Mindluster Platform

About the course Introduction to Marketing

The 4 Ps of marketing are place, price, product, and promotion. By carefully integrating all of these marketing strategies into a marketing mix, companies can ensure they have a visible, in-demand product or service that is competitively priced and promoted to their customers .

Marketing Category's Courses

Course Lesson(49)

Lesson 1 : **01 Introduction to Marketing**

Lesson 2 : **02 Course Introduction**

Lesson 3 : **03 Exercise and Checklist**

Lesson 4 : **04 Economic Roots of Marketing**

Lesson 5 : **05 Marketing from a Business Owner s Perspective**

Lesson 6 : **07 Unique Value Propositions**

Lesson 7 : **08 UVP Examples**

Lesson 8 : **09 Introduction**

Lesson 9 : **10 Identifying Your Target Market**

Lesson 10 : **11 Customer Targeting Examples**

Lesson 11 : **12 Exercise Find and Talk to Your Customers**

Lesson 12 : **13 Creating an Ideal Customer Avatar**

Lesson 13 : **14 Calculating Your Target Market Size**

Lesson 14 : **15 Social Media Marketing**

Lesson 15 : **16 Content Marketing**

Lesson 16 : **17 Content Marketing Examples**

Lesson 17 : **18 Affiliate Marketing**

Lesson 18 : **19 Sales Funnels**

Lesson 19 : **20 Paid Marketing**

Lesson 20 : **21 The Net Promoter Score**

Lesson 21 : **22 The Biggest Secret of Marketing Success**

Lesson 22 : **23 Creating a Marketing Strategy**

Lesson 23 : **24 Two Ways to Create a Marketing Plan**

Lesson 24 : **25 Leveraging Large Platforms**

Lesson 25 : **26 Creating Your Own Online Presence**

Lesson 26 : **27 Online Presence Examples**

Lesson 27 : **28 Product Quality is a Great Selling Tool**

Lesson 28 : **29 Driving Traffic from Your Email Signature**

Lesson 29 : **30 Building a Sales Team**

Lesson 30 : **31 Pitfalls of Outsourcing Your Marketing**

Lesson 31 : **32 Introduction to SEO**

Lesson 32 : **33 History of SEO**

Lesson 33 : **34 SEO for New Websites**

Lesson 34 : **35 Meta Title and Meta Keyword**

Lesson 35 : **36 Intro to Keyword Research**

Lesson 36 : **37 Common SEO Mistakes**

Lesson 37 : **38 Top SEO Ranking Factors**

Lesson 38 : **39 Finding Good Links for SEO**

Lesson 39 : **40 Intro to Google Analytics**

Lesson 40 : **41 Setting Up Google Analytics**

Lesson 41 : **42 Real Life Example**

Lesson 42 : **43 A B Testing Explained**

Lesson 43 : **44 A B Testing Example**

Lesson 44 : **45 Offline Marketing**

Lesson 45 : **46 Business Networking**

Lesson 46 : **47 Brick and Mortar Stores**

Lesson 47 : **48 Steve Blank and the Customer Development Methodology**

Lesson 48 : **49 Eric Ries 3 Engines of Growth**

Lesson 49 : **50 Seth Godin and the Purple Cow**

Related courses

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Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

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