



Marketing Exercises

Create a Strong Brand

Tell your story. Make it personal and different. Many businesses don't know who they are and/or don't clearly communicate it.

Exercise: Fill in the blanks to assist with understanding your brand and unique value proposition.

For _____ (target customer)

Who _____ (statement of the need or opportunity)

Our (service/product) is/are _____ (service category)

That (statement of benefit) _____.

Example: For women 30-50 years with mid to high income who need improved physical and mental health, our product is traditional therapeutic yoga that is accessible and effective.

Create Marketing Materials

Exercise: Brainstorm the below questions in relation with your marketing.

1. Are your pictures/graphics compelling, dynamic and/or emotional?
2. Are your pictures of you and your clients real people or are they stock images?
3. Is your branding consistent?
4. What marketing materials need to be updated to match your branding?

5. Are color, font and logo consistent?
6. Do your marketing materials appeal to your avatars/demographic profile?
7. Is your message clear?
8. Do your pricing specials stand out?
9. Is your contact info clear?

Exercise: Are you making any of these common mistakes on your marketing materials or website?

- Too much text, not enough pictures
- Unclear message
- Boring, doesn't attract attention, run-of-the-mill
- Unrelated images
- Not using real people (stock images being used)