

“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

QUAD MARKETING APPROACH: Today’s marketing battle is about big ideas that solve customer problems and great marketing strategy. The Quad Marketing Approach can help you create your strategy, transition to execution and optimization, and learn and refine to meet your marketing goals.

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. Have I accomplished any of the goals outlined in the quad framework? Which ones have I done well? Which ones have I skipped?
2. What attention have I paid to marketing goals?

Questions for the team

1. Have we given any thought to our marketing goals?
2. How systematically have we thought about our approach to getting, keeping, and growing customers?
3. What steps in this process have we skipped? Which ones have we done well?

Readings

Notes:

Founder Genius

Notes:

Other Related

Notes:

Tools

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