



Motherbase.

THE icehouse^o

THE POWER OF IDEAS - **STANDING OUT** in a crowd

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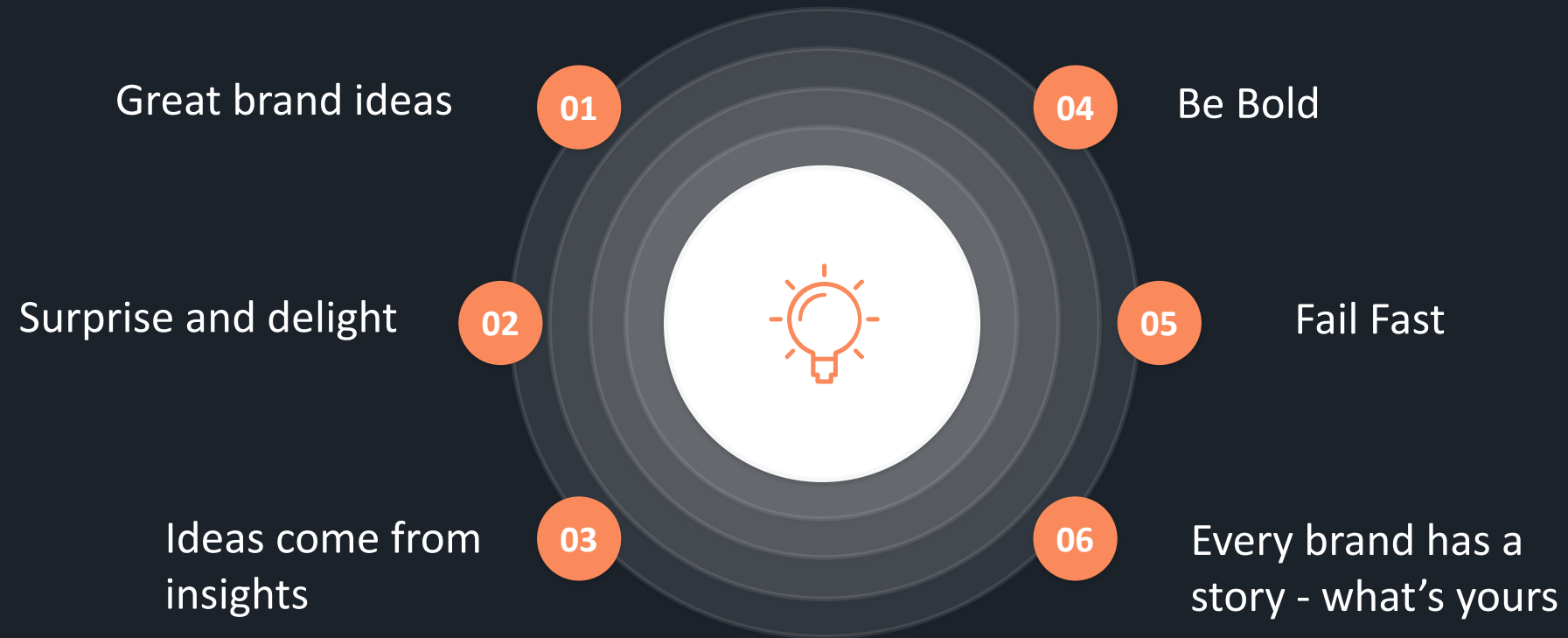
Agenda:

- 01 **Standing out in a crowd** - the power of ideas to attract customers
- 02 **Making it personal** - customer engagement and loyalty leads to increased revenue
- 03 **Now is a perfect time** - for small nimble businesses to grab market share

