

# Digital Marketing and Social Media Strategy

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**Evolution and integration of  
traditional and digital marketing**

Bill Manos – 2021 - 2022



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## Session 2

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- Pitching
- SWOT
- Connected Customers
- Avatars



# Importance of Pitching

February 4, 2022



**Bill Manos** • 6:07 AM

Congratulations for the role at Integrella. I hope all goes well for you.



**Ashish Srivastava** (He/Him) • 7:33 AM

Thank you Mr. Manos. A lot of credit goes to you as where I am today. I always think what You would say when creating a document or a case. As well as I try to prepare an elevator pitch before I enter a meeting or client call, always finding that hook. Thank you for enabling me to be able to do that.

## DONE Team Homework Chose: Company; Product/Service, Team Name

- Once you are informed that your team is approved, discuss the ideas that you each submitted for the Crossing the Chasm exercise. Try chose one of them for your coursework. If your team would prefer another choice, this would be acceptable.
- Decide on a team name from one to three short words; creativity encouraged!
- Post your choices in the columns provided in the team formation Google doc.
- **Deadline 18h00 Wednesday Feb. 2** (sooner is better to get started on the the next assignment)

# DONE Team Homework Exercise – Elevator Pitch

An elevator pitch is needed when you enter the elevator in the lobby with the number one decision maker of your largest potential customer or investor. You will have about 60 seconds during the ride up to their top floor to get them interested enough in your product to secure a follow up meeting.

Write an elevator pitch for your team's chosen product or service **directed at an important customer**. (This is about 150 words). Have one team member email your pitch to me with your team's name and product choice in the title, copying team members. Be prepared to have someone on your team make the pitch live in our next class. Your pitch does not need to be word for word what you submit in writing.

Deadline 18h00 on Friday, Feb. 4

# Student Pitches



## THE ELEVATOR PITCH

# Pitch Structure

- Hook
- Problem
- Solution
- Opportunity
- Us
- Ask (CTA)

# Storytelling

in LEARNING

Browse

Search for skills, subjects or software

Home My Learning Notifications

Contents

Jonah Berger on Viral Marketing  
The power of viral marketing

3. Triggers and Emotion

4. Public and Practical Value

5. Stories and Putting STEPPS into Practice

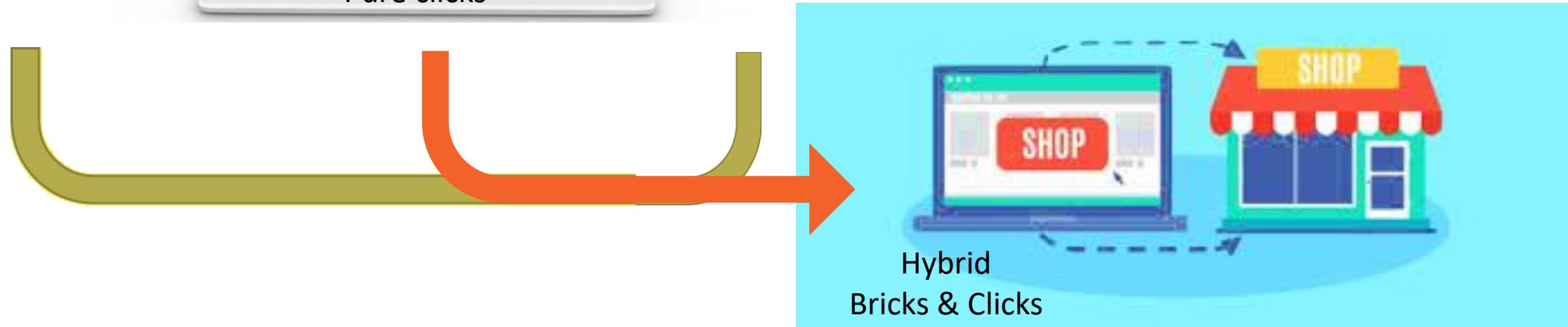
Telling stories that carry your message  
50s

The screenshot shows the LinkedIn Learning platform. At the top, there's a navigation bar with the LinkedIn Learning logo, a search bar, and links for Home, My Learning, and Notifications (with a red '1' badge). Below the navigation is a sidebar titled 'Contents' with a list of course sections: '3. Triggers and Emotion', '4. Public and Practical Value', '5. Stories and Putting STEPPS into Practice', and a checked item 'Telling stories that carry your message' which is 50s long. To the right of the sidebar is a video player showing a thumbnail of Jonah Berger speaking, with the title 'Jonah Berger on Viral Marketing' and the subtitle 'The power of viral marketing'.

# P for Place: Business Models



**Click**  
**&**  
**Collect**





Ready to declutter  
your wardrobe?

[Sell now](#)[Learn how it works](#)

- Lines blur for marketing between digital and traditional
- Vinted is e-commerce and runs traditional campaigns in the metro and on television.



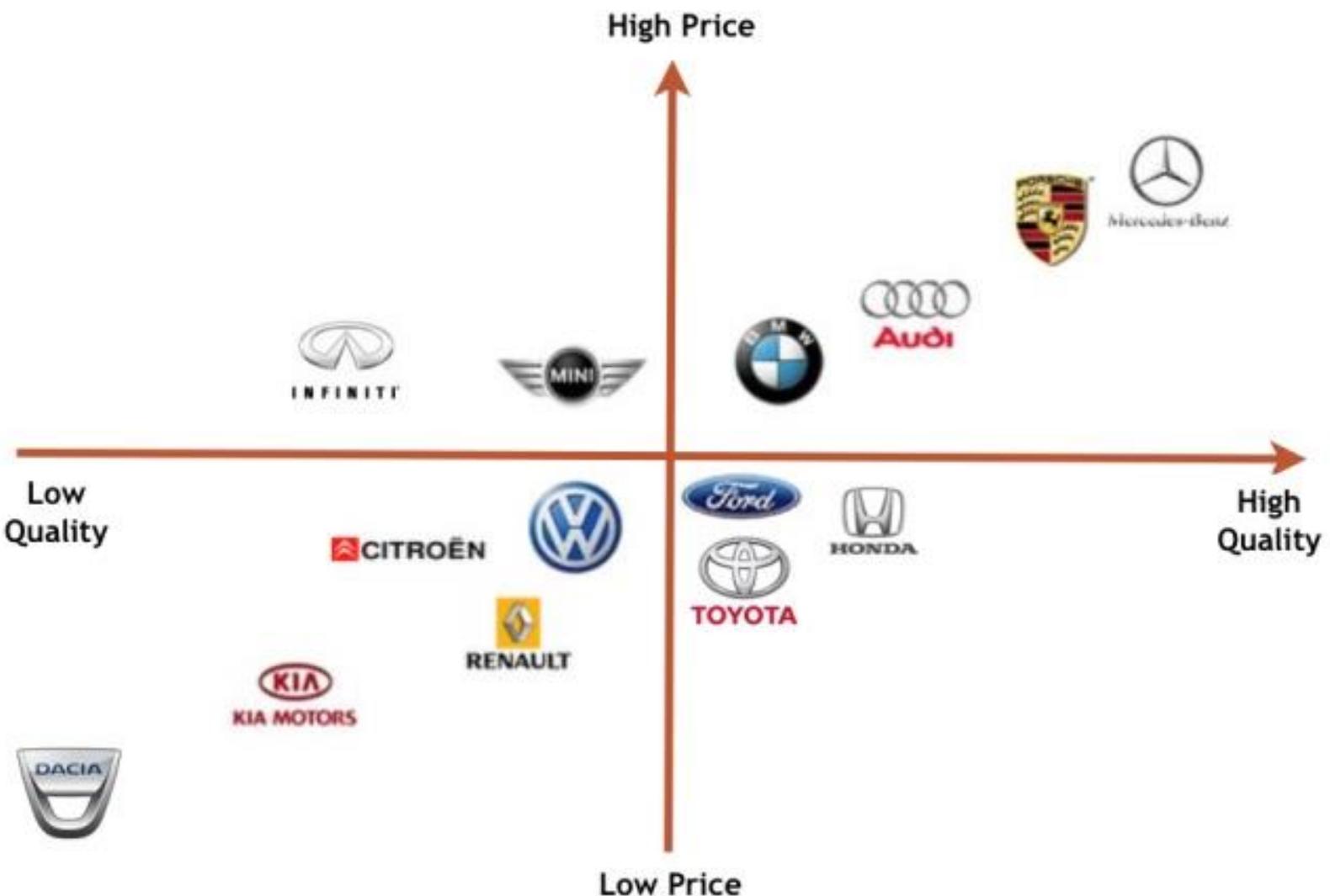
# Key differences in customer value between digital and traditional business models



