What are you customer interested in & how to find out?

FAB Statements

- FAB stands for
  - **Features**
  - **Advantages**
  - **Benefits**

- FAB Statement is explaining the **feature**, what it does (the **advantage**), and how that **benefits** the prospective client.

Sleeping bag
FAB example

ZSEM

Features

- Durable outer material with a water-repellent finish
- The 750cuin filling volume will keep you warm
- Down to feather ratio 90/10
- Ergonomic shaping - sleeping bag adapted for free movement of hips and knees
- Close-fitting
- V-shaped chamber construction, with hidden seams
- The chambers ensure the perfect distribution of down across the entire sleeping bag
- Advanced mummy shape
- The collar and hood are adapted for one-handed regulation
- Tightening with a drawstring in the neck area
- Inside zip pocket
- Main two-way zipper YKK

SIZE	Medium
MATERIAL	Real Down, YKK®
SLEEPINGBAG WEIGHT	1434 g
FILLWEIGHT	910 g
TEMPERATURE COMFORT	-12 °C
TEMPERATURE LIMIT	-20 °C
TEMPERATURE EXTREM	-42 °C
SHAPE	múmia
ZIP SIDE	left
WEIGHT	1596 g
DIMENSIONS	189 x 79 cm
CONSTRUCTION	V-top + V-bottom
FILLING	100% White goose down FP 90/10 - 750 cuins (EU)
SHELL FABRIC	Toray 100% 20D Nylon + DWR
LINING FABRIC	Toray 100% 20D Nylon + DWR

Advantages

The very light and at the same time extremely durable TORAY Airtastic™ outer material can withstand even demanding tests and reliably retains a warm feeling.

Sophisticated chamber construction enabling the weight of the sleeping bag within just 1500 grams (size L) despite its excellent properties.

Benefits

When you’re camping, you’ll have a **nice warm sleep** at night so that when you wake up you’ll be **well rested** and ready for **a day of fun activities**.

What’s are value proposition two basic dimensions?

- What you **offer** (in terms of product/service)
- For **how much** 💰

campaign?

Etymology

From French ***campagne***, from Italian ***campagna*** (“field, military operation”), from Late Latin ***campānia*** (“open country, battlefield”), from Latin *campus* (“field”). Doublet of *campania*, *campagna* and *champagne*.

Noun

campaign (***plural*** *campaigns*)

1. A series of operations undertaken to achieve a set goal.
    a. an election campaign
    b. a military campaign
    c. The company is targeting children in its latest advertising campaign.
2. *(sports)* A player or team's efforts during a sporting season.
3. *(roleplaying games)* A series of play sessions using the same player characters, forming a continuous narrative.
4. The period during which a blast furnace is continuously in operation.
5. *(obsolete)* An open field; a large, open plain without considerable hills; a champaign.
6. *(obsolete)* An excursion into the countryside.

SCIENCE of PEOPLE
WHY YOU
PAY 8X MORE
FOR
MANUKA HONEY

	GPN DATA		CorvusPay		T-com PayWay		WSpay	
	One time payments	Installments payments	One time payments	Installments payments	One time payments	Installments payments	One time payments	Installments payments
Processing fees								
Transaction percentage fee	from 1,00% to 2,65%	0,20%	from 0,20% to 0,50%[1]		from 1,00% or 2.000 kn monthly fee		0,00%	
Transaction fixed fee	from 0,00 kn to 0,50kn	- kn	- kn	- kn	- kn	- kn	- kn	- kn
Monthly fee	from 0,00 kn to 200,00 kn		min. 220,00 kn		2.000,00 kn		238,00 kn [2]	
Bank fees								
Percentage acquiring fee[3]	-	from 4,00% to 6,00%	from 1,20% to 4,00%	from 4,00% to 6,00%	from 1,20% to 4,00%	from 4,00% to 6,00%	from 1,20% to 4,00%	from 4,00% to 6,00%
Monthly bank account fee (estimate)	70,00 kn	from 70,00 kn to 140,00 kn	140,00 kn	from 140,00 kn to 210,00 kn	140,00 kn	from 140,00 kn to 210,00 kn	140,00 kn	from 140,00 kn to 210,00 kn
Monthly bank wire transfer fee (estimate)	min. 12,00 kn	from 12,00 kn to 24,00 kn	min. 24,00 kn	from 24,00 kn to 36,00 kn	min. 24,00 kn	from 24,00 kn to 36,00 kn	min. 24,00 kn	from 24,00 kn to 36,00 kn
Multi currency								
Processing of local currency (HRK)	✓		✓		✓		✓	
Processing of foreign currency	✓		✓[4]		✗		✓[5]	
No currency conversion for cardholder	✓		✓[6]		✗		✓[7]	
Settlement in local currency (HRK)	✓		✓		✓		✓	
Settlement in foreign currency	✓		✓[8]		✗		✓[9]	
Licence for processing all EU registered merchants	✓		✗		✗		✗	
Support								
Integration fee	- kn		from 0,00 kn to 500,00 kn		1.000,00 kn		- kn	
Support for all leading eComm platforms (free plug-ins & documentation)	●		◕		◑		◑	
Call/chat 24/7 support for merchants and cardholders	✓		✗		✗		✗	
Settlement reporting	1 report for all payment methods	many reports (1 per acquiring partner)	many reports (1 per acquiring partner)		many reports (1 per acquiring partner)		many reports (1 per acquiring partner)	
Payment methods								
Acquiring support for leading card brands	✓		✓		✓		✓	
Number of supported alternative payment methods	20	✗	✗		✗		✗	
Costs [10]	100% one time payments	50% one time payments & 50% installments payments	100% one time payments	50% one time payments & 50% installments payments	100% one time payments	50% one time payments & 50% installments payments	100% one time payments	50% one time payments & 50% installments payments
Total monthly costs for given monthly volume: 100.000 HRK	2.310,67 kn	3.968,34 kn	2.428,74 kn	4.068,37 kn	3.228,74 kn	4.368,37 kn	2.266,74 kn	3.906,37 kn
Total monthly costs for given monthly volume: 1.000.000 HRK	17.566,70 kn	34.806,35 kn	18.978,20 kn	35.553,10 kn	18.978,20 kn	35.553,10 kn	17.216,20 kn	33.791,10 kn
Total monthly costs for given monthly volume: 5.000.000 HRK	63.945,50 kn [11]	161.595,75 kn [12]	76.993,00 kn	168.160,50 kn	68.993,00 kn	160.160,50 kn	67.231,00 kn	158.398,50 kn

