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PROJECT MARKETING COMPONENTS WHAT DOES MARKETING INVOLVE?

by George Mentz, JD, MBA, CWM®, MPM®, QFP

Marketing is your most important organizing tool. There are four basic aspects of marketing, often called the four Ps:

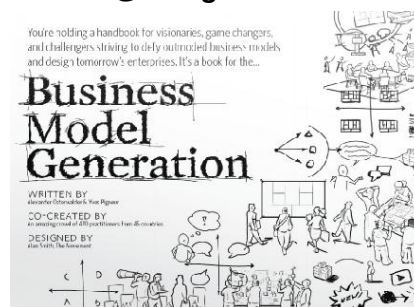
- **Product:** The item or service you sell.
- **Price:** The amount you charge for your product or service.
- **Promote:** The ways you inform your market as to who, what, and where you are.
- **Provide:** The channels you use to take the product to the customer.

As you can see, marketing encompasses much more than just advertising or selling. For example, a major part of marketing involves researching your customers: What do they want? What can they afford? What do they think? Your understanding and application of the answers to such questions play a major role in the success or failure of your business

Page 9 <http://aapm.info/mbahandbook.pdf>

AAPM® RECOMMENDED READ

Authors@Google:



Alex Osterwalder

Alex Osterwalder's best selling book Business Model Generation offers powerful, simple, tested tools for understanding, designing, re-working, and implementing business models

He gives a presentation of his book through Google Authors. View his discussion.

<http://youtu.be/ynQasjpBTck>

Editor's Notes :

by Michele Guttenberger, MPM®
BRANDING YOUR PROJECT

Some projects have the advantage of being under a company's trusted brand name umbrella. Any project under the name inherits the believability factor even in the earliest stages of a program or product venture. Brand trust creates the foundation for a strong connection with all stakeholders. It is a factor that converts simple awareness to strong commitment. It changes regular loyalty to devoted ambassadorship. It brings in affiliated advantages like easier acceptability of brand additions and gives a perception of being the premium leader.

Branding techniques should be employed to build a positive image for projects. In a Project Communication Plan there are three areas of communication. They are: mandatory, informational, and marketing. Marketing Communications is important for projects. It is Marketing Communication that sells the stakeholders on the value and benefits of your project. Branding your project could be a very important part in the project communication plan. Branding a project associates a positive image and emotion when your project name is heard. Projects can have an impact on the brand name of an organization too.

Projects activities that will help to create a brand are: establishing a positive project name and establishing an image/logo. Choosing a name can also be an easy-to-remember acronym.

Once you establish a name and logo use them on all project communications. Showcase the project name and logos on project team building tokens and awards.

Branding your project can help ease the impacts your project will have on the organization such as: anticipated concerns from a project that brings efficiencies that will reduce manpower. Branding can help to focus on a more positive project campaign.

Positive communication, combined with the positive reception from great project branding, counteracts the doubts about the project and provides a winning atmosphere for success.

The APPMC Conference Logo says success.



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**Angela Smith - CIPM®, MPM®,
PMP®, MBA
Hon. Advisory Committee Member
AAPM®**

Angela Smith is owner and webmaster for Acumen Designs. She has over 12 years experience in providing multiple web design for master projects finding constructive and innovative solutions to complex business issues while managing costs and mitigating risks.

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