

Test your knowledge

Exercise 4. Quick Checks!

Are you up to a Challenge?

Considering the contents addressed throughout this Theme, give your best to answer the following questions.

1- To understand consumer needs, organizations should:

(Select the incorrect one)

- a. Identify segments where consumers have different needs;
- b. Insert new products and/or services or reposition them;
- c. Develop marketing communication strategies and fulfil the benefits of products and/or services;
- d. Evaluate the strategies with respect to their effectiveness;
- e. Ensure that such strategies do not mislead consumers or cause harm to society.

Answer: a. To be true, it should be: Identify segments where consumers have the same needs.

2- The starting point of the consumer behaviour is to recognise the need for something, that is, to be instigated to become a potential consumer. From there, the other stages begin. Establish the correct links between stage and meaning.

Stage	Meaning
1 - Recognition	a) Beyond the brand in the consumer's mind
2 - Identification of substitutes	b) The act of buying/acquiring
3 - Evaluation of alternatives	c) Search for information (time and effort);
4 - Decision	d) Evaluate your experience, feelings, and satisfaction Products and/or services; and adjust your knowledge or evaluation identical
5 - Post-purchase behaviour	e) Comparison by attributes

Answer: 1 → c; 2 → a; 3 → e; 4 → b; 5 → d.

3- Digital marketing can lead to advantages such as:

(Select the correct alternatives)

- a) ___ Measurable results

- b) Low investment
- c) Avoid the main target audiences
- d) To obtain slow, but steady results

Answer: a; b.

4- What are the four distinct phases, which integrate cyclically and dependently the content marketing process?

(Select the correct alternative)

- a. Create and manage; Optimize, aggregate, curate; Converse and listen; and Measure and learn
- b. Create and manage; Optimize and separate; Converse and listen; and Measure and learn
- c. Create and manage; Optimize, aggregate, curate; Converse and publish; and Measure and learn
- d. Create and manage; Optimize, aggregate, curate; Converse and listen; and Measure and teach

Answer: a.

5- True or False?

Branding is endowing products and services with the power of a brand.

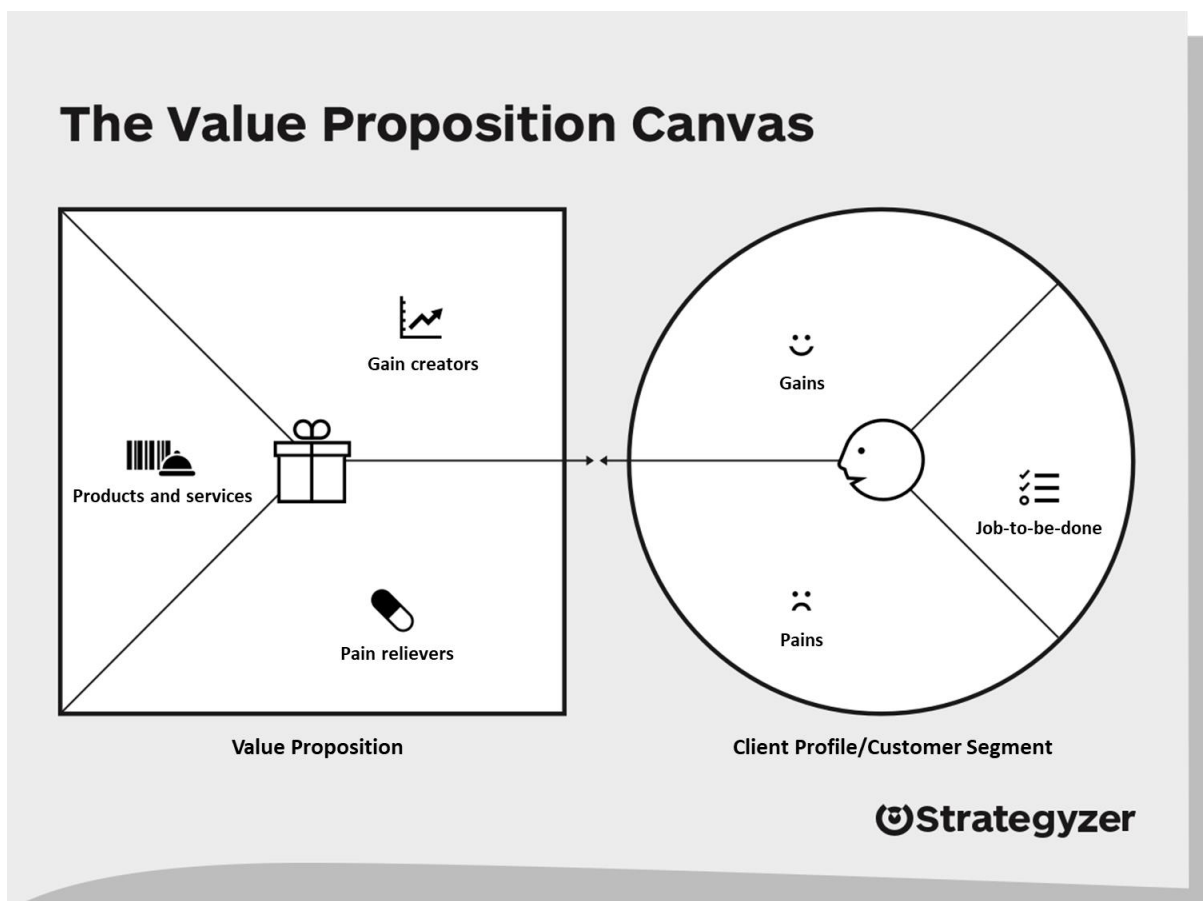
Answer: True

Topics for individual projects

Exercise 1. Defining your Value Proposition

The **Value Proposition Canvas**, by Strategizer (<https://www.strategyzer.com/>), is a framework which can help ensure that a product or service is positioned around what the customer values and needs. This framework is at the core of any business as it focuses on “What” and “To whom”, i.e., how your company delivers value to your audience.

Using the following framework, define in simple bullet points your customer segment and your value proposition.



From: <https://www.strategyzer.com/>

Start with your customer segment:

1. Job-to-be-done

What are the jobs your customer is trying to get done in work or life? These could be both functional and social. What basic needs do your customers have (emotional and/or personal)?

2. Gains

What would make your customer happy? What outcomes does he or she expect and what would exceed their expectations? Think of the social benefits, functional, and financial gains.

3. Pains

What is annoying or troubling your customer? What is preventing him/her from getting the job done? What basic What is hindering your customer's activities?

Then explain what you are going to deliver:

4. Gain creators

What can you offer your customers to help them fulfil the gains? Be specific, both in quantity and quality.

5. Pain relievers

How can you help your customer relieve his pains? Be explicit about how they can help.

6. Products and services

What are the products and services you can offer your customer so he can get his job done?