

“The battle is no longer about large agencies and big budgets. Today all you need is a really good product that meets a customer need, a few people who are smart, willing to hustle, and some basic marketing tactics.” – Anita Newton

MODERN MARKETING STRATEGY: Knowing who your customer is, what problem your product or service solves, and why it is important to your customer is an essential first step in developing a sound marketing strategy.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. What makes my product or service special?
2. What does our brand stand for?
3. Who are my target customers?
4. What problem am I solving?
5. Do I know who my competition is? Am I thinking too narrowly?
Remember competitors include 'status quo' and adjacent industries (e.g. cars as competition to an airline)
6. What does my product do? Think in terms of customer benefits, not just product features.
7. Of the customers who would use our product, which customers would view our product as a nice to have? Which would see it as a must have?
8. What are the breakthrough capabilities of my product or service?
9. What's the benefit to my customer?

Questions for the team

1. What makes our product or service special?
2. What does our brand stand for?
3. Who are our target customers?
4. Of the customers who would use our product, which customers would view our product as a nice to have? Which would see it as a must have?
5. What problem are we solving?
6. What does our product do?
7. What are the breakthrough capabilities of our product or service?
8. What's the benefit to our customer?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>