

MARKETING MESSAGE TASK

Hey peeps!

The most important thing to work out before doing any marketing is: **What are you trying to communicate?** The launch of your new business, a new product line being available to purchase, your online store being open for business? **This is Your Message.**

Go back to your list of **where** your ideal customers are, and now make a list of what types of marketing might work in these places. For example, if your target market frequents the local markets every weekend, perhaps looking into having a promotional stall at the market could be beneficial (even before you launch your products or services).

The main thing to keep in mind here is appealing to your customers' pain points as you are reaching out to them. As they are completely rushed and frazzled getting their kids signed in to swimming lessons at the pool, your flyer could be there, offering a service that helps organise their home and life.

You also need to think about what it is, that is going to make them pick the flyer up and take it home with them, and then actually take some sort of action with it, rather than throwing it in the recycling bin? Including an incentive like a discount or giveaway might work (eg. free 30 minute consultation via email), or making it into a magnet or some other aesthetically pleasing or useful item could definitely help.





MARKETING MESSAGE

WHERE ARE YOUR PEEPS?

And what is your Message to them?

Place

Marketing

Message

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Message

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Place

Marketing

Message

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