletpoint One
- Bulletpoint Two and a Half
- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.

Topic Three

Second Title Three

03

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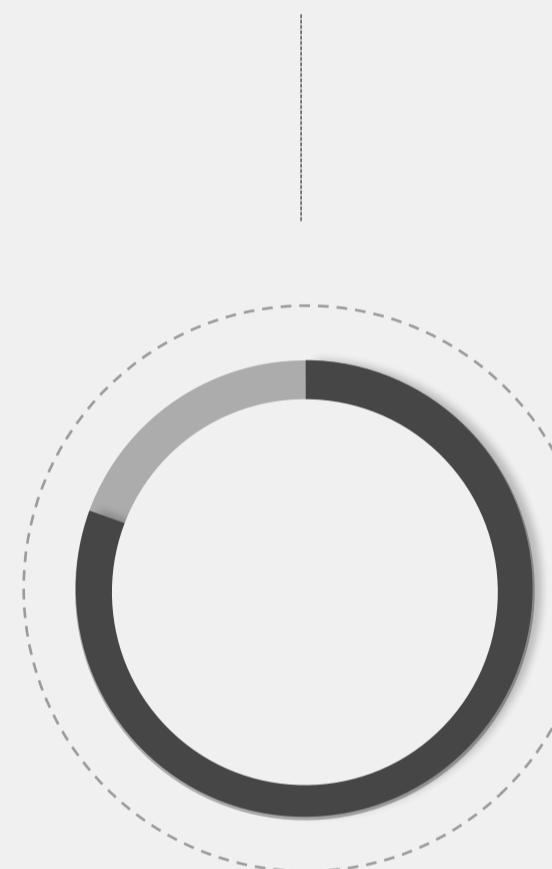
- Bulletpoint One
- Bulletpoint Two and a Half
- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.



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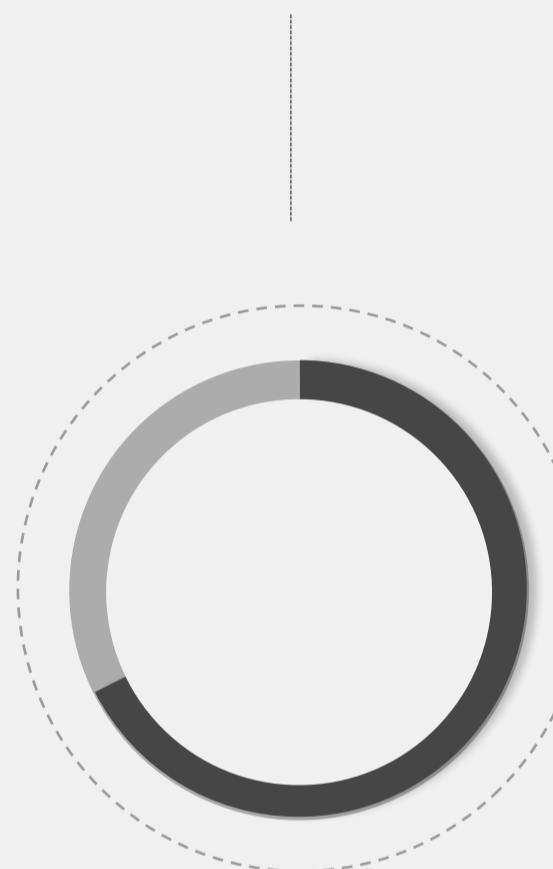
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01 Identity



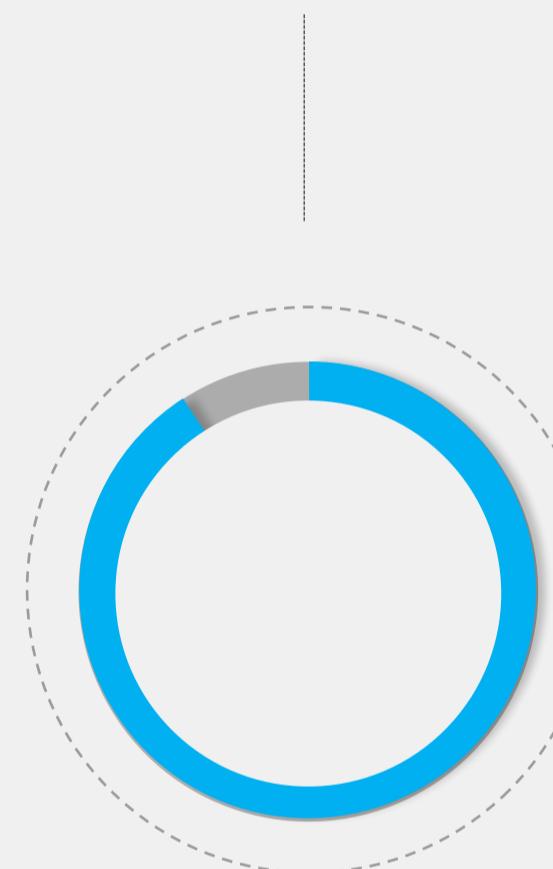
01 Lorem ipsum dolor sit amet, consetetur
sadipscin. 02 Lorem ipsum dolor sit amet,
consetetur sadipscin.

02 Behavior



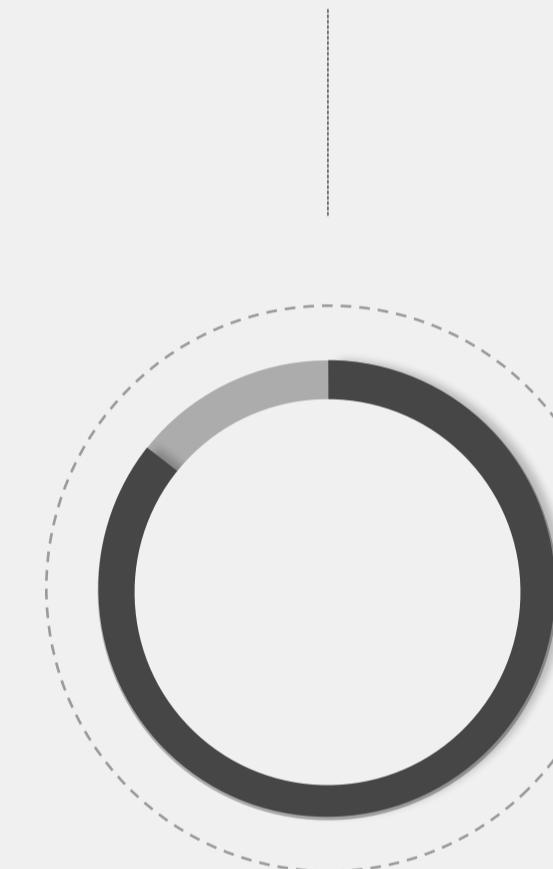
Design

03 Strategie



01 Lorem ipsum dolor sit amet, consetetur
sadipscin. 02 Lorem ipsum dolor sit amet,
consetetur sadipscin.

04 Distribution

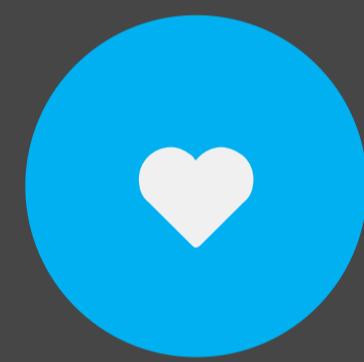


Technic



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2012

01

Home Security

Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy.

2014

02

Maps

Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy.

2013

03

Web Design

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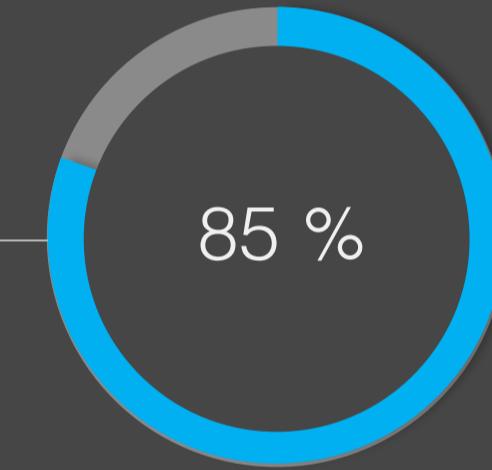
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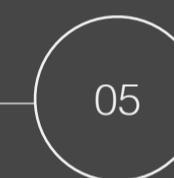
2014



Home Security



2015



Web Design

2015



Web Design

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2016



Home Security

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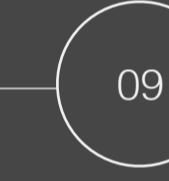
2017



Web Design

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sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et.

2018



Web Design

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tempor invidunt ut labore et.





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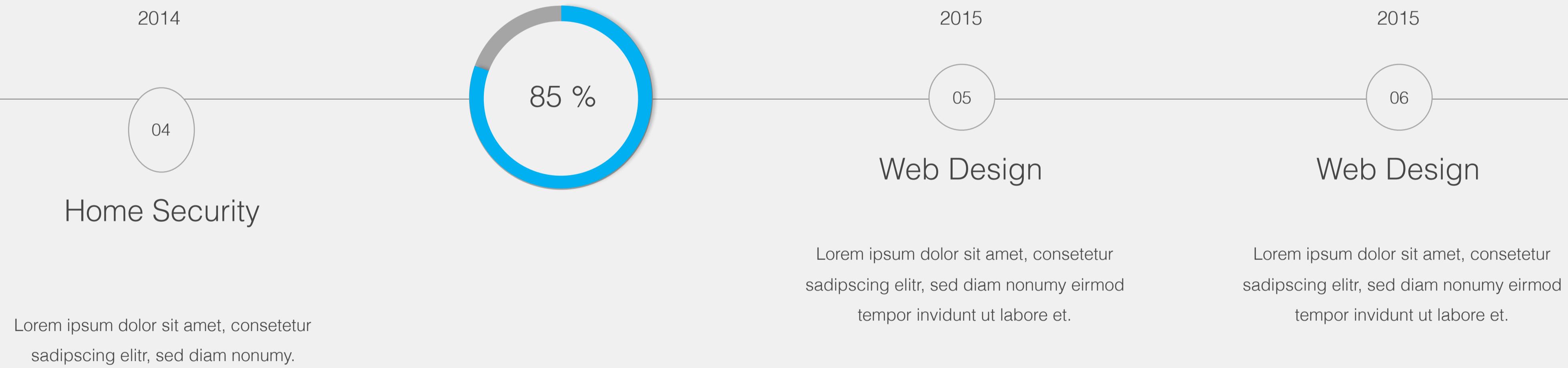
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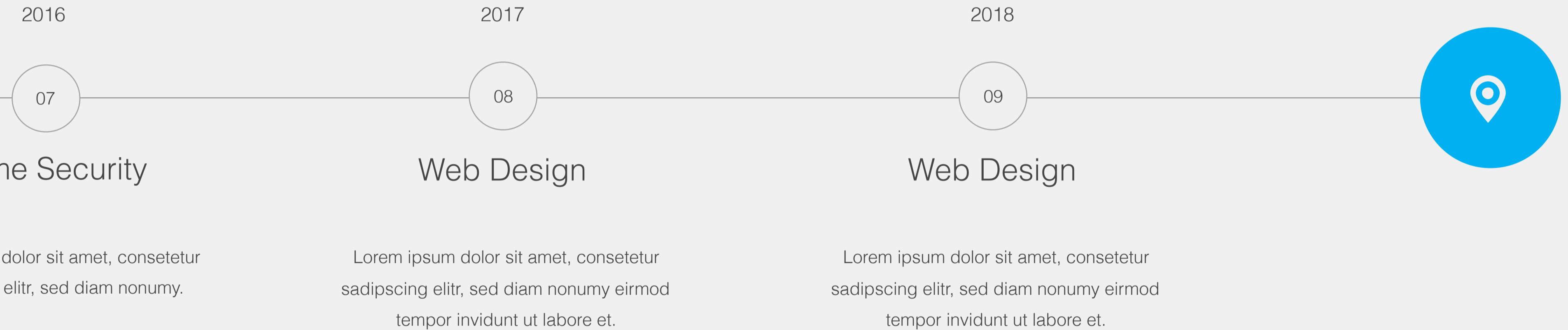
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Home Security

People who work in marketing try to get the attention of target.

01

Maps

People who work in marketing try to get the attention of target.

02

Web Design

People who work in marketing try to get the attention of target.

03

Target

People who work in marketing try to get the attention of target.

04

Photos

People who work in marketing try to get the attention of target.

05

Web Design

People who work in marketing try to get the attention of target.

06





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#01 Home Security

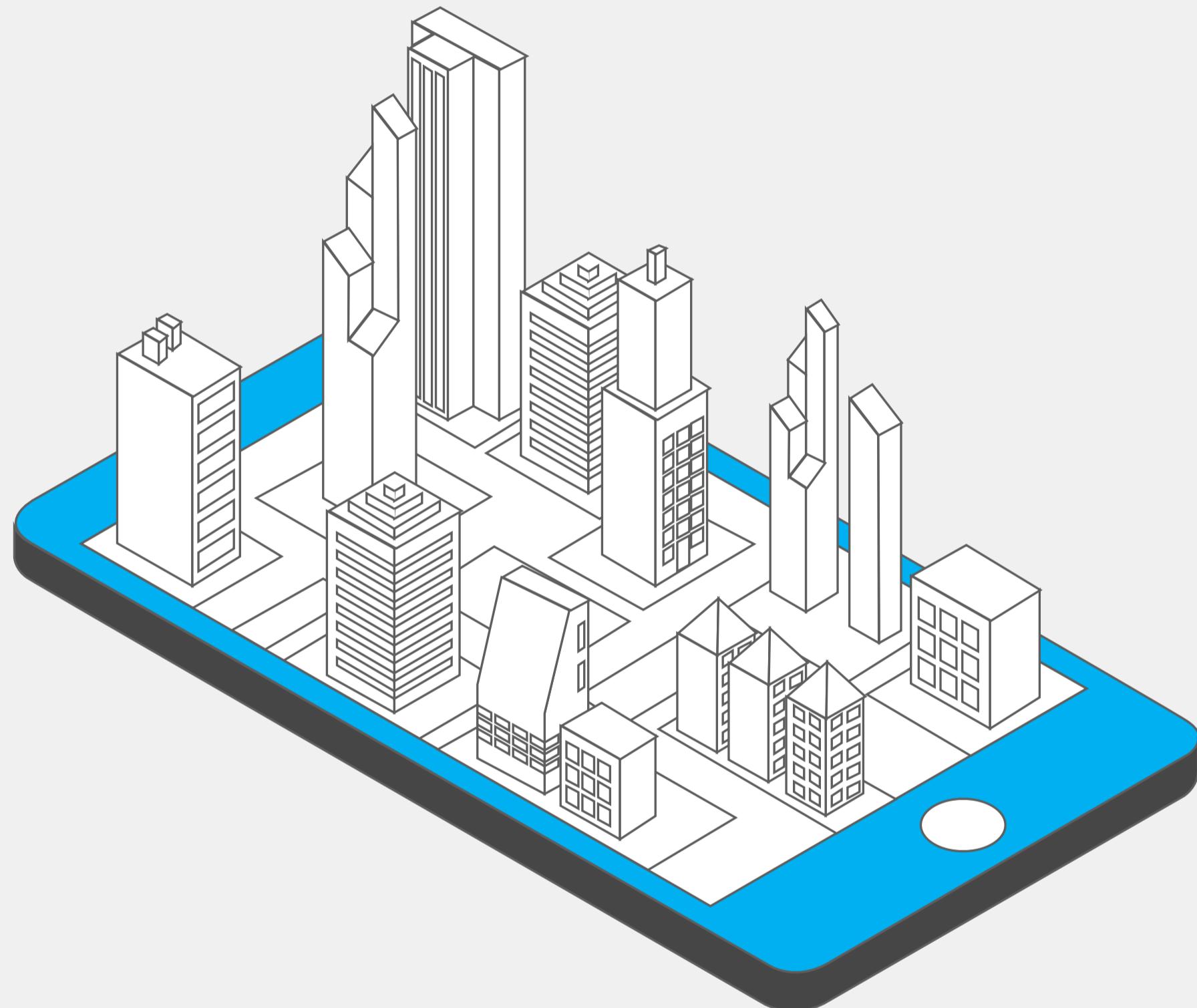
People who work in marketing try to get the attention of target.

#02 Maps

People who work in marketing try to get the attention of target.

#03 Web Design

People who work in marketing try to get the attention of target.



#04 Target

People who work in marketing try to get the attention of target.

#05 Photos

People who work in marketing try to get the attention of target.

#06 Web Design

People who work in marketing try to get the attention of target.



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TITLE ONE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,483 \$ | 27 %

TITLE TWO



Lorem ipsum dolor sit amet,
consetetur sadipscing.

1,684 \$ | 56 %

TITLE THREE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

2,483 \$ | 57 %

TITLE FOUR



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,413 \$ | 39 %

TITLE FIVE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,573 \$ | 87 %



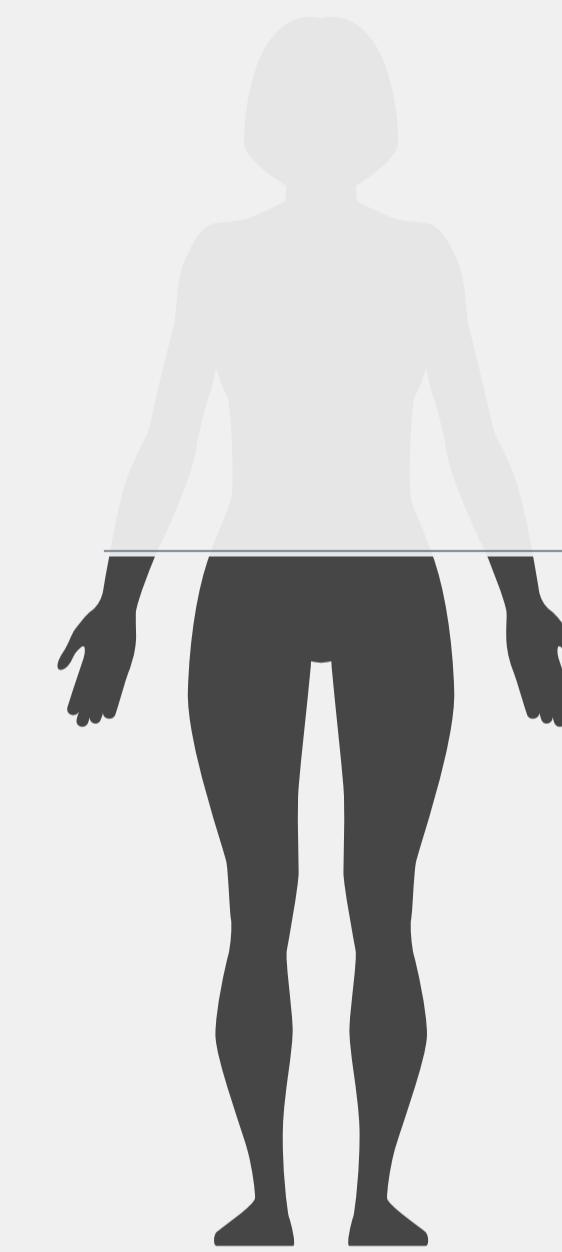
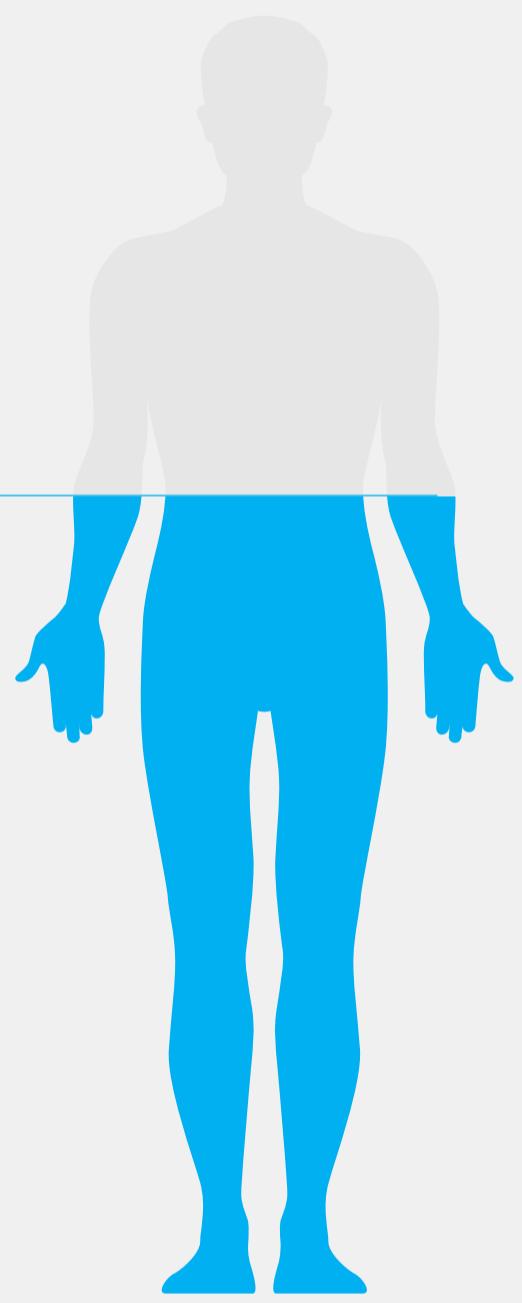
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Boys
3.483 | 57 %



Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam.



Girls
3.483 | 57 %

Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam.

