

TODD PAULI

ACTIVE AGING

MARKETING STRATEGIES
TO FOSTER
BRAND AWARENESS & BRAND LOYALTY

1

TIMING

CUSTOMER
NEEDS

MARKETING
MESSAGE

MARKETING
CONTENT

2

WHY ARE WE
TALKING
ABOUT THIS?

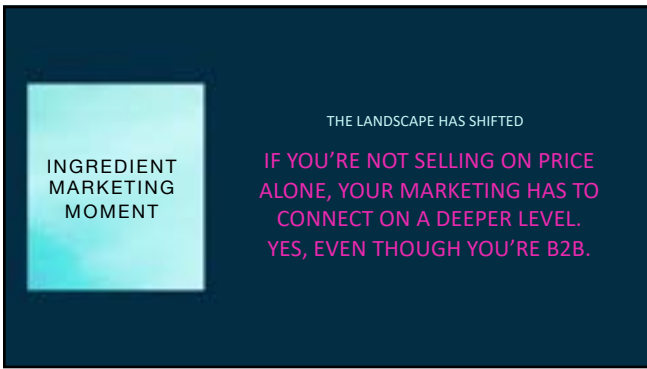
TIMING DOESN'T MAKE SENSE WHEN YOU ALREADY
KNOW THE REASON TO BELIEVE

TIMING IS TOUGHEST WHEN YOU'RE IN THE WEEDS

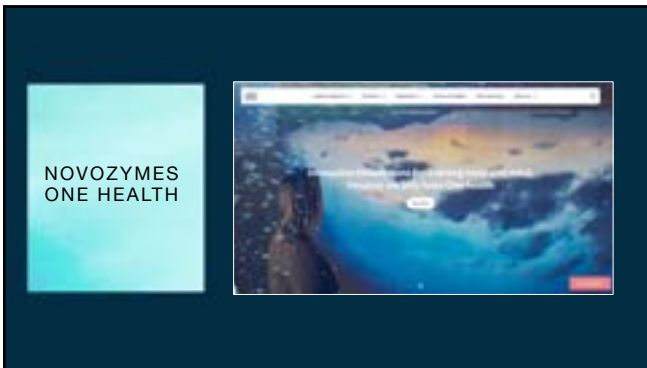
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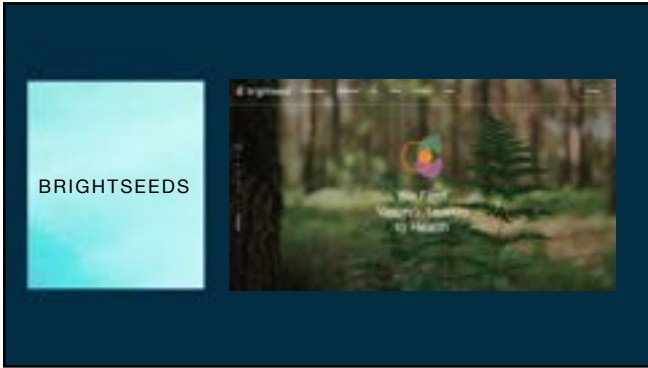
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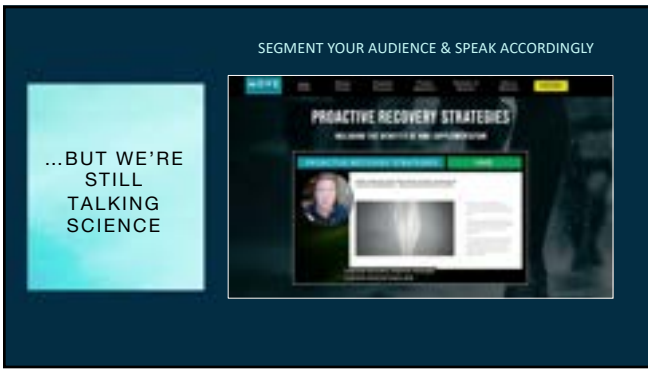
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TIMING

