**Late Night Woman’s Hour (Home, 28 October, 2016)**

**MARKETING**

***Marketing: the action or business of promoting and selling products or services, including market research and advertising.***

|  |  |  |
| --- | --- | --- |
| Marketing Strategy | LNWH Example | How does the marketing strategy benefit LNWH? |
| Cross-Platform Marketing |  |  |
| Billboard/magazine adverts  |  |  |
| Website |  |  |
| Promotional adverts |  |  |
| BBC Taster |  |  |