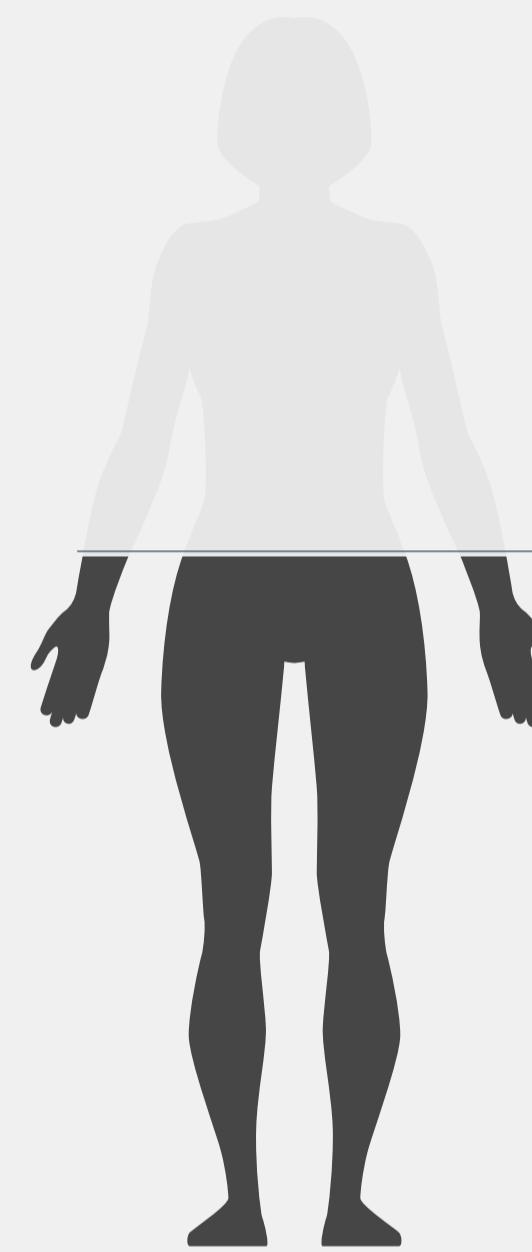


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Public Relations Worldwide

Remember, when
making a **business**
presentation,
Powerpoint is not
the point.



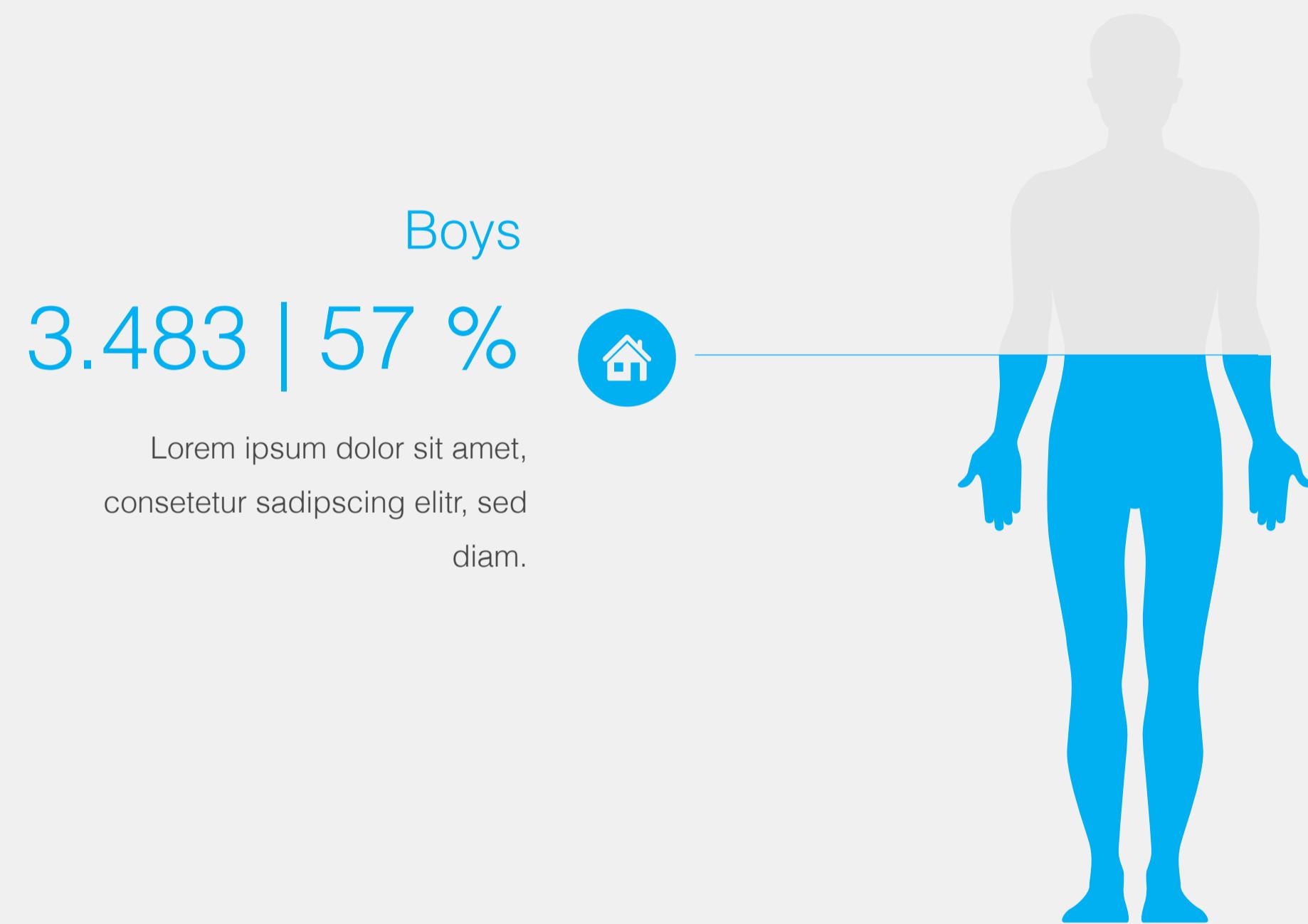
Girls
3.483 | 57 %

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consetetur sadipscing elitr, sed
diam.



Be your own **stage** manager.

Public Relations Worldwide



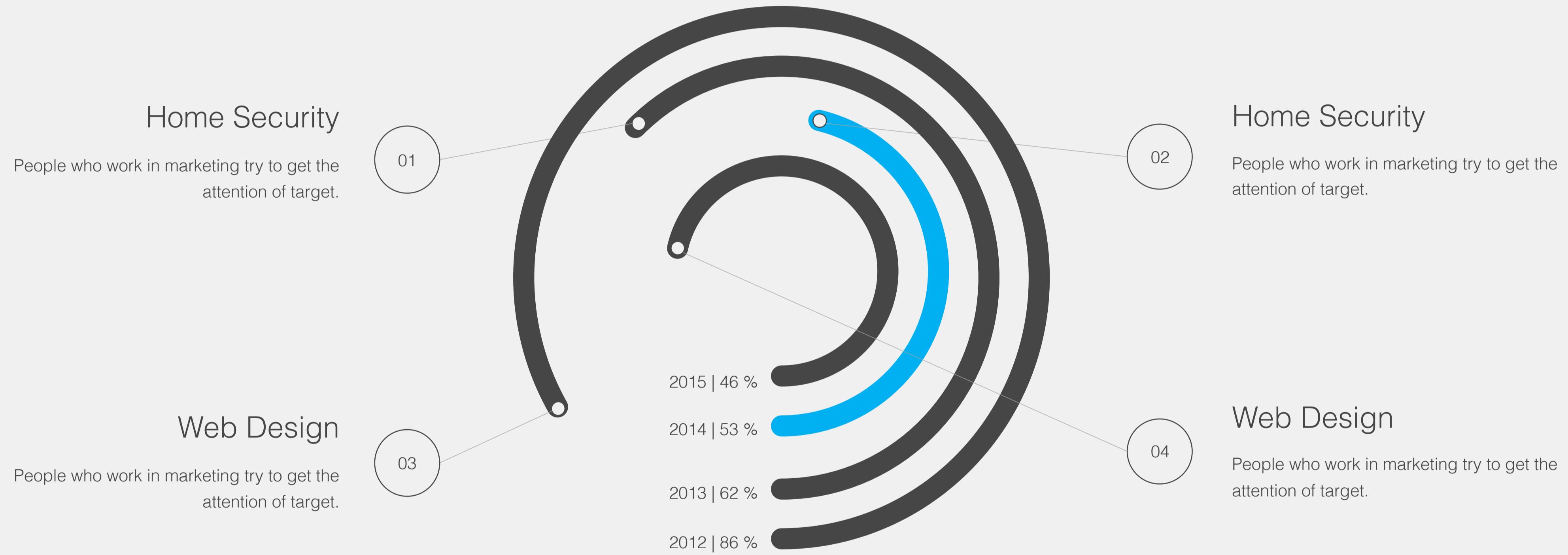
Public Relations Worldwide

Remember, when
making a **business**
presentation,
Powerpoint is not
the point.



Be your own **stage** manager.

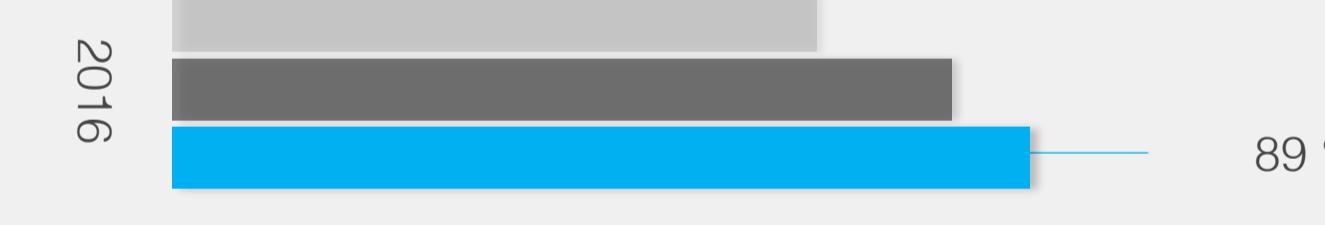
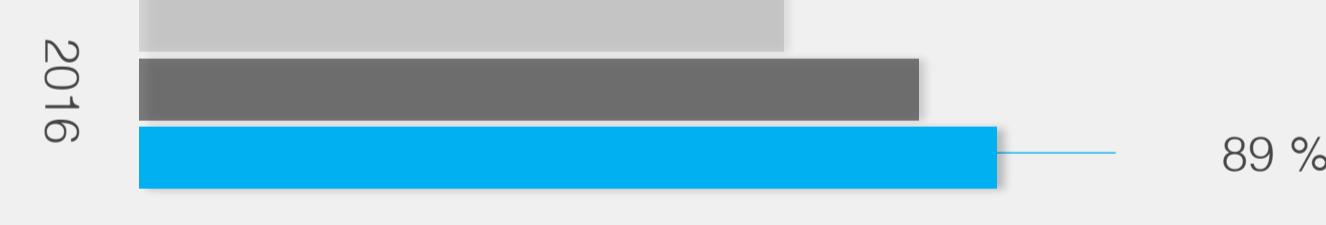
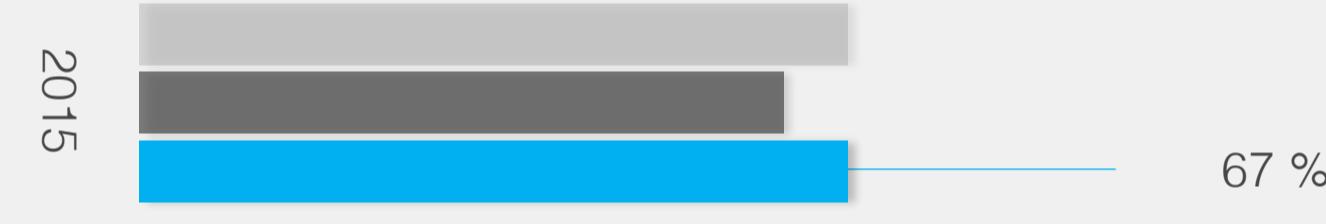
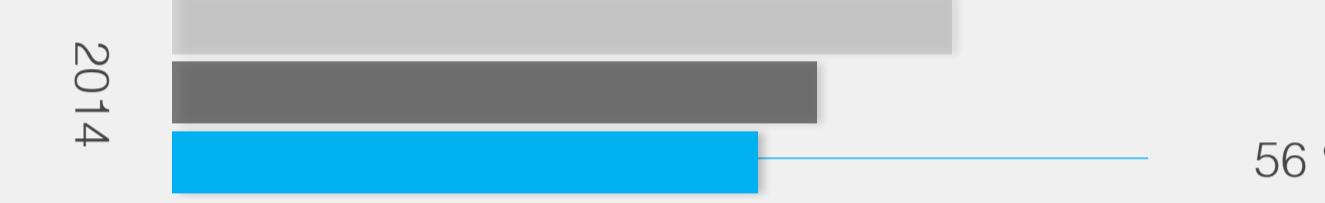
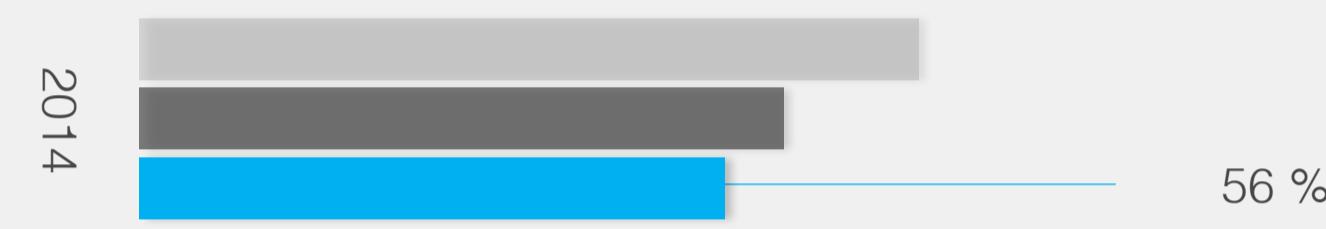
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● Topic ONE

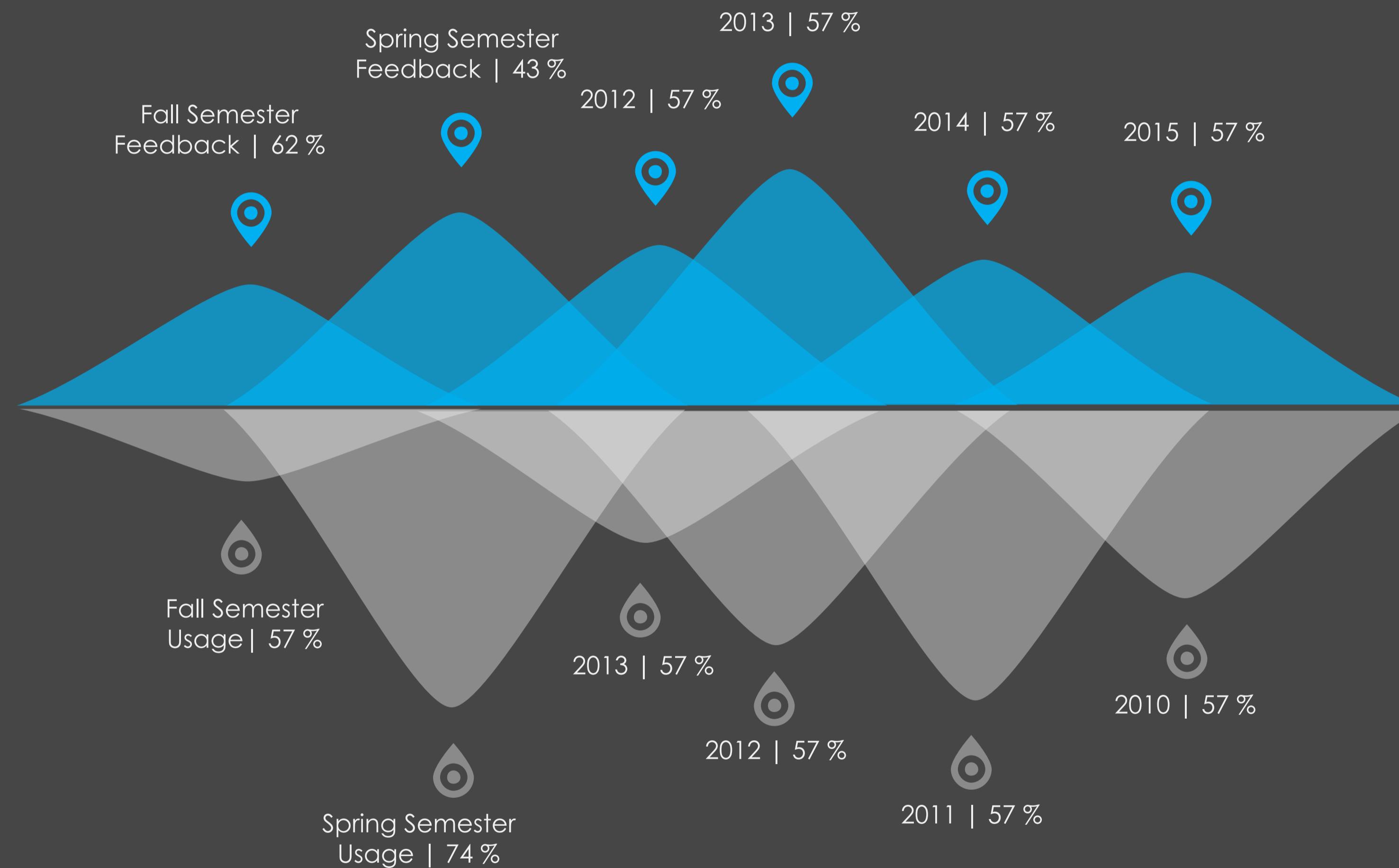
● Topic TWO

● Topic THREE



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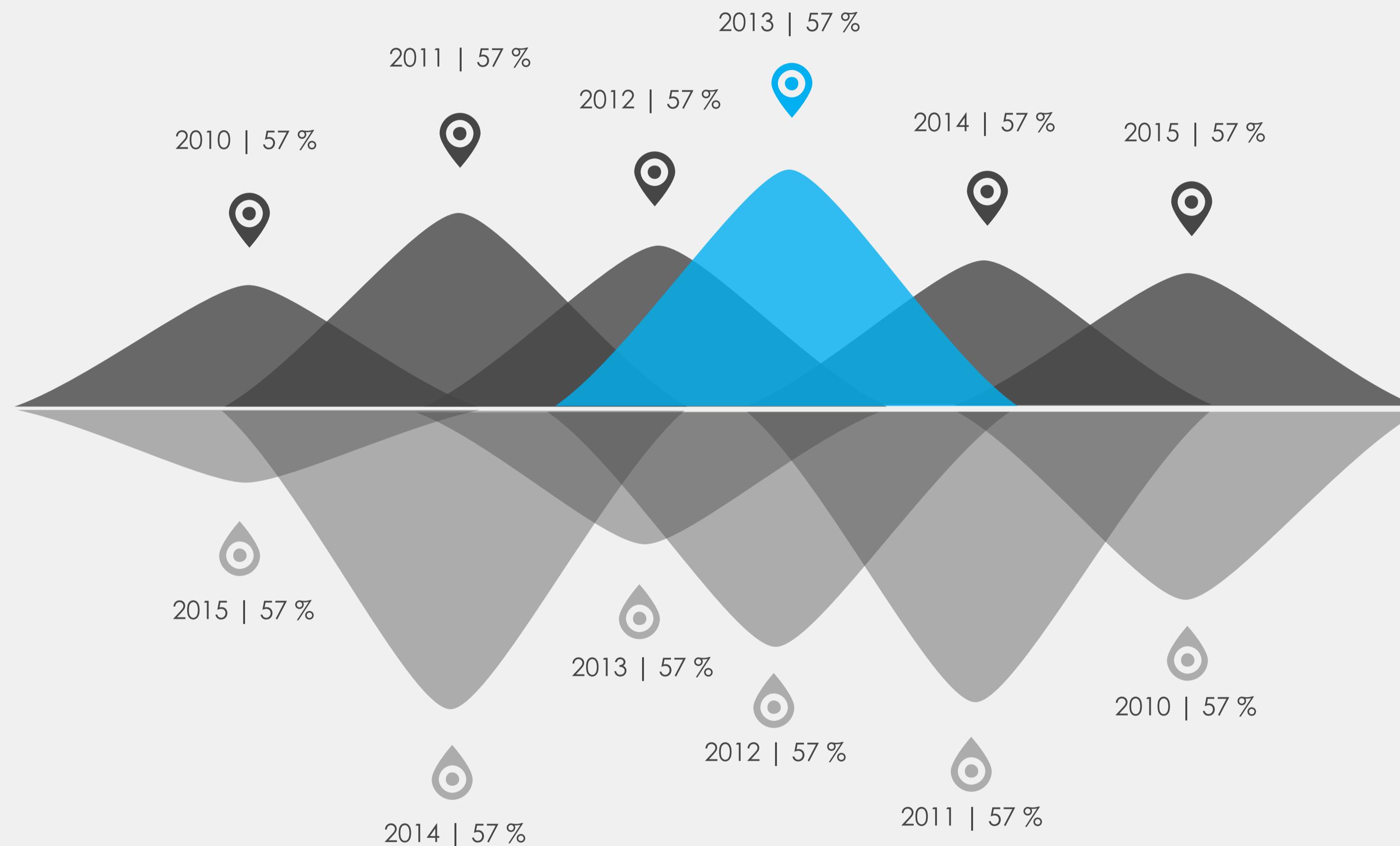
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Attention



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



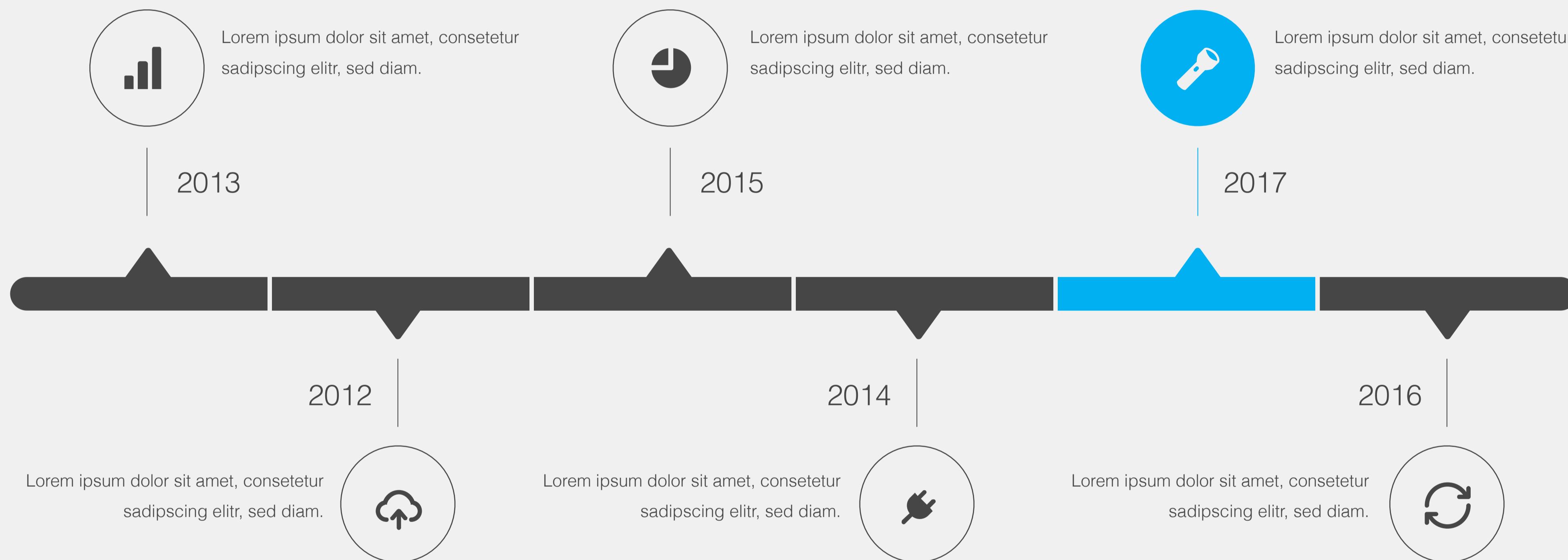
Web Design

People who work in marketing try to get the attention of target.