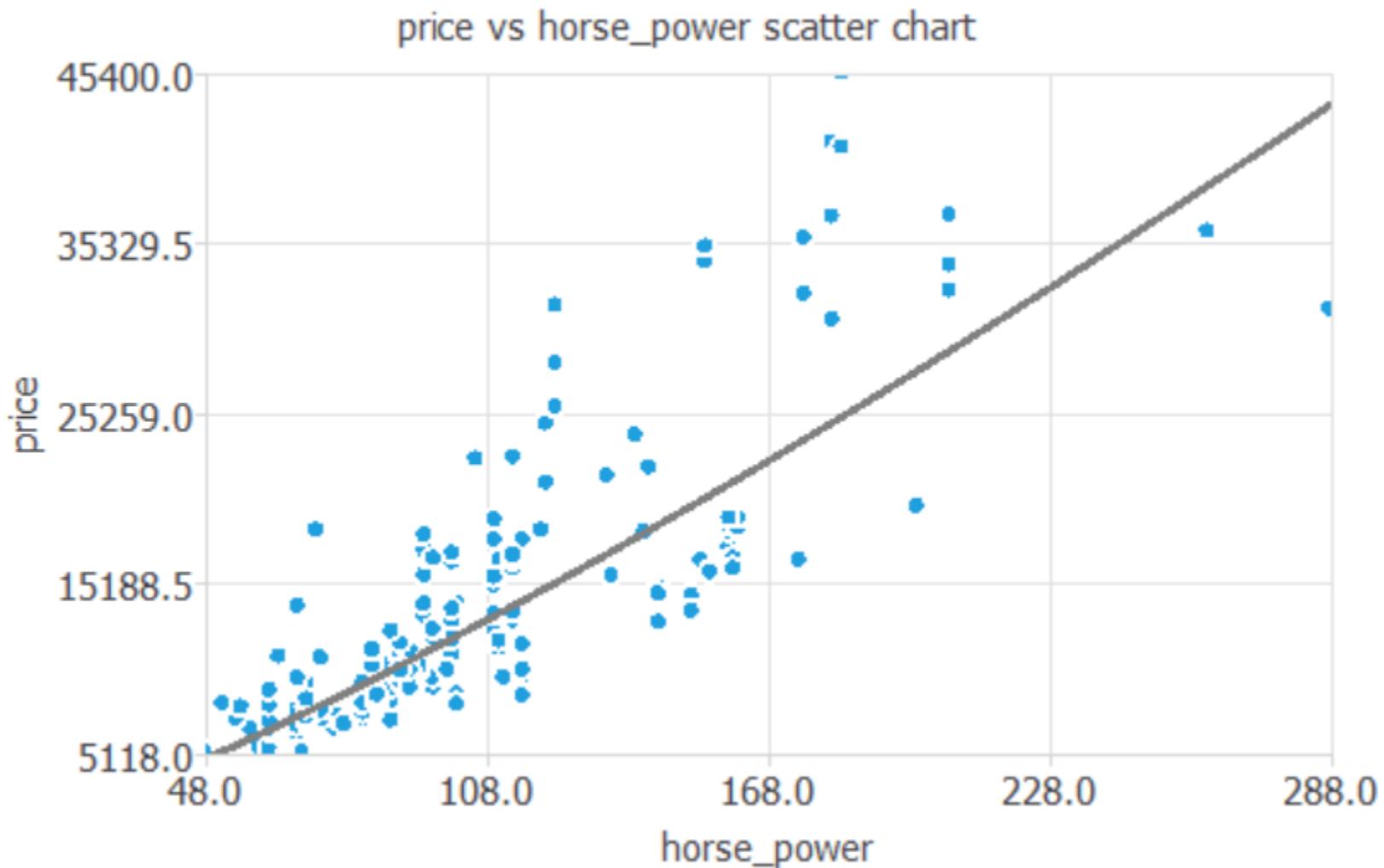
# Positioning

- Positioning is often the largest influencer on the buying decision
- Positioning is in your customers heads, use words that are already there
- Focus on making products “easier to buy” and not “easier to sell” – people don’t like to be sold, but love to buy
- X-Y positioning charts are often used to compare competitive products
- Choose your competition and playing field when you can

