

MIND MAPPING

How do you know what marketing tools are relevant for your business? Set the wheels in motion with a good mapping session.

Here's how it works: You (or your business/product/brand) are the star in the centre. We have listed topics for you that are possible market touch-points for your clients, so we've started the ball rolling. Now it's your turn. List marketing components for each topic that are relevant to your business, idea, or product. Get messy. It doesn't matter how many things you add, or how many sub-levels you get into. You never know what you'll stumble onto. The more illegible the page is at the end of your session, the clearer the idea.