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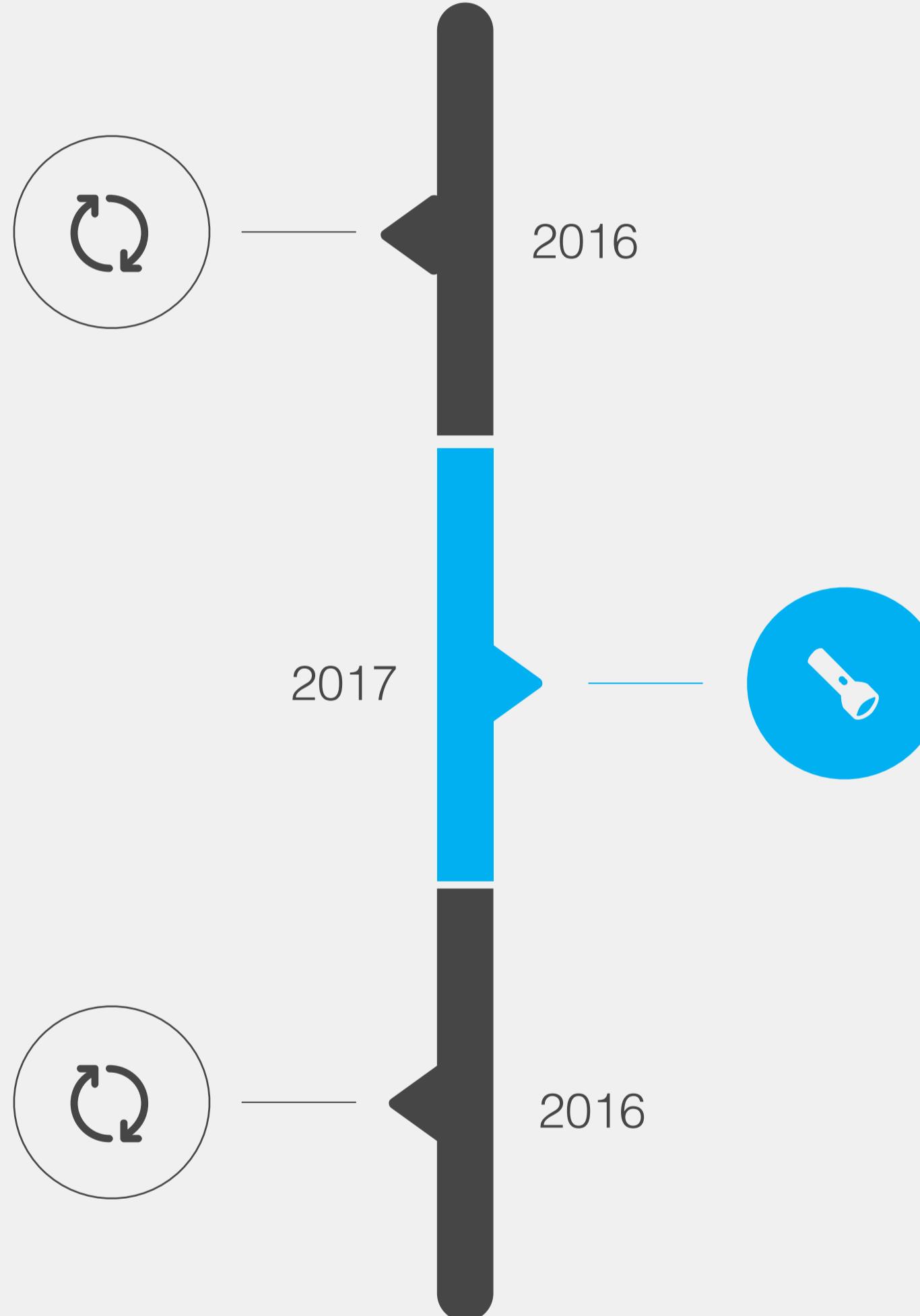




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	Product Two	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €
	Product Five	502.574 €	502.574 €	502.574 €	502.574 €	502.574 €
	Product Four	302.574 €	302.574 €	302.574 €	302.574 €	302.574 €
	Product Three	10.574 €	10.574 €	10.574 €	10.574 €	10.574 €
	Product Two	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €
	Product One	102.574 €	102.574 €	102.574 €	102.574 €	102.574 €
	Product Two	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €

Marketing

01

People who work in marketing try to get the attention of target.

Maps

02

People who work in marketing try to get the attention of target.

Web Design

03

People who work in marketing try to get the attention of target.



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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Chapter One
People on Spot

01

AIDA FORMEL



Attention

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01 HOME

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02 SUPPORT

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03 CHAT 24/7

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Interest

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01



SUPPORT

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Action

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Chapter One
People on Spot

02

3C Model



Customer

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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.





Competitors

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Maps

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Corporation

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Maps

People who work in marketing try to get the attention of target.



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Maps

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Chapter One
People on Spot

03

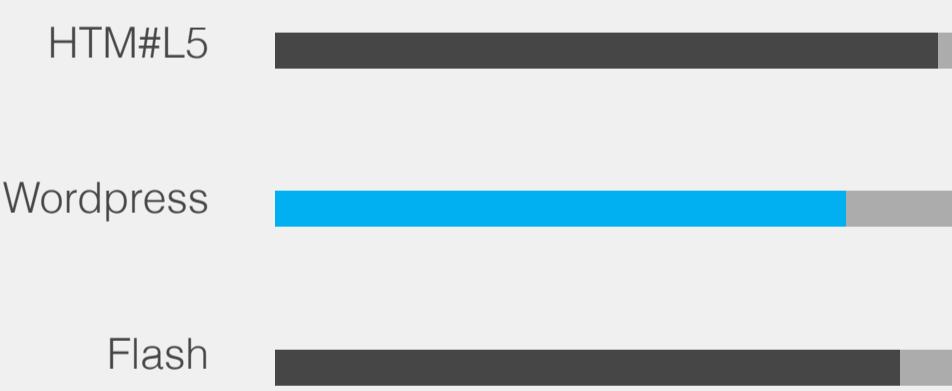
3C Model II



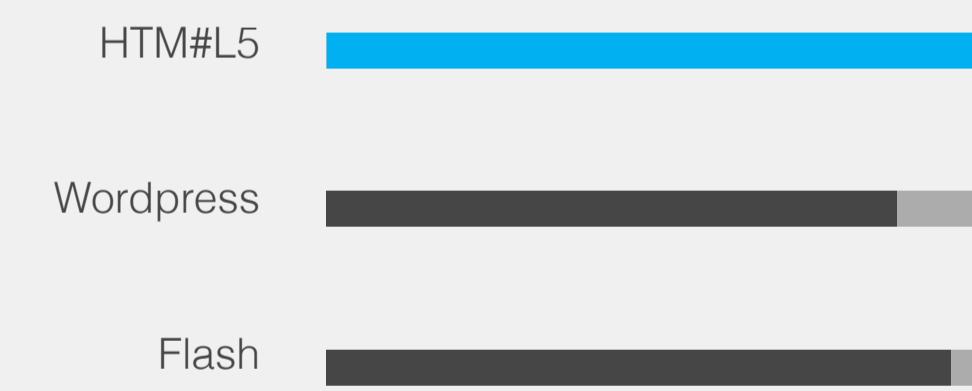
Capability

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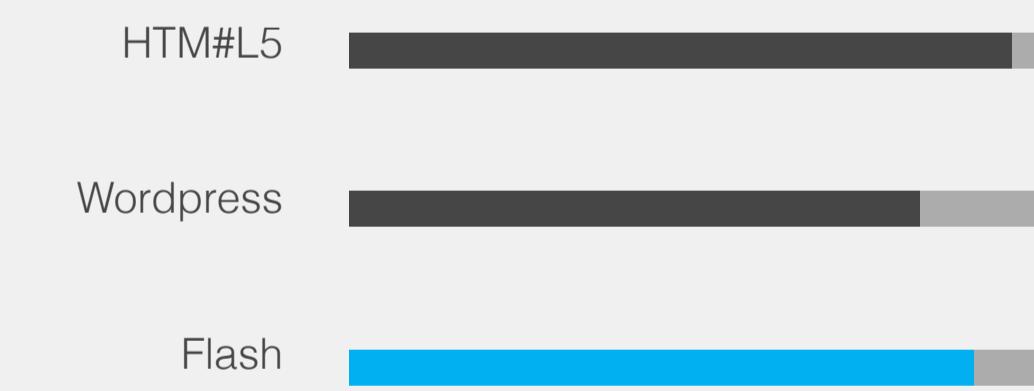
Topic One
Design



Topic Two
Design



Topic Three
Design

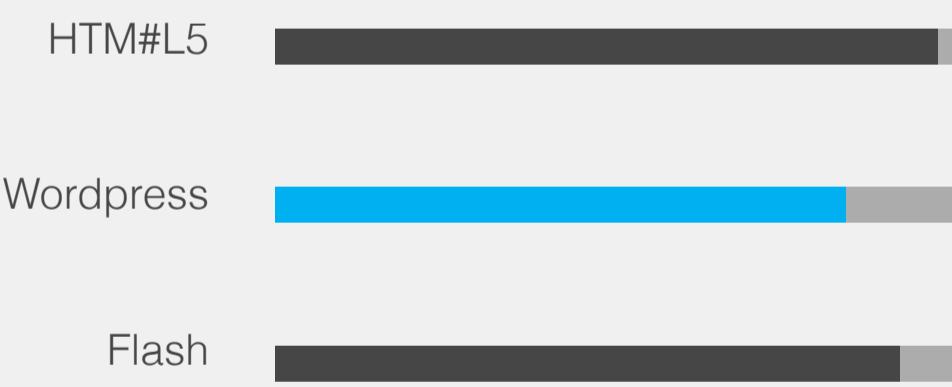




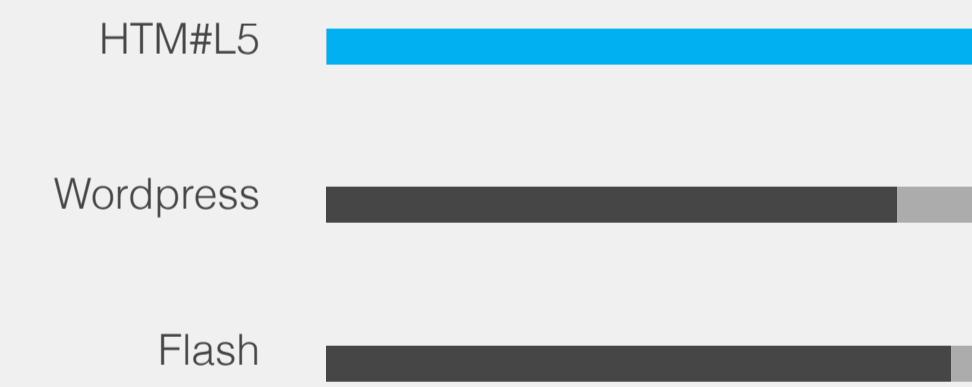
Consistency

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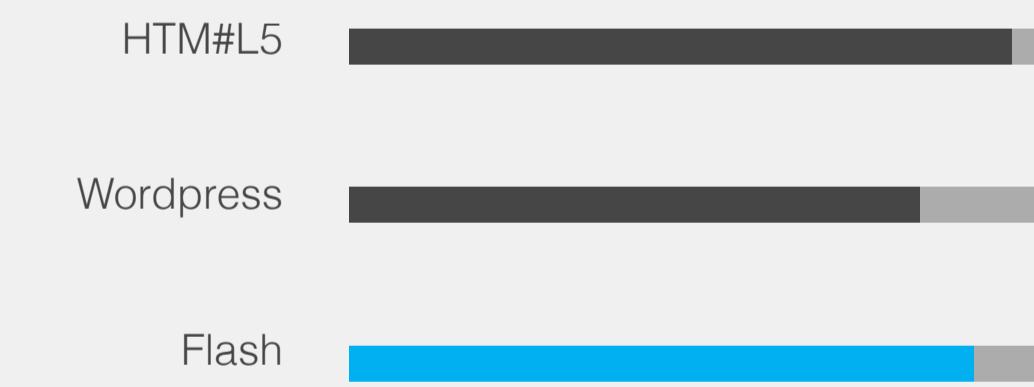
Topic One
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Topic Two
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Topic Three
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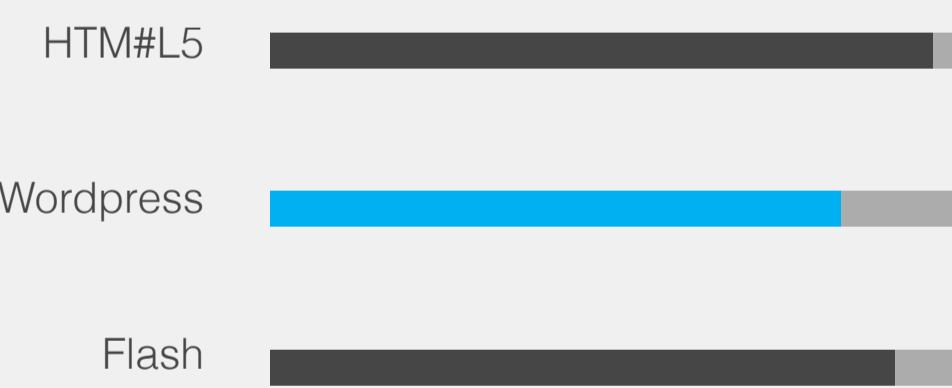




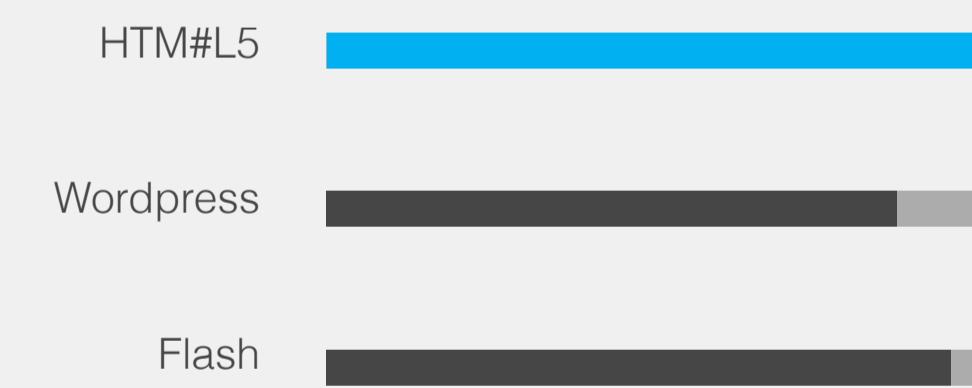
Cultivation

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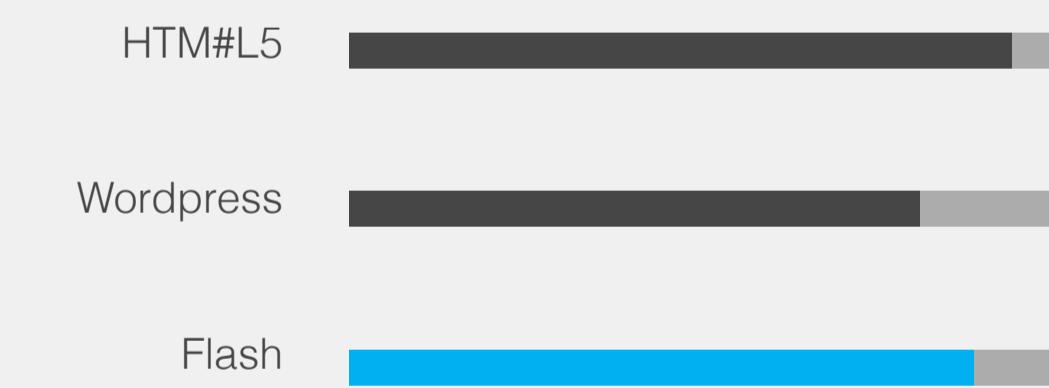
Topic One
Design



Topic Two
Design



Topic Three
Design



70/20/10 Model



70/20/10 Model

Public Relations Worldwide

070

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

2016



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70/20/10 Model

Public Relations Worldwide

020

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

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70/20/10 Model

Public Relations Worldwide

010

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

2016



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Strategic planning



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What is the organization's business or interest?



Target

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Photos

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Web Design

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What is considered "value" to the customer or constituency?



Target

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Photos

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Web Design

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Which products
and services should
be included or
excluded from the
portfolio of
offerings?



Target

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Photos

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Web Design

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What is the geographic scope of the organization?



Target

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Photos

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Web Design

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What differentiates the organization from its competitors in the eyes of customers and other stakeholders?



Target

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Photos

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Web Design

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Which skills and resources should be developed within the organization?



Target

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Photos

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Web Design

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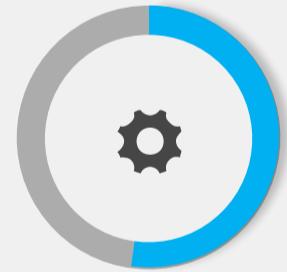
Ansoff Matrix



Market penetration

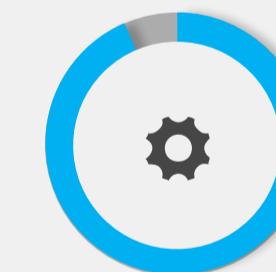
In market penetration strategy, the organization tries to grow using its existing offerings (products and services) in existing markets. In other words, it tries to increase its market share in current market scenario.

SUPPORT



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PICTURES



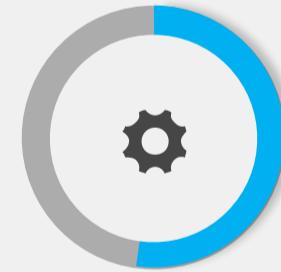
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Market development

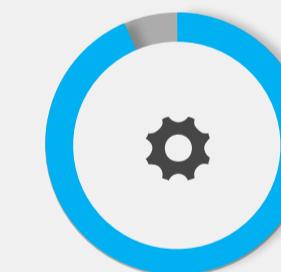
In market development strategy, a firm tries to expand into new markets (geographies, countries etc.) using its existing offerings.

SUPPORT



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PICTURES



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Product development

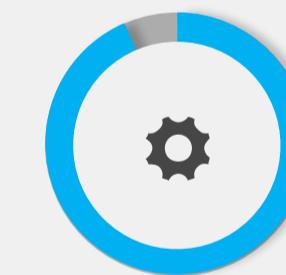
In product development strategy, a company tries to create new products and services targeted at its existing markets to achieve growth.

SUPPORT



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PICTURES



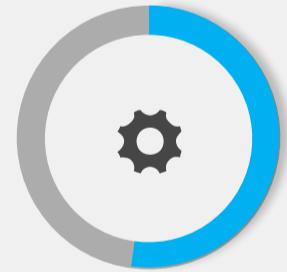
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Diversification

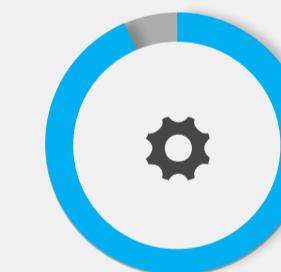
In diversification an organization tries to grow its market share by introducing new offerings in new markets. It is the most risky strategy because both product and market development is required.

SUPPORT



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PICTURES



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Chapter One
People on Spot

06

Marketing Mix



Product

What the company is manufacturing?

Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

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Price

What is the pricing strategy used by the company?

Maps

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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.





Place

Where is the company selling?

