**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.***

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