

# MARKETING > MARKETING

ORGANIZATIONAL FUNCTION AND A SET OF PROCESSES FOR CREATING, DELIVERING AND COMMUNICATING VALUE TO CUSTOMERS (WIKIPEDIA)

# MARKETING > MARKETING MIX

4PS

# MARKETING > PRODUCT

PRODUCT OR SERVICE, LIFECYCLE

# MARKETING > PRICE

VALUE, PROFIT, ELASTICITY, PENETRATION, FREE, BENCHMARKING

# MARKETING > PROMOTION

PROVIDE INFORMATION, ADVERTISING, PR, VIRALITY, GUERRILLA, SOCIAL MEDIA, BUZZ

# MARKETING > PLACE

PHYSICAL, DIGITAL

# MARKETING > MARKET RESEARCH

MARKET NEED, MARKET SIZE, COMPETITION, TRENDS

# MARKETING > MARKET SEGMENTATION

GEOGRAPHIC, DEMOGRAPHIC, LIFESTYLE, BENEFITS



**MARKETING > OPPORTUNITY RECOGNITION**

**LEAVE THE BUILDING, REPORTS**

# MARKETING > PROBLEM

PERCEPTION, PAIN

**MARKETING > SOLUTION**

# MARKETING > PURPLE COW

REMARKABLE PRODUCTS

# MARKETING > DIFFUSION OF INNOVATIONS

INNOVATORS, EARLY ADOPTERS, EARLY MAJORITY, LATE MAJORITY, LAGGARDS

**MARKETING > CROSSING THE CHASM**

# MARKETING > COMPETITOR ANALYSIS

MATRIX, DIFERENCE

**MARKETING > POSITIONING**



**MARKETING > PRODUCT**

**SIMPLE**

# MARKETING > PRICE

TUNING, OFFERS

# MARKETING > BRAND

NAME, REGISTER, LOGOS, SLOGAN, IMAGE

**MARKETING > EMOTIONAL BRANDING**

# MARKETING > NAMING

AVAILABILITY: [MARK] [DOMAIN: IMPORTANT BUT NOT A MUST (SQUAREUP.COM, GETDROPBOX.COM, PLAYFOURSQUARE.COM, GETPOCKET.COM)] [TWITTER] + [FACEBOOK] + BREVITY + PROCESS (KEYWORDS + BRAINSTORMING + SHORTLIST + FEEDBACK) + MEANING (FLEXIBILITY) + PHONETICS (LANGUAGES) + TOOLS [BUSTANAME.COM, LEANDOMAINSEARCH.COM, DOMAI.NR, WORDOID.COM, NAMELAYER.COM, THESAURUS.COM] + VALIDATION [SEM + SMOKE TEST]

# MARKETING > LOGO

{TOOLS:[CREATR.CC/CREATR]}

# MARKETING > ADVERTISING

ON/OFF-LINE

# MARKETING > PARTNERSHIPS

TIMING



# MARKETING > DISTRIBUTION

BITS OR ATOMS,

# MARKETING > CHANNELS

DIRECT, VAR, REMOTE

**MARKETING > COMMUNITY MANAGEMENT**

**CRM**

**MARKETING > CUSTOMER SERVICE**

**ZAPPOS**

# MARKETING > MESSAGE

SIMPLE, UNDEMANDABLE, USP

**MARKETING > MANTRA**

# MARKETING > REPUTATION CRISIS

UNITED BREAKS GUITARS

# MARKETING > NON FOR PROFIT MARKETING

DAN PALLOTTA