Maps

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Maps

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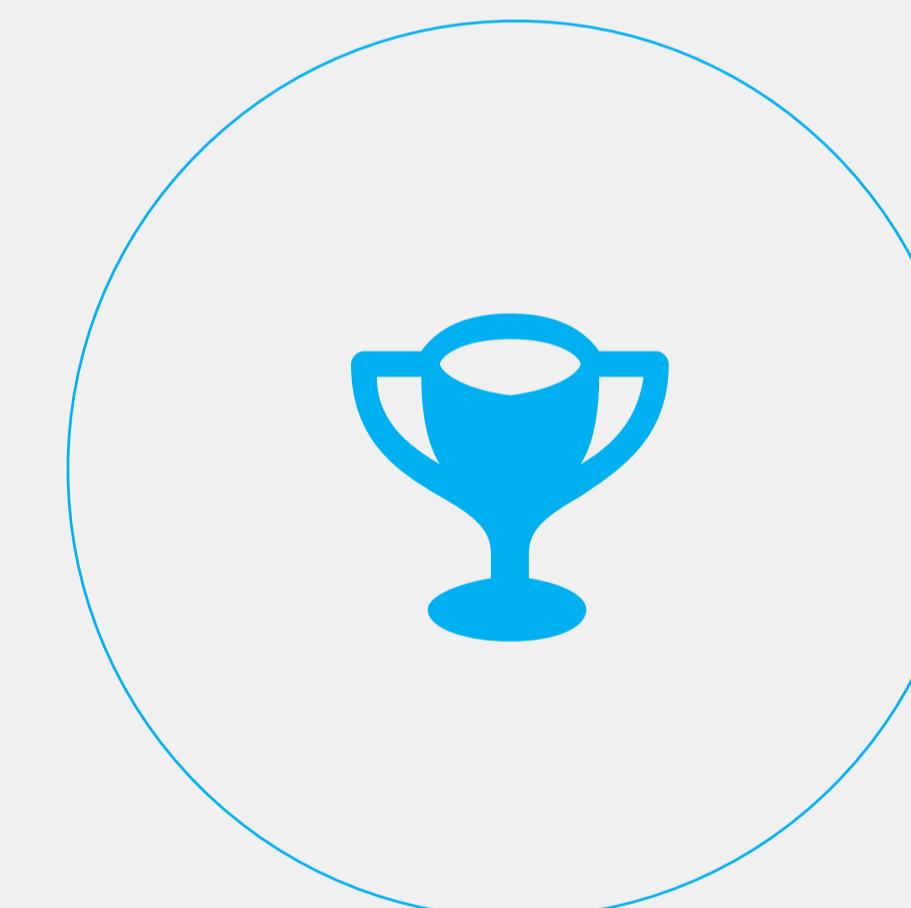
Maps

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Maps

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Promotions

How is the company promoting the product?

Maps

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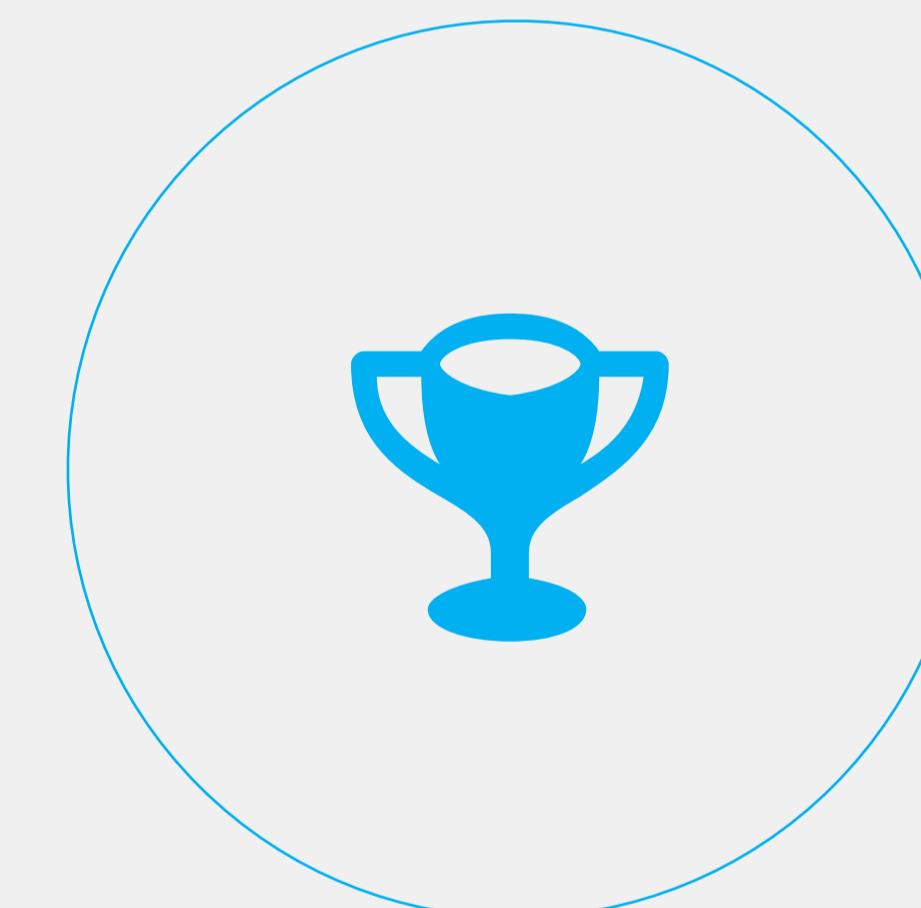
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Product Life Cycle



Introduction Stage

Stage 1 of Product life cycle



01 HOME

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Growth Stage

Stage 2 of Product life cycle



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Maturity Stage

Stage 3 of Product life cycle



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Decline Stage

Stage 4 of Product life cycle



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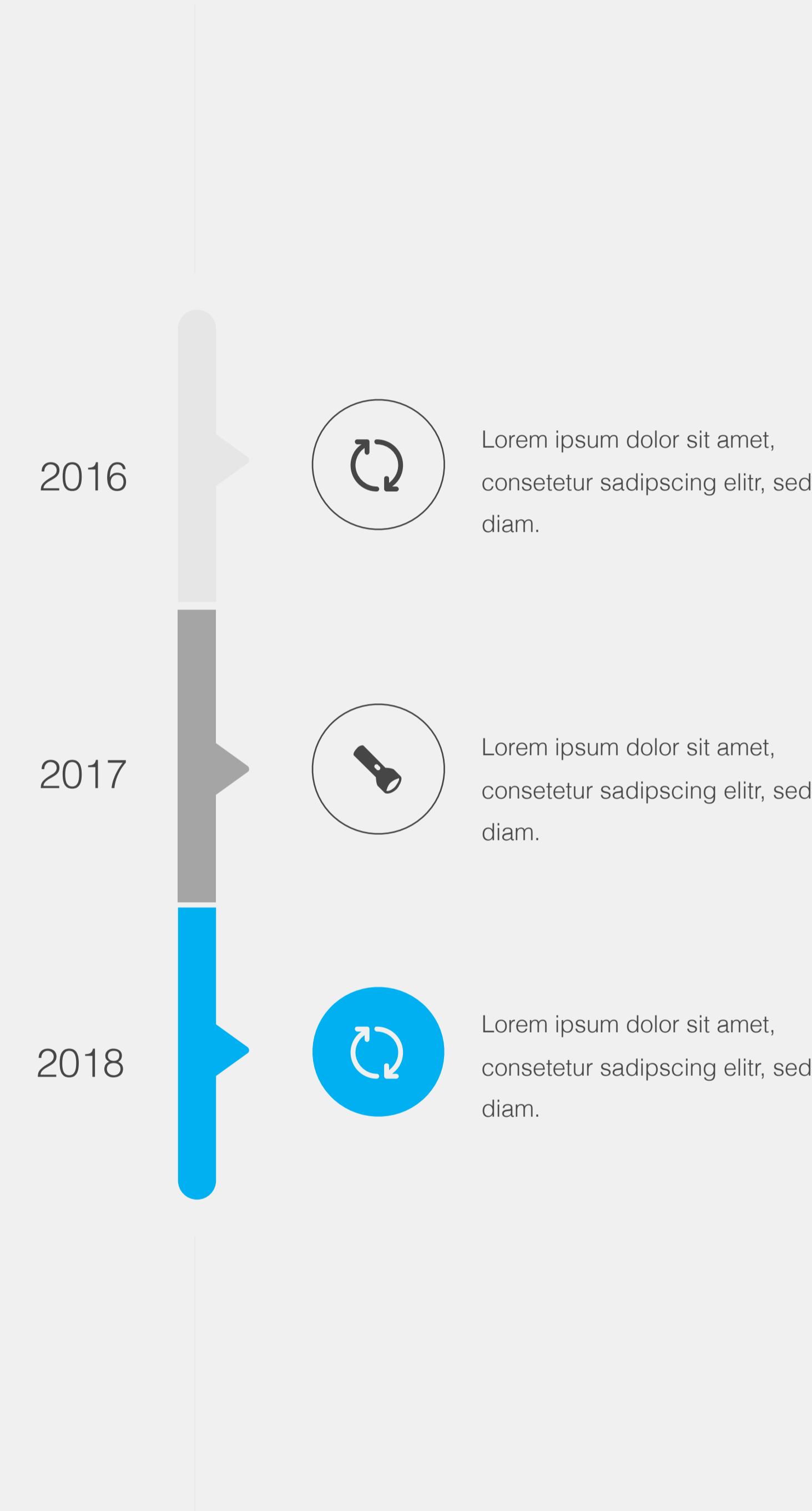
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S.M.A.R.T. Objectives



S – Specific

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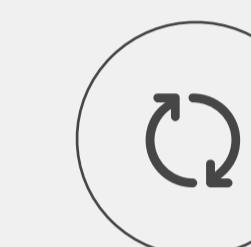


M – Measurable

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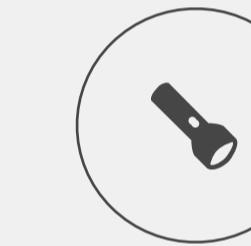


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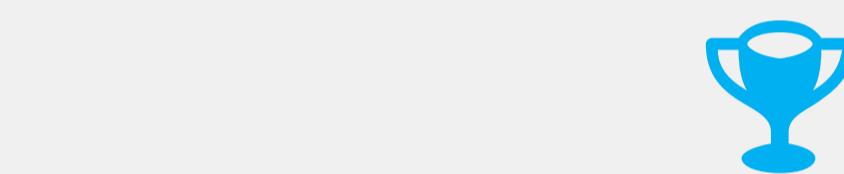


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2018



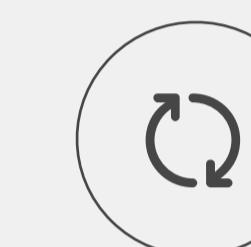
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A – Assignable

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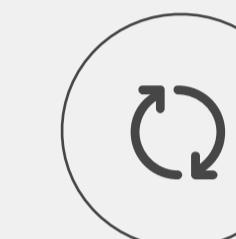


R – Realistic

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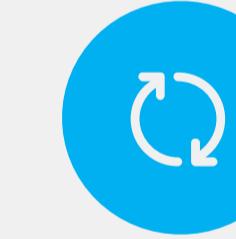
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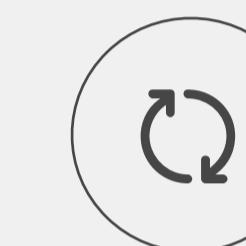


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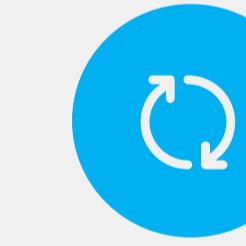
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BCG Matrix Method



Cash Cow

Cash cows require little investment and generate cash that can be used to invest in other business units.

Maps

People who work in marketing try to get the attention of target.



Maps

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Star

Stars may generate cash, but because the market is growing rapidly they require investment to maintain their lead.

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Question Mark

These business units require resources to grow market share, but whether they will succeed and become stars is unknown.

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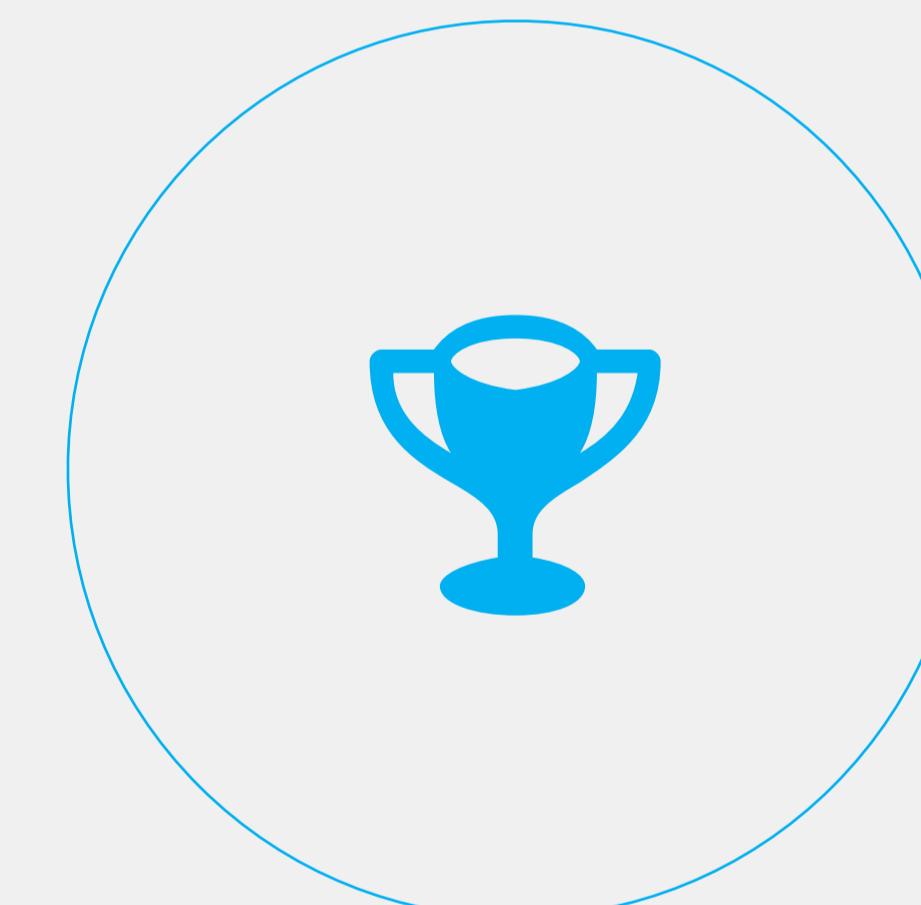
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Dog

A dog may not require substantial cash, but it ties up capital that could better be deployed elsewhere.

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7P Marketing Mix



01 Product

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Quality



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Features



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Service



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02 Promotion

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Marketing

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Promotion

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Branding

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03 Price

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Positioning



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Payment Methods



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Discounts



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04 Place

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Trade

Channels

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Sales Support

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Segmented Channels

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05 People

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Customer Contact



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Recruitment



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Training and Skills



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06 Process

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Customer Focus

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IT-Support

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Design Features

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07 Physical

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Product Packaging

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Online Experience

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Sales Experience

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S.W.O.T. Analysis



Strengths

Stage 1 of Product life cycle



01 HOME

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02 SUPPORT

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03 CHAT 24/7

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Weakness

Stage 1 of Product life cycle



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Opportunities

Stage 1 of Product life cycle



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Threats

Stage 1 of Product life cycle



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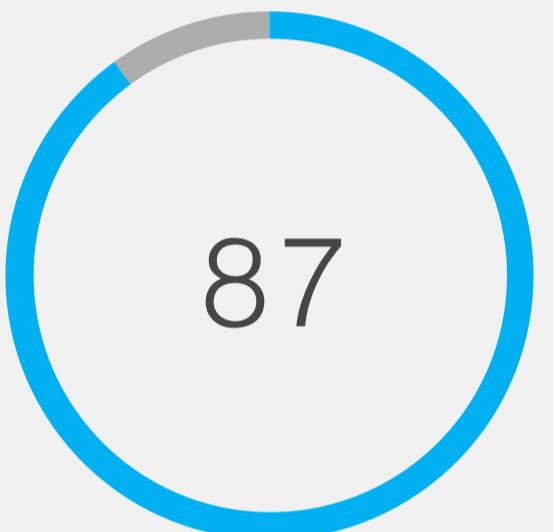
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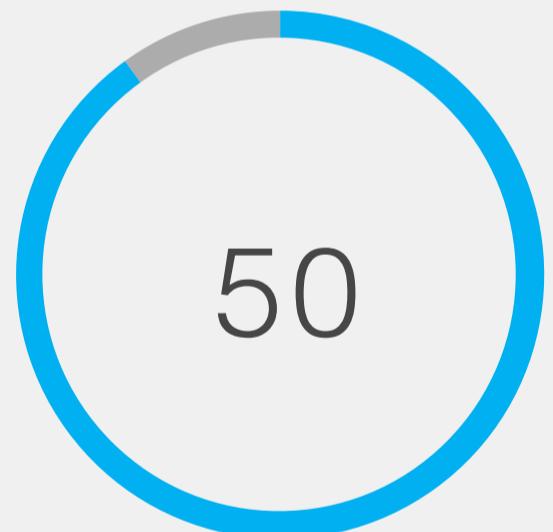
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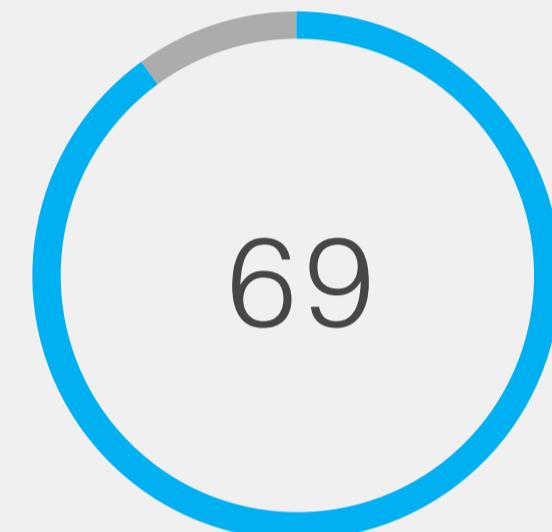
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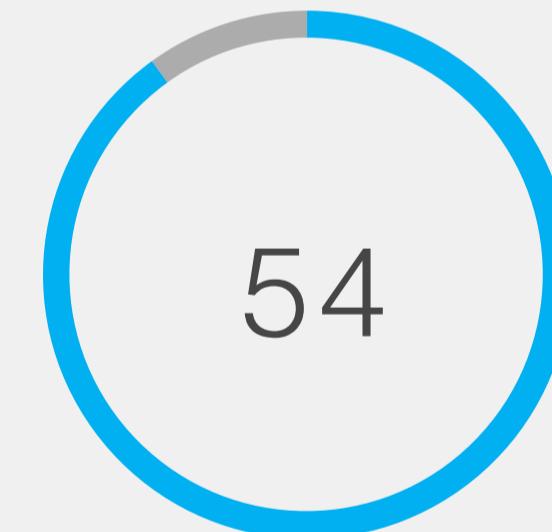
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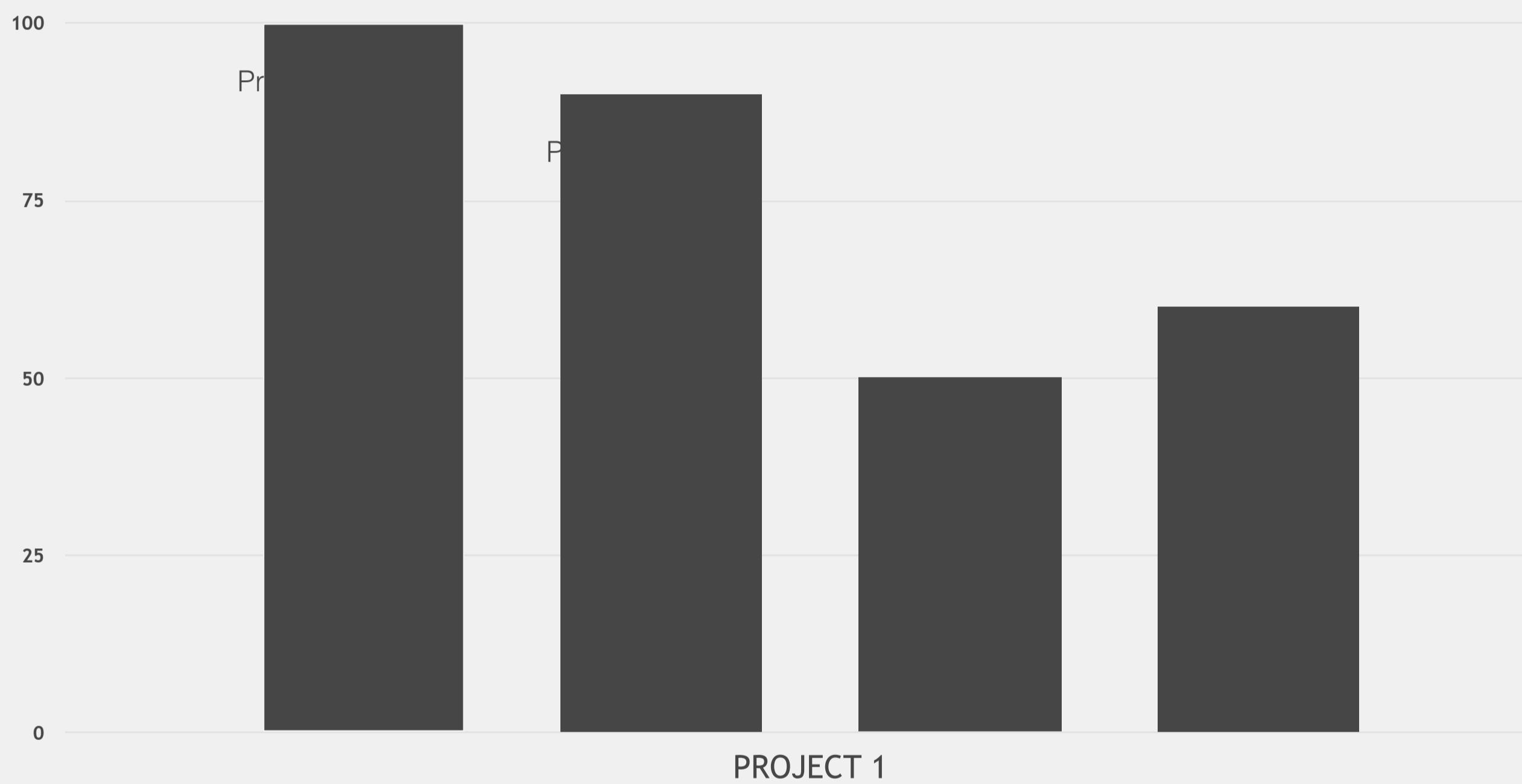
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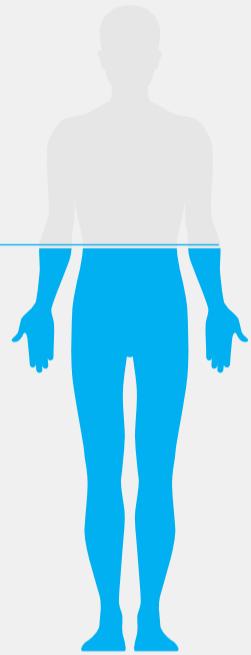
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Boys

