

Business Prompt Sheet

Marketing & Listing your Business (Chapter 5.2)

Marketing Slogans

- Make a marketing slogan in Hinglish (Hindi + English written in Latin script) for a **smartphone app which provides Home Workouts**
- Make the marketing slogan less than 40 characters and give 5 options.

Webpage Design and Taglines

Example: Fitness App

- I am launching a gender-neutral fitness app for the youth and need you to come up with marketing strategies. I don't want my app's users to look up to bodybuilders for inspiration, but to consider holistic fitness as their goal. Sportspersons are ideal role models. Ideate 3 quirky marketing content ideas for the homepage of our website, which would highlight the benefits of fitness and athleticism to impressionable youngsters. Use non-conventional and humorous examples and generate a list of sub-key-ideas for every example with a catchy tagline.

Advertising Prompts

Example 1: WhatsApp

- We run a gender-neutral fitness application catered to middle-aged people. Generate 3 WhatsApp messages to be sent to every one part of our database. We are offering a promotion of 20% off on our 6-month subscription to people over the age of 50, with the option of adding another member. You are free to use emojis, and one of the messages should be in the form of a short poem/haiku. Try to use non-conventional words, a quirky tone. Keep them concise and crisp.

Example 2: Instagram and Facebook

- We run a gender-neutral fitness application catered to middle-aged people. Generate 2 captions for Instagram, and 2 for facebook. Using different tones for different platforms based on your knowledge of the consumer base present there, inform them about a 20% off promotion that we are offering on our 6-month subscription to people over the age of 50—with the option of adding another member. You are free to use emojis, and

one of the messages should be in the form of a short poem/haiku. Try to use non-conventional words, a quirky tone, and five hashtags with each caption. Remember to keep them concise, but don't miss out on conveying the required message.

Example 3: Hindi

- We run a gender-neutral fitness application in India catered to middle-aged people. Generate 2 captions in Hindi (written in Latin script) for Instagram, and 2 for facebook. Using different tones for different platforms based on your knowledge of the consumer base present there, inform them about a 20% off promotion that we are offering on our 6-month subscription to people over the age of 50—with the option of adding another member. You are free to use emojis, and one of the messages should be in the form of a short poem/haiku. Try to use non-conventional words, a quirky tone, and five hashtags with each caption. Remember to keep them concise, but don't miss out on conveying the required message.

Business Listing

Example: Catering Business

- My catering business in Gurgaon (India) specializes in gastronomical arrangements for big gatherings like weddings and corporate parties. I want to attract more such assignments in and around the city. Please suggest some catchy words and phrases describing my business in a way that would prove the expertise of my business, and please help me write a compelling listing that will appeal to the organisers of such parties.
- Make the entire thing a little more local in terms of language—Give me 10 more catchy words in Hindi (written in Latin). The rest of the listing should be in English, but include some elements that would cater to Indian sensibilities—mention stuff like sourcing of ingredients, cultural experiences, throw in some dish names, etc.