

MARKETING 101





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RELEVANCY OR DIE!

RECRUIT AND RETAIN

- Think about different audiences
- Where do they live?
- What do they want?
- How will we reach them?
- Why should they care?
- When is appropriate?

MESSAGING

- Content - consistent message
- What have we got to offer?
- What is their need?
- Consistent tone of voice - friendly and knowledgeable
- Creating cut-through
- Being seen above the noise