3.483 | 57 %



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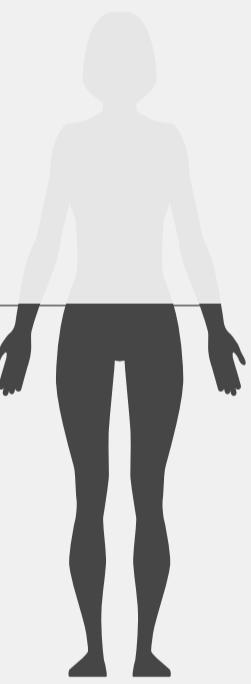


Girls

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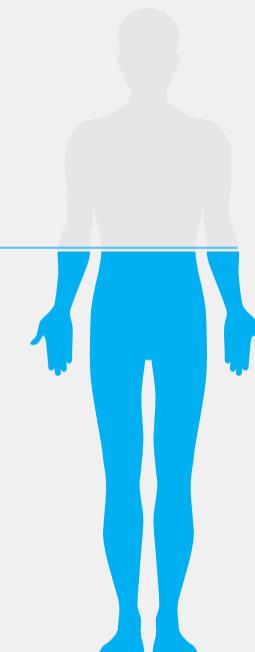
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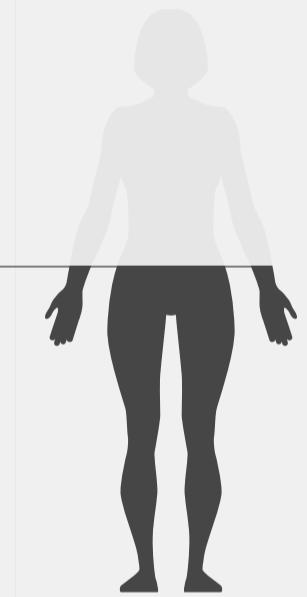
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Girls

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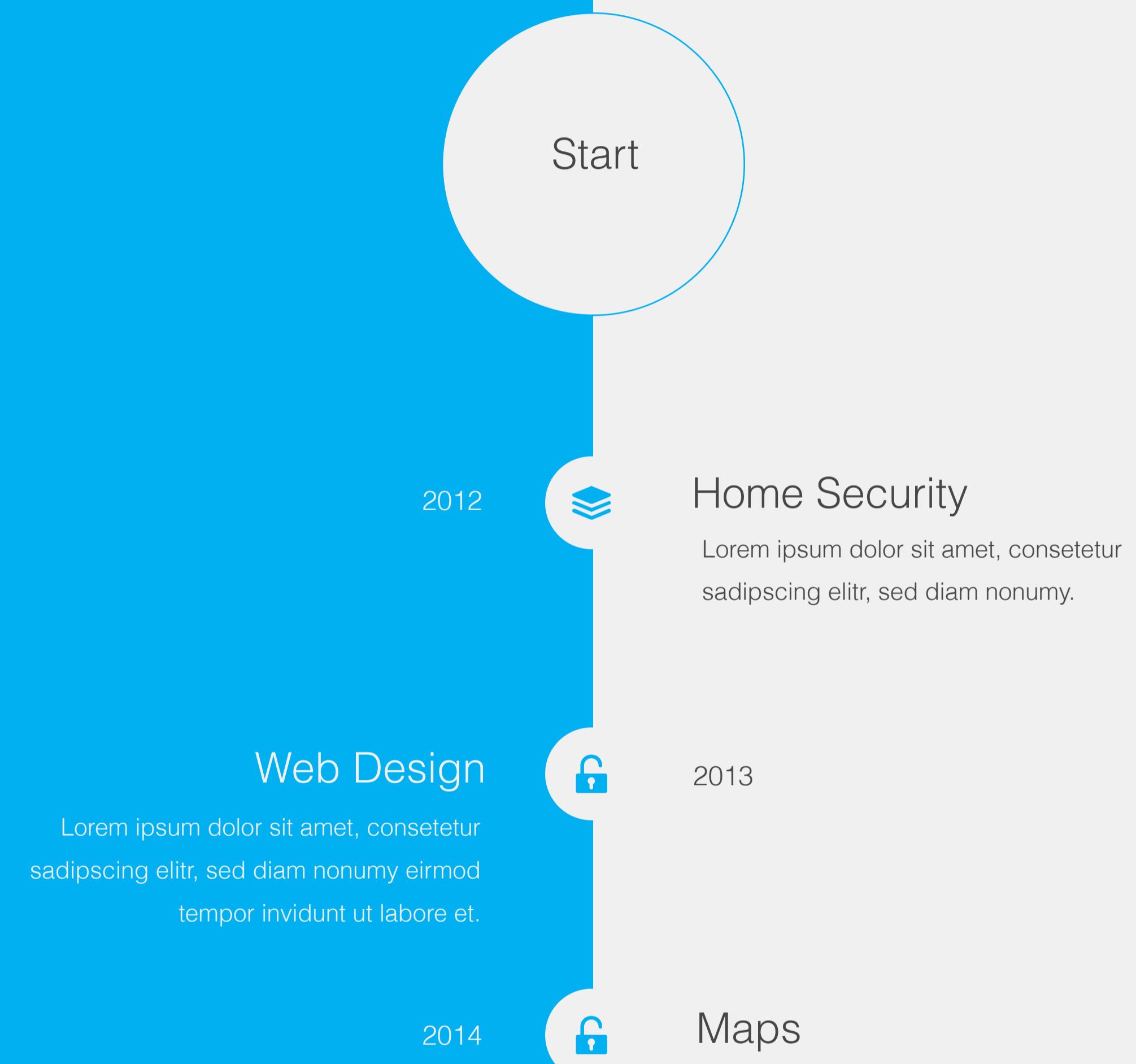


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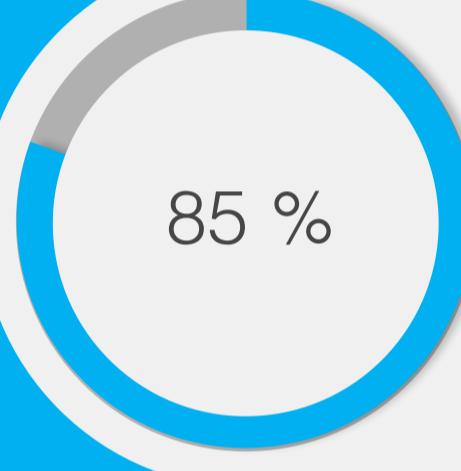
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2012



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2013



2014



Maps



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2012



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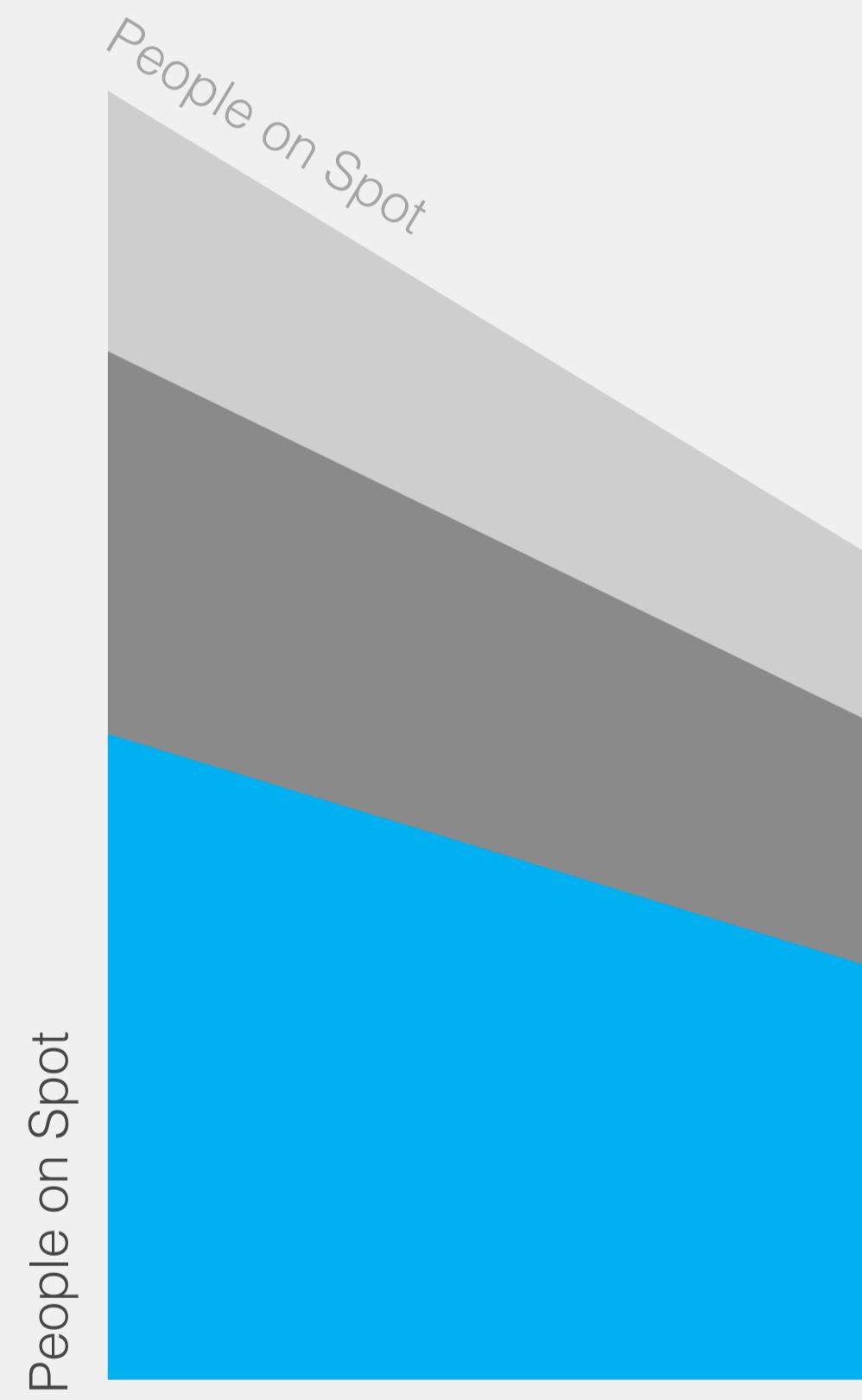


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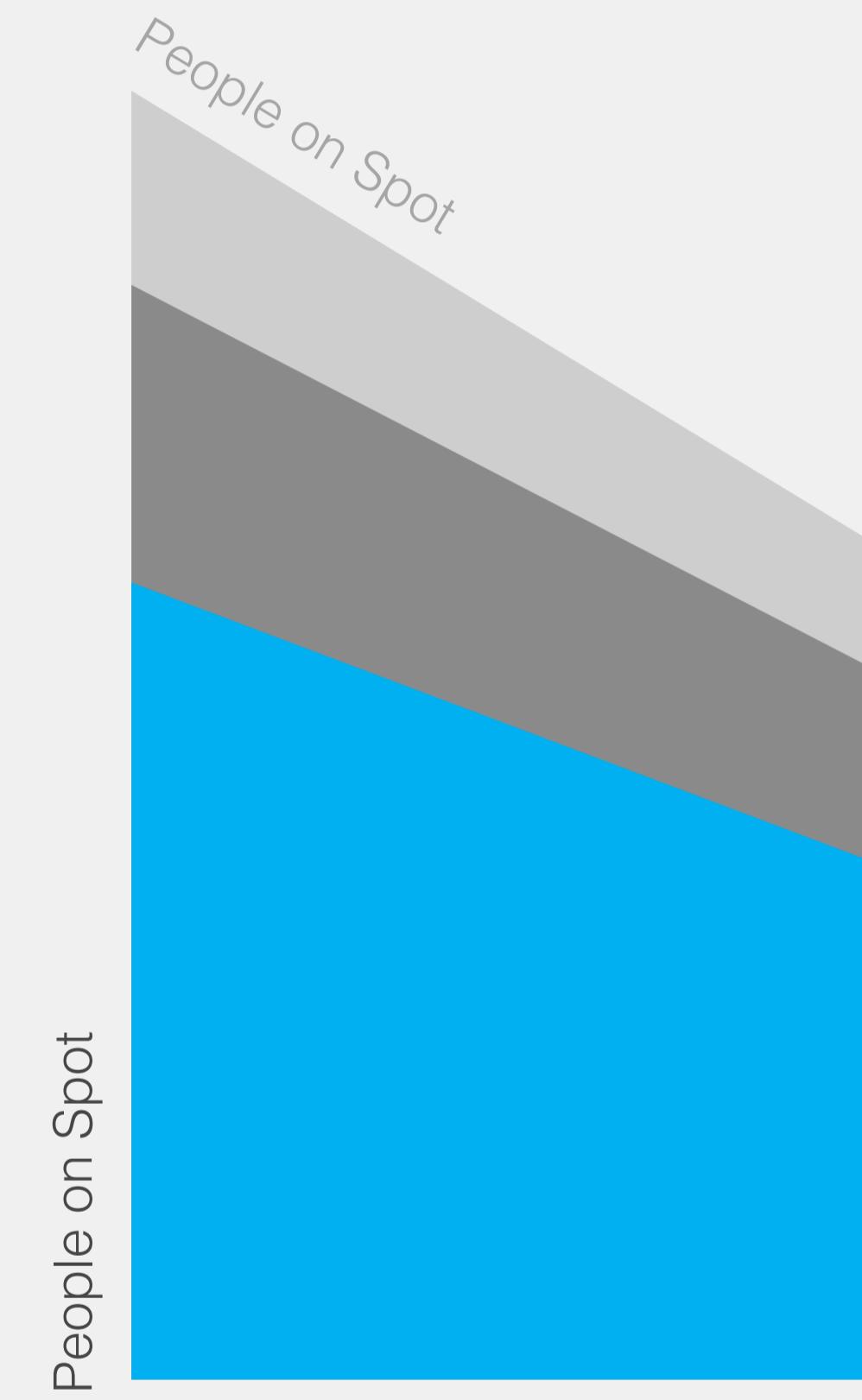
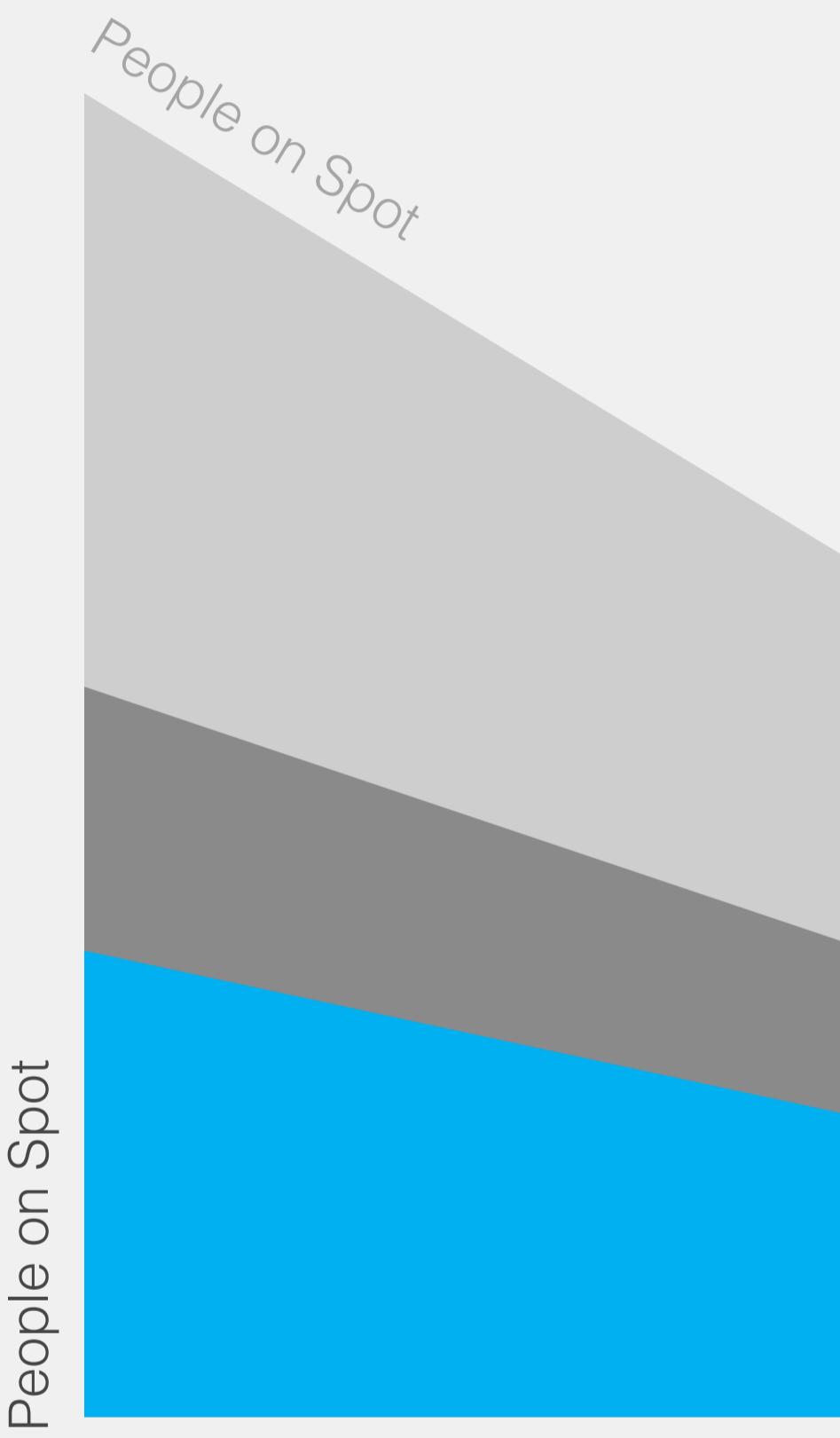


