

**Laura 00:01**

Welcome to the Mission-Driven Marketing Podcast where we turn marketing into a powerful force for good. I'm your host, Laura Meyer ready to journey with you as we explore strategies that go beyond selling products and services and towards sparking real change. So, whether you are a marketer and entrepreneur, a nonprofit or higher education leader, or simply somebody who wants to make a positive impact this podcast is for you. Let's drive forward your mission together.

**Laura 00:41**

Hello, and welcome to a special episode of our newly renamed podcast now called the Mission-Driven Marketing podcast. You might be wondering why the change? Well, there's a few key reasons and they all tie back to who we are, what we do, and most importantly, who we serve. In our journey at Joybrand Creative, we have had the privilege to work with a unique blend of both nonprofit and for-profit organizations. And over time, we really begin to specialize in educational organizations, both for profit and nonprofit, those who are molding the future of our world. We've discovered that those organizations in particular have a deep desire, not just a market well, but to make meaningful, lasting change through their work.

**Laura 01:27**

My goal with this podcast is not just to create content for content's sake, but to craft episodes that are meaningful, helpful and practical to you, our listeners and audience. I know that the questions you grapple with aren't just about how to increase profit margin or reach. And while that's very important, many of you are also pondering how to make a bigger impact how to engage with your communities more deeply, and how to share your mission more powerfully. The essence of marketing the heart of it, which is why I love it so much, always circles back to your purpose, your mission and who you serve in the market. A well thought through marketing and branding strategy doesn't promote a product or service, it magnifies your mission and start your movement. It echoes your purpose, and it firmly plans your position within your industry. By renaming our podcasts the Mission-Driven Marketing podcast, we are reaffirming our commitment to this belief. We're reiterating our promise to help you navigate the marketing landscape now with a one size fits all approach, but with strategies that are deeply aligned with your unique mission. So, thank you for traveling along with me on this journey. I can't wait to dive into this new chapter with you. So, let's continue to make our missions matter and ignite change together.

**Laura 02:54**

That's a wrap on another episode of the Mission-Driven marketing podcast. We hope our discussion today sparked fresh insights and inspired you to continue using marketing as a force for good. Remember, every strategy and story shared here is another step towards making a positive impact. And if you found value in this episode, be sure to subscribe, share it

with your network and visit us at [Joybrandcreative.com](http://Joybrandcreative.com) For more resources. I'm your host  
Laura Meyer signing off until next time, remember the change we wish to see begins with us  
keep making your mission matter and let's ignite change together.