**MARKETING VS LEARNING & PERFORMANCE**

The Marketing and Learning & Performance both play crucial roles in the success Meridian Enterprise but have distinct objectives and approaches.

Marketing is primarily focused on promoting and communicating the value of our Enterprise products, solutions, or services our Member/ Customers. Its main goal is to create brand awareness, generate leads, and drive sales. Marketers use various strategies such as advertising, public relations, social media, and digital marketing to reach their target audience and persuade them to make a purchase. They analyze consumer behavior, conduct market research, and develop effective marketing campaigns to achieve their objectives.

L&P designs and delivers engaging and relevant learning content and activities to enhance skills and performance. Their aim is to improve productivity, engagement, user performance, and overall organizational effectiveness.

Marketing and L&P often partner with each other to optimize content and delivery. For example, when L&P launches a new course, Marketing creates an email campaign for the intended audience to promote the new course.

A diagram of marketing and advertising

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