Discover what people are asking about...

e.g. chocolate

Search

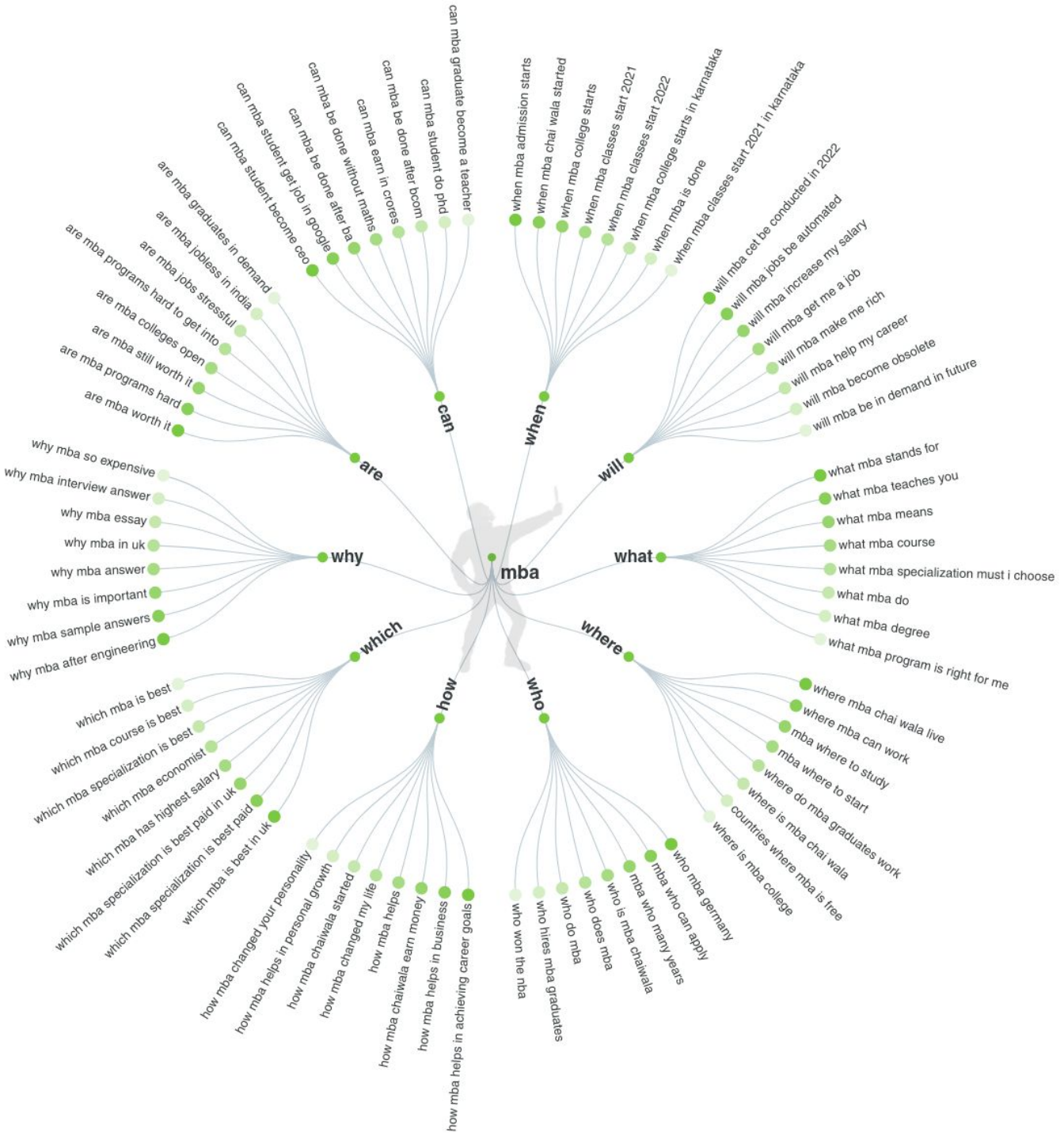
Enter a topic, brand or product Use 1-2 words for best results

United Kingdom English

What are people interested in relation to, say, MBA?

