



THE ART OF MARKETING

The strategic and effective use of marketing can help produce aid in society. Marketing exists to build your brand, protect it, and use creative function to promote company values. Using customers' needs and desires to foster positive outcomes involves creating your values around sustainability and philanthropy. Businesses exist to make consumers' lives better. It's our job as marketers to enhance the lives of others.

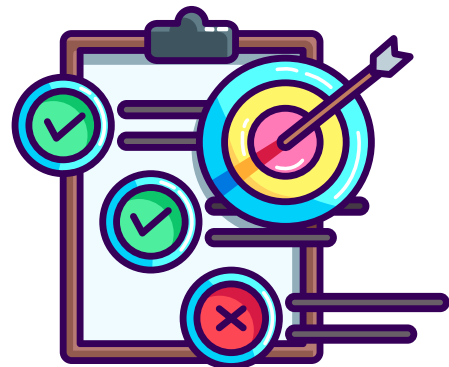
Being adaptive, looking for optimal solutions, and analyzing feedback allow us to discover where our focus needs to be. Marketing allows us to differentiate ourselves from competition by using simple, yet effective strategies to make a difference for the greater good. Businesses have the opportunity to create products and platforms that aid society in a constructive manner.



Marketers can create meaningful connections with customers by using brilliant solutions that are gratifying for their company, and for the consumers that allow us to fulfill their needs and wants. Creating favorable outcomes requires us to listen and adapt to challenges that occur as time goes on. Traditional marketing should be reevaluated consistently to logically address real-time issues.

The foundational principles of marketing remind us to consider the why of our business. What is our purpose? What are our objectives and which direction will we take? How will we achieve our goal to be innovative enough to aid society in making a better world for now and the future?

KNOW YOUR PURPOSE



Companies can use various criteria to determine what the why is of their business. Anything is fair game, but some methods are not as effective as others. Using profit as the bottom line of your business can be harmful due the fact that there is no real mission behind why your company exists. Instead, business should focus on the greater good of society, and deciding how they will contribute to that mission.

A timeless principle of effective marketing is simply knowing that profits will follow if your why is created around the concept of improving the lives of others. The only way to stand out from the competition is to demonstrate your willingness to create profoundly meaningful connections through brilliant solutions that make consumers' lives better.

MAKING A DIFFERENCE

Marketing can surpass traditional business goals by enforcing values that align with your purpose as a company. Raja Rajamannar is a Mastercard CMO and he shares his global perspective on how purpose-driven initiatives can align profits with purpose. Businesses have the potential to create meaningful change by using simple, yet effective strategies that make a positive difference in consumers' lives.