# Consumer perception by Price and Quality

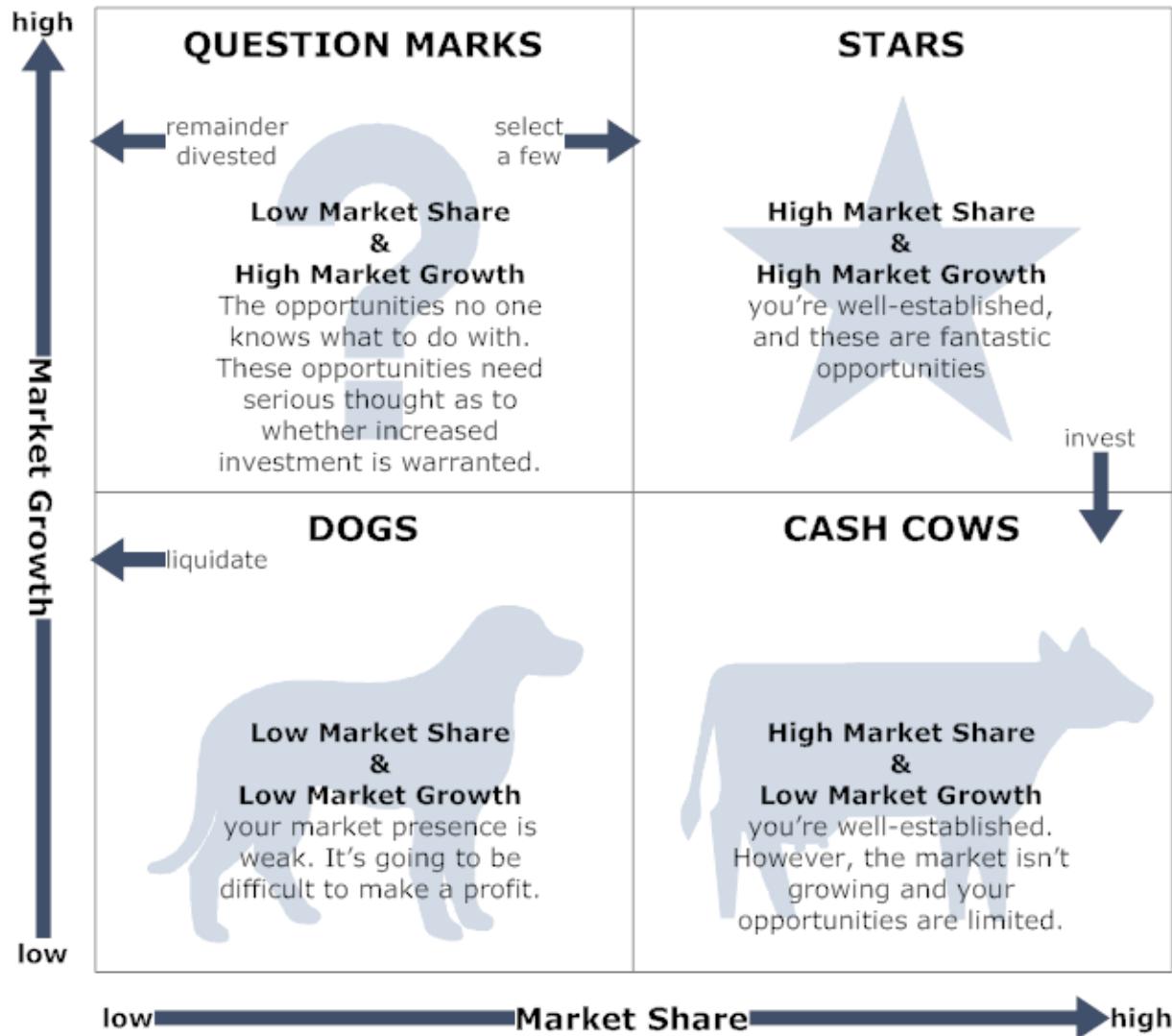


## Predict the final car price an enterprise will assign to their cars using Neural Designer



<https://www.neuraldesigner.com/learning/examples/car-price-assignment>

# Growth-Share Matrix

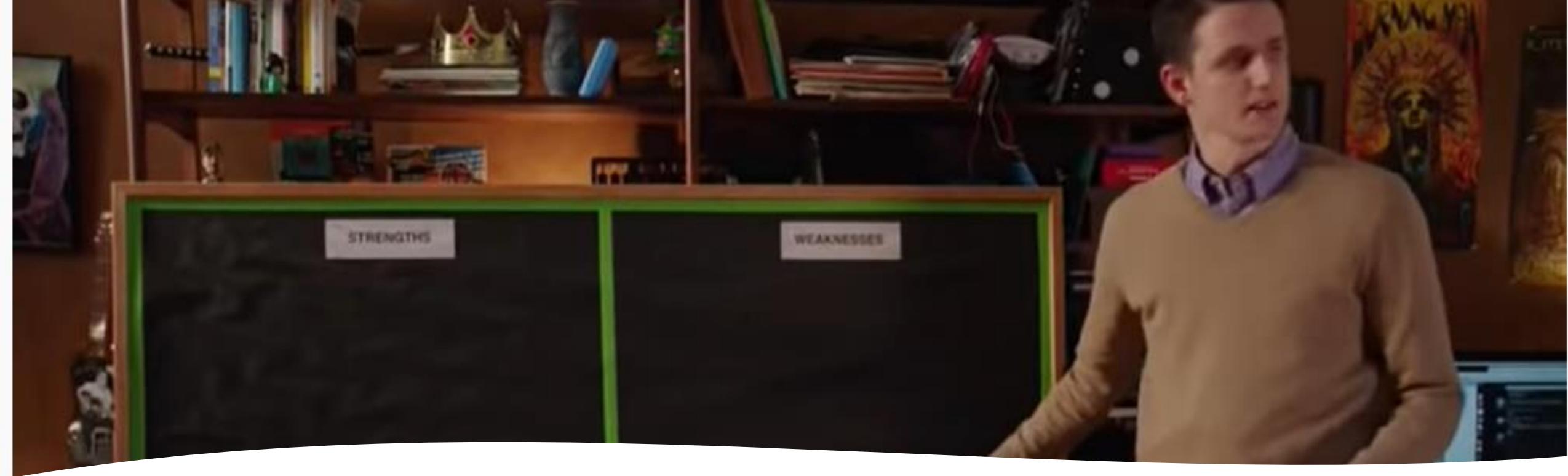


created by Bruce D. Henderson for the Boston Consulting Group in 1970



# SWOT Analysis





## Silicon Valley on SWOT

[www.youtube.com/watch?v=XfB0g\\_JDIds](https://www.youtube.com/watch?v=XfB0g_JDIds)

**Jared Dunn explains SWOT Analysis**

<https://www.youtube.com/watch?v=pXA4sab1eKE>

**Let Blain Die**

## **Strengths**

- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?

## **Opportunities**

- What opportunities are open to you?
- What trends can you take advantage of?
- How can you turn your strengths into opportunities?

## **Weaknesses**

- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?

