

# Candidate Project (Marketing)

**SOAR**

1 — What are the key benefits that a customer would realize from using our product and service?

2 — Come up with titles for 3 blog posts we could publish on our website.

3 — We're trying to rank #1 in Google for our company name. What is a blog post title, keyword set, and meta description you'd use for a blog post about this topic?

4— We recently published an eBook. Write a social media post to promote this content.