

MARKETING MASTERY HOMEWORK 1

Business 1: Bohinjska Sirarna (Local cheesery)

1. *"Experience the rich heritage of Bohinj's Cheesery. Since the 13th century, our dedicated farmers have been crafting cheeses that embody the heart and soul of the region. Each bite tells a story of hard work and tradition. Visit us today and savor the authentic taste of Bohinj and support the local taste tradition."*

2. **Ideal Customer Avatar:**

Age: 25-65 years old

Gender: All genders

Income Level: Lower to upper class

Location: Bohinjska Češnjica, Bohinj area, and nearby regions

Interests: Enjoys food and fresh national foods, supports local farmers, values tradition

Values: Community support, sustainability, quality local produce

Sample Customer Avatar:

Name: Marko

Age: 38

Income: \$10,000 per year

Location: Lives in Bohinjska Češnjica, commutes to Bled for work

Interests: Loves cooking traditional Slovenian meals, enjoys spending time with family, participates in local events

Lifestyle: Prefers locally sourced products, attends farmers' markets, values the hard work of local farmers, enjoys simple pleasures of village life

3. Advertising medium: Meta ads (FB and IG)

Business 2: Daily Waterproofing Ltd (London based roofing company)

1. *“Protect your home with Daily Waterproofing Ltd. Our expert team delivers top-quality roofing solutions tailored to withstand London's weather. Don't settle for less when it comes to protecting your property. Contact us today for a free consultation and experience the peace of mind that comes with a secure and expertly installed roof.”*

2. Ideal Customer Avatar

Age: 30-65 years old

Gender: All genders

Income Level: Middle to upper-middle class

Location: London and surrounding areas

Interests: Home improvement, property maintenance, sustainability

Values: Quality, reliability, long-term investment, professional service

Sample Customer Avatar:

Name: John

Age: 45

Income: £50,000 - £100,000 per year

Location: Lives in North London, owns a semi-detached house

Interests: Values sustainable living

Lifestyle: Married with two children, values protecting his family's home, often looks for quality services that ensure longevity and reliability

3. Advertising medium: Meta ads (FB and IG)