

Marketing Detective

Write ten businesses that you have a positive feeling about. Remember non-profit membership organizations count!

Now circle the two you connect with most strongly

What appeals to specifically to you about these two businesses?

The fact that that appeals to you means you are part of a group. How would you describe that group?

Circle what is at the root of this appeal?

- quality of the product/service - something unique about the product or service
- price - great value for what you pay
- place - where you get it or how it gets to you
- promotion - message behind product or associated image or identity

To make that connection with your group, they created a goal and a strategy? Describe what they were probably thinking.

Promotion Primer

What kind of relationship does that business have with you?

How do those two businesses communicate with you?

What is their message to you and your peer group?