



WEEK 4: MARKETING CHANNELS, CONTENT, VALUE

NAME: _____ MENTOR: _____
AGE: _____



MARKETING

WHAT WERE THE LAST 5 ITEMS YOU BOUGHT? WHY DID YOU BUY THEM?

ITEM YOU BOUGHT	YOUR REASON FOR BUYING THEM
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

WHAT VALUE DID THEY CREATE FOR YOU?

HOW DID YOU HEAR ABOUT THEM?

ONLINE TELEVISION RADIO NEWSPAPER
FRIEND FLYER PARENTS SOMEONE TOLD YOU DIRECTLY
OTHERS (PLEASE SPECIFY): _____

WHAT CONTENT DID THEY USE THAT CONVINCED YOU TO BUY?

TESTIMONY – THEY TOLD YOU HOW IT WORKED FOR THEM
ENTERTAINING – A JOKE OR A CREATIVE STORY-TELLING CONVINCED YOU TO BUY
FACTS AND CASE-STUDIES – THEY GAVE YOU DATA TO CONVINCING YOU THAT IT WORKS
VISUAL – A GOOD PICTURE, POSTER, OR INFOGRAPHIC CONVINCED YOU
OTHER (PLEASE SPECIFY): _____



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SESSION 4



CONTENT

IDENTIFY 3 DIFFERENT TYPES OF CONTENT

1. _____
2. _____
3. _____

YOUR CONTENT CAN BE EDUCATIONAL, ENTERTAINING, CONTENT THAT WILL CONVERT, THOSE THAT CAN INSPIRE, AND OTHERS. THESE TYPES OF CONTENT CAN COME IN THE FORM OF VISUALS, CASE STUDIES, LONG POSTS, HOW-TO GUIDES, ETC.

WHAT DO YOU THINK IS THE BEST CHANNEL FOR YOUR PRODUCT? _____

WHY DO YOU THINK SO? _____

WHAT IS YOUR FAVORITE THING TO BUY? _____

YOUR PREFERENCE

WHAT IS YOUR FAVORITE THING TO BUY? _____

WHAT VALUE DOES IT BRING YOU? _____

MARKETING YOUR PRODUCT

WHAT IS YOUR PRODUCT? _____

WHAT INDUSTRY DOES IT BELONG IN? _____

WHAT VALUE ARE YOU PROVIDING WITH YOUR PRODUCT?