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● Topic THREE



Chapter One
People on Spot

10

World Maps



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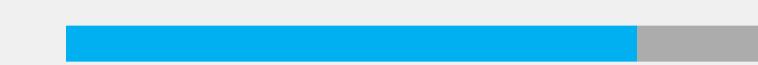
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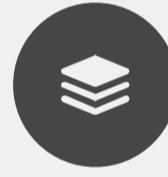
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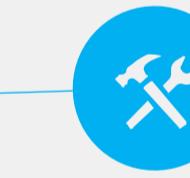
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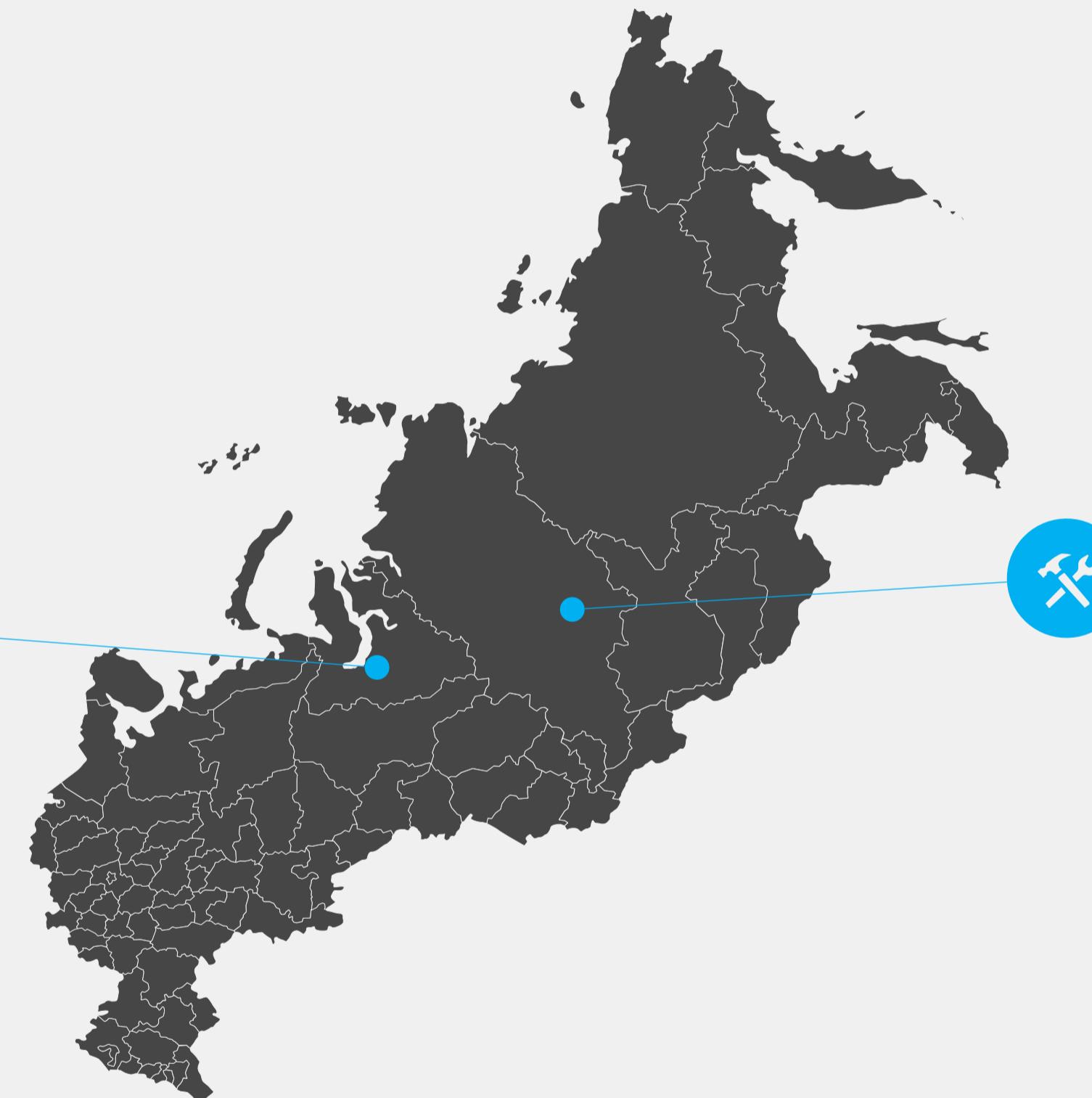
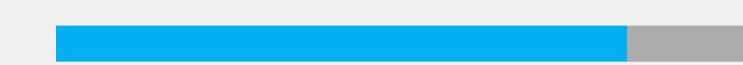
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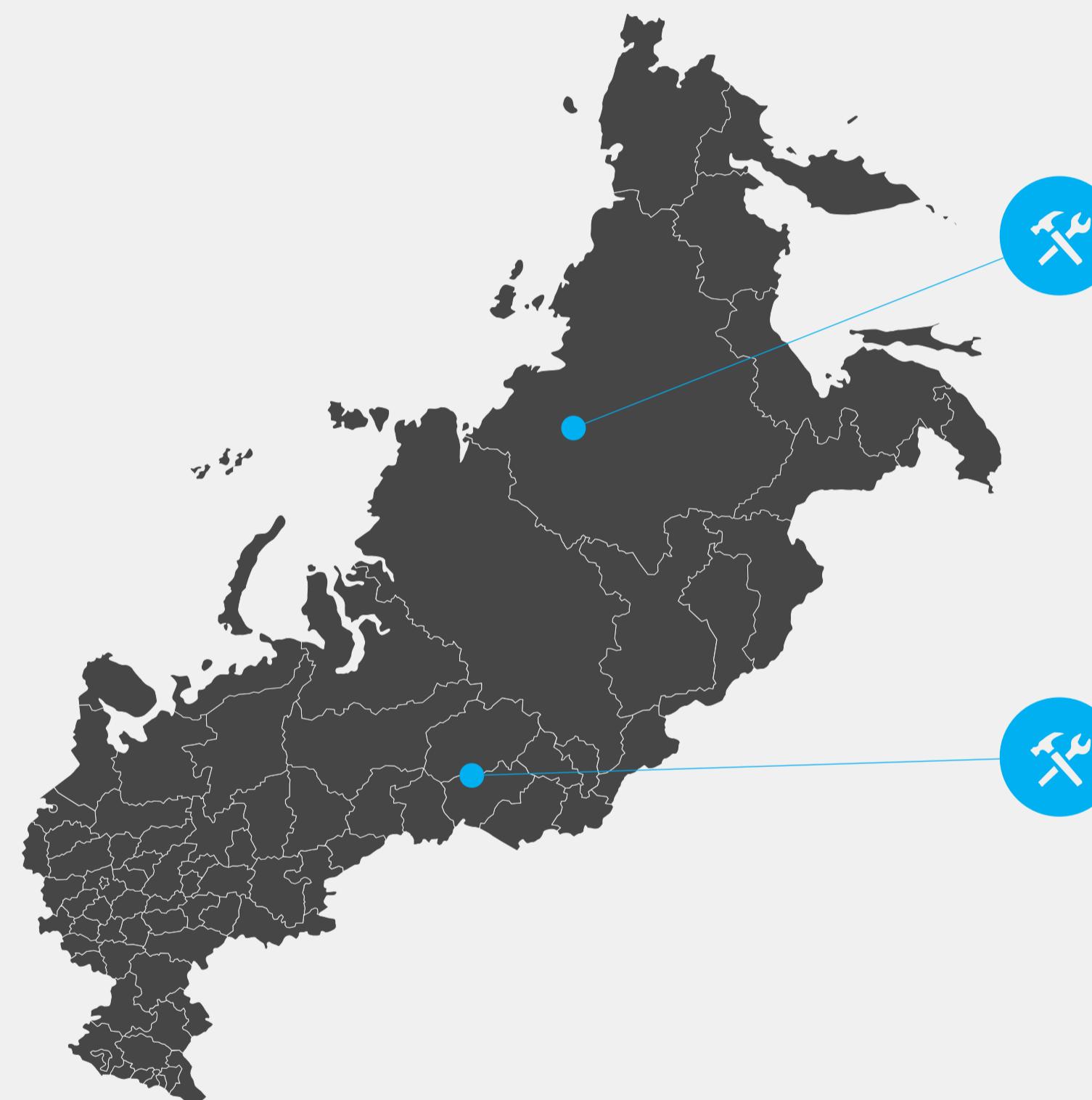
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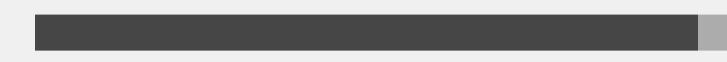
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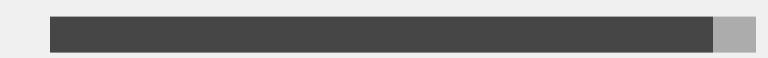


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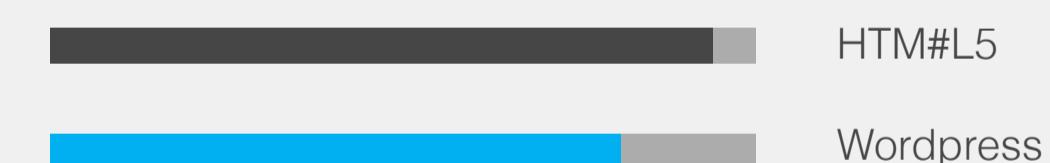
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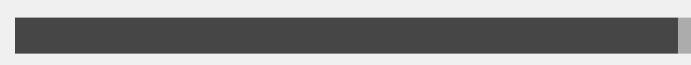


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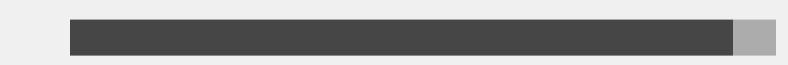
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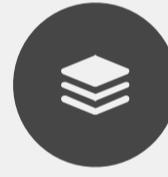
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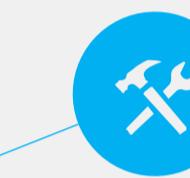
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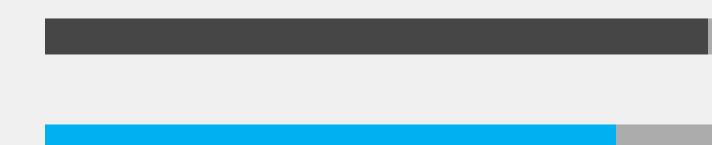
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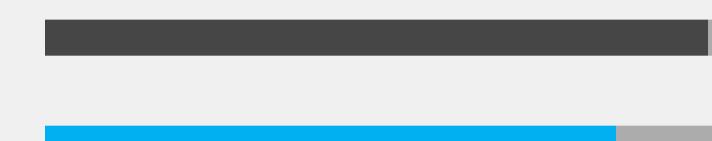


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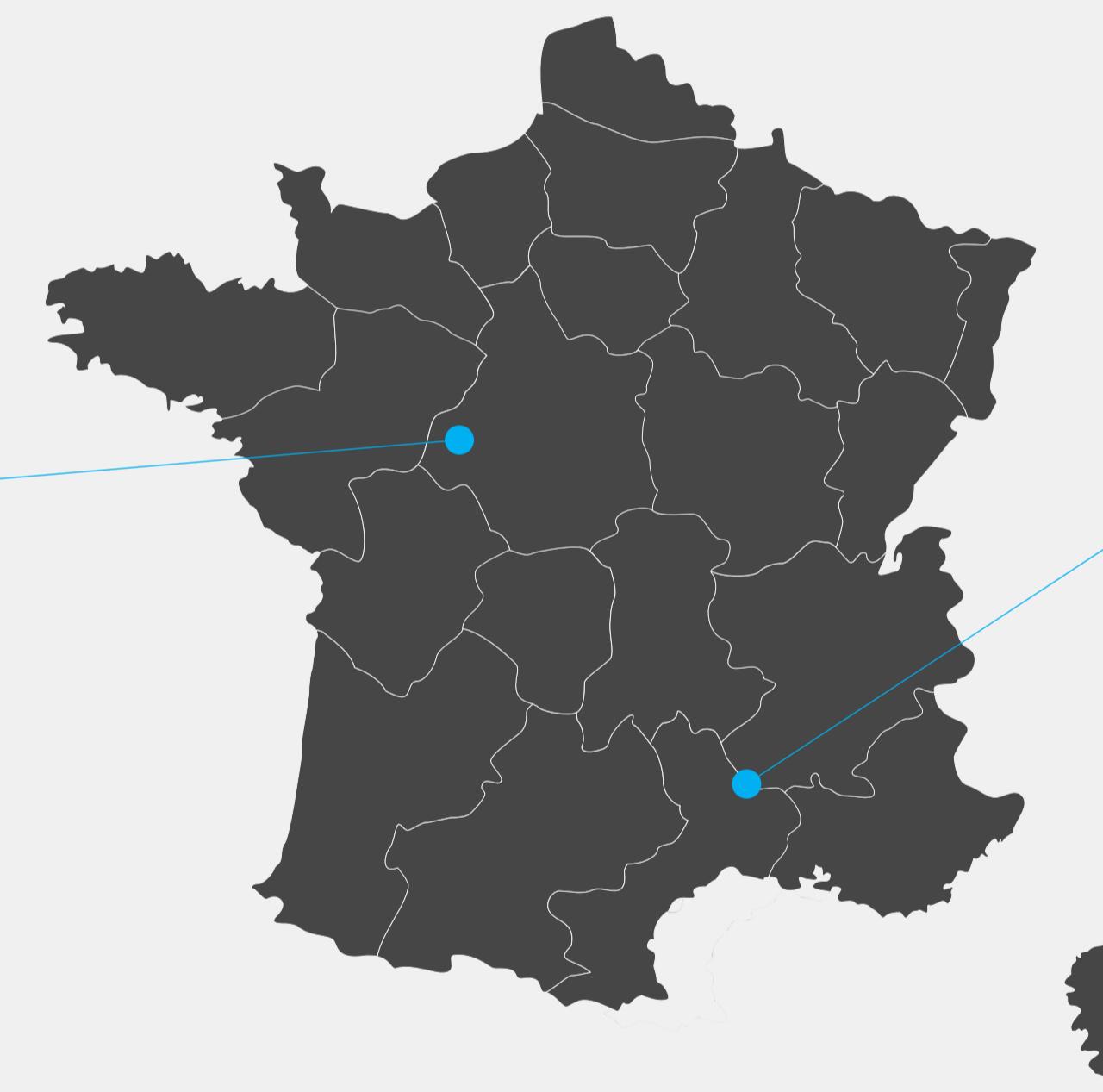


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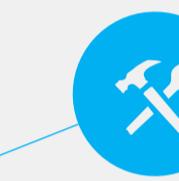
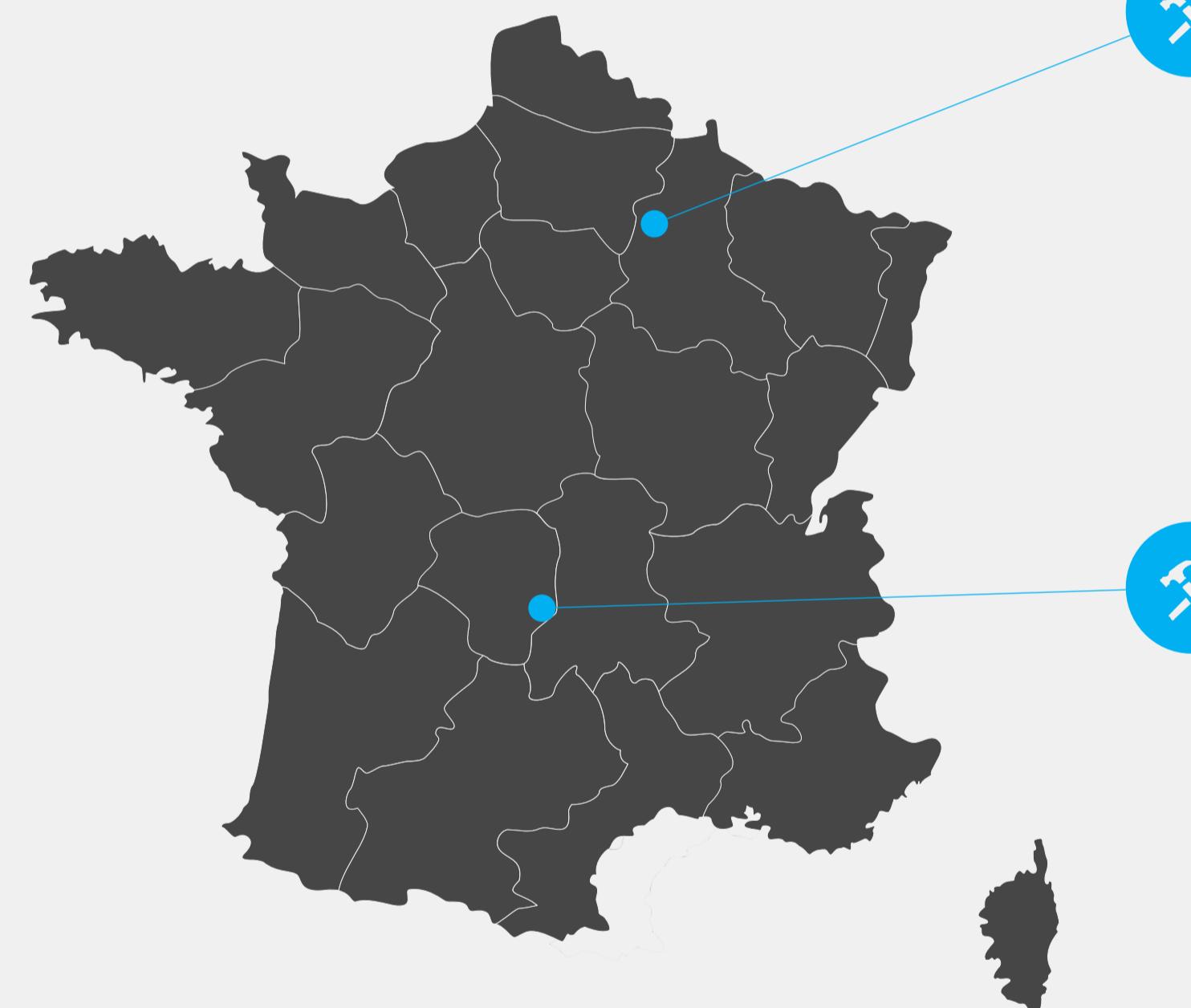
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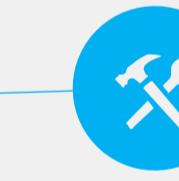
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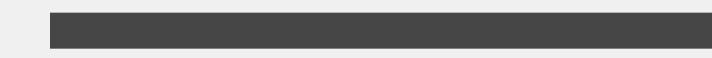


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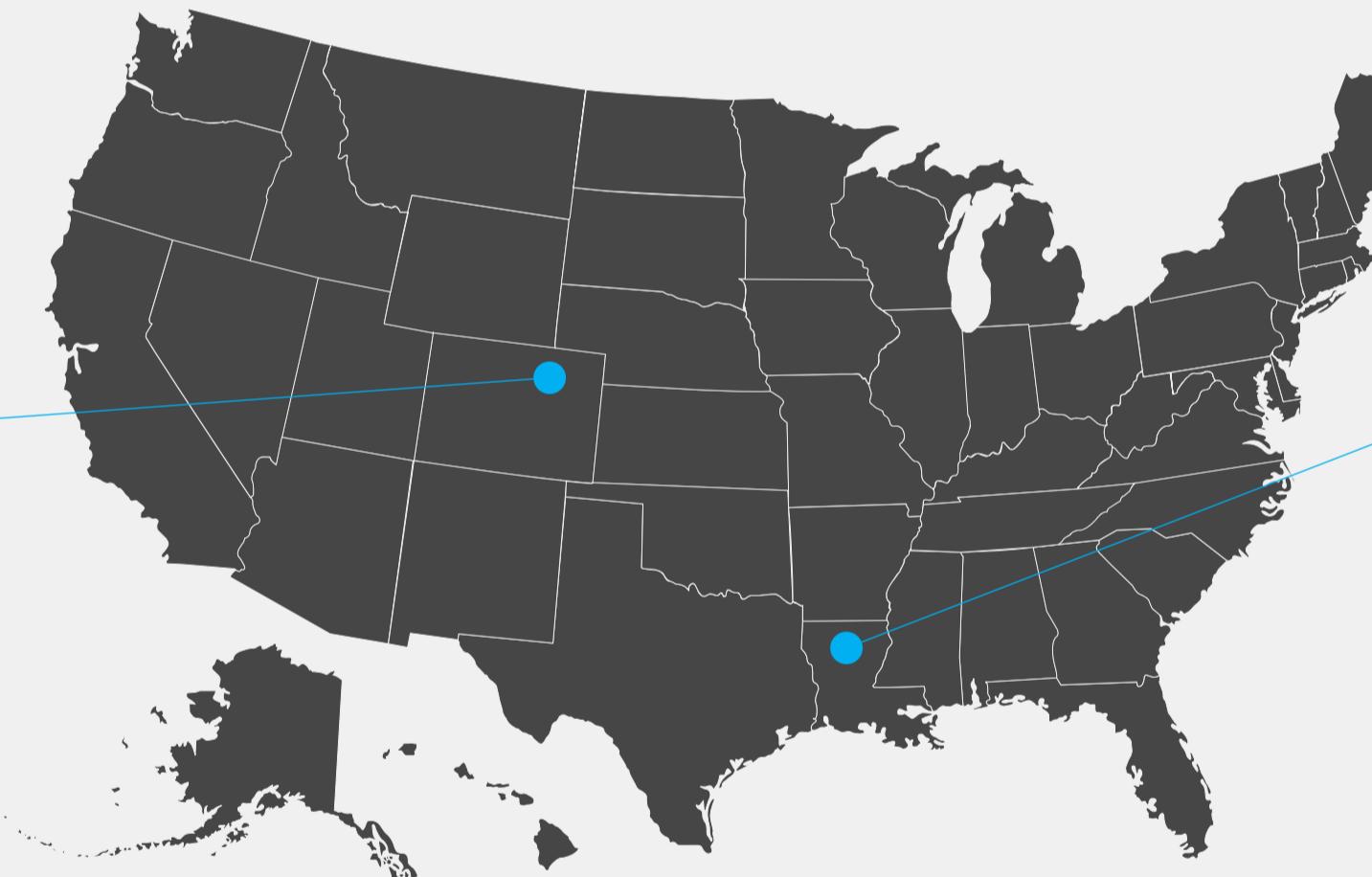


