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Block 2 - Module 3

**CREATIVE ENTREPRENEUR:
MODERN PROMOTION INSTRUMENTS,
CREATIVE PROBLEM SOLVING,
AN INNOVATIVE ELEMENT
OF BUILDING A POSITION IN SOCIETY**

Elaborated by GrowthCoop

This module will provide the keys to creating and developing your own brand, and the mechanisms for its development and optimum positioning in the market.

It will also provide an approach to creative thinking, digital marketing techniques, creative problem solving and gamification.

This will help us to overcome any obstacle that may arise during the creation of our project and we will know how to better focus our product, our potential customer and how to reach them in the most effective way.

COURSE DESCRIPTION



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1, BRAND CREATION AND DEVELOPMENT

The creation and development of a brand is a process that requires time, effort and careful planning, being a vital process in the creation of a business. Defining the brand personality, corporate image, logo, or social media messaging must be addressed when starting a business.

A brand goes far beyond visual aspects such as the logo, it is how a business is perceived, what it means, how it works. That is why this point is very important if you want to be successful.

To create, then develop a successful brand correctly, the following aspects must be taken into account:



Define your purpose and values

Before you start to develop your brand

Identify your target audience.

Who are your ideal customers, their needs and wants

Create a brand identity

It is made up of elements such as the logo, colours, typography and brand voice

Develop a communication strategy

This strategy needs to be clear and consistent and should reflect your brand identity



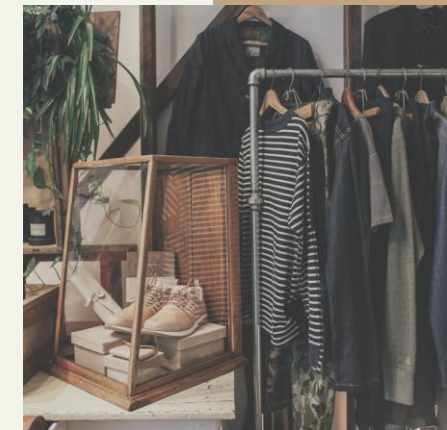
Create an exceptional brand experience

By taking care in communicating with customers and the way products or services are delivered



Make adjustments

As the brand grows and evolves, monitor how it is perceived in the market





Effective communication is essential to sell products and persuade customers. It is key to successful sales. This may seem obvious, but it is impossible to close a sale without presenting the value of the product to the prospect, doing so by understanding the customer's problems and proposing a strategy to remedy them.

2. COMMUNICATION SKILLS

Here are some communication skills that can help sell products effectively:





Active listening

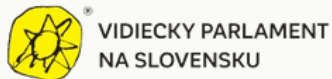
Active listening is the ability to pay attention to what the customer is saying, understand it and respond effectively. Listen carefully to your customers and ask questions to learn more about their needs and wants.

Speak the customer's language

Use customer-friendly language that is easy to understand. Use words and phrases that customers can relate to in their daily lives.

Communicate the benefits

Focus on the benefits you offer. Help customers understand how the product can solve their problems or improve their lives.



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Passion and enthusiasm

Show enthusiasm and passion for the product. Customers are attracted to people who are passionate about what they do.

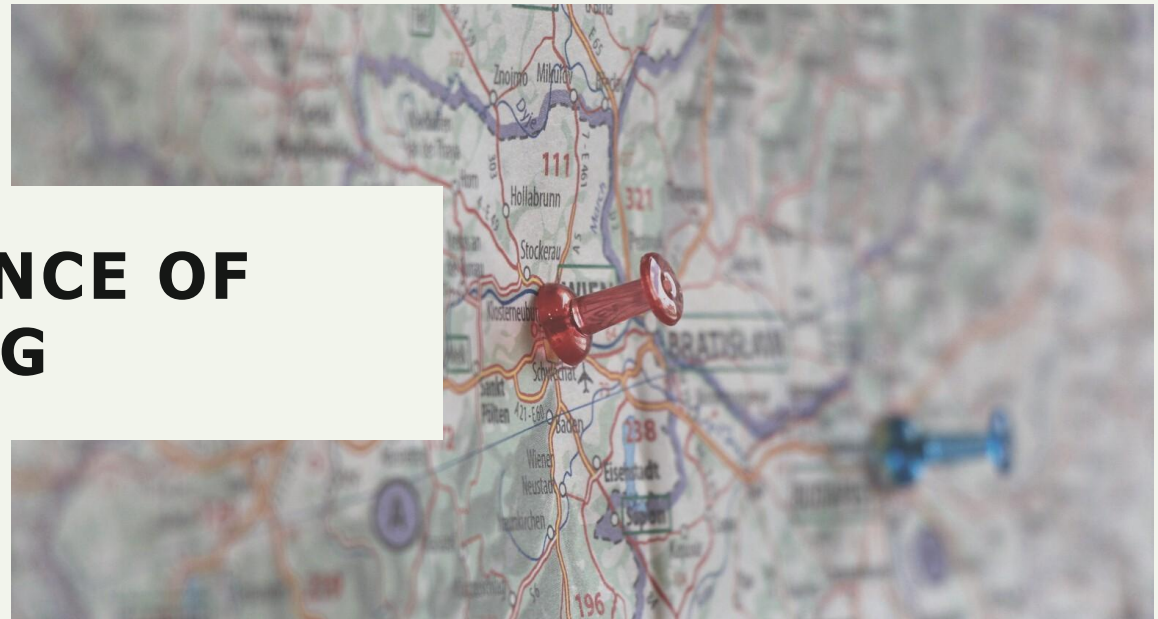
Be clear and concise

Use simple and clear language to communicate the benefits of the product. Be concise and avoid using technical jargon or complicated words.

