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## Mindshare website definition

(Definition of mind share from Cambridge Business English Dictionary © Cambridge University Press) MindshareTypeSubsidiaryIndustryAdvertising, MarketingFounded1997 (1997)HeadquartersNew York City, LondonKey peopleChristian Juhl (Interim CEO)Number of employees7,000[1]ParentGroupM[1]WebsiteMindshareworld.com Mindshare is a global media and marketing services company founded in 1997. As one of the world's largest media agencies, Mindshare is responsible for the vast majority of Global Marketing Billings and GroupM/WPP campaigns. Mindshare's achievements include the Dove Natural Women & Snapchat Hack campaign, the first Global Media Agency to acquire the accredited status of 'Actions on Google' Channel Partners, and many others that have won global awards. History The company was created by merging the media business of JWT and Ogilvy & Mather, then two large full-service advertising agencies within WPP Group. The launch team consisted of Mandy Pooler and Nick Emery from O&M and Ron De Pear and James Walker from JWT. Initially, the business faced strong opposition to the merger of GroupM in the US region. The Global Mindshare network consists of about 10,000 employees in 115 offices in 82 countries across North America, Latin America, Europe, the Middle East, Africa and Asia-Pacific. [1] Mindshare USA LLC has 11 offices across the U.S. and Canada with billings of \$9.96 billion (according to the media agency's watchdog, RECMA). Phil Cowdell was head of North American operations from 2009 to 2009, founded by Tom Schoonderbeek, now regional leader and chief executive officer of the Benelux region (including Scandinavia). [3] References ^ a b c wpp.com ^ Cowdell succeeds Neslund as N.A. Executive Director in Mindshare, adweek.com ^ Toevoegen van waarde, daarom gaat het bi ons, NIKS Conootschap, 2011 (in Dutch) External Links Official website retrieved from Mindshare is a measure of consumer awareness of your business or brand compared to your competitors. In other words, it refers to the visibility and popularity of the brand. Consider market share, but less concrete and numerical. Mindshare's most extreme examples are brands that are so ubiquitous that their names become synonymous with products. When was the last time someone asked a Walmart employee to pin them on cotton swabs? It's a Q-Tip. When you cut your finger while cutting vegetables for a summer pasta salad, don't ask someone to give you a hazel bandage. You're looking for a band-aid. It's mindshare. (This content is not sponsored by either Q-Tip or Band-Aid). How does the brand get mindshare? First things first: the goal to achieve complete mindshare earned by Q-Tip and Band-Aid is not terribly realistic. Instead, SMB owners should focus their energies on brand visibility. In the world of search marketing, visibility is basically for one place: page one. Let's be honest. If you don't organically rank for targeted keywords on the first search engine results page (SERP), you're cooking. Your traffic will be insufficient, and your influx of sales prospects will fall off a cliff into a sea of fire and despair. This is where search engine optimization (SEO) is overdue. SEO refers to collecting practices that a website can implement to improve its performance in organic search results and thereby increase its mindshare. To put it bluntly, SEO's goal is to become an authoritative, relevant resource in the eyes of the search engine master (e.g. To be considered authoritative, your website must earn as many backlinks as possible from other websites. You think about it this way. When a reputable website (say, TechCrunch) connects to your website, they essentially tell Google: Hey! These guys know what they're talking about! The best way to earn those valuable backlinks: crank out awesome content. The better your stuff, the more likely it is to expand and pick up elsewhere. You have a little more control over your relevance. Whenever you create a page or part of content that targets a specific keyword, make sure that the keyword appears everywhere: page title, URL, titles, subtitles, body copy, image names, alt texts, and so on. However, beware of keyword stuffing. If you beat up to the point that it's unnatural, those aforementioned search engine masters will quickly come after you. Your business can also improve your visibility in paid results. Two factors affect your position on the Google ad scale: maximum CPC offerings and quality rating. Your maximum CPC keyword offer is exactly what it sounds like: that's the most money you're willing to pay for every click on your ad. Your clickthrough rate (CTR) is a big part of your quality score, and the quality of your landing pages is also important. To learn more about how Google Auction works and how your ad rank is determined, read this. What about other marketing channels? Social media marketing is a great way to increase your mindshare. A common misconception is that the hashtag is used solely to flag different types of content. However, it is a powerful tool that you can use to build a community of loyal customers and fans. Every time someone uses a hashtag related to your brand, they spread your message to each of their followers, some of whom are likely to board and start using the hashtag themselves. If you put hashtags to good use on social media platforms, you can cheaply increase your mindshare online. Remarketing through google display network (GDN) is another great tactic. Let's say someone visits your site through