

# Bringing a Diamond to Market 50 Points

*Use a PowerPoint and visuals to develop the following.*

**Choose a diamond store in the Fox Cities.**

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Define the target market that you are creating your diamond for.

## **Demographic Info**

Age, income level, education level, gender, ethnic background

## **Geographic Data**

Where are your customers coming from?

## **Psychographic data**

Hobbies, interests, likes, dislikes

## **Product Benefits**

What is special about the diamond that meets the needs of your target market?

## **Marketing Strategies**

Product: Show us what your diamond looks like

Price: Tell us how much it costs

Place: Why did you choose the diamond store you did to sell your diamond.

## **Promotion: Create 2 of the following**

- 1.) Radio Ad
- 2.) Webpage for your diamond ( list what would be on it)
- 3.) Magazine Ad
- 4.) Billboard
- 5.) Direct Mail Piece

## **Personal Selling**

Put together a Feature/Benefit Analysis for your diamond so employees do a good job selling your diamond.

**Bringing a Diamond to Market**  
**Score out of 55Points is: \_\_\_\_\_**

**Choose a diamond store in the Fox Cities. \_\_\_\_\_**

1                    2                    3                    4                    5

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**Geographic Data**

Where are your customers coming from?

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**Psychographic data**

Hobbies, interests, likes, dislikes

1                    2                    3                    4                    5

**Product Benefits**

What is special about the diamond that meets the needs of your target market?

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**Marketing Strategies**

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Price: Tell us how much it costs

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Place: Why did you choose the diamond store you did to sell your diamond.

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**Promotion: Create 2 of the following**

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Webpage for your diamond

Magazine Ad

Billboard

Direct Mail Piece

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