## **Threats**

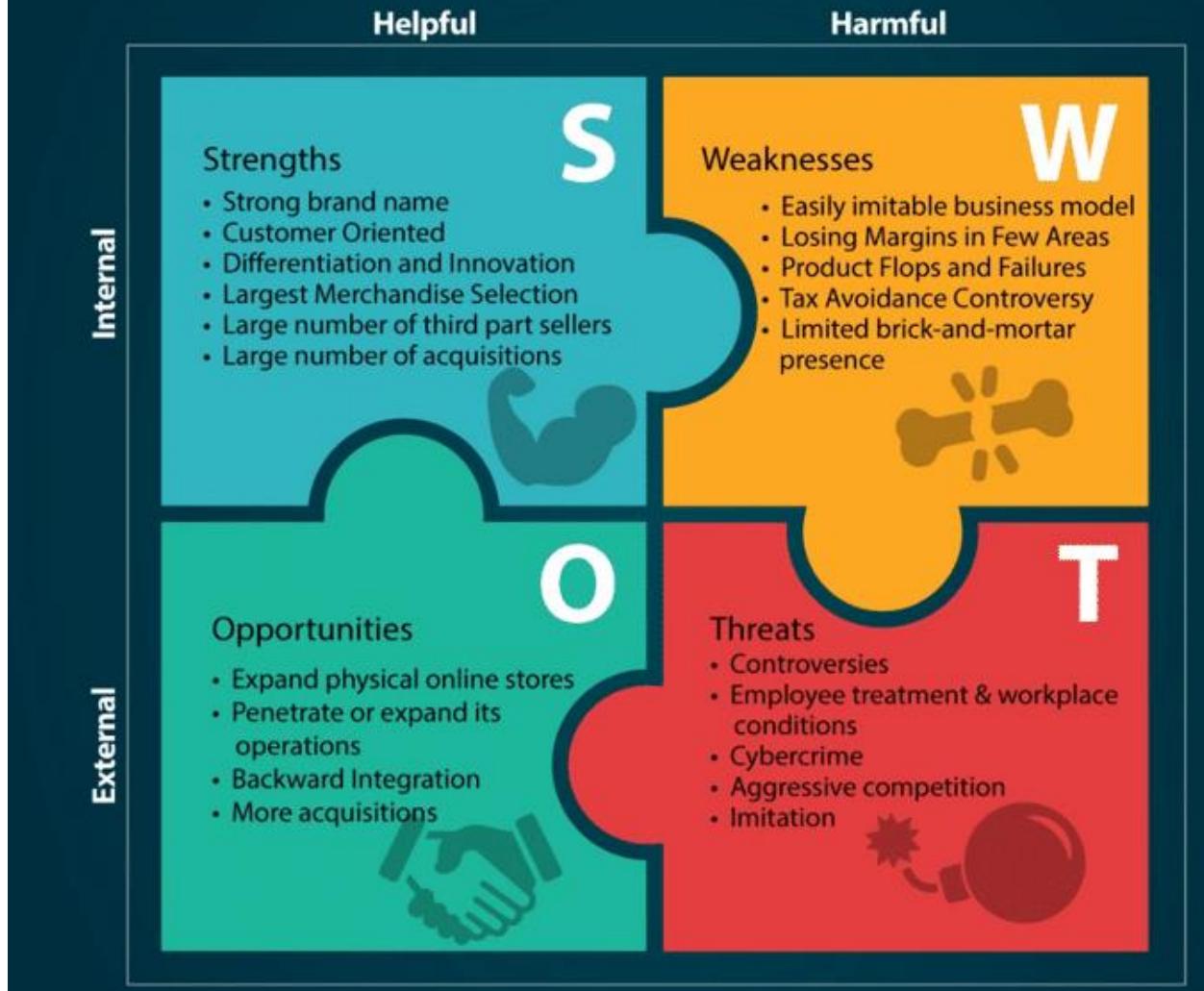
- What threats could be harmful?
- What is your competition doing?
- What threats do your weaknesses expose you to?

# SWOT Analysis of Microsoft



Business Strategy Hub

# SWOT Analysis of amazon



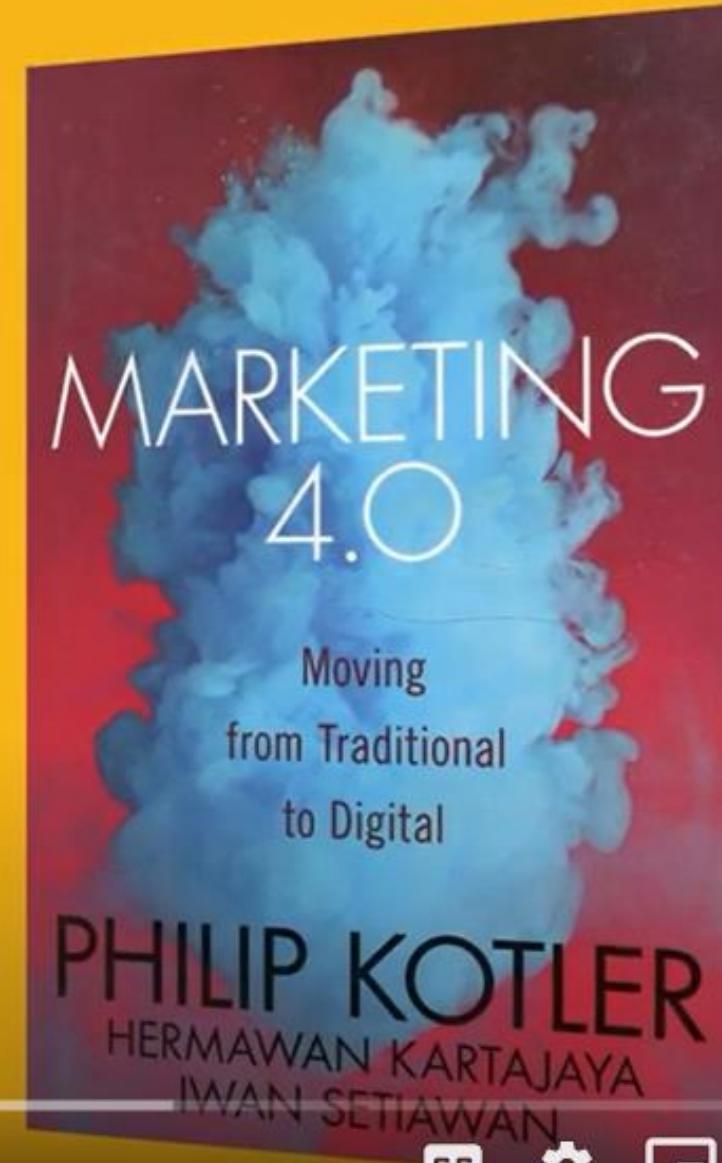
# SWOT Analysis for Job Hunting

<b>Strengths</b> <ul style="list-style-type: none"><li>▪ What do you do better than others?</li><li>▪ What's your talent?</li><li>▪ What competences do you have that are relevant and valuable for the job?</li><li>▪ Which specific and transferable skills do you have?</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>▪ Which tasks and responsibilities don't like?</li><li>▪ What are the development opportunities your manager and your peers flagged?</li><li>▪ What can you improve?</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>▪ In which industry/field/position could you easily move?</li><li>▪ What development / training would be value adding for you?</li><li>▪ Which industry/company is in particular in need of your type of profile?</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪ What do other candidates have more/better than you?</li><li>▪ What are the obstacles in your way to the job?</li></ul>

