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 MARKETING & EVENT  
 CONSULTANT

MBA GRADUATE  
 ENTREPRENEUR  
 FOUNDER & CO-FOUNDER













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How to create a positive impact in the society through creative Marketing and Events.

What are the 4Ps and 7Ps and how to use them in a real life ?

Why PESTEL ANALYSIS are important when you decide to go international?

How to create a SWOT Analysis based on the real-life projects?

How to create a successful event that would match your organizational goals?

How to match UN Development Goals with your ideas and innovation?

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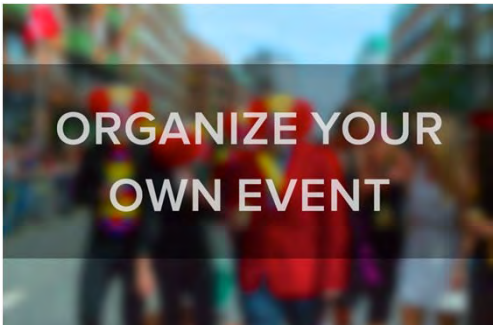
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**ORGANIZE YOUR  
 OWN EVENT**

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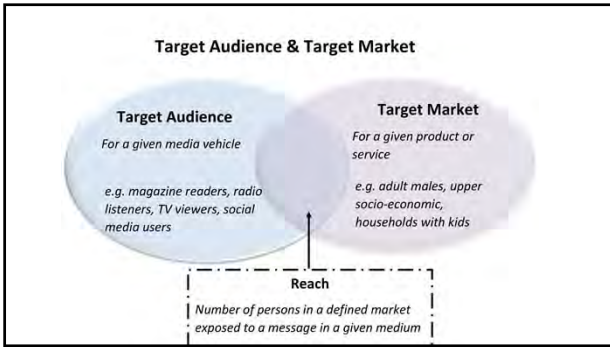
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- Target Market and Target Audience**
- Target market
    - The group of consumers toward which an overall marketing program is directed.
  - Target audience
    - A group of consumers within the target market for which the advertising campaign, for example, is directed.
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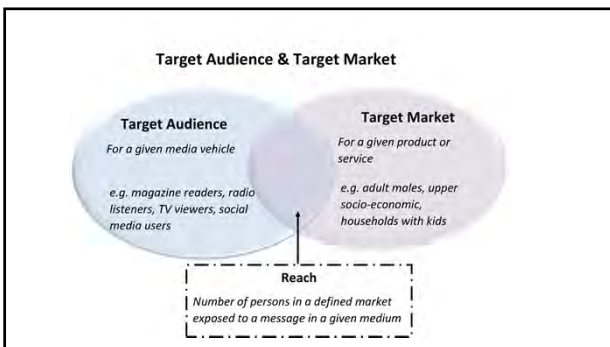
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## Best Practices: Target Customers

You likely have **MULTIPLE, COMPLEMENTARY** target customers

**SUB-SEGMENT** target customers, even if you will deliver the same product solution to them

Constrain your target customers by their **ATTRIBUTES**

Create a **PERSONA** to bring them to life

### Attribute Examples

Age Range  
Gender  
Socio-economic  
Geography  
Goals and Values  
Motivators and Inhibitors  
Technology Comfort and Preferences

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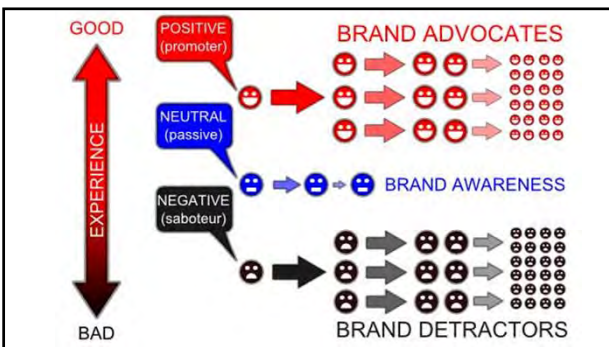
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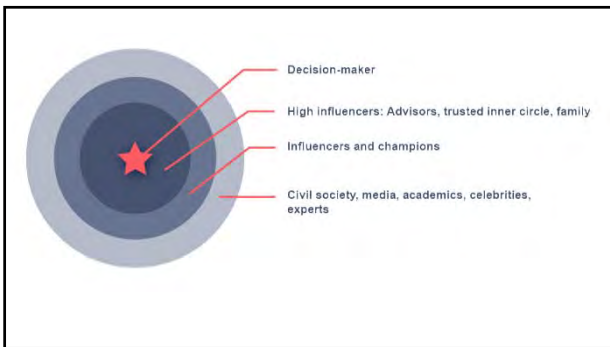
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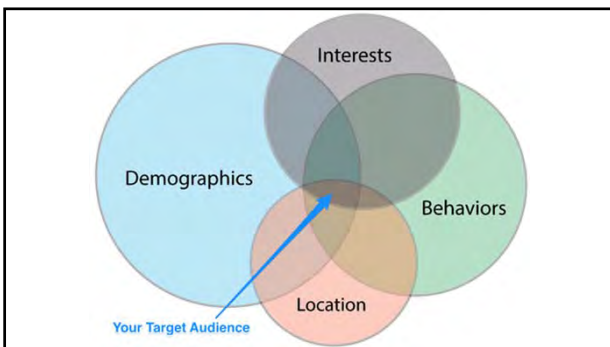
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A **slogan** is a short, memorable catch phrase used to identify a product or company in advertisements.

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Examples of 4 word slogans:

**"We are Air Products"**

--Air Products Inc--

**"Get in the Zone"**

--AutoZone Inc--

**"Gain from our perspective"**

--Franklin Templeton Investments--

**"The Pharmacy America trusts"**

--Walgreens Boots Alliance--

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**Panasonic**  
ideas for life



Mercedes-Benz  
The best or nothing.