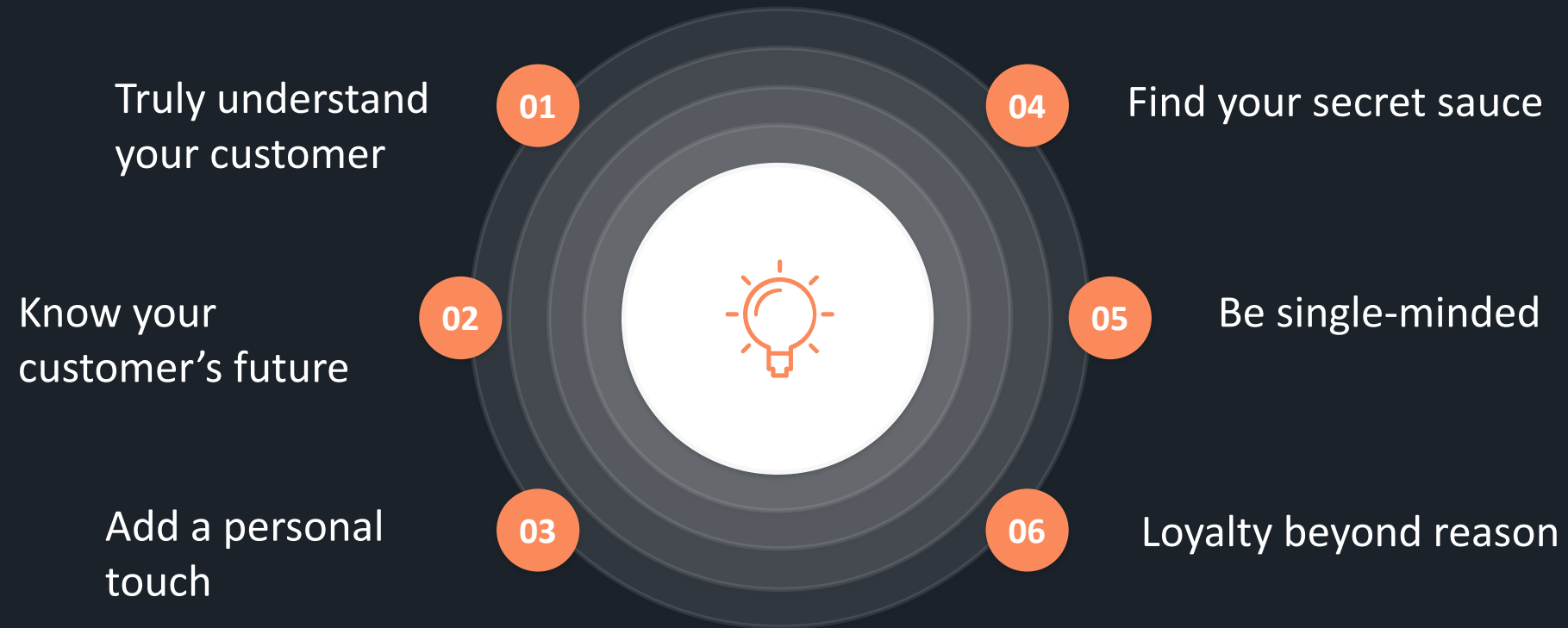
Great ideas drive: **expediential sales**