<http://interview-lab.ch/en/personal-swot-uncover-your-potential/>

<https://social.hays.com/2016/04/26/how-to-use-a-swot-analysis-to-pass-your-interview/>

- 1 POWER SHIFTS TO THE CONNECTED CUSTOMERS
- 2 THE PARADOXES OF MARKETING TO CONNECTED CUSTOMERS
- 3 THE INFLUENTIAL DIGITAL SUBCULTURES
- 4 MARKETING 4.0 IN THE DIGITAL ECONOMY
- 5 THE NEW CUSTOMER PATH
- 6 MARKETING PRODUCTIVITY METRICS
- 7 INDUSTRY ARCHETYPES AND BEST PRACTICES
- 8 HUMAN-CENTRIC MARKETING FOR BRAND ATTRACTION
- 9 CONTENT MARKETING FOR BRAND CURIOSITY
- 10 OMNICHANNEL MARKETING FOR BRAND COMMITMENT
- 11 ENGAGEMENT MARKETING FOR BRAND AFFINITY



0:09 / 4:14



[https://www.youtube.com/watch?v=t9o20Tlz\\_t4](https://www.youtube.com/watch?v=t9o20Tlz_t4)

# Break



A photograph of two young adults in an urban setting at night. A young man in a blue hoodie and grey t-shirt is laughing heartily, holding a black tablet in his right hand. To his right, a young woman in a teal tank top and jeans is wearing headphones and gesturing with her hands while listening to music. They are standing on a sidewalk with blurred lights from buildings and signs in the background.

# Influential Digital Subcultures

- Youth, Women, Netizens

# Influential Digital Subcultures: YWN



- ◆ Youth = Mindshare 
- ◆ Women = Marketshare 
- ◆ Netizens = Heartshare

# Influential Digital Subcultures; YWN

- Traditional authority and power were traditionally seniors, men and citizens
- Youth = Mind share
  - Trendsetters and game changers for music, movies, sports, food, fashion and technology
  - Fragmented groups (except for wanting a digital lifestyle)
  - Early adopters, not afraid of experimenting

# Influential Digital Subcultures; YWN

- Women = Market share
  - Better at multitasking and managing complex multifaceted projects
  - Not easy to impress, but when they are, they become the most loyal advocates
  - Information collectors; holistic patient shoppers; more confident in their final choice
- Netizens = Heart Share
  - People across geographies actively using and developing the internet for the benefit of mankind
  - Social connectors, expressive evangelists, content contributors (downside is cyberbullies, trolls, haters)

Dr, I said 💪



JAN  
2021

# DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



**7.83**  
**BILLION**

URBANISATION:

**56.4%**

UNIQUE MOBILE  
PHONE USERS



**5.22**  
**BILLION**

vs. POPULATION:

**66.6%**

INTERNET  
USERS\*



**4.66**  
**BILLION**

vs. POPULATION:

**59.5%**

ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
**BILLION**

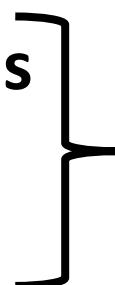
vs. POPULATION:

**53.6%**

**SOURCES:** THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJI; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. **\*ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

# Internet Users

- **60% of the world's population (as of January 2021)**
- **Forrester's Social Technographics segmentation**
  - **Inactives**
  - **Spectators – watch and read online content**
  - **Joiners – join and visit social media**
  - **Collectors – add tags to webpages, use RSS feeds**
  - **Critics – post ratings and comments**
  - **Creators – create and publish content**



**Netizens**

# Power Shifts to Connected Customers

- **Vertical to Horizontal**
  - Vertical – innovations coming from companies down to the market is the traditional model
  - Horizontal - the market provides the ideas and companies commercialize them
  - Customer trust is no longer vertical
  - Trust is now the “f-factor” Friends, Families, Fans (Facebook), Followers (Twitter, Instagram)

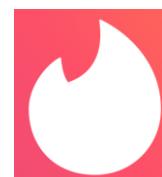
# Power Shifts to Connected Customers

- The competition changes and is often unexpected
- Customers move from “targets” to peers & friends of the brand
- Individual to Social
  - Customers care more about other’s opinions
  - Opinions are easily shared via social networks
- Social media marketing is an opportunity and an obligation



# The Paradoxes of Marketing to Connected Customers

- Informed versus Distracted Customer
  - Increased curiosity and knowledge
  - Less control of purchase decision; highly dependent on others' opinions and “Wisdom of the Crowd”
  - Connectivity brings protection and confidence, but many distractions and shortened attention span; now 6-7 seconds and declining



# The Paradoxes of Marketing to Connected Customers

- Negative versus Positive Advocacy
  - Negative advocacy is sometimes needed to trigger positive advocacy; high scores do not always indicate great brands
  - MacDonald's has 33% lovers & 29% haters; Starbucks has 30% lovers & 23% haters



# Personalized Marketing

<https://www.youtube.com/watch?v=gcimRZF8g3Y>

# Who Are Your Customers?



# Who Are Your Customers?

You could have the greatest product or service on the planet, but if you're trying to sell it to the wrong person you are never going to be successful.

[https://en.wikipedia.org/wiki/Greta\\_Thunberg](https://en.wikipedia.org/wiki/Greta_Thunberg)



"Thunberg has become the biggest voice on the biggest issue facing the planet—and the **avatar** of a broader generational shift in our culture that is playing out everywhere from the campuses of Hong Kong to the halls of Congress in Washington," Time editor-in-chief Edward Felsenthal wrote.



# Why Do We Need Avatars?

From a student who took this course

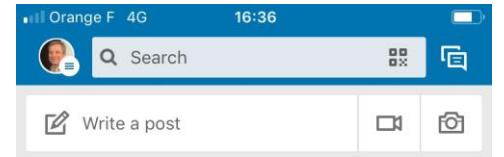
“Because it humanizes the customer, makes their wants and needs more apparent and therefore more marketable. Also, when creating Avatars there's also an implicit kind of bonding practice between the creator and the avatar, creating a pseudo-sort of relationship between the two, almost like a practice for the actual encounter between the real customer and the seller or marketer.”

