**MARKETING**

A bit of Marketing

# Define your Mission Statement-et!

Diagram

Description automatically generated

**Check out a selection of the best mission statement examples, created by some of the most influential companies!**

Google: “To organize the world's information and make it universally accessible and useful.”

TED: “Spread ideas.”

Tesla: “To accelerate the world’s transition to sustainable energy.”

LinkedIn: “Connect the world’s professionals to make them more productive and successful.”

[Asana](https://asana.com/company): “To help humanity thrive by enabling the world's teams to work together effortlessly.”

Starbucks: “To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Ikea: “To offer a wide range of well-designed, functional home furnishing products at prices so low, that as many people as possible will be able to afford them.”

Prezi: “To reinvent how people share knowledge, tell stories, and inspire their audiences to act.”

# Name your company

[Name generator 1](https://www.google.com/aclk?sa=l&ai=DChcSEwjb57-zqKfzAhXuEnsKHcWJBHkYABACGgJsZQ&ae=2&sig=AOD64_1VHaheWfm-q9R0-8ujkgGzXlaiBw&q&adurl&ved=2ahUKEwjrkbezqKfzAhVSiYsKHWH_DzUQ0Qx6BAgEEAE)

[Name generator 2](https://www.google.com/aclk?sa=l&ai=DChcSEwjb57-zqKfzAhXuEnsKHcWJBHkYABADGgJsZQ&sig=AOD64_3EQEkE-2tsiKUCmSpOZZUPVRGy7Q&q&adurl&ved=2ahUKEwjrkbezqKfzAhVSiYsKHWH_DzUQ0Qx6BAgDEAE)

# Marketing Mix

4 P's of marketing in simple and familiar terms:



A **PRODUCT** is a service or good offered to meet consumer interest or demand. It could come in the form of occupational therapy or a fidget spinner - choices are only limited to the imagination, BUT, are highly dependent on marketplace curiosity or need.



**PRICE** is the cost people pay for a product. This includes base costs (materials, manufacturing, and shipping) plus expenses (rent, office supplies, healthcare, etc.). While you should always look to the competition, a smart business will tap into what people will actually pay for it. That's the only thing that counts. If you can't rise above your bottom line and make your target profit, then it’s a losing proposition.



**PLACE** is the “home” where the product resides, and that “home” can live in many different channels, such as a physical store display, a newspaper, radio or TV ad, or a website or blog spotlight. Really, a place is anywhere you can get your product in front of your target customers that compliments your budget, including the price point.



**PROMOTION** is product exposure and public relations efforts via advertising (through the channels mentioned above) as well as word of mouth, direct mail, email marketing and social media. Promotion is a communication tool that encapsulates the first 3 P’s by putting the right product in the right place, at the right price, at the right time, with the goal of it being irresistible to customers.