**SONY**  
make.believe

SLOGAN

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**KNOW MORE  
CARE MORE  
DO MORE**

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| P  | E   | S   | T   | E  | L   |
|--|---|---|---|--|---|
| <ul style="list-style-type: none"> <li>- Government policy</li> <li>- Political stability</li> <li>- Corruption</li> <li>- Foreign trade policy</li> <li>- Tax policy</li> <li>- Labour law</li> <li>- Trade restrictions</li> </ul> | <ul style="list-style-type: none"> <li>- Economic growth rates</li> <li>- Exchange rates</li> <li>- Interest rates</li> <li>- Inflation rates</li> <li>- Disposable income</li> <li>- Unemployment rates</li> </ul> | <ul style="list-style-type: none"> <li>- Population growth rate</li> <li>- Age distribution</li> <li>- Career attitudes</li> <li>- Safety emphasis</li> <li>- Health consciousness</li> <li>- Lifestyle attitudes</li> <li>- Cultural barriers</li> </ul> | <ul style="list-style-type: none"> <li>- Technology incentives</li> <li>- Level of innovation</li> <li>- Automation</li> <li>- R&amp;D activity</li> <li>- Technological change</li> <li>- Technological awareness</li> </ul> | <ul style="list-style-type: none"> <li>- Weather</li> <li>- Climate</li> <li>- Environmental policies</li> <li>- Climate change</li> <li>- Pressures from NGO's</li> </ul> | <ul style="list-style-type: none"> <li>- Discrimination laws</li> <li>- Antitrust laws</li> <li>- Employment laws</li> <li>- Consumer protection laws</li> <li>- Copyright and patent laws</li> <li>- Health and safety laws</li> </ul> |

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| S<br>STRENGTHS   | W<br>WEAKNESSES   | O<br>OPPORTUNITIES   | T<br>THREATS  |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Things your company does well</li> <li>• Qualities that separate you from your competitors</li> <li>• Internal resources such as skilled, knowledgeable staff</li> <li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li> </ul> | <ul style="list-style-type: none"> <li>• Things your company lacks</li> <li>• Things your competitors do better than you</li> <li>• Resource limitations</li> <li>• Unclear unique selling proposition</li> </ul> | <ul style="list-style-type: none"> <li>• Underserved markets for specific products</li> <li>• Few competitors in your area</li> <li>• Emerging need for your products or services</li> <li>• Press/media coverage of your company</li> </ul> | <ul style="list-style-type: none"> <li>• Emerging competitors</li> <li>• Changing regulatory environment</li> <li>• Negative press/media coverage</li> <li>• Changing customer attitudes toward your company</li> </ul> |

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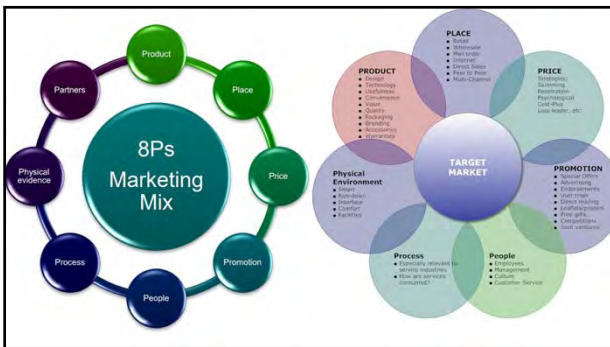
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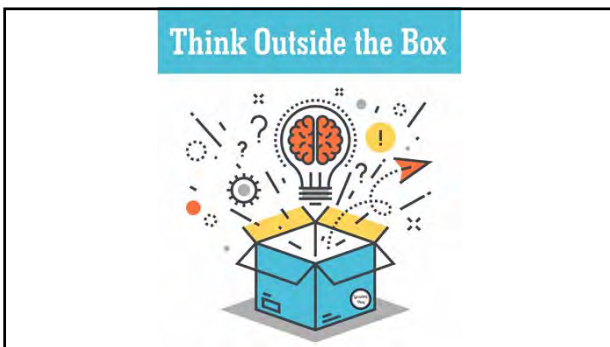
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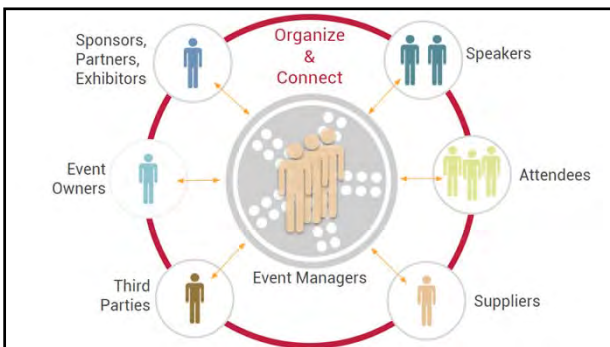
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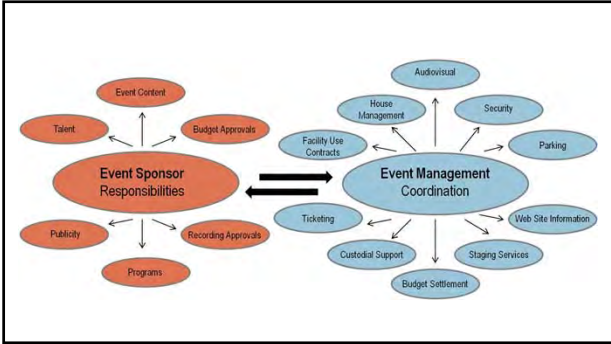
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