AS A BRAND OWNER, YOU KNOW THE WHOLE STORY

MARKETING MESSAGE

YOU MUST DECIDE WHEN TO SHARE WHAT YOU KNOW AND WHAT THAT MESSAGE LOOKS LIKE [DESIGN MATTERS]

MARKETING CONTENT




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TRUST THE BRAND YOU'VE BUILT AND EVANGELIZE YOUR STORY TO SELL YOUR PRODUCTS

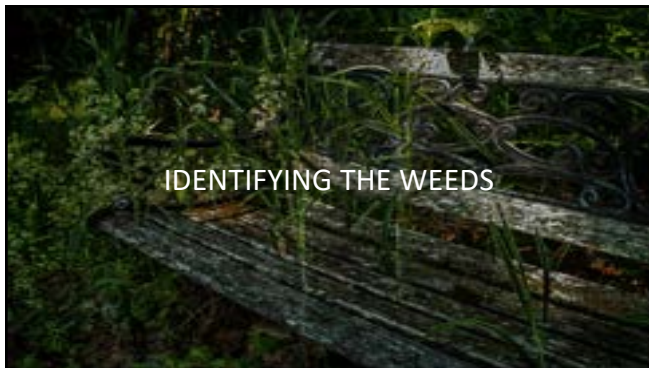
BRAND EXAMPLE

SEED



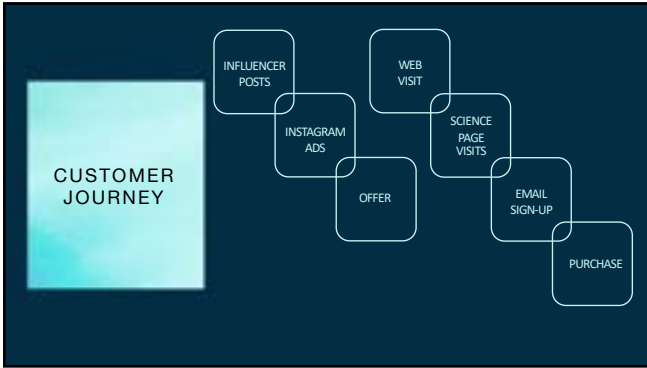
MEET CUSTOMERS ON THEIR PATH TOWARD THE SCIENCE

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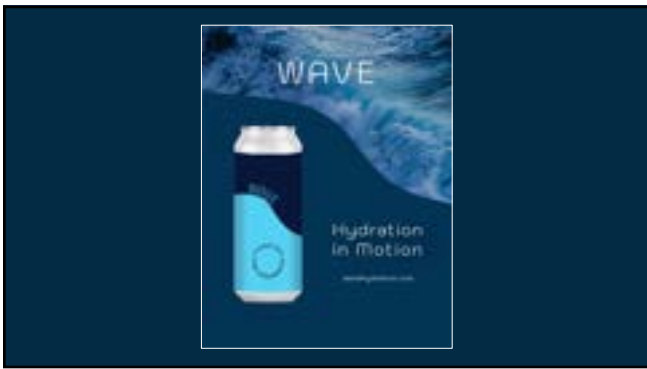


IDENTIFYING THE WEEDS

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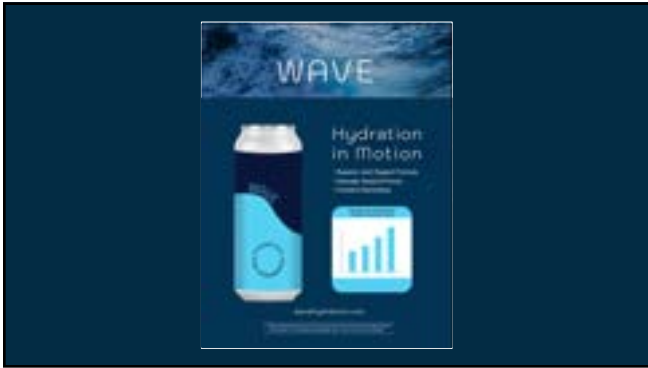
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