**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 1**

**GROUP ACTIVITY**

**Value propositions**

Read the infographic on how to create effective value propositions:

<https://blog.hubspot.com/marketing/write-value-proposition>

Imagine you are the Marketing Manager for a challenger electricity supplier in your country. Your customer relationship strategy is to offer great service and to lower customer prices, the longer they remain with you. So, if a customer commits to a 2-year deal, they receive a 2% price discount, 3-year deal, 3%, etc up to 5% discount with a 5-year deal.

Write a value proposition for this brand.

Be prepared to share your thoughts with your fellow learners.