

# MARKETING MAZE

## HELLO WORLD INFLUENCER

All marketing strategies are made up of five core elements. Successfully navigating the maze means nailing the type of communication that your prospects will be most attracted to and will be most likely to trust.

CAMPAIGN		PROSPECTS	
NAME	<input type="text"/>	DEMOGRAPHICS	<input type="text"/>
PURPOSE	<input type="text"/>	GEOGRAPHY	<input type="text"/>
TIME FRAME	<input type="text"/>	BUYING POWER	<input type="text"/>
GOAL	<input type="text"/>	SIZE	<input type="text"/>

**WHY** (YOUR PROSPECTS MOTIVATION)

DREAM (offense)

DISASTER (defense)

**WHERE** (YOUR MESSAGES LOCATION)

HOME (your turf)

AWAY (their turf)

**WHEN** (STAGE OF PROSPECTS JOURNEY)

START (breaking new ground)

END (having tried before)

**HOW** (YOUR PROSPECTS DESIRED CURE)

IMPROVE (more)

SIMPLIFY (less)

**WHO** (YOUR PROSPECTS DESIRED SAVIOR)

REBEL (innovative)

ELDER (traditional)



**MARKETING STRATEGY**

WHY	HOW	WHO	WHERE	WHEN
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>