one of the paid search ads, but doesn't provide any contact information and doesn't pretend. All hopes it's not lost! You can target that perspective with your ads showing and make sure your brand stays in mind. That way, when the odds decide to become a customer, your product is the first one that comes to mind. Also in: Wikipedia. (ˈmaɪndʃɛə)n (Marketing) level of awareness in the minds of consumers that a particular product is commanded bycollins english dictionary – Complete and Unabridged, 12th Edition 2014 © HarperCollins Publishers 1991, 1994, 1998, 2000, 2003, 2006, 2007, 2009, 2011, 2014 Would you like to thank TFD for its existence? Tell a friend about us, add a link to this page or visit the websitemaster for free entertainment content. Link to this page: MANAMA: Innovative brand development agency Mindshare has been selected to provide media services to the International Circuit Bahrain (BIC). Singapore, August 8, 2011 - (ACN Newswire) - The Spikes Asia Media Jury, which awards excellence in media strategy, planning and execution, will now be chaired by Antony Young, former CEO of Optimedia US, incoming CEO of Mindshare North America.The newly elected to the board are John Connolly, publisher of the Edmonton Journal; Karen Nayler, head to Mindshare Canada; and Mike Power, publisher of The Toronto Sun and 24 Hours Toronto.Mindshare Technologies, Salt Lake City, a leader in customer feedback management, will soon launch the industry's first in-house text speech analytics system Enterprise Feedback Management (EFM). MindshareMindshare is a global media and marketing services company. Mindshare Worldwide was created in 1997 as the first full-service global media company, according to RECMA. The company was created by merging the media business of JWT and O&M, then two large full-service advertising agencies within WPP Group WPP Group. The launch team consisted of Mandy Pooler and Nick Emery from O&M and Ron De Pear and James Walker from JWT. Initially, the business faced strong opposition to the merger of the agency's parents in the US region. The Global Mindshare network consists of about 6,000 employees in 113 offices in 82 countries across North America, Latin America, Europe, the Middle East, Africa and Asia-Pacific. Mindshare is a member of WPP Group, one of the world's largest communications services groups, and is part of its GroupM Media Company together with MEC, MediaCom, Maxus, Outrider, Kinetic and IEG. Mindshare works closely with several creative agencies also under the WPP banner, including Grey, Ogilvy & Mather, JWT and Young & Rubicam. Mindshare USA LLC has 11 offices across the U.S. and Canada with billings of \$9.96 billion. Phil Cowdell was head of North American operations from 2009 to 2011. For WPP Group, see Mindshare. When the brand is the first thing that comes to mind this article needs additional quotes to check. Please improve this article by adding quotes to trusted sources. Unfinished material can be disputed and removed. Find sources: Share of mind - newspapers - books - Scientist - JSTOR (May 2014) (Learn how and when to remove this template message) The share of mind refers to the development of consumer awareness or popularity and is one of the main goals of advertising and promotion. When people think about examples of a type of product or category, they usually think of a limited number of brands. The aim of the mind share is to establish the brand as one of the best types of a particular product or service, and even to make the brand name synonymous with the product or service on offer. [1] For example, a potential buyer of college education will have several thousand faculties to choose from. However, the evoked set, or set of schools under consideration, is likely to be limited to a dozen. Of these ten, the colleges from which the customer is most familiar will receive the greatest attention. Marketers and mind share promoters are trying to maximize the popularity of their product, so that the brand coexists with deeper, empirical categories of faculties. Kleenex, for example, may differ as a type of tissue. But since it has gained popularity among consumers, it is often used as a term to identify any tissue, even if it is from a competing brand. Q-tips and band-aids would be other examples of that. Popularity can be established to a greater or lesser extent depending on the product and market. For example, in the southern U.S., it's common to hear people refer to any soft cola-flavored beverage as coca, whether coca-cola actually produces it or not. [2] The legal risk of such popularity is that a name can become so widely accepted that it becomes a generic term and loses trademark protection. Examples include escalators, panadol, chapstick, tupperware and bandaid. Companies will often try to prevent the product name from becoming generic to avoid losing trademark protection. The Xerox Corporation has tried to prevent generic protection of its core trademark with an extensive public relations campaign advising consumers to photocopy instead of xerox documents. [3] Other mind share objectives include short- or long-term increases in sales, market share, product information and reputation. See also Advertising Generic Trademark Googleshare Marketing Market Share Promotion Top-of-Mind Awareness References ^ Madden, Charles S. Marketers Battle for Mind Share, Baylor Business Review Vol. 9 (spring, 1991), 8–10. ^ The Pop vs. Soda Page. www.popvsoda.com. ^ Legal Blog Watch. legalblogwatch.typepad.com pulled from

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