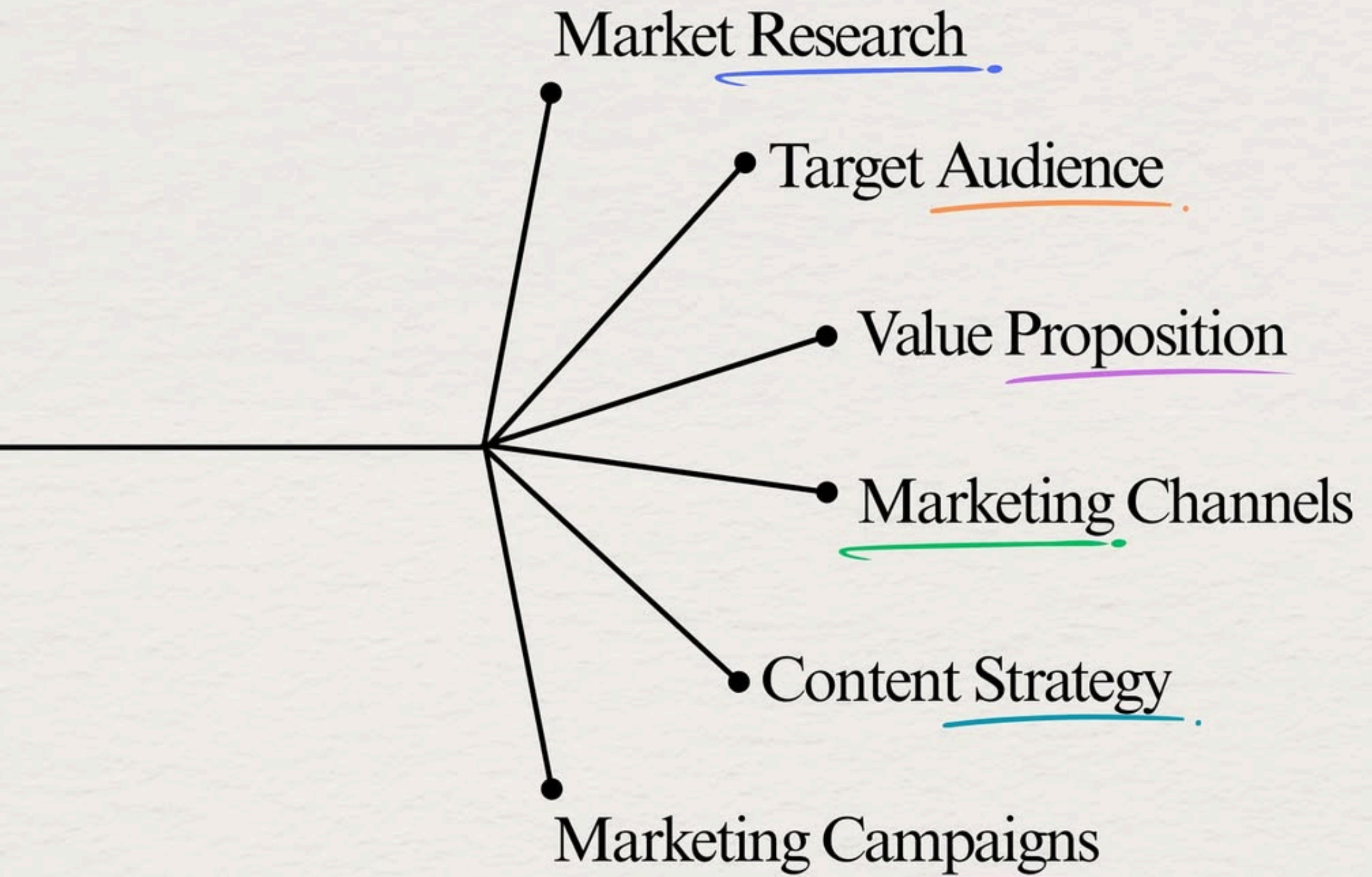


Marketing is _____



1. Market Research.

Understanding the landscape, trends, competitors, and customer needs before making any move.

2. Target Audience

Knowing who you're talking to. A clear profile of the customers you're trying to reach.

3. Value Proposition

The reason people should choose you over alternatives, what makes your offer unique.

4. Marketing Channels

The platforms and mediums (social media, email, ads, events, etc.) where you connect with your audience.

5. Content Strategy.

The messaging, visuals, and stories that attract, engage, and convert.

6. Marketing Campaigns

Planned initiatives to achieve specific marketing goals, whether it's awareness, leads, or sales.