

MARVEL CREATE YOUR OWN SUPERHERO



MARVELOUS MARKETER

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Marvelous Marketer

Outfit colors represent:

- Purple shirt- sophistication wealth and luxury
- Green eyes- improves the vision
- Black skirt and gloves- represent authority and power
- Yellow target shield- represents optimism
- Blue cloud of power- represents social media awareness

POWERS

• **SWOT:**

Understands her **weaknesses** but focuses on her super **strengths**

Recognizes **opportunities** wherever they may be

Battles **threats** with her intuitive insight

• **Target Tool:**

Recognizes her target market

• **Customer Satisfaction Analyzer**

Powerful tool used to measure customer needs and wants

• **Sidekick: Twitter Bird**

Helps her harnesses the power of social media

