

Creating a Memorable Marketing Pitch



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Agenda

- The 3 questions you must answer
- Tell me a story
- Make it memorable

The 3 Questions You Must Answer

- Who are you and why should we care?
- How will you meet your customers' needs?
- What's special about your brand or product?

Tell Me a Story



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A Story About You



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A Story About Your Customer



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A Story About Your Product



Make It Memorable

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A Person



An Animal

twitter



A Sensual Memory



A Color



UPS:
What can
brown do
for you?

A Need



A Trend



The Farmer's Cow is a group of six Connecticut, family-owned dairy farms with a unified brand.

A Value or Belief



Always SMALL FARMER grown – Organic and FAIRLY TRADED