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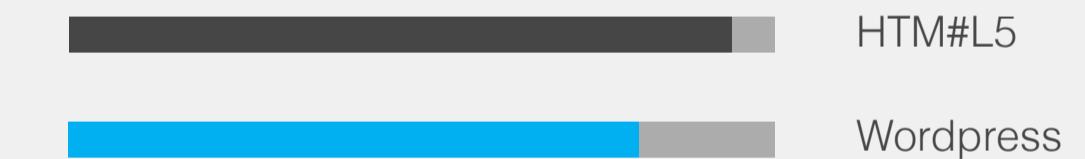
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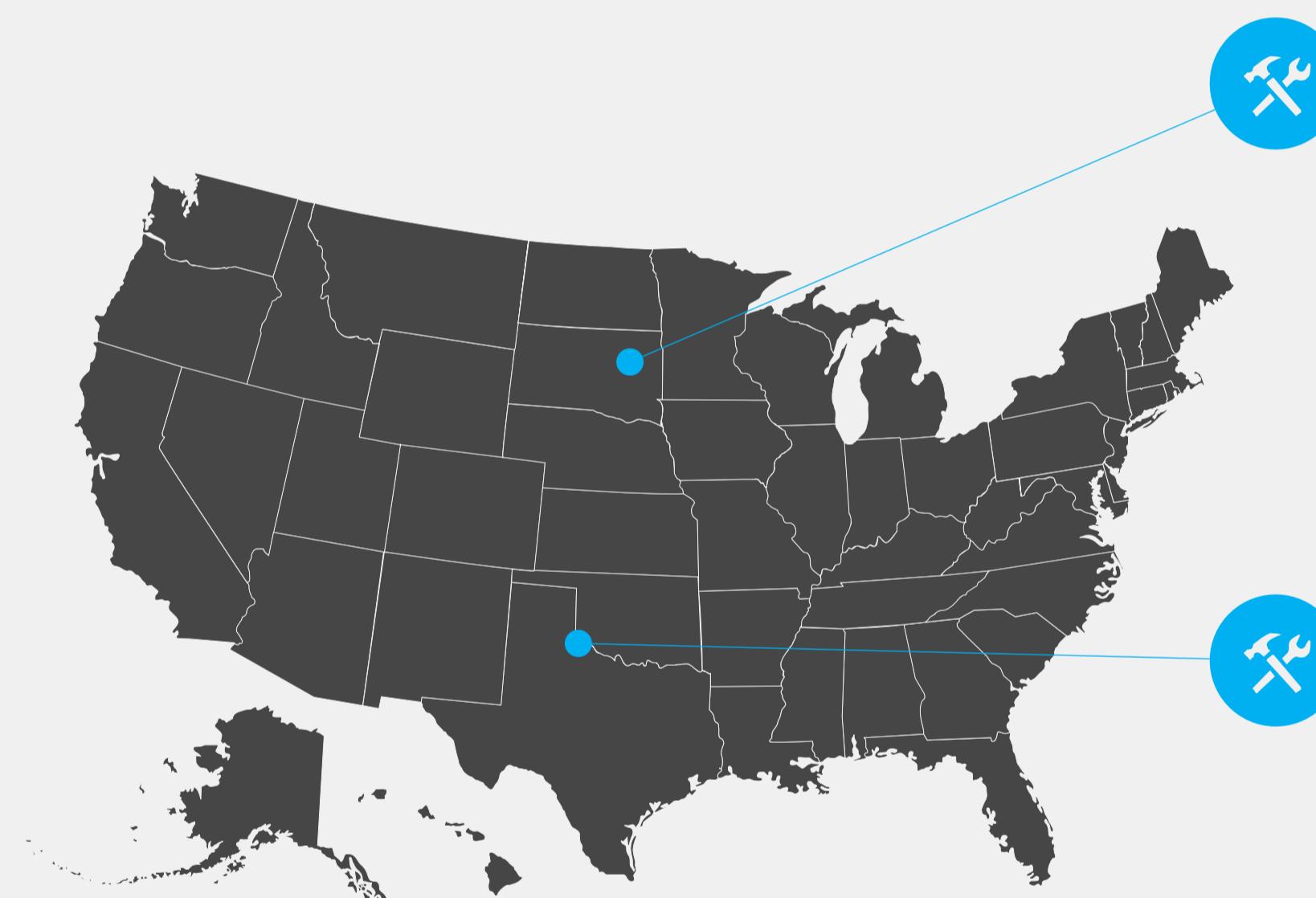
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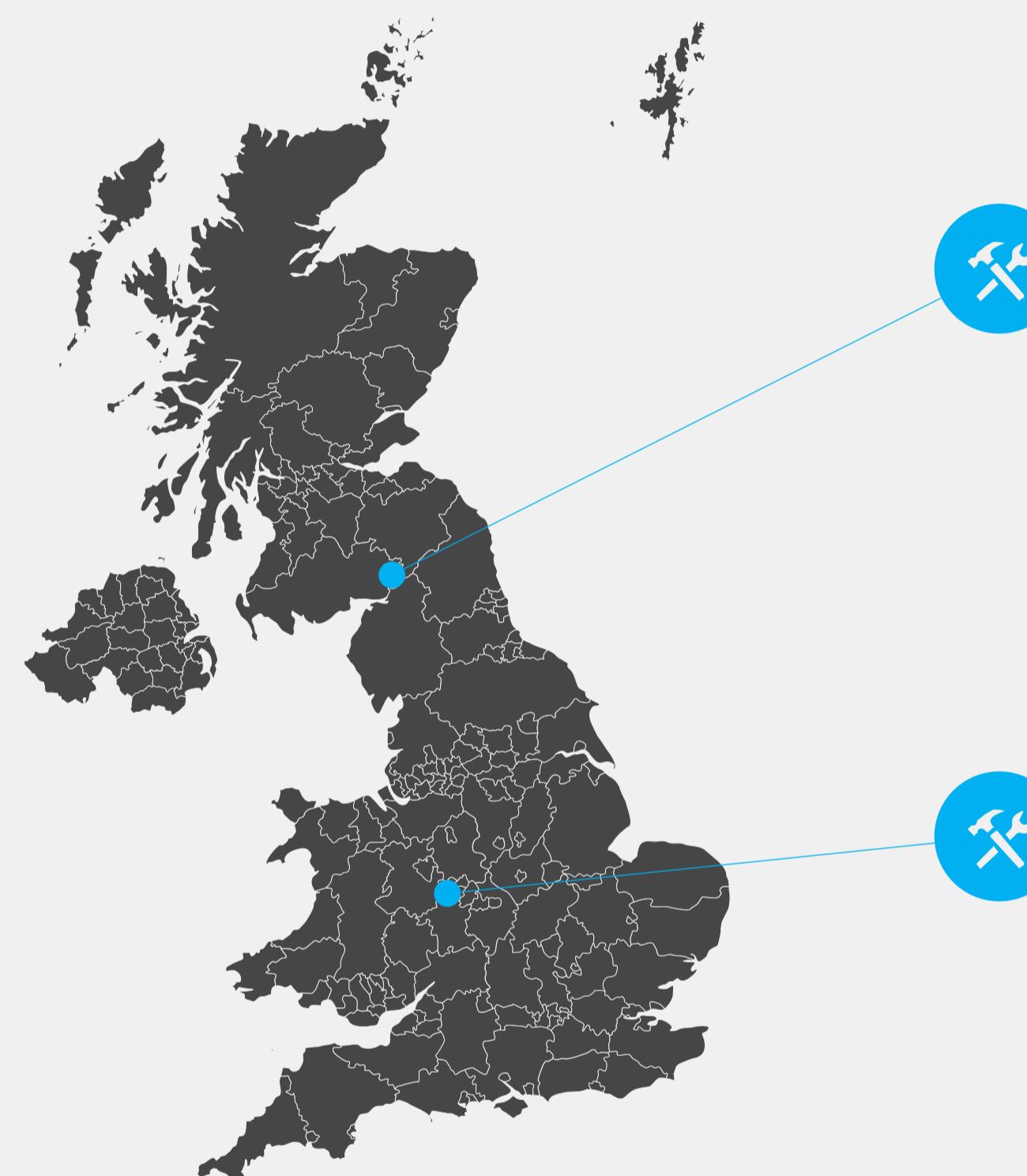
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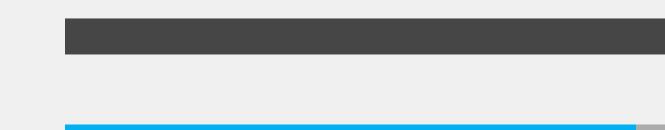
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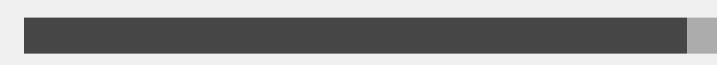


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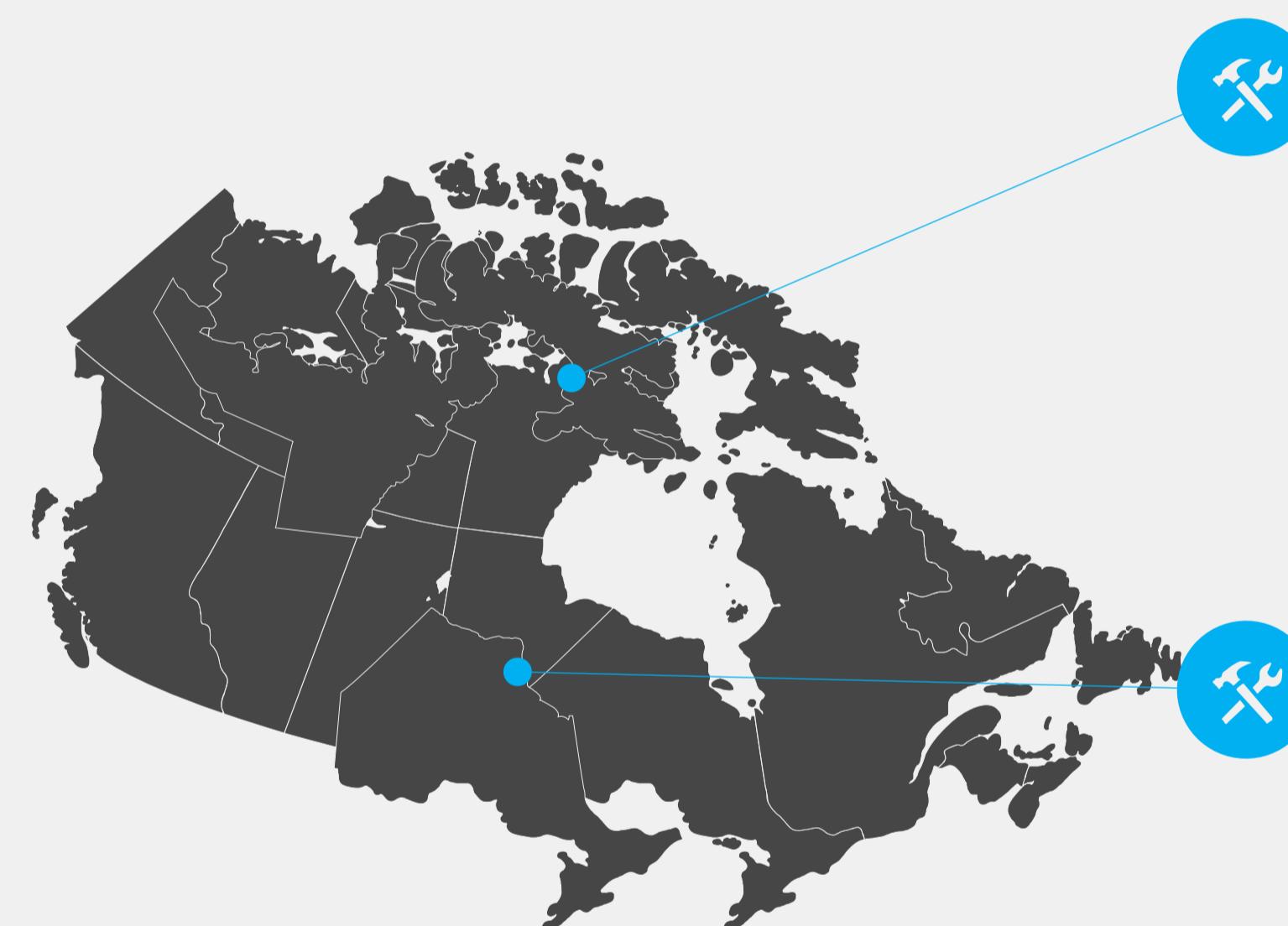
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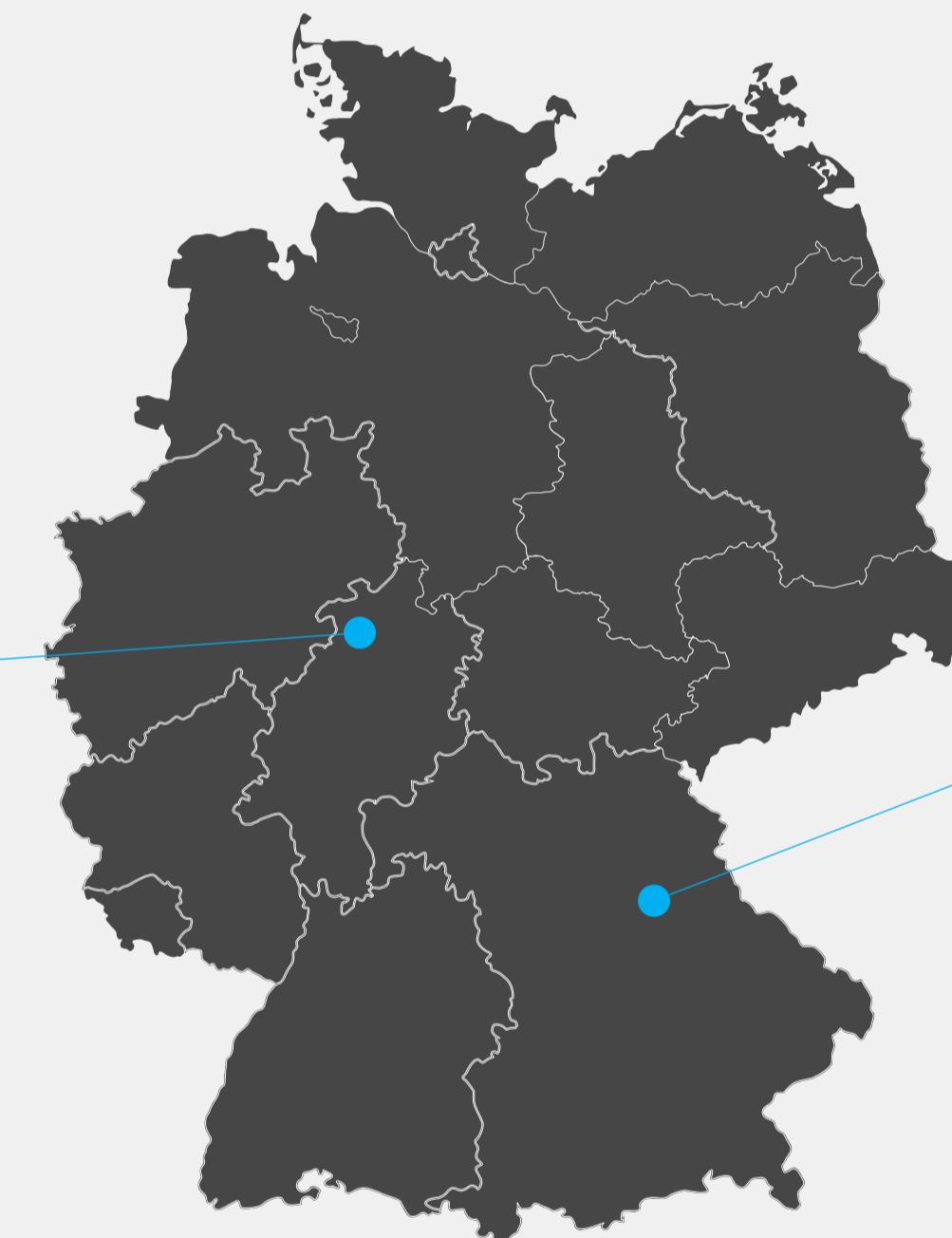


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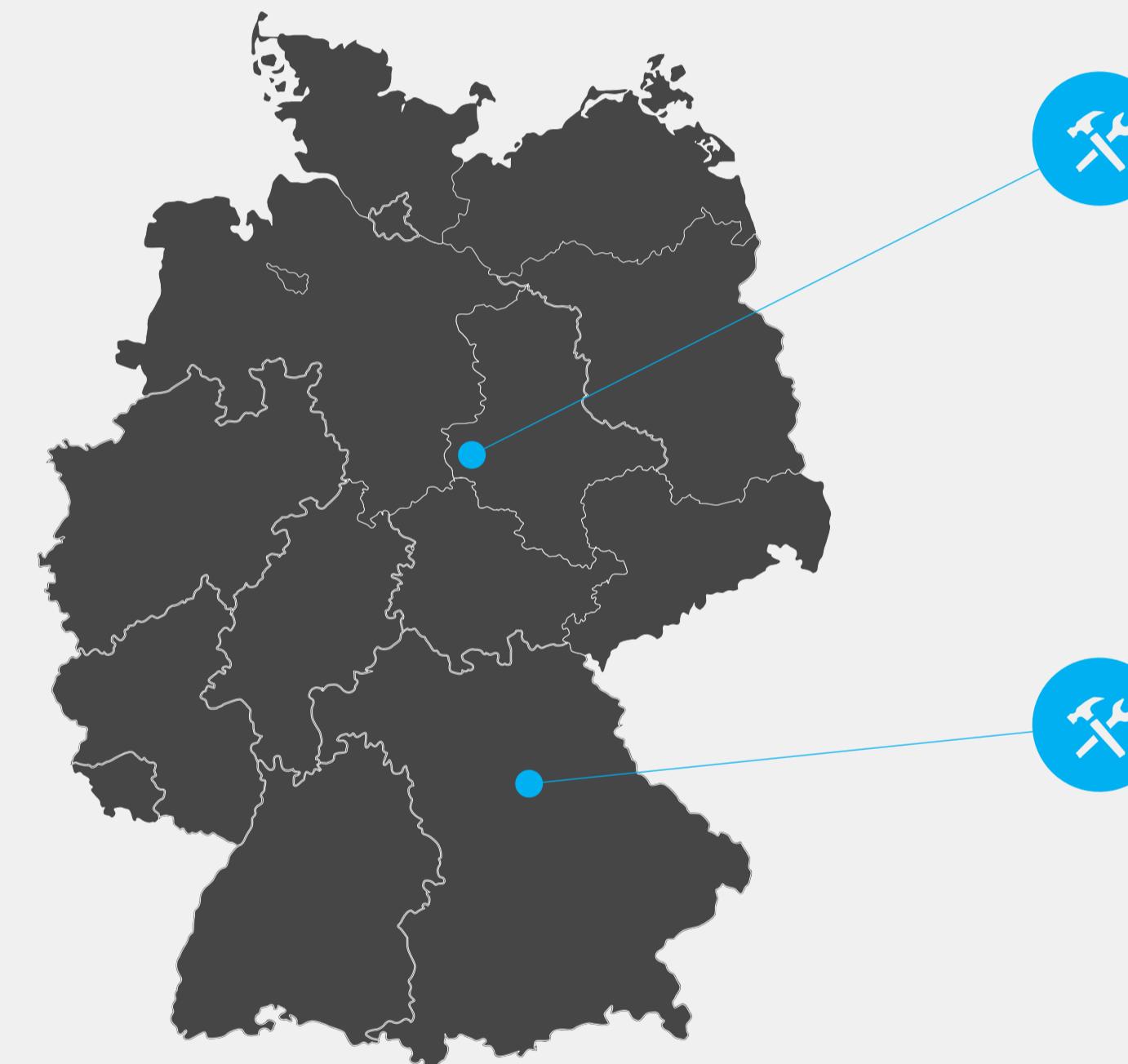
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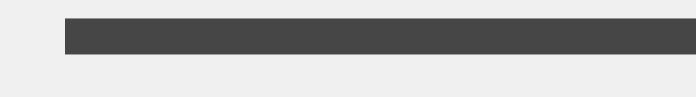
Web Design

People who work in marketing try to get the attention of target.



Web Design

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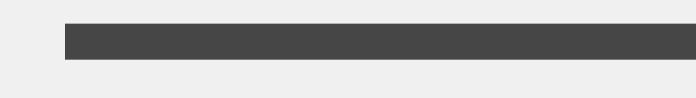
HTM#L5



Wordpress

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HTM#L5



Wordpress



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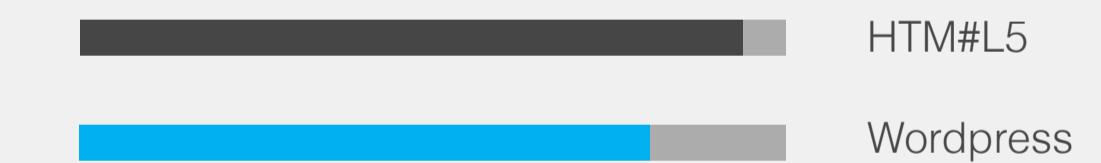
Home Security

People who work in marketing try to
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Web Design

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get the attention of target.





