



Cost Effective Marketing Communications

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Agenda

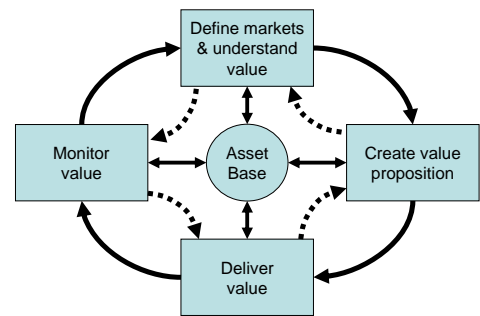
- Theory
- Practical Implementation
 - Market
 - Audience
 - Value Proposition
 - Objectives
 - Delivery
 - Measurement



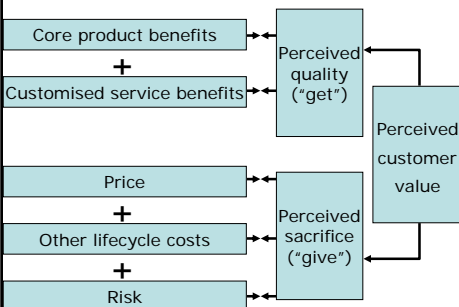
Theory



Map of the Marketing Domain



Value Proposition - Theory



Value Proposition - Practice

