

# Module 1

**Why is  
marketing  
so important  
for your  
business?**



It allows you to **connect** with potential customers and inform them of all the services you offer.

It builds **brand recognition** and fosters healthy competition between businesses.

It boosts **sales**, helps you construct a consistent client-base, and helps you make your mark on the world.

**How many touchpoints**

**does it take to convert**

**a sale?**

Between 5 and 20

**touchpoints to**

**make a sale.**

THE HARDER

YOU WORK

THE LUCKIER

YOU GET

**Things for you to think about**





**You have the Database**



**Solving a Problem**





# MASLOW'S HIERARCHY



# Self-actualization

desire to become the most that one can be

# Esteem

respect, self-esteem, status, recognition, strength, freedom

# Love and belonging

friendship, intimacy, family, sense of connection

# Safety needs

personal security, employment, resources, health, property

# Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