Foamous

#BetterWithFoamous

The perfume for  
modern pin-ups and  
revolutionary bad boys

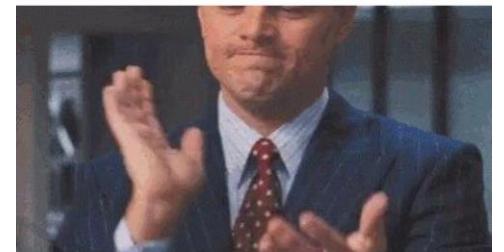
LET'S FOAM



Marie-Catherine Mars • 1st  
Associate Professor, Deputy Head  
Departement of Marketing chez EDHEC B...  
2d • Edited •

Ravie de partager ( pour la seconde fois!) le prix du meilleur cas pédagogique en marketing AFM - Association Française du Marketing - Centrale de Cas et de Médias Pédagogiques 2020 avec Victor Mejia Université Côte d'Azur ! Merci encore à Stéphane Varak et Christiane Varak de Foamous® Perfume Foam® et à tous les étudiants EDHEC Business School ! #makeanimpact #innovativefragrances #learningbydoing

[See translation](#)



Home   My Network   Post   Notifications 1   Jobs

# Choosing Customers - The Practical Side

- Are there enough of them?
- Can they afford your product or service?
- Will you enjoy having them as customers?
- Trying to satisfy the needs of all customers is ineffective
- Make some choices à la Crossing the Chasm strategy

# Choosing Your Customers

- Elephants – large customers who will push you around
- Rabbits – small customers who are price conscious
- Deer – in the middle between elephants & rabbits



# Choosing Your Customers

- Elephants – large customers who will push you around
  - Kill one & they feed you a long time
  - Very tempting to hunt down.
  - Hard to catch
  - Hunting uses up a lot of resources
  - You can starve if you don't end up killing one.
  - If you catch one it could be even worse
- Rabbits – small customers who are price conscious
  - Lots of them & they seem to be everywhere
  - Scatter and run away when you try to catch them
  - Need to hunt down many of them to feed you
- Deer – in the middle between elephants & rabbits
  - Plenty of them to catch
  - Enough meat to make hunting them down worthwhile
  - Not as demanding to hunt down as an elephant
  - If you catch several of them, then you are not beholden to any individual one

Apologies to vegetarians and vegans

# Understanding Your Customers – Building Avatars

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- Fictional and general representations of the persona and/or companies most likely to buy from you
- Some terms used are: Buyer Persona ; Marketing Persona ; Customer Avatar; Target Market



# Marketing Strategy – Who, Where, When? (Move somewhere)

Contents

X

- Chapter Quiz  
1 question
- 5. Marketing 101
  - Find your superfans  
2m 53s
  - Product partnerships  
3m 11s
  - ✓ Marketing strategy  
3m 31s
  - Pivot your plan  
3m 14s

Entrepreneurship Foundations  
Marketing strategy

▶ 10 10 ⏪ ⏩ 3:00 / 3:31

## Understanding Your Customers – Building Avatars

- Create a customer avatar of your **ideal customer**, not your average buyer.
- Your **ideal customer** is somebody you really want to sell to, they spend a lot, are loyal, repeat purchase and make frequent online and offline referrals.

[menti.com](https://menti.com)

**GX Code: XXXX XXXX**

You must sign in with your first and last name to receive a grade.  
(At least as many characters to identify you from others with the same first name)



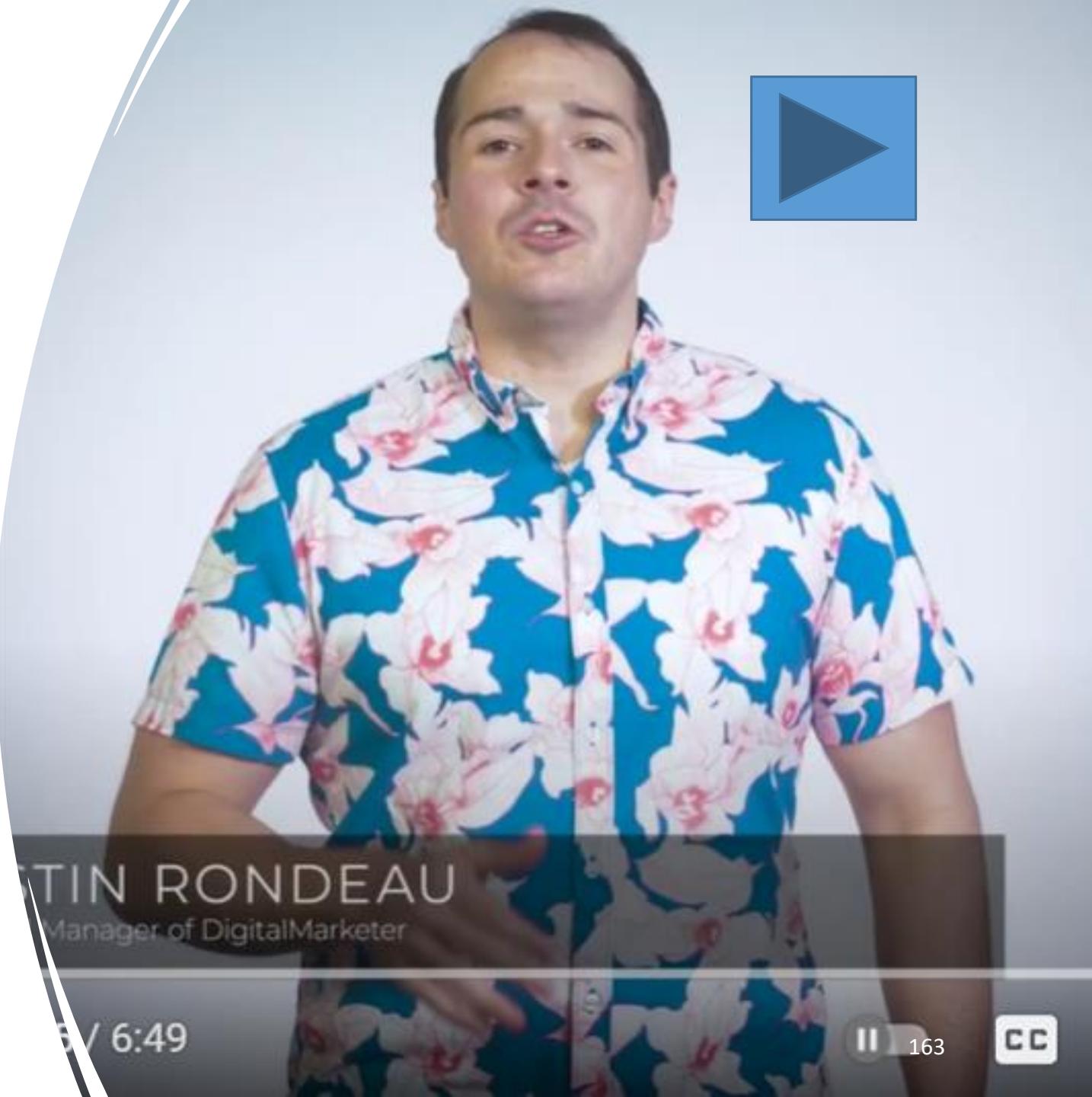
# Break



# Creating Customer Avatars/personas

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<https://www.youtube.com/watch?v=37XOJJOMDpU>



# Understanding Your Customers – Building Avatars

- Having a deep understanding and clearly defined Customer Avatars will help you:
  - Determine what social platforms they spend their time on so that you know where your business should be present and active.
  - Be more effective in your marketing campaign by knowing where to advertise and who to target.
  - Better connect with your Avatar with your content marketing by understanding their pains, pleasures, desires and wants.
  - Deliver and develop better products / services because you can anticipate your markets needs, behaviors, and concerns.