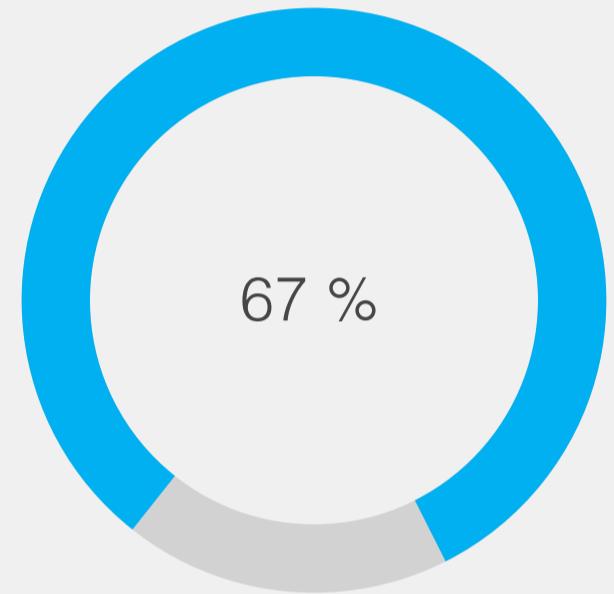
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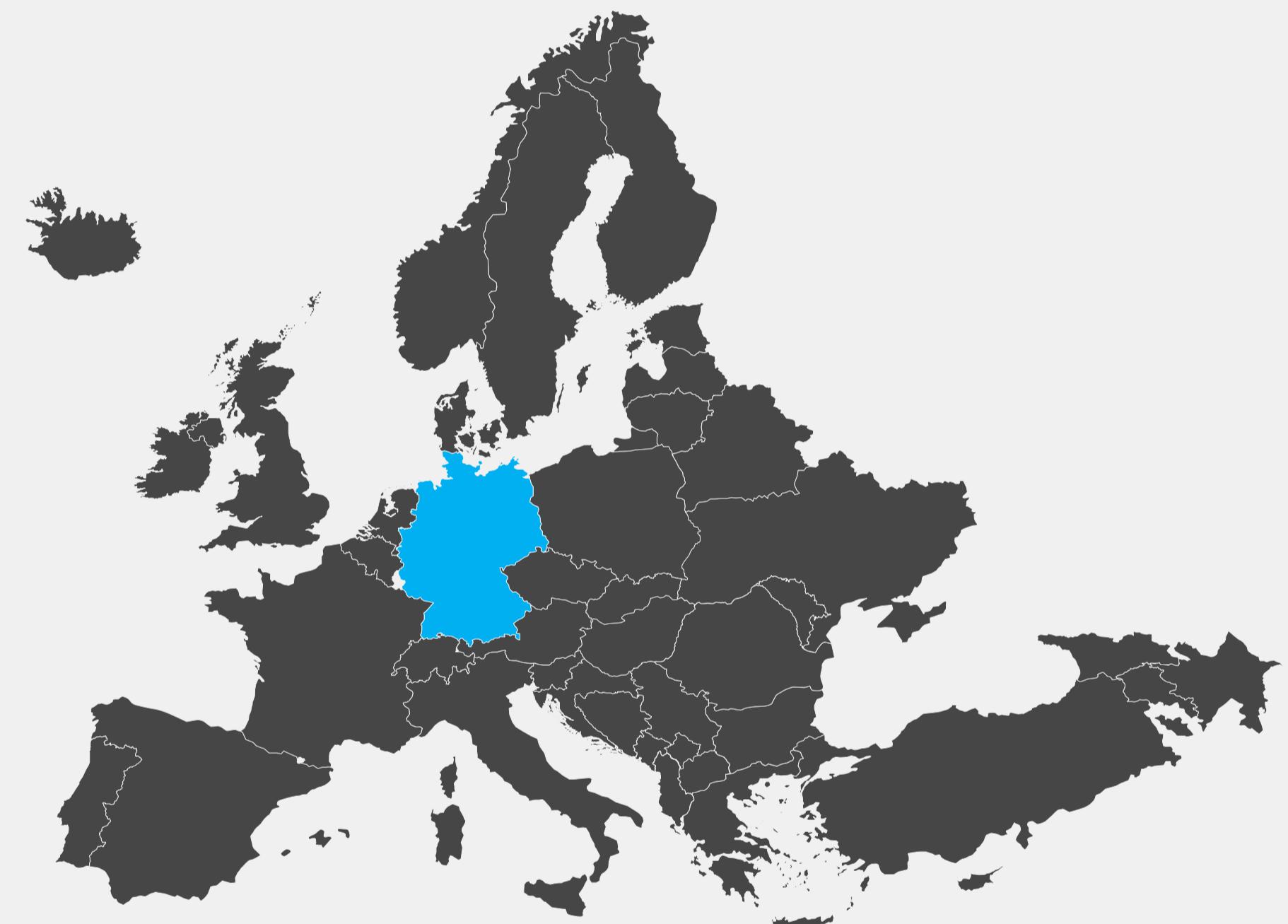
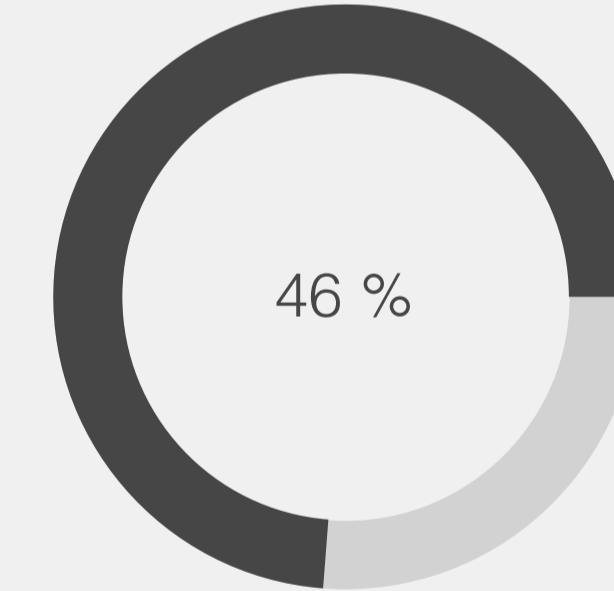
01



Web Design

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02





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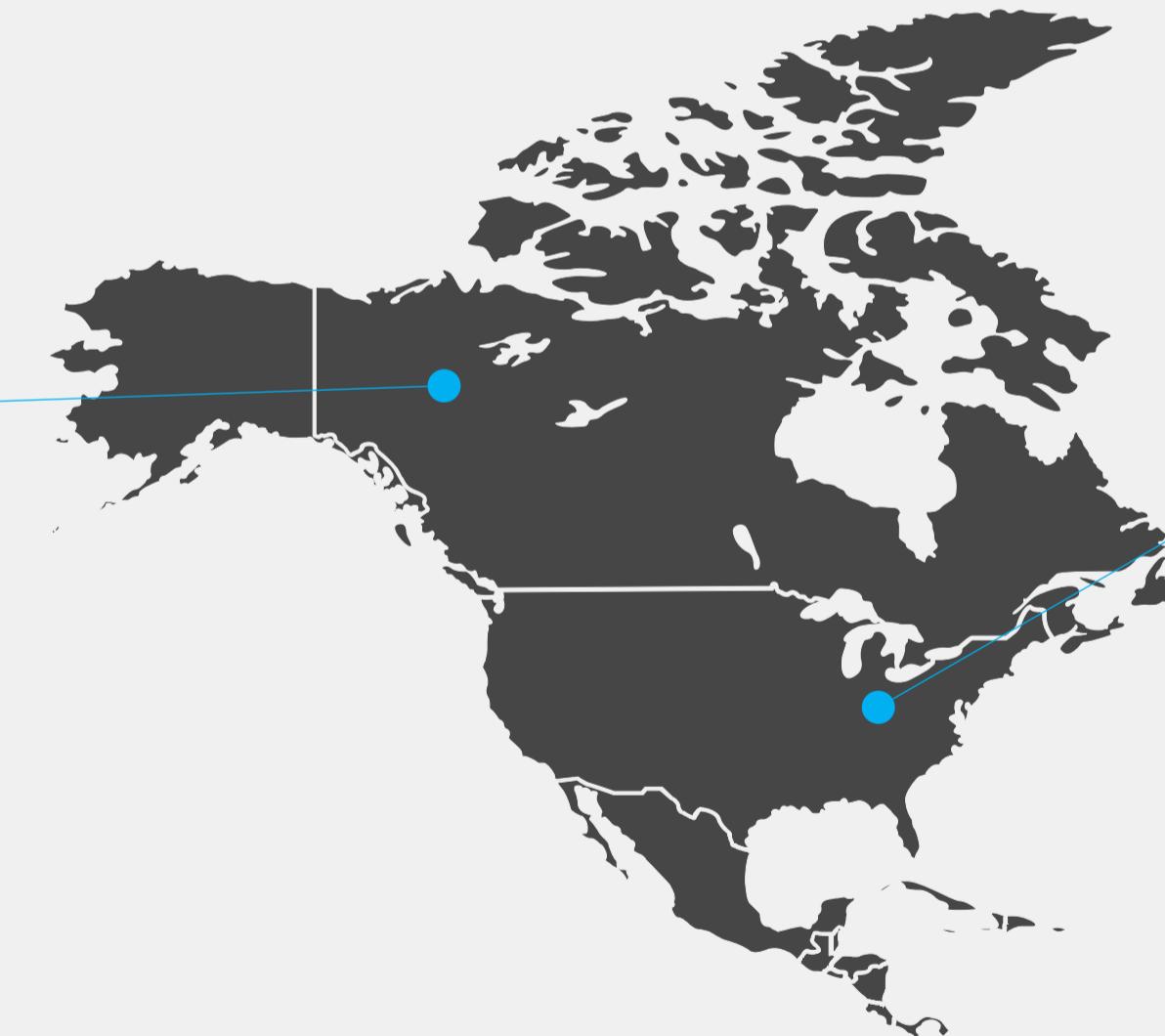
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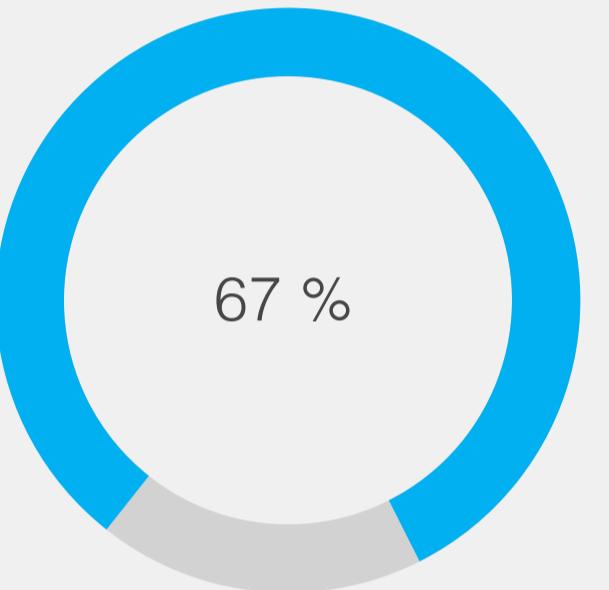
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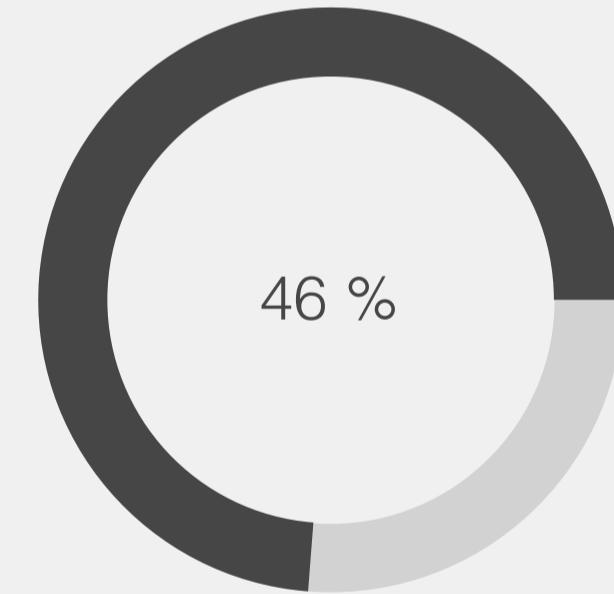
01



Web Design

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Chapter One
People on Spot

10

Week Planing



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MONDAY

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Product Packaging



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Online Experience



People who work in marketing try to get the attention of target.

Sales Experience



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TUESDAY

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Product Packaging



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Online Experience



People who work in marketing try to get the attention of target.

Sales Experience



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WEDNESDAY

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Product Packaging



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Online Experience



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Sales Experience



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THURSDAY

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Product Packaging



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Online Experience



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Sales Experience



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FRIDAY

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Product Packaging



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Online Experience



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Sales Experience

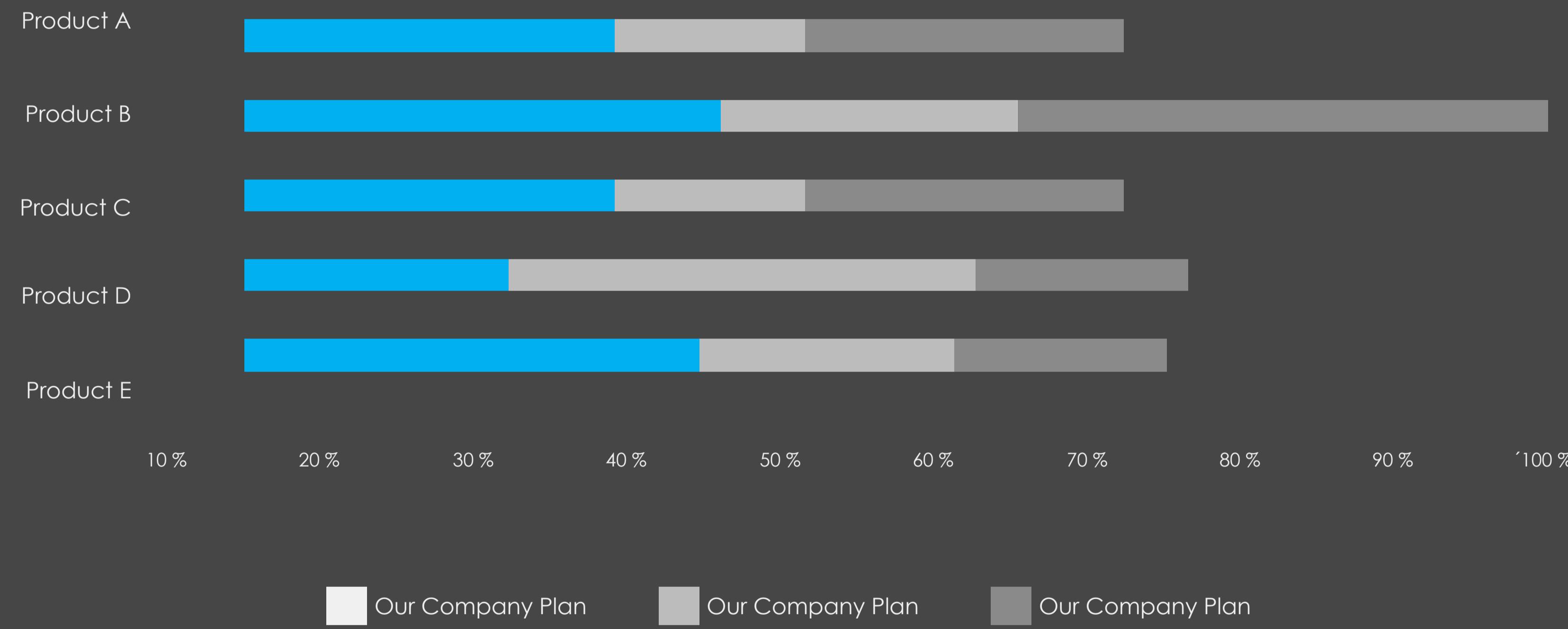


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01 Identity

02 Behavior

03 Strategie

04 Distribution



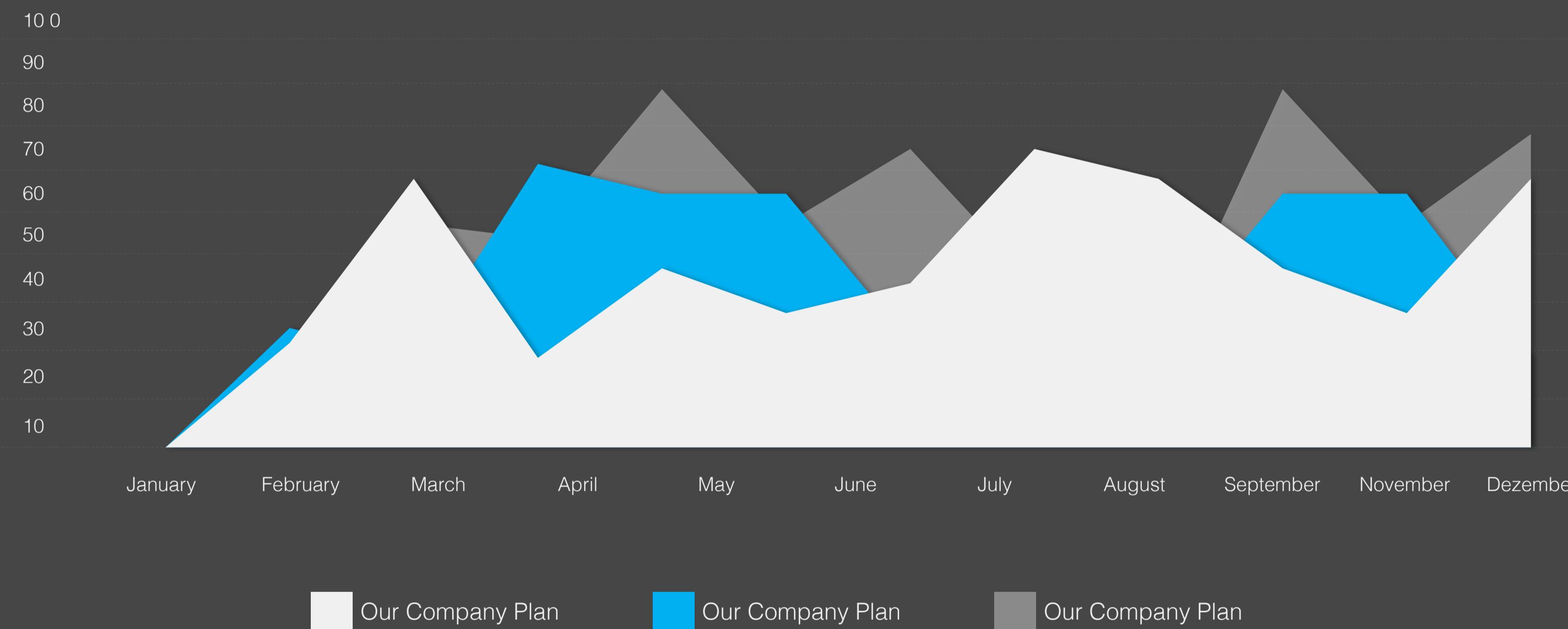
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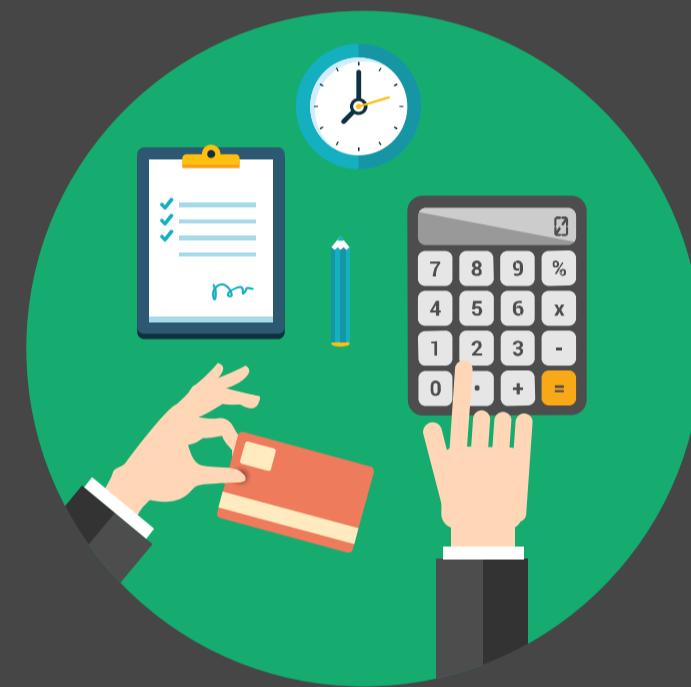
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Martin Sheeny

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#02



Willy Smith

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#03



Donald Thumb

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#04



Michael Yordan

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Maps

01

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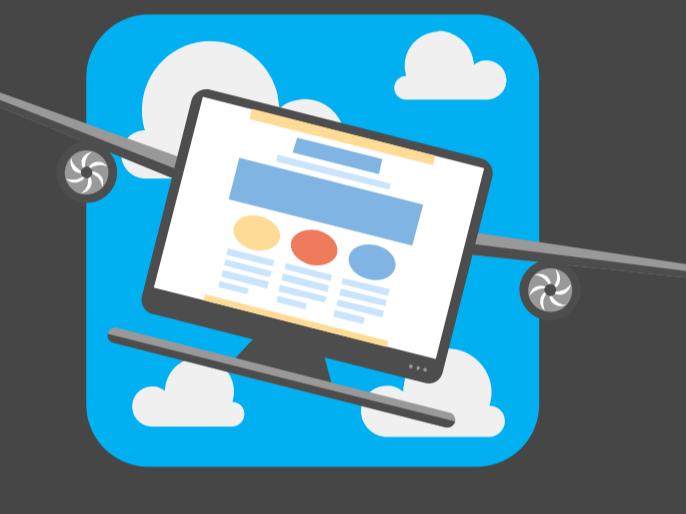


Battery

02

4,531 \$

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Photos

03

3,483 \$

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Maps

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Battery

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Maps

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Photos

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Battery

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Photos

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Germany

02

4,531 \$

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America

03

3,483 \$

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Battery

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Photos

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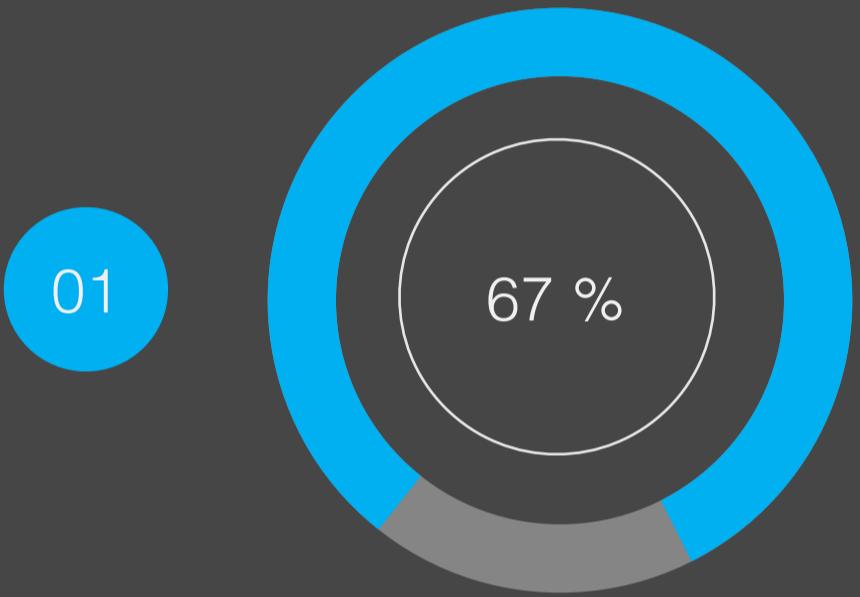
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