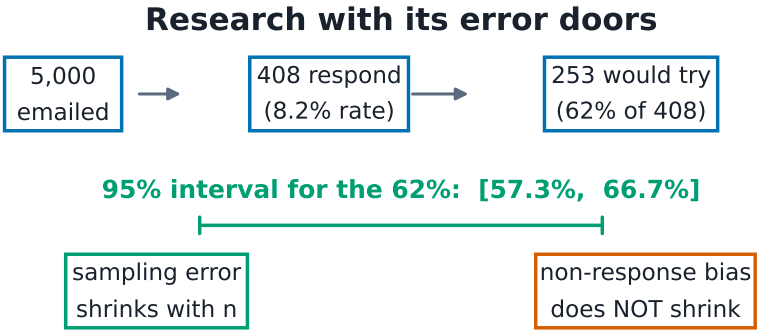
Principles of Marketing

Curated undergraduate study track (not accredited, no external exam). Original explanations and practice only, following the reviewed course handout.

One campaign, seven questions

- Nimbus Kitchen takes the 6.50 meal into a weekly subscription - one campaign runs the course.
- The trade is a **claim with a clean denominator** - every metric says what it counts.

Research: make the belief killable

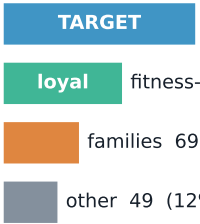


the survey aims; the A/B offer to 200 (27 accept, 13.5%) decides

5,000 emailed, 408 replied: 62% intent, interval [57.3, 66.7].

Segmentation: three criteria, one race

The 408, split four ways



measurable, substantial, actionable - then value maths

Target value chain

180 reachable people

x 5 meals a week

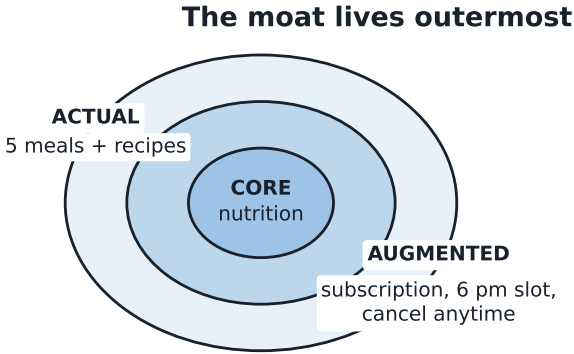
x 2.70 CM a meal

x 52 weeks

annual CM ceiling ~126,000
IF ALL 180 subscribed

Busy professionals, 44% of replies, are the target segment.

Product: the moat lives outermost

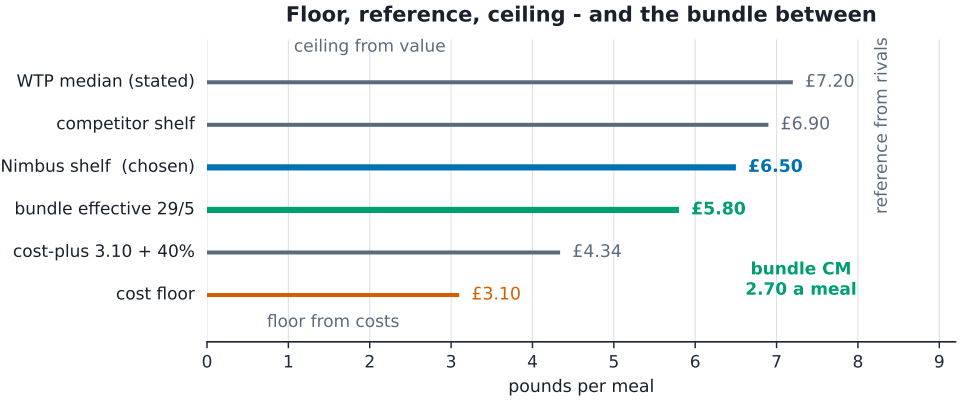


the meals compete
on the shelf;

**the subscription
competes nowhere else**

copy a meal: a quarter
copy the systems: years

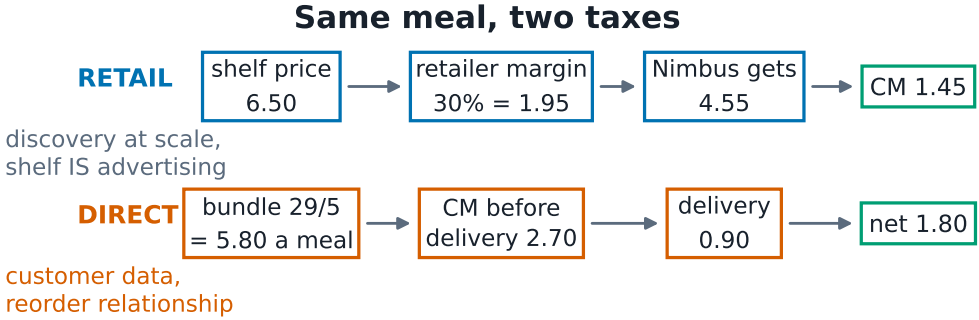
Pricing: floor, reference, ceiling



Floor from cost 3.10, reference from rivals 6.90, ceiling from **value** 7.20.