# Avatars – Multiple Ideal Customers

*Thibault - The beer lover*

- 24+
- €40k+
- Single
- Out-going
- Sports
- Loves beer
- IoT



*Emma : The Do-It-Yourself*

- 28+
- €140k+
- Married
- No kids
- Fancy dinners
- Traveler
- DIY - Alcoholic beverages



*Jean-Claude : The Perfectionist*

- 40+
- €250k+
- Children in middle-school
- Values free time
- Beer Association
- Committee of Beer Festival



# Avatars

**Meet Alex**



Alex is a 28 year old architect. He's always been a t-shirt and jeans kind of guy but has recently found some interest in dressing more fashionably.

While he tried doing his research online., he couldn't translate what he found at retail stores. He's struggling to create a cohesive and curated wardrobe for himself.

**Meet Sandra**



Sandra is a 26 year old executive at a consultancy firm.

Having a consulting job means Sandra is usually dressed to the nines, focusing on business instead of casual.

Sandra usually shops on the high-street markets, but struggles to find inspiration for her outfits, as she feels that formal attire gets too repetitive.

**Meet Lea**



Lea is a 23 year old master student studying Media.

She prides herself on having a unique style among her friends, one that's heavily inspired by internet fashionistas. She usually shops online, as she finds it more convenient but struggles to visualize and pair items together when selecting them from a website.

**Thanks Nour**

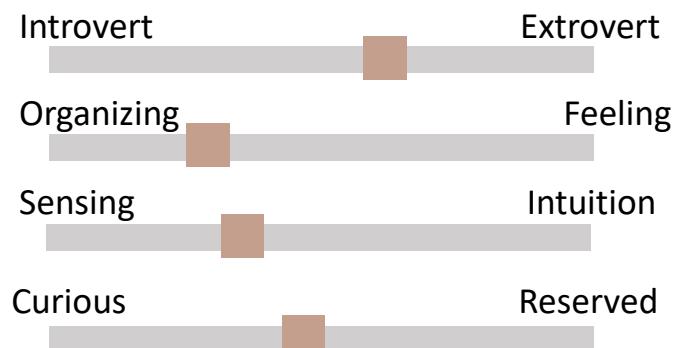
**AMBITIOUS****DYNAMIC****TRENDY**

## SASHA

« Obstacles are those frightful things you see when you take your eyes off your goal »

**Age:** 28 years**Work:** Manager in finance company**Family:** Single, no children**Location:** Paris**Character:** hard working and determined person

### PERSONALITY



### GOALS

- Thrive in her professional career
- Optimizing her time
- Succeeding in maintaining a sports routine and seeing friends despite her professional career

### FRUSTRATIONS

- Losing time
- Feeling not efficient
- Desire to succeed everywhere both professionally and personally

### PURCHASE TRIGGERS

- Sasha will love how the mirror helps him save time on her shopping sessions. Also, it will allow him to be advised in an efficient way.
- However, she might have a lot of apprehension before using this mirror for the first time because Sasha is sometimes afraid to step out of her zone of trust.

### MOTIVATIONS

Incentive

Fear

Growth

Power

Social

### BRANDS & INFLUENCERS

**maje**  
PARIS

@oprah



### PREFERRED CHANNELS

Traditional Ads

Online &amp; Social Media

Referral

Guerrilla Effort &amp; PR

Learn Products Reviews

# Your Skincare Routine, Personalised

Swiss-made skincare routine tailored  
to your skin, lifestyle and environment

Build Your Routine

*love from*  
**yours.**

Personalise Now



# Merci Karina Selewski



## LAURA

“

Work takes up most of my time, but I always need to look my best in front of clients and at events. I want to find an easy accessible makeup and skincare routine that fits my needs the best but also correlates with my values.

”

### PERSONAL

AGE	26
OCCUPATION	Event Planning Manager
INCOME	+52k Euro
STATUS	Engaged
LOCATION	Berlin, Germany

### PERSONALITY

Extrovert	<span style="background-color: #80B14D; width: 10px; height: 10px; display: inline-block;"></span>	Introvert
Sensing	<span style="background-color: #80B14D; width: 10px; height: 10px; display: inline-block;"></span>	Intuition
Sustainable	<span style="background-color: #80B14D; width: 10px; height: 10px; display: inline-block;"></span>	Fashionable
Judging	<span style="background-color: #80B14D; width: 10px; height: 10px; display: inline-block;"></span>	Perceiving

### GOALS

- Starting her own event planning company by 35
- Founding a family and building a house
- Learn about new trends and styles so that she always looks fashionable and trendy
- Higher orientation on natural and sustainable products

### PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

### FRUSTRATIONS

- Not having enough time for herself
- Pressure of being „perfect“
- Finding the right balance between professional and personal goals
- Doing a lot of research before finding what she wants

### BRANDS

NARS benefit stila  
SAN FRANCISCO

smashbox CLINIQUÉ

RITUALS...  
Dior

# Merci Karina Selewski



## ARIANNA

“

I love cosmetics and skincare. I like experimenting and discovering new brands in those fields. I always advise my friends about the best new discoveries.

”

### PERSONAL

AGE	22
OCCUPATION	Second-Year Student (Marketing)
INCOME	+5,4k Euro
STATUS	Single
LOCATION	Paris, France

### PERSONALITY

Extrovert	<span style="background-color: #80B14D; border: 1px solid black; width: 10px; height: 10px;"></span>	Introvert
Sensing	<span style="background-color: #80B14D; border: 1px solid black; width: 10px; height: 10px;"></span>	Intuition
Sustainable	<span style="background-color: #80B14D; border: 1px solid black; width: 10px; height: 10px;"></span>	Fashionable
Judging	<span style="background-color: #80B14D; border: 1px solid black; width: 10px; height: 10px;"></span>	Perceiving

### GOALS

- Promoting her instagram profile up to at least 200k followers and starting to earn money as an influencer
- Being always up to date with the new fashion and trends but also sustainability
- Being a role model for others that are looking for inspiration

### FRUSTRATIONS

- Not enough information about sustainable and natural cosmetic and skincare products in the shops
- Not easy to differentiate from other newcomer influencers

### PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

### BRANDS

benefit  
SAN FRANCISCO

TRUE  
BOTANICALS

Too Faced  
COSMETICS

MADE IN SEPHORA

RITUALS...

