Module1



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 consist 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

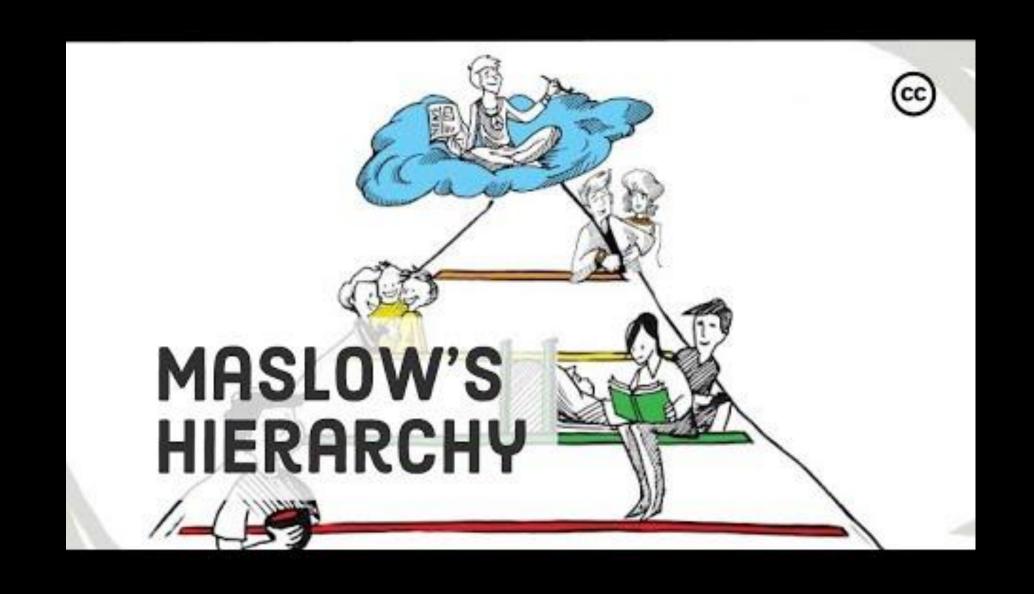
YOU WORK

THE LUCKIER

YOU GET







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