exercises.lol exercises.com.cn

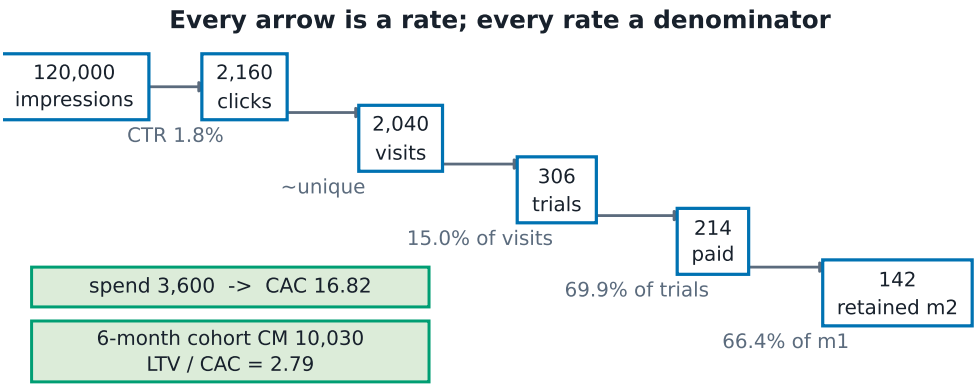
Channels: two taxes, one map



retail earns discovery at 1.45; direct earns 1.80 AND the data - price each job

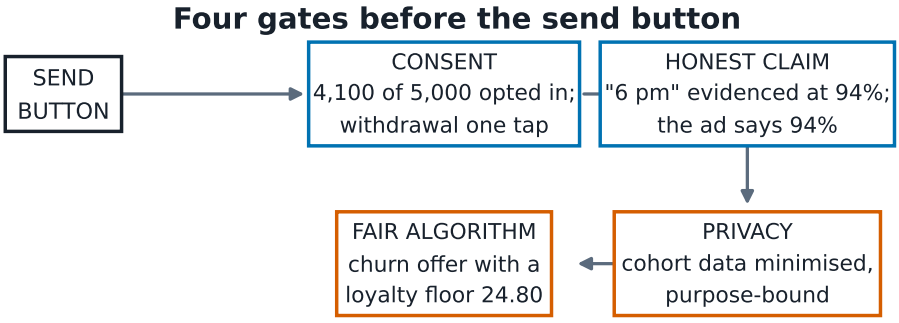
Retail earns CM 1.45 and discovery; direct earns 1.80 and the data.

Promotion: honest denominators



120,000 impressions become 142 retained: CAC 16.82, LTV/CAC 2.79.

Ethics: the gate before the send button



emailing all 5,000 buys ~59 paid trials and costs the licence to operate

Consent, honest claims, a fair algorithm and privacy before sending.

Research in action: the intent gap

1. **Survey** 62% of 408 would try - interval [57.3, 66.7], response 8.2%: two hedges, both earned.
2. **Offer** A random 200 get the real bundle: 27 accept (13.5%) - behaviour, not attitude.
3. **Steer** The launch plans on 15%, not 62 - and the funnel (unit 7.6) is the final test.

Segmentation in action: the second bet

1. **Compare** Professionals 44% at 44% weekly loyalty; fitness 27% at 64% - **value** = size x conversion x RETENTION x margin.
2. **Price** At scale the loyalty term compounds: the smaller segment can win **lifetime value**.
3. **Sequence** Launch to professionals (actionable now), design the fitness offer second - same formula.

Pricing in action: the reversion bill

1. **Spend** First 100 at 24.80: 100 x 5 x (2.70 - 1.86) = 420 of contribution spent on the cohort.
2. **Revert** Month 2 back at 29 - published, dated, non-negotiable.
3. **Read** 31 of 100 churn at reversion: promotion-collectors identified and priced.

Channels in action: the map on the table

1. **Differentiate** The bundle is commitment + delivery - a different product, defensible beside the shelf.
2. **Share** In-store QR with a 0.30-a-meal finder's fee: direct keeps 2.40, retail is paid for discovery.
3. **Refuse** Fight the price war: lose one **channel**, buy a margin spiral - the map prices this too.

The funnel in action: retention is the lever

1. **Ratio** 10,030 of 6-month cohort CM over 3,600 spend: LTV/CAC 2.79 - close, not home.
2. **Lever** +5 retention points = 144.45 a week of contribution; no CTR gain buys that.
3. **Test** Retargeting claims the credit: holdout city, one month, watch the gap.

Ethics in action: pricing the gate

1. **Consent** The 900 never-consented are worth ~59 paid subscribers (~1,000 of CM) - and the licence.
2. **Claim** "Always by 6 pm" on a 94% operation becomes "by 6 pm, 94% of the time" - evidence carried.
3. **Fairness** The churn offer gains a loyalty floor and a human read of the model's misses.

The campaign sheet, reproducible

1. **Survey** 5,000 -> 408 (8.2%); 62% intent [57.3, 66.7]; A/B 200 -> 27 accept (13.5%).
2. **Funnel** 120,000 -> 2,160 -> 2,040 -> 306 -> 214 -> 142; CAC 16.82; ratio 2.79.
3. **Audit** A reader with a calculator can check any number - that is the standard.

Check yourself

- The survey: rate, interval, **response rate**? (62%, 57.3-66.7, 8.2%.)
- The bundle: effective price and CM? (5.80 and 2.70.)
- The channels: retail CM vs direct net? (1.45 vs 1.80 plus the data.)
- The funnel: CAC and the 6-month ratio? (16.82 and 2.79.)