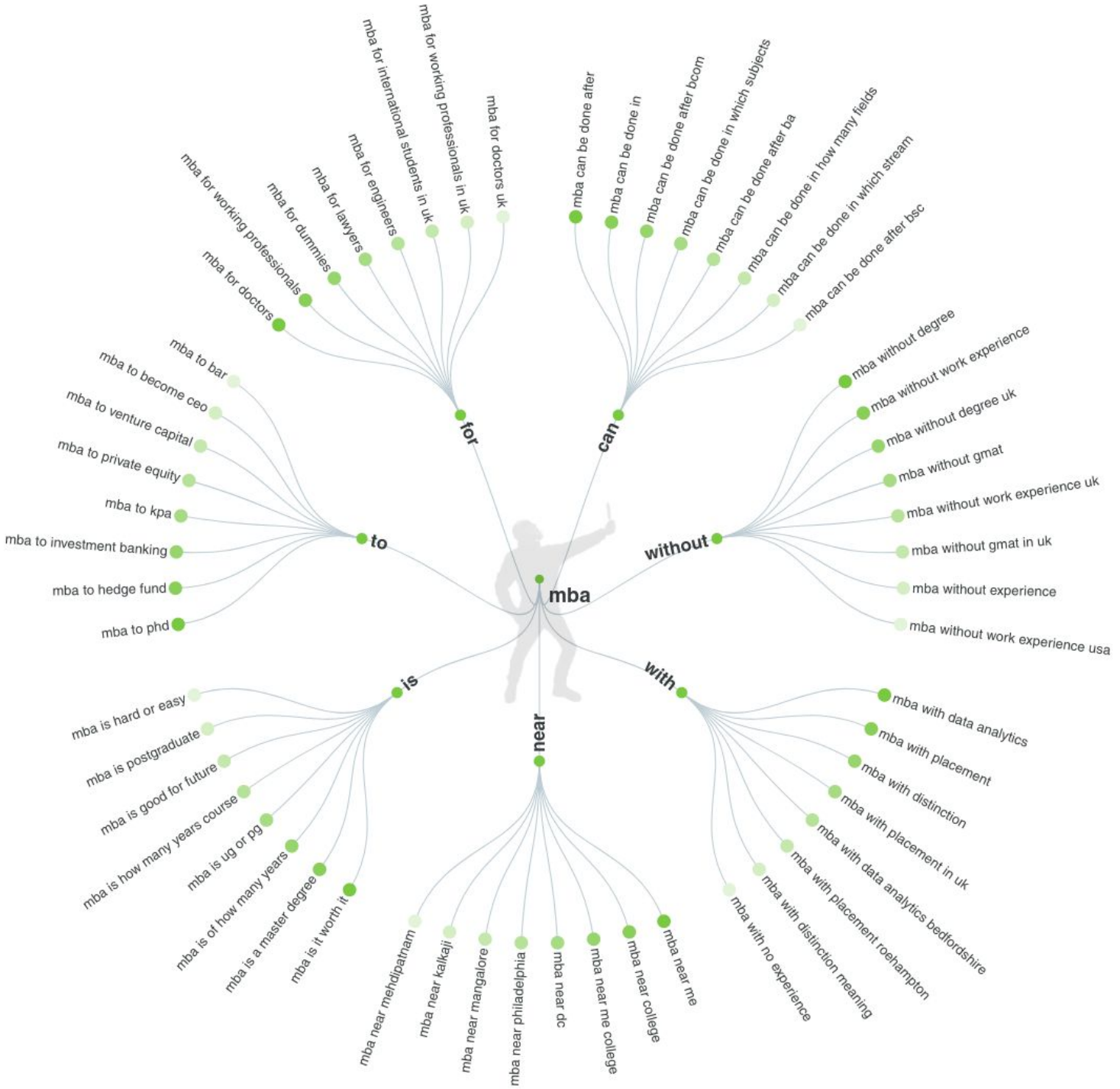
MBA

80 questions



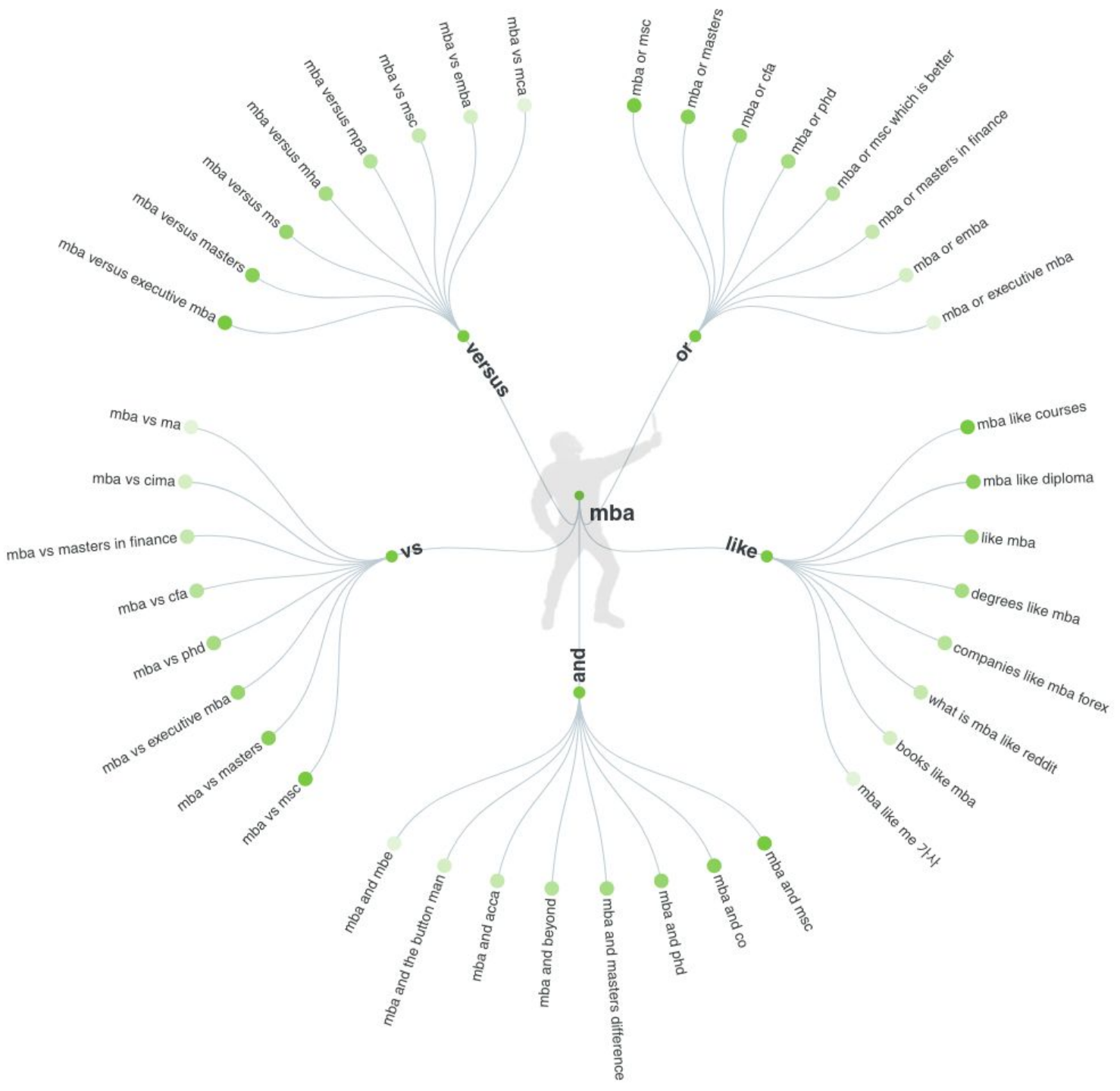
MBA

56 prepositions



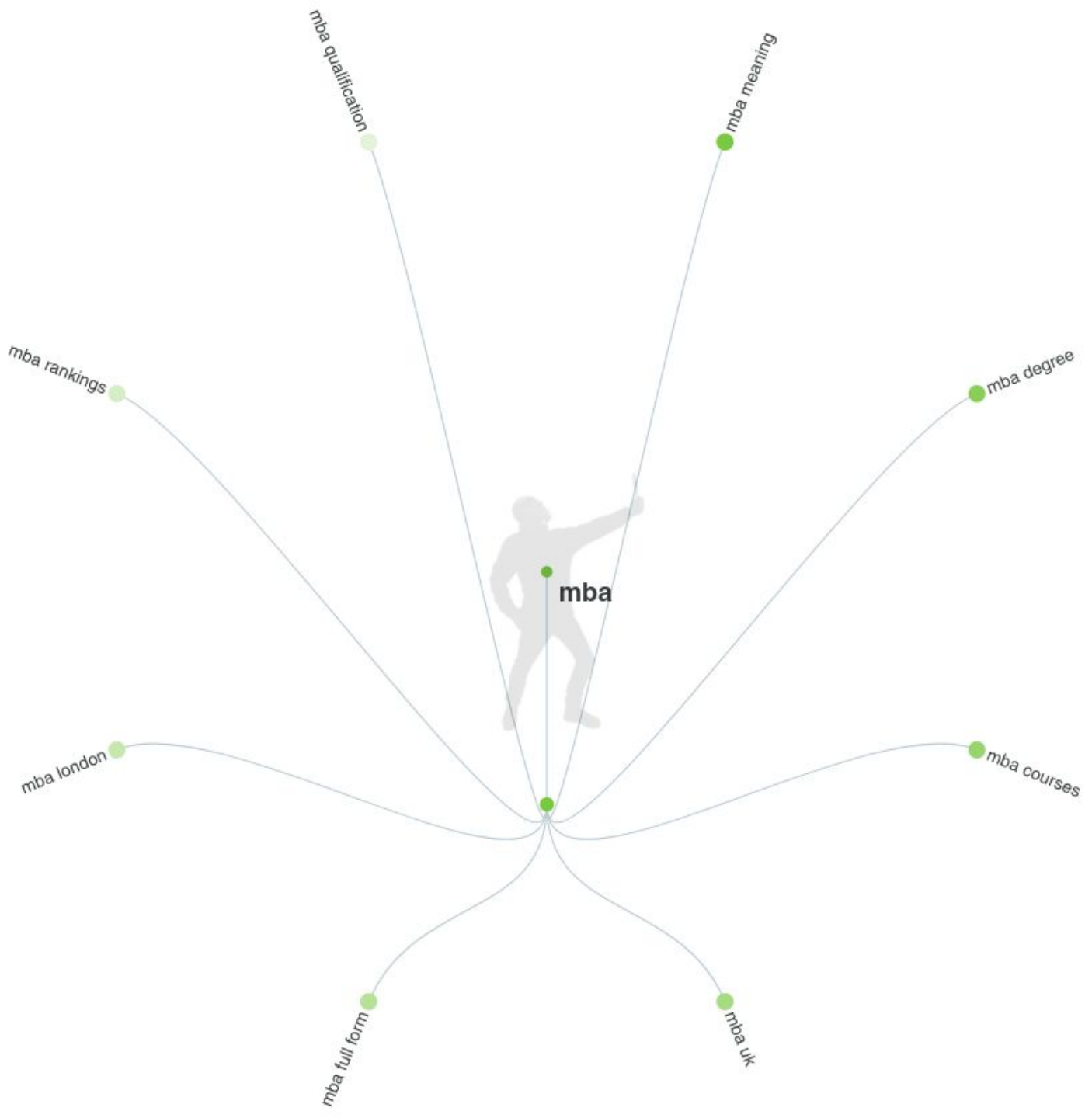
MBA

40 comparisons



MBA

8 related

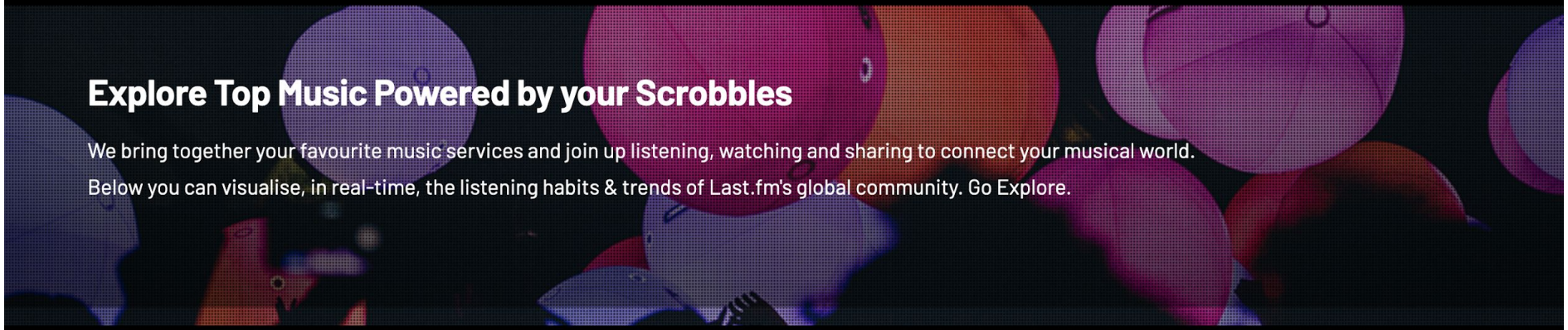


AnswerThePublic

- https://answerthepublic.com/
- It’s commercial tool… 💰
- You can make up to 3 queries a day for free
- Choose keywords/topics wisely and save your report!
- So let’s test it!

last.fm

Live Music Charts Events Features • Log In



Explore Top Music Powered by your Scrobbles

We bring together your favourite music services and join up listening, watching and sharing to connect your musical world.
Below you can visualise, in real-time, the listening habits & trends of Last.fm's global community. Go Explore.

