**DIGITAL MARKETING STRATEGY**

**Learning Outcome 5: ACTIVITY 3**

**PAIRED ACTIVITY**

**Minimal viable marketing**

Read [Merchant, Z. (2015) Minimum Viable Marketing – A New Approach](http://digitalmarketingmagazine.co.uk/articles/minimum-viable-marketing-a-new-approach-to-marketing/2057) at <http://digitalmarketingmagazine.co.uk/articles/minimum-viable-marketing-a-new-approach-to-marketing/2057>

How would you explain the concept of MVM to a colleague?

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