

MARKETING

Lesson Review

NAME: _____ COURSE: _____

This workbook is for your review. Answer the questions to the best of your ability.

According to the lesson video, what does Marketing do? In your own words, describe what Marketing does to help you attract and acquire customers.

What is the difference between Marketing and Advertising?

Why does Marketing come before Advertising?

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What is your Brand Value Message? In other words, how does your customer benefit by doing business with you?

How would you begin your Brand Message Conversation? In one or two sentences, how would you express your Brand Value to a potential new customer?

Who is your ideal customer? What type of person would best benefit from your Brand Value? Describe them below:

What is your ideal customer looking for? In one or two sentences, list what your ideal customer wants - not what you want to sell them, but what they care about.



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