

# Marketing Basics Cheat Sheet

Master Key Marketing Terms in Minutes  

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## Why This Cheat Sheet?

Marketing is full of fancy terms that confuse beginners.

This cheat sheet gives you **simple definitions & examples** of the most important marketing concepts – so you can understand and apply them with ease. 


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## 1. Target Audience

Who is most likely to buy your product or service.

- Age, gender, location, interests, pain points.

Example:

 “Small business owners aged 25-40 struggling with lead generation.”

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## 2. USP (Unique Selling Proposition)

What makes you different & better than competitors.

- Your “Why should they choose you?” factor.

Example:

 “We help businesses generate leads without needing a website.”

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## 3. AIDA Framework

**A step-by-step model for writing ads & marketing messages.**

- Attention
- Interest
- Desire
- Action

**Example:**

👉 Ad starts with a hook (Attention), shares a relatable problem (Interest), presents a solution (Desire), and ends with a CTA (Action).

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## ✓ 4. Funnel (Sales Funnel)

**The step-by-step journey of turning a stranger into a paying customer.**

- Awareness → Interest → Decision → Action

**Example:**

👉 Someone sees your ad, downloads a free guide, attends a webinar, and finally buys your product.

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## ✓ 5. CTA (Call-to-Action)

**A clear instruction telling the audience what to do next.**

- Buy Now, Sign Up, Download Free Guide, Book a Call.

**Example:**

👉 “Click the link to get your free checklist.”

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## ✓ 6. Lead Generation

The process of attracting & collecting potential customer contact details.

- Through forms, DMs, free resources.

**Example:**

👉 Running a Facebook ad offering a free ebook in exchange for email IDs.

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## ✓ 7. Customer Journey

The complete experience of a customer with your brand — from first contact to purchase & beyond.

- Awareness → Consideration → Purchase → Loyalty
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## ✓ 8. 4Ps of Marketing

**Product, Price, Place, Promotion.**

- The basic foundation of any marketing strategy.

**Example:**

👉 Selling an online course (Product) for ₹499 (Price) via Instagram (Place) using reels & ads (Promotion).

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## ✓ 9. Content Marketing

Using valuable content to attract, educate, and convert potential customers.

- Blogs, videos, social media posts.

**Example:**

👉 Posting a carousel on Instagram teaching “5 Lead Generation Tips for Small Businesses.”

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✅ **10. Conversion Rate** 

The % of people who take the desired action (buy, sign up, download).

- Formula:  $(\text{Conversions} \div \text{Visitors}) \times 100$

**Example:**

👉 If 100 people visit your page and 10 sign up, your conversion rate is 10%.

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 **Pro Tip:**

👉 *Marketing is not about complex jargon.*

*It's about understanding your customer & communicating clearly.*

👉 *Keep this cheat sheet handy while writing ads, posts & offers.*