Spiking Artists

These artists are trending globally on Last.fm right now

Click one to explore the artist and their similar artists

BTS

BTS - Butter

Plays: 1,247,142,519

Last.fm
Website

+ Compare

Worldwide | 2004 - present | All categories | Web Search

Interest over time

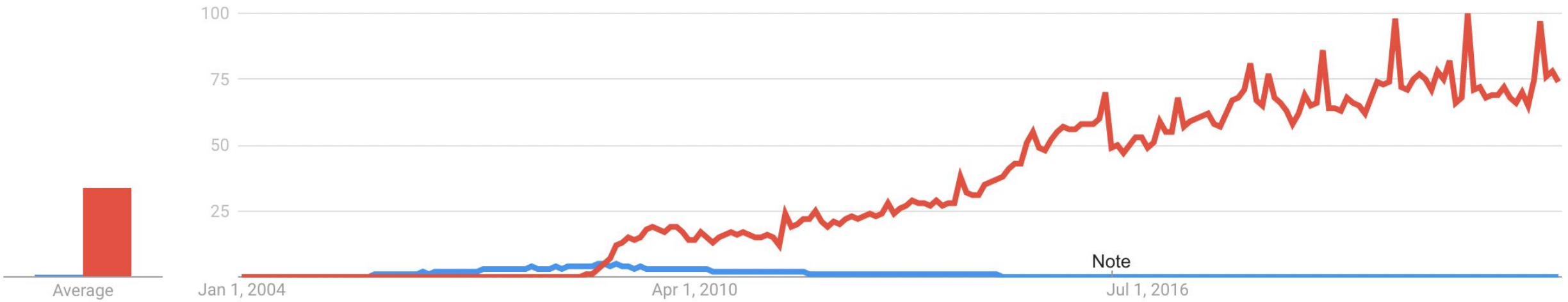
Last.fm
Search term

spotify
Search term

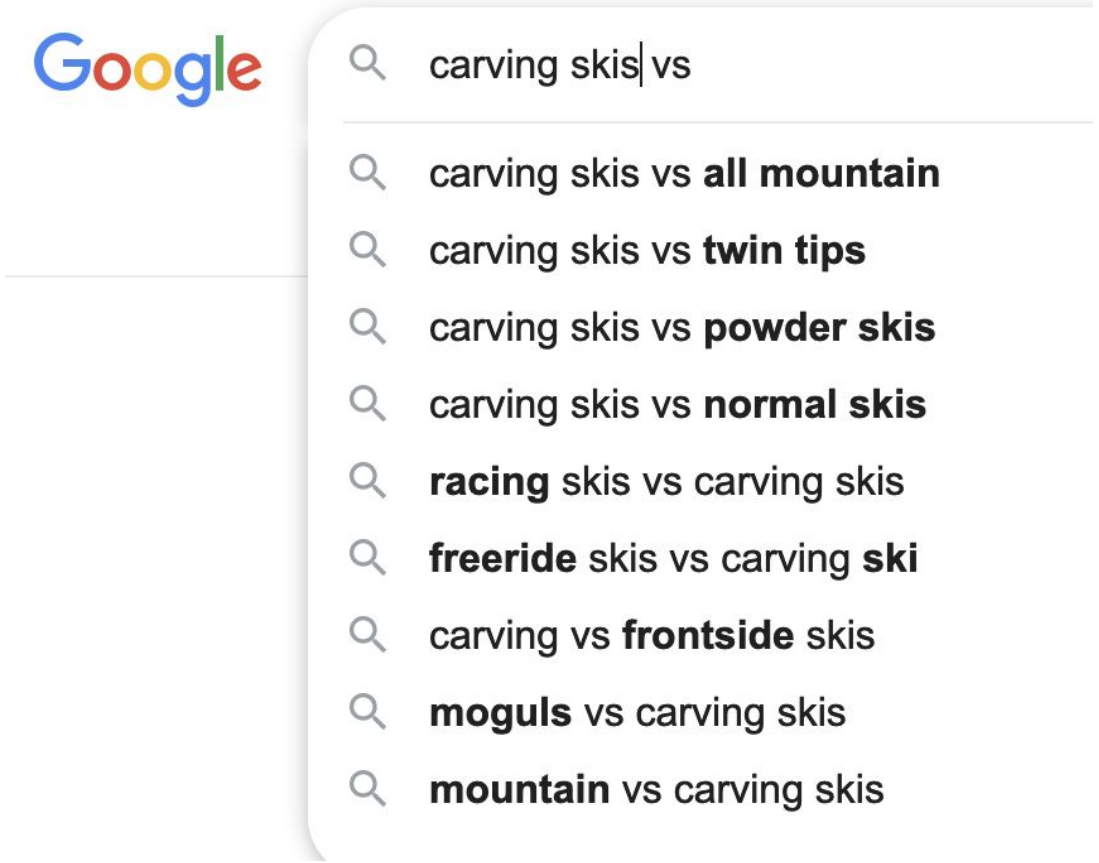
+ Add comparison

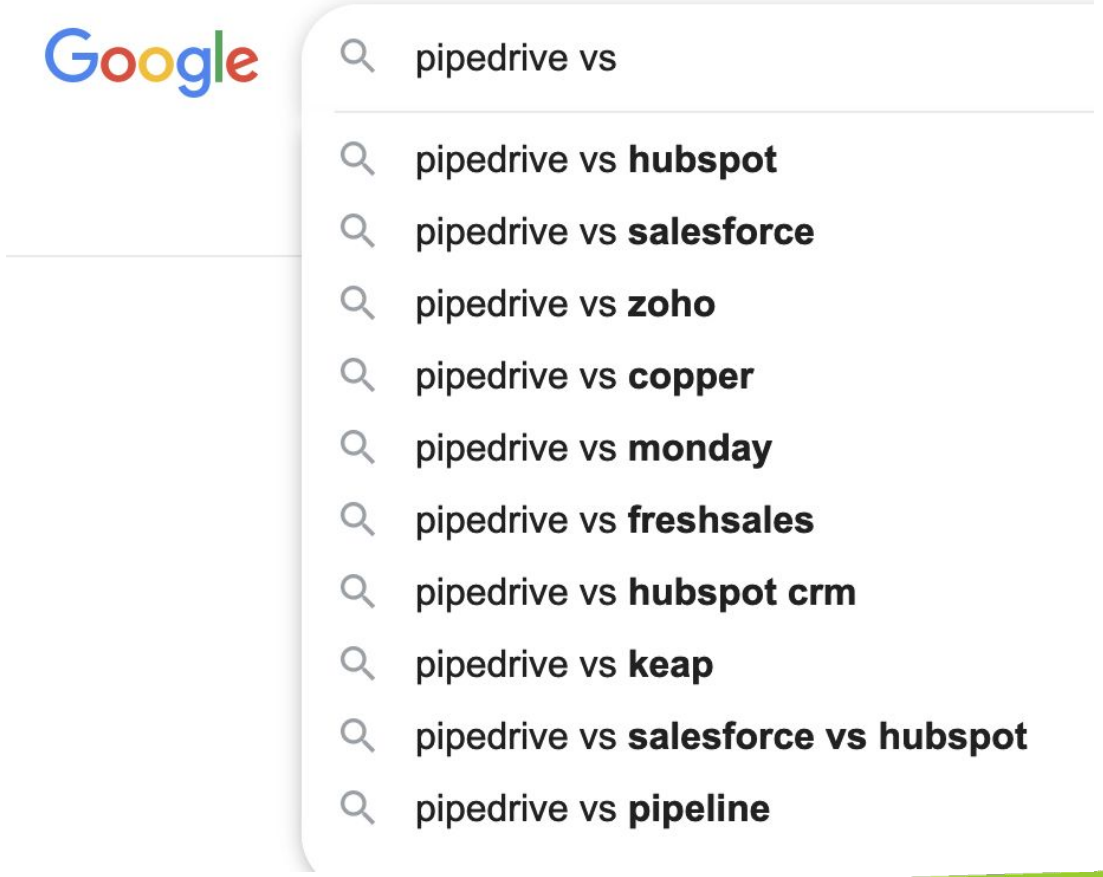
Worldwide | 2004 - present | All categories | Web Search

