



ARTISAN

AspiRing enTreprenEurial families to perpetuate
cultural buSiness Across geNerations

MODULE 4 - REFLECTION PAPER

4.2 Questions to reflect on

- ▶ Question 1: What are the main points-of-difference of your brand?
- ▶ Question 2: Are you positioning your brand in the right way?
- ▶ Question 3: How can social media marketing help your brand and your business?
- ▶ Question 4: Building on the perceptual map of your brand and of your competitors brand, think of a possible campaign to improve your business and try to fill the MARKETING CAMPAIGN MODEL CANVAS that is on the next slide.



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