

“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

MARKETING MIX MANAGEMENT: Armed with an understanding of your target audience, learn how you can develop a website, engage social media, and learn from your early customers to execute and refine your marketing strategies.

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 developed a clear sense of my target customer and where I can reach them?
2. Do I have a website? Are my objectives clear?
3. How well am I engaging in social media where my customers are?
4. How well am I doing in balancing listening and talking?

Questions for the team

1. How can we contribute our knowledge to determining the best way to engage customers?

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>