

Word of the Day – **Mindshare**

Transcript

Hi everyone. This is Paul. Today's word of the day is **mindshare**. **Mindshare** is a noun and you can use it informally or formally. And it's usually a positive connotation with it. So the direct meaning of **mindshare** is how many people or how much do people recognize your product. It means how popular your product is. So if your product is a household name, meaning that everybody, an average person, knows about your product then you have a **high mindshare**. You have **great mindshare**. An example would be,

"Facebook has tremendous mindshare all over the world with over 500 million subscribers."

Now this term, **mindshare**, is often paired with the term **market share**. Now **market share** is a bit different than **mindshare**. **Market share** means how many have you sold. How much money have you made from it. Now my favorite use of market share and mindshare is in this sentence,

"Even though Apple doesn't have the largest market share with computers as companies like HP or Dell, Apple still has the highest mindshare of any personal computer company."

So remember another way you think of **mindshare** is you have the **hearts and minds** of the people. If you need more information or you'd like the full transcript, you can go to Practicus.co.kr. Thank you very much and take care.