Marketing Strategy

The Logical Steps

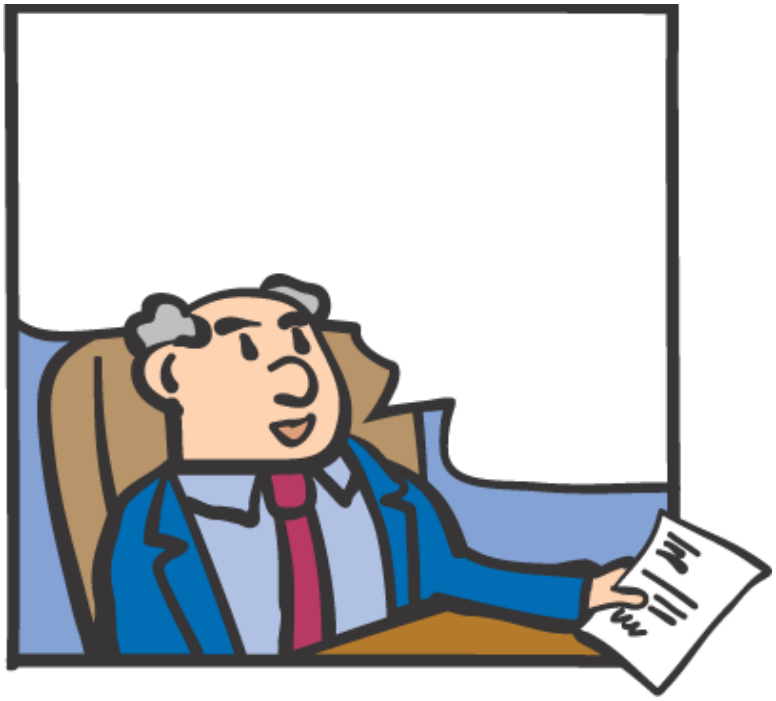
Succeeding with Know-how:
Making Marketing Work For You

Marketing-Strategy-Ubud-Gunter-Umbach

Opportunities

Your Input

Story



Success Factors

Positive attitude

High commitment

Results orientation

Prescription for Success

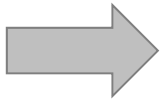
It's not important how much you know, but how much you actually implement

…

Knowing ⇨ Going

Blueprint

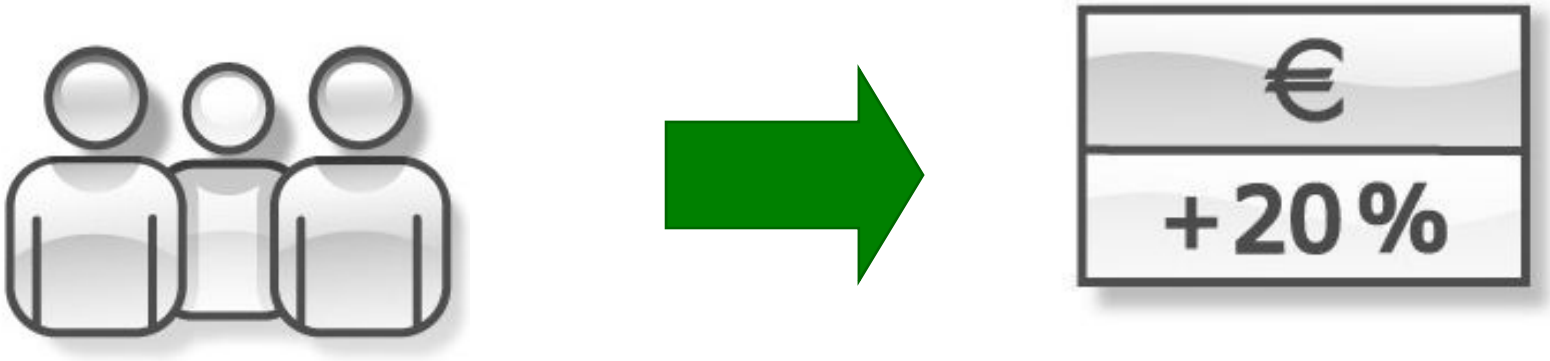
Transparent process with a series of logical steps



Facilitating a consistent approach

Adapt and fine-tune

Success in the Market



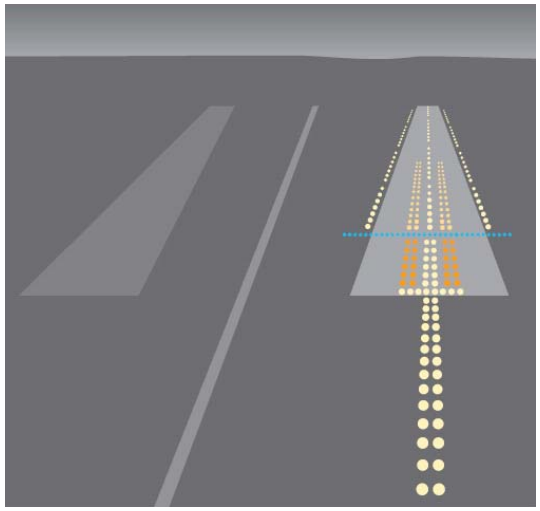
Win and keep customers

Business Outcome

- Market share
- Revenue ("Sales")
- Cash flow ("Profit)"

Money follows,
it does not lead

Analysis



Identify market and target group

Stakeholder Mapping

Targeting

Common mistake:
Focusing on the wrong target group and chasing poor prospects

Target Group

"Our offer can save $ 800 000 in your employee benefits package (which is part of your employee total compensation package)"

- Human resource people: Ø
- Chief Financial Officer: "Let's talk"

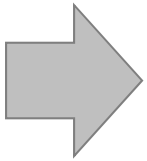
Based on as true story told by Jill Konrath

Think Unmet Needs

Discover the customer's real reasons

There must be a good fit between what your customer wants (or needs) and the stuff you offer

No perceived problem



You **cannot** offer a solution

A powerful key message

Concise	Short and to the point
Clear	Easily understandable
Credible	Endorsed by reliable sources
Consistent	Repeated in a uniform way

...

Something your Customers **C**are about

?

A Powerful Message

- **Attention:** Arouse interest for content

  Benefit: Offer a fact-based solution

  Superiority: Show unique value

  Validation: Support with reference

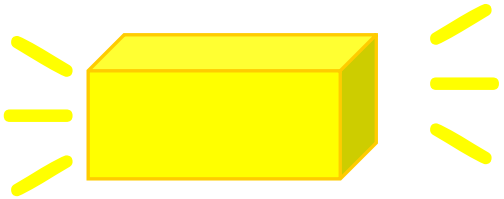
  Behavior: Ask for action

Attention

More volatile than