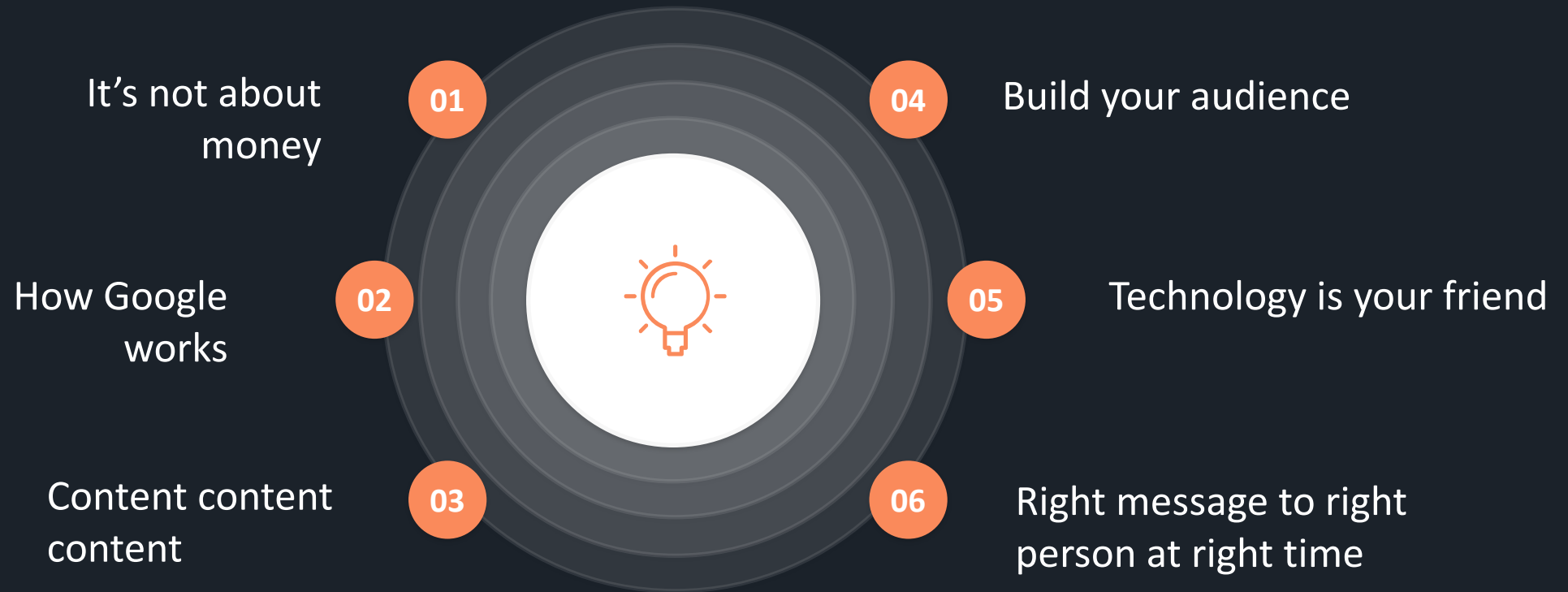
Standing out in a crowd



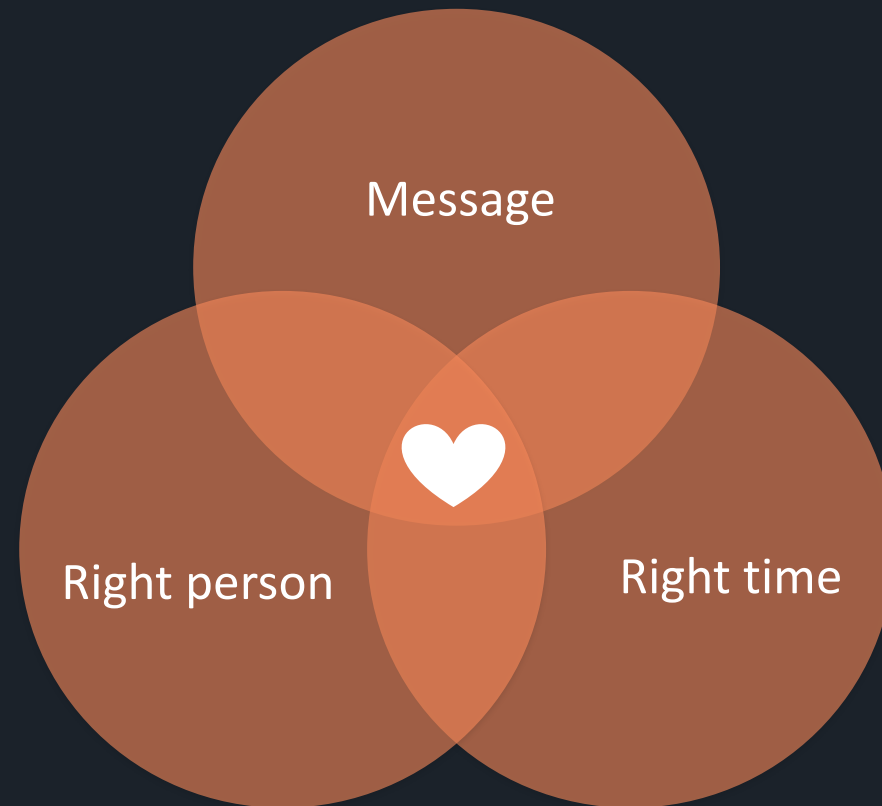
Make it **personal**



Now is perfect time: to grab market share



6. Right message to right person at right time



Use ideas to: Unlock your competitive advantage

- **Know your** customers
- **Be unique** - find your secret sauce
- **Tell the world**



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