# Merci Karina Selewski



## BEATRICE

“

I never feel like I have enough time. I take good care of my skin and I tried a lot of products over time but with the few time I have between my job and my family I haven't found my perfect skincare routine.

”

### PERSONAL

AGE	35
OCCUPATION	Lawyer
INCOME	+120k Euro
STATUS	Married, two children
LOCATION	Amsterdam, Netherlands

### PERSONALITY

Extrovert		Introvert
Sensing		Intuition
Sustainable		Fashionable
Judging		Perceiving

### GOALS

- Achieving more balance between family and job
- Having time to take care of herself
- Developing an interest for more sustainable products

### FRUSTRATIONS

- Not able to find products that actually fit her skin changing needs
- No time for herself because of a +50h working hours
- Torn between the social pressure of showing off luxury brands and the wish to focus more on less-known natural brands

### PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

### BRANDS

 CLINIQUE

 GUERLAIN

 LANCÔME  
PARIS

 LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

 WELEDA

 BIOTHERM

# Creating a Persona

**Contents** X

- Create your value statement 5m 51s
- Chapter Quiz 4 questions
- 2. Define Your Target Customers** ▼
- Identifying customer groups 4m 43s
- Creating a customer persona** 6m 7s ●
- Measuring customer lifetime value 3m 10s
- Quantifying customer loyalty

**Building an Integrated Online Marketing Plan**  
Creating a customer persona



0:42 / 6:07 1x CC

## Workshop and Homework



# Avatar Template

Marketing Plan Building Tool

- The template just posted is about your Avatar (the fictitious representation of the ideal customer group you want to have) and is intended to humanize them, making their wants and needs more apparent.
- This exercise will help you to better understand your most desired customer, thus assisting in developing a well-targeted marketing plan and promotional campaigns.

## Teamwork – Customer Avatar

Using the product or service that you selected for your team identify a **very** specific customer group where you feel there is an opportunity to expand your business. Identify your ideal customer Avatar. Complete the Avatar template.

One person from your team should email me your completed template and your Avatar's ID card. Samples are shown in previous and the next slides. Copy your team members. The email title should include your team's name and "Avatar"

Deadline 18h00 Friday, Feb. 11

# Team Homework Customer Avatar ID card

Create an ID card for your Avatar which maps your template with key information. Examples are shown, but you can modify them as you wish.

**Deadline 18h00  
Friday, Feb. 11**

## User Persona Type



A quotation that captures this user's personality."

Age: 1-100  
Work: Job title  
Family: Married, kids, etc.  
Location: City, state  
Character: Type

### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Trait 1   Trait 2   Trait 3   Trait 4

### Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

### Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

### Purchase triggers

- information shall be about motivations, behavior and what the user may like/dislike in his purchase and way to use the product

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

### Motivation

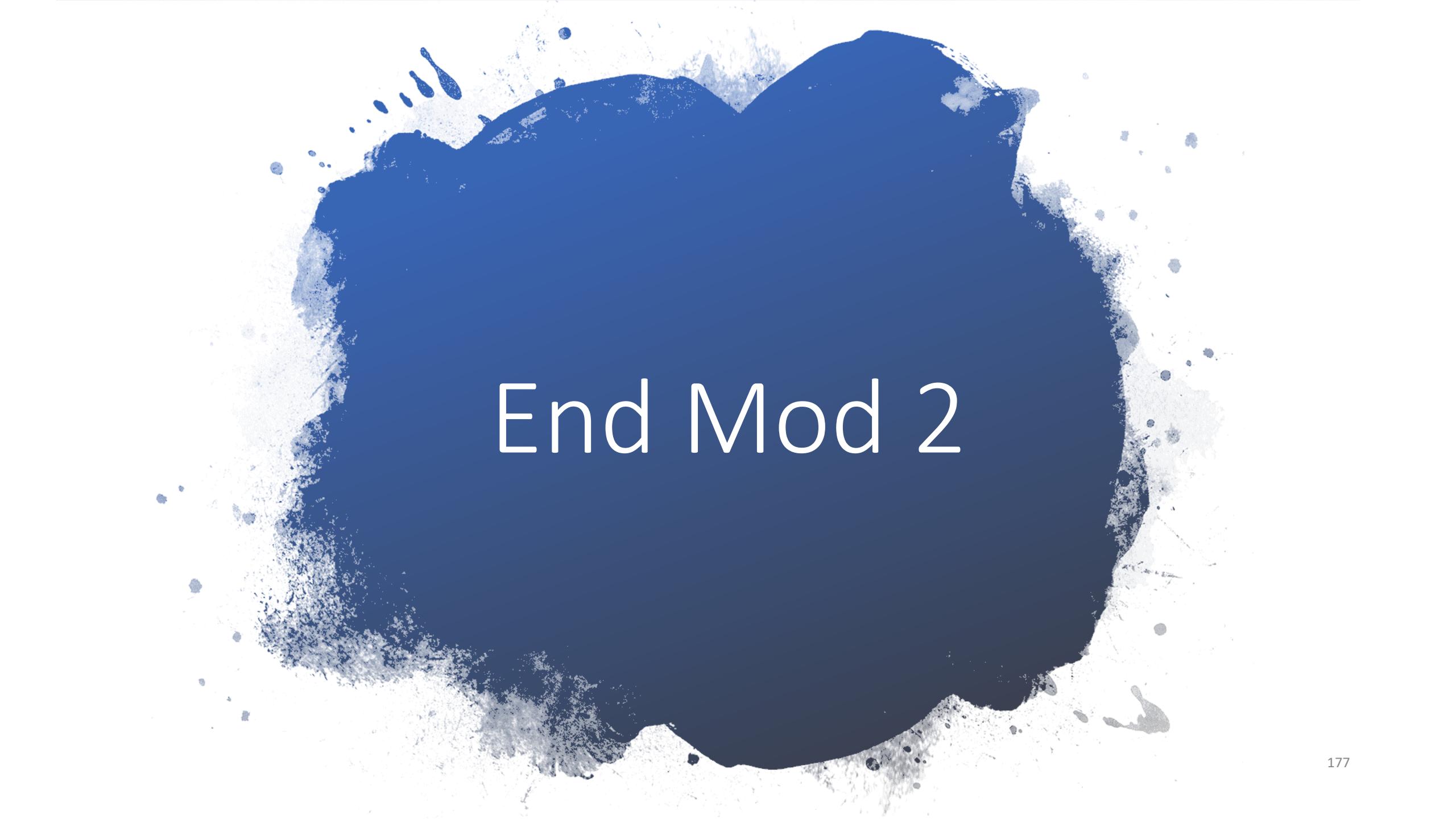
Incentive	
Fear	
Growth	
Power	
Social	

### Brands & Influencers



### Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	



End Mod 2