MODULE 1: MARKETING FOUNDATIONS

Capture or create: my demand plan

Lesson: Demand you capture and demand you create · about 15 minutes

Decide, service by service, whether to focus on capturing existing demand or creating new demand.

Your business (name, service, main city):

1. List each of your services. Beside each, write whether clients already search for it by name: yes, partly or no.

2. Go through the six-point capture checklist. Which items are missing for your business, and what will it take to fix each one?

3. Choose one service that needs demand creation. Who should know about it, and where do they spend their attention?

4. Write three ideas for content, partnerships or appearances that would plant that service in a client's mind before they start planning.

5. **Set your split: what percentage of your weekly marketing time will go to capture and what percentage to creation this quarter? Explain why.**

6. **Name the signal that will tell you demand creation is working, such as branded searches or inquiries mentioning a post, and when you will check it.**

Check: can you now

- Distinguish demand capture from demand creation and classify common event marketing channels
- Estimate how much existing demand there is for each of your services
- Set a time and budget split between capture and creation that fits your business and season

One change you will make this week