Offer customised solutions

Rather than offering a one-size-fits-all solution, offer customised solutions that meet the specific needs and wants of each customer.

3. IMPORTANCE OF POSITIONING



In an increasingly competitive market, positioning helps to differentiate the business from the competition. When a clear market position is determined, potential customers have an easier time identifying what products the business offers and what makes it different from the rest, making it more attractive.

Once positioning has been solidly established, the business becomes more attractive to a specific audience, which in turn can help attract more potential customers.

Positioning can also add extra value to the products and services of the business. By establishing a strong and consistent brand image, customers may be willing to pay more for the business' products and services.

By having a clear position in the market, opportunities to expand or diversify can be clearly identified. By knowing the needs of this target audience, the business can adapt and offer new products or services that meet those needs.

In other words, positioning helps to differentiate from the competition, attract new potential customers, add value to products and services and identify opportunities for business growth and diversification.



4. CREATIVE PROBLEM SOLVING

Creative problem solving is a process developed to find innovative solutions to problems and challenges. Rather than simply applying conventional solutions, creative problem solving involves the use of techniques and tools to stimulate creative thinking and generate unique ideas.

BRAIN STORMING

Involves generating as many ideas as possible, without judging their feasibility at the time. The ideas are then reviewed and evaluated to determine which are feasible.

MIND MAPPING

Used to visualise problems and generate ideas for solving them. They involve creating a visual diagram showing ideas related to a central theme.

ROOT CAUSE ANALYSIS

Identifies the underlying cause of a problem. It does not treat the symptoms, but identifies and addresses the cause of the problem in order to prevent it.



LATERAL THINKING

Is a process of approaching a problem from a different perspective. Rather than simply applying conventional solutions, lateral thinking involves looking for innovative and out-of-the-box solutions.

PROTOTYPING

Prototyping involves creating an early version of a potential solution to a problem. This can help to quickly assess the feasibility of the solution and make adjustments before investing time and resources in a complete solution.



5. DIGITAL MARKETING

Digital marketing has transformed the way companies interact with customers and how products are promoted. Through the use of digital marketing tools, companies reach a global audience. The use of new digital platforms such as social media and search engines allow companies to reach potential customers.

Digital marketing is often less expensive than traditional marketing strategies such as television,

radio or print advertising. This type of marketing offers a wide variety of options to suit companies' budgets, from paid social media ads to email.

It also allows companies to segment their audience based on specific criteria, such as geographic location, interests and online behaviour. This means that companies can reach a more targeted audience, which increases the effectiveness of marketing campaigns.

The use of digital marketing tools allows the performance of an advertising campaign to be measured, enabling companies to adjust their approach and improve the effectiveness of their campaigns.

It also provides an opportunity to establish a more personalised relationship with customers. Businesses can interact with their customers through social media and other online channels, which can improve customer satisfaction and foster loyalty.



6. DESIGN THINKING

Design Thinking is a process for solving problems by prioritising consumer needs above all else. It is based on observing, with empathy, how people interact in their environments and using an interactive and practical approach to create innovative solutions.

The Design Thinking process consists of five stages:

EMPATHY

In this stage, designers focus on understanding users and their needs. Interviews, observations and other activities are conducted to gather information about users and their experiences.



DEFINITION

Designers use the information gathered in the Empathy stage to define the problem they are trying to solve. This includes identifying the needs and wants of end users.

IDEATION

Used to generate a wide variety of ideas to solve the problem. The generation of innovative ideas is encouraged and quantity of ideas is valued over quality.

PROTOTYPING

Designers create prototypes of the solutions devised in the previous stage. These prototypes can be simple or complex, depending on the complexity of the problem

TESTING

In this stage, prototypes are tested with end users to evaluate their effectiveness and gather feedback. This feedback is used to improve and refine the design.

Design Thinking is an iterative methodology, which means that the stages can be repeated several times until a satisfactory solution is achieved.

The methodology can be applied to a wide variety of problems, from product design to the creation of business strategies.

Unlike traditional problem solving, which is a linear process of identifying a problem and then generating solutions and brainstorming, design thinking only works if it is iterative. It is not just a means to arrive at a single solution, it is more a way to continually evolve your thinking and respond to consumer needs





7. GAMIFICATION

Gamification is a technique increasingly used in marketing as it can help companies increase consumer engagement, build brand loyalty and improve the customer experience.

Rewards programmes are a popular form of gamification in marketing. Companies can offer points, discounts or gifts for performing certain actions, such as making a purchase or referring friends. These programmes can be very effective in building customer loyalty and increasing sales.

Companies can create games online or on mobile devices that are fun and entertaining for consumers, but also promote their brand or products. Games can include challenges and rewards, and can be an effective way to increase consumer engagement and generate excitement around the brand.

Contests and sweepstakes are another popular form of gamification in marketing. Companies can offer prizes for entering a contest or sweepstakes, or for taking certain actions, such as sharing a post on social media. These activities can help increase consumer engagement and generate interaction around the brand.

Gamification can be an effective tool for marketing by making interactions with consumers more engaging and entertaining. In addition, gamification can help companies increase consumer engagement, foster loyalty and improve the customer experience



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