

Anatomy of marketing/sales pitch

- Create **positive sentiment** 😇
- **Define your group** with specific attributes 🧐
- **Empathise** with them 😊
- Identify their **key challenges/pains** 🤔
- Create **compelling narrative** 🤠
- **Establish trust & authority** 🦊
- **Offer** (personalized & matching) **solution** 🚀
- Present your **asking price** (and be transparent) 🏷️
- **Close a deal** 🤝

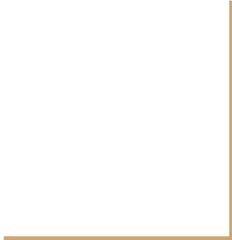


People don't like
to be sold...





...but everyone
likes to buy!





If your value
proposition is an
answer to just one
single question...

What that question would exactly
be?





What's in it **for**
me?

Applied Digital Marketing syllabus proposal

1. **Idea** conceptualization 
2. **Market research** 
3. Marketing/sales **funnel** 
4. **Value proposition** modelling 
5. (Campaign) **Landing page** design 
6. Creating (Google Ads) **digital campaign** 
7. **Analytics** & reporting 

Structure of your final mark

Colloquium 1	Colloquium 2
Building campaign landing page	Written exam
50%	50%

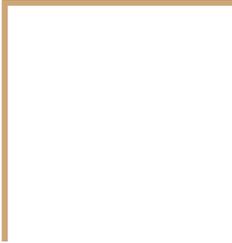
Passed colloquium 1	Attendance >72%	No. of exam questions	Exam time limit
Yes	Yes	30 (a/b/c/d answers)	45 min.
Yes	No	40 (a/b/c/d answers)	60 min.
No	No	50 (40 a/b/c/d + 10 descriptive answers)	90 min.



Where can we find
every presentation
from today?

<https://lab.vindu.dev>





Questions?

Before we go... 😊