Interest over time



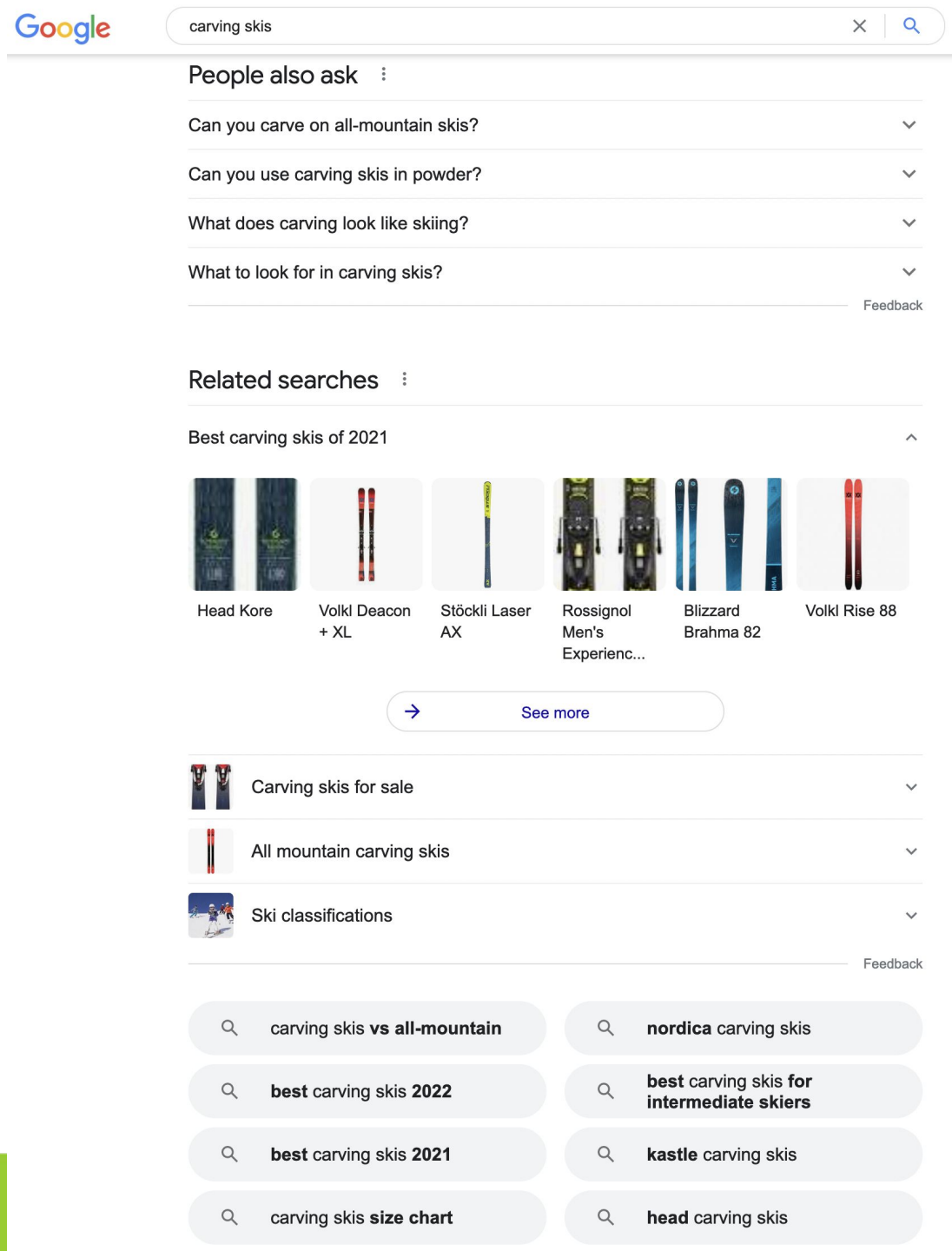
Something vs something else...





Related searches

- What is connected with my searches - based on what other people search too?



ZSEM

Consumer Journey
Consumer Trends
Visual Stories

Consur

Keep up with today's consumers by exploring what different audiences are searching for and engaging with.

Article

The shifting behaviours of fashion and beauty consumers in the U.K.

Article

What next for marketers? 5 lessons from a year of change

Perspective

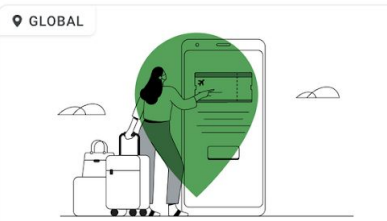
Top digital marketing trends and predictions for 2022

