

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?

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Winning Marketing Action Plan



Current inbound activities	Is it ta effect YES/N	
New inbound activity strategy		

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