

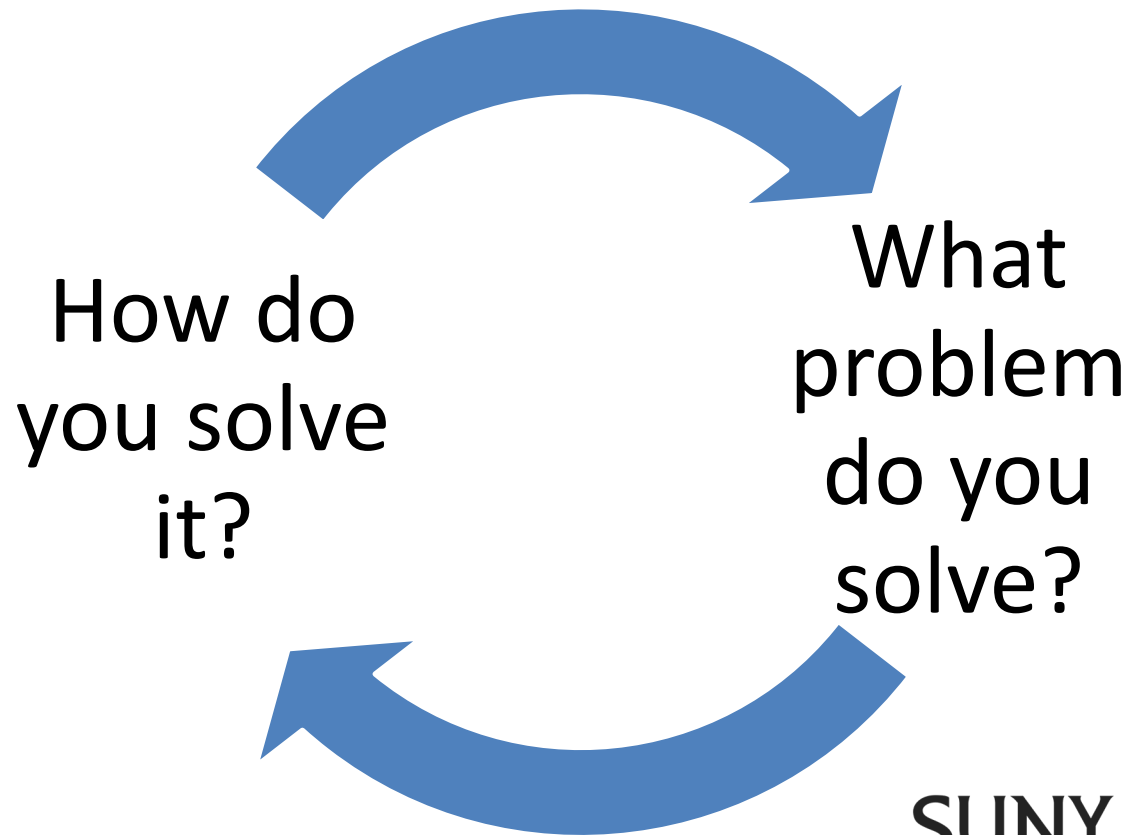


What is Marketing?

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Value Proposition



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Marketing Strategy



Identify your niche
or ideal customer



Understand
competitors



Create a simple
marketing strategy



Build a basic
marketing plan

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Marketing Research

Who needs your solution?

How many people need what you have to offer?

How many people will need it in the future?

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Customer Discovery



CUSTOMER DISCOVERY STARTS
WITH A CLEAR PROBLEM

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Buyers Persona

Who is your customer?

What do they do for a living?

Are they single or married with kids?

How much money do they make?

What do they do in their free time?

Where are you going to find them?

Who IS your “customer”?

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Simple Marketing Strategy

- Product: What are you selling?
- Price: Affordable + profitable
- Place: Where will you sell?
- Promotion: How will people find out?



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- Your business grows when people know about it.
- Start small, tell people, improve as you go.

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