

Let your brand be our next **work of heart**

Neuromarketing marketing exercise

1 - Self-centred - **What are your target audience pains/desires?**

2 - Contrast - **How can you differentiate your claims?** (Competitor/transformation)

3 – Tangible - **How can you demonstrate the gain?**

4 – Beginning & End – **What information do you need to repeat?**
(Product/Brand/Benefits/Features)

5 – Visual – **What visual will best support your content?**

6 – Emotion – **What emotion do you want to showcase?**

Let your brand be our next **work of heart**

Winning Marketing Action Plan



Current inbound activities	Is it target reach effective? YES/NO
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
New inbound activity strategy	

Let your brand be our next **work of heart**

Current outbound activities	Is it target reach effective? YES/NO
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
New outbound activity strategy <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	