



# Certificate of Completion

**Elguja Deisadze**

has successfully completed the HP LIFE online course

## **Marketing Benefits vs. Features**

By completing this course, the above-named student has learned new skills including how to understand the difference between product or service benefits and features, how to use this knowledge to promote their product or service effectively, and how to use templates to create marketing materials.

Presented 12/16/2020

A handwritten signature in black ink, appearing to read 'Deborah McIsaac', written in a cursive style.

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Deborah McIsaac  
Executive Director, HP Foundation