# Module 5: Your Marketing

*“Money coming in says I’ve made the right marketing decisions.”  
Adam Osborne*

Marketing isn’t just colorful \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_, flashy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ fun!

Marketing is one of the two \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_   
for any successful company.

First, consider \_\_\_\_\_\_\_\_\_\_\_\_ your marketing \_\_\_\_\_\_\_\_\_\_\_\_ are going.

Then, determine \_\_\_\_\_\_\_\_\_\_\_\_ marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are working and \_\_\_\_\_\_\_\_\_\_\_\_ are not.

ROI is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ you make \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ your initial investment.

Identifying marketing products with a \_\_\_\_\_\_\_\_ \_\_\_\_\_\_ is the key to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ this business facet.