Article

How to plan your marketing strategy for 2022

Article

Unlocking growth: Why U.K. retailers should think globally this festive season

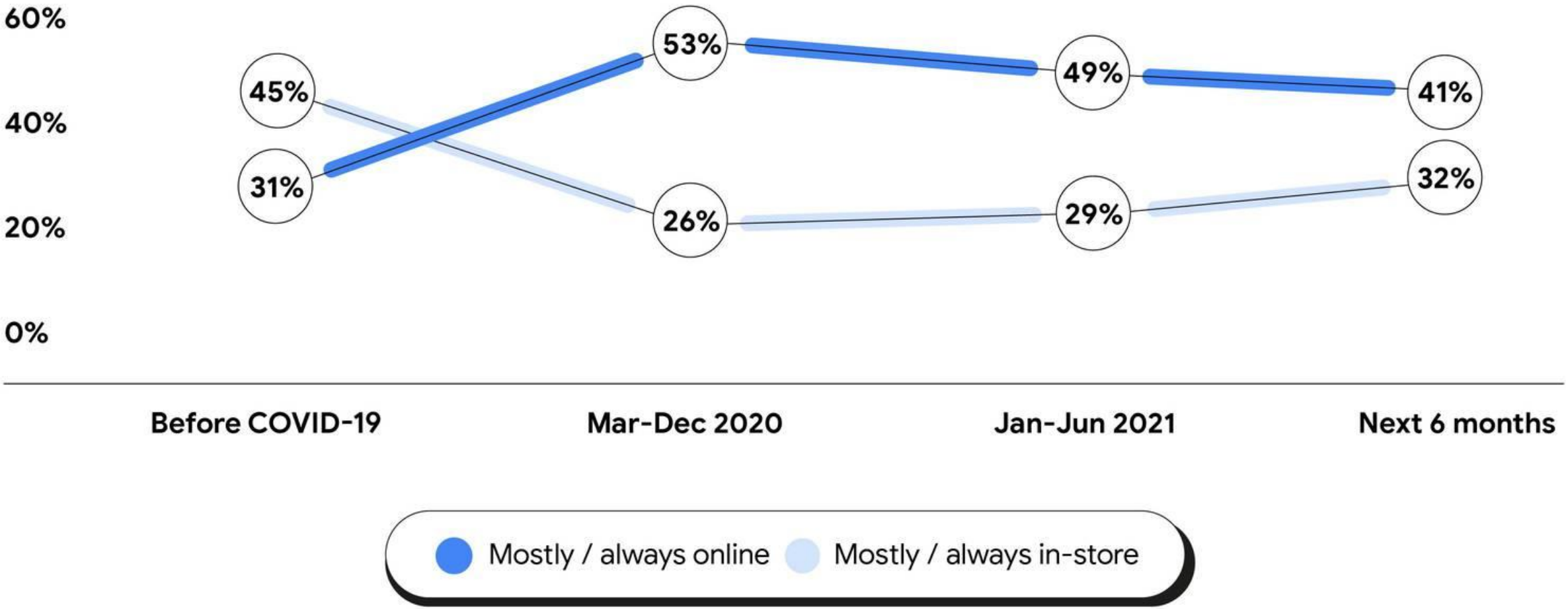


Article

Holiday travel will look different this year. Here's how marketers can be ready

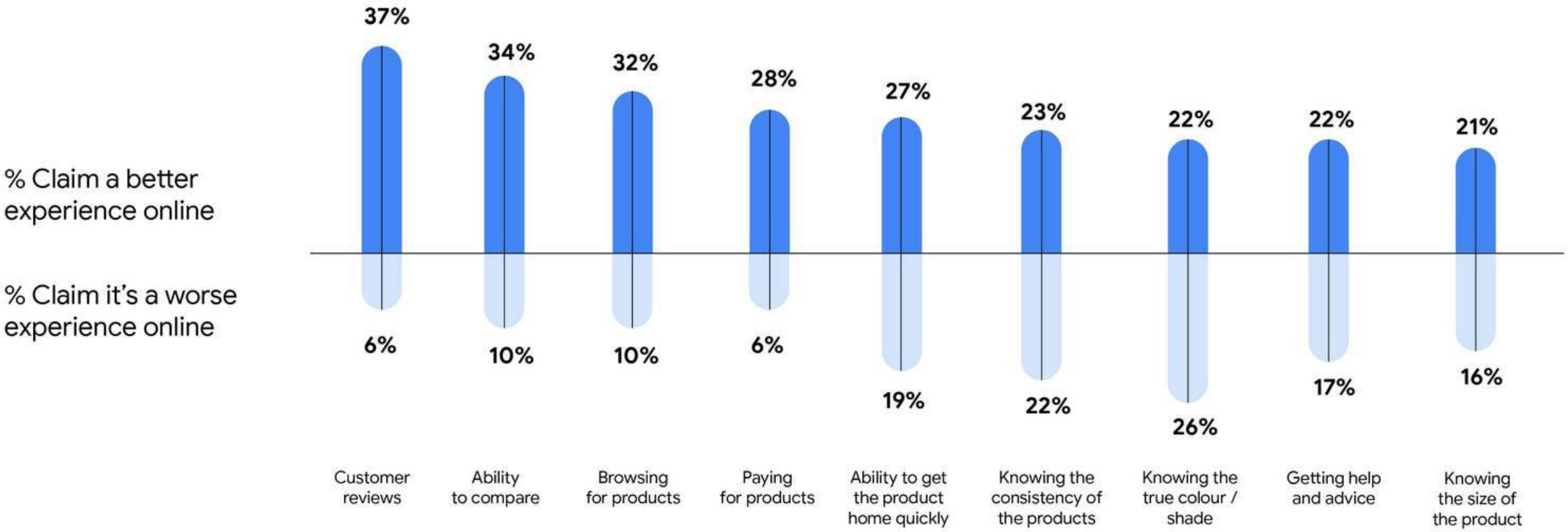
https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/

% of U.K. beauty consumers shopping or expecting to shop via online vs. in-store



Source: https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/fashion-beauty-consumer-behaviour/

Aspects of beauty shopping experience that are better or worse online vs in-store



Source: https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/fashion-beauty-consumer-behaviour/

Public perception?

Which one is better?

All things Google

- **Search**
- **Advanced Search**
- Gmail
- Chat
- Drive
- Calendar
- Meet
- Keep
- Contacts
- Maps
- Cloud
- Translate
- Tag Manager

- **Trends**
- My Ad Center
- **Ads Transparency Center**
- News
- Search Console
- Structured Data Test
- Rich Results Test
- PageSpeed Insights
- Ads
- Flights

- **Think with Google**
- Books Ngram Viewer
- **Public Data**
- Careers
- Blog
- **Market Finder**
- **Natural Language AI**
- Dataset Search
- Alerts
- Programmable Search Engine
- Domains
- **Courses and tools**
- Fonts
- Partners
- Public DNS

Market research

Customer Research & Validation

- **Surveys & Polls:** Use Google Forms, Typeform, or SurveyMonkey to gather insights on pain points and needs.
- **Customer Interviews:** Conduct Zoom calls or chat via LinkedIn, X, or industry forums.
- **Online Communities & Forums:** Monitor discussions on Reddit, Quora, Facebook Groups, or niche industry communities.

Competitor & Market Analysis

- **Google Trends:** Identify if there's rising interest in your market.
- **Keyword Research:** Use Ahrefs, SEMrush, or Google Keyword Planner, AnswerThePublic to see what people search for.
- **Review Analysis:** Check competitor reviews (Amazon, Trustpilot, G2) to find gaps in the market.

Industry Reports & Trends

- **Statista & IBISWorld:** For industry benchmarks.
- **Web & Social Listening:** Use Brandwatch or Google Alerts to track industry conversations.

Landing Page & MVP Testing

- **Pre-launch Pages:** Create a simple landing page with a value proposition and email sign-up. Use Carrd, Unbounce or WordPress.
- **A/B Testing:** Run different versions of a page with Optimizely or VWO.
- **Pre-Sales or Waitlists:** Test demand by offering early access, discounts, or pre-orders.

