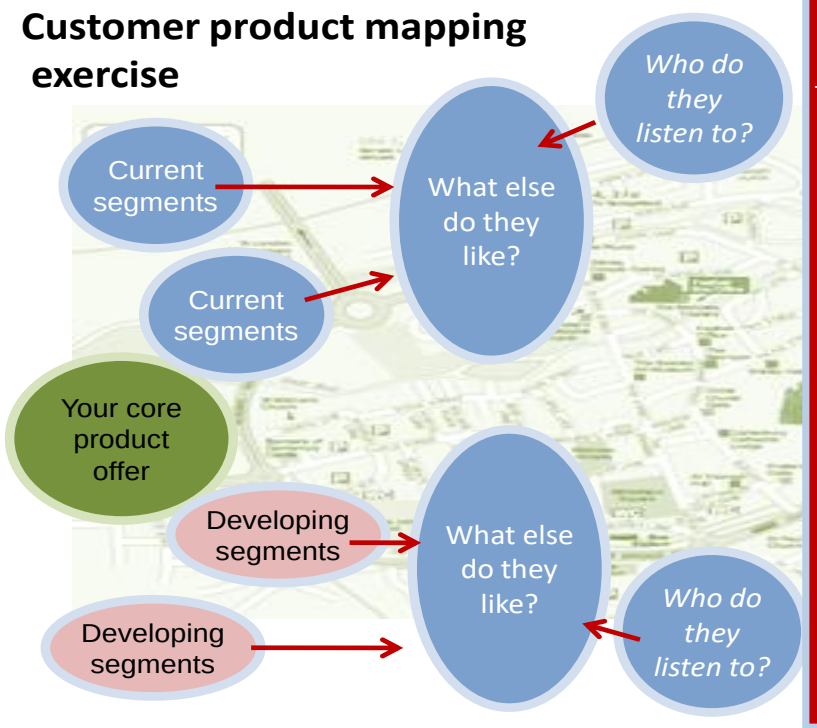
Customer Product Mapping



How can you use this?

Develop content that fulfils the consumer need.

1. Position yourself as a local expert.
2. Tap into their needs – e.g. educate and entertain kids
3. Social - Meet up with friends
4. Insider tips – e.g. Seasonal change
5. Reward – 'Thanks for looking after the grandchildren during the summer holidays'.

Mapping yours and surrounding product to your target customer builds **engaging content**

Your core product offer	Your customers	Product hook - for the specific consumer groups	What else do they like/ look for	Who do they listen to/ where you can reach them	How can you use this to reward the customer