Traffic & Engagement Testing

- **Run Ads:** Use Facebook, Google, or TikTok ads with a small budget to gauge interest.
- **Monitor Analytics:** Use Google Analytics and Hotjar to track visitor behavior.
- **Email & Social Engagement:** Track open rates, click-throughs, and social shares.

AI

- **Consult AI:** Ask ChatGPT, Perplexity, Gemini, Claude or DeepSeek
- Always cross-check results with all available above as AI may be inaccurate

How to prompt AI?

The RISEN Framework: Fast Tracking AI Prompts for High-Quality Outputs

The Playbook TL;DR

Role

Establish the AI's character, expertise, or perspective

Instructions

Provide unambiguous, detailed, and actionable guidance

Steps

Offer a roadmap for task completion, from start to finish

Narrowing

Establish parameters to channel AI's creativity effectively

End Goal

Define the desired outcome, impact, and audience

ZSEM

Source: https://clickup.com/general-resources/playbooks/ai-prompts

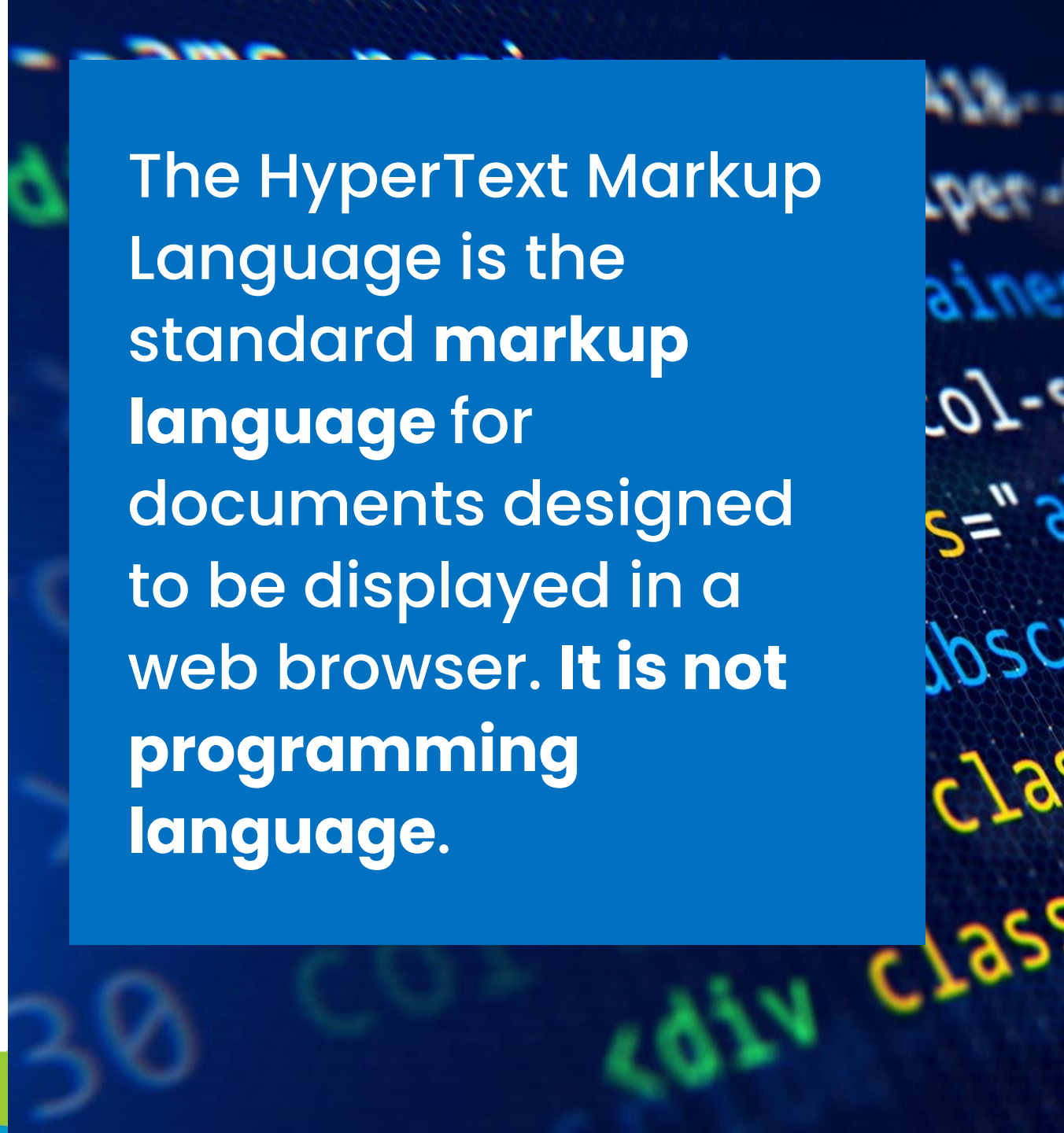
RISEN prompt example

Role:	As a social media marketing strategist.
Steps:	Develop strategies for promoting the app on Facebook, Instagram, and Twitter. Suggest types of content to post (e.g., videos, testimonials, workout tips). Provide a posting schedule for the first month. Include ideas for engaging with followers and encouraging app downloads.
Input:	I need a campaign plan to promote our new fitness app on social media. The plan should include strategies for different platforms and types of content to post.
Expectation:	I want a comprehensive campaign plan, around 500 words, that outlines clear strategies and content ideas for promoting the fitness app.
Narrowing:	Focus on creative and engaging content that highlights the app's unique features. Include tips for tracking engagement and measuring success. Keep the tone energetic and motivational.

HTML

HyperText Markup Language

The HyperText Markup Language is the standard **markup language** for documents designed to be displayed in a web browser. **It is not programming language**.



HTML quick exercise (5-7 min)

Let's see what this HTML is all about?

1. Download and install Visual Studio Code from : **https://code.visualstudio.com**
2. Make super simple web page and save it on your desktop as **example.html**
3. Open the web page in your browser
4. To see application of CSS styling add line in `<head>` section of your web page:
   `<link rel="stylesheet" href="https://vindu.dev/style.css">`
5. Save the page and refresh the page in the browser

```
<!DOCTYPE html>
<html>
<head>
   <title>Example web page</title>
</head>
<body>
   <div>
       <h1>This is a Heading</h1>
       <p>This is a paragraph.</p>
   </div>
</body>
</html>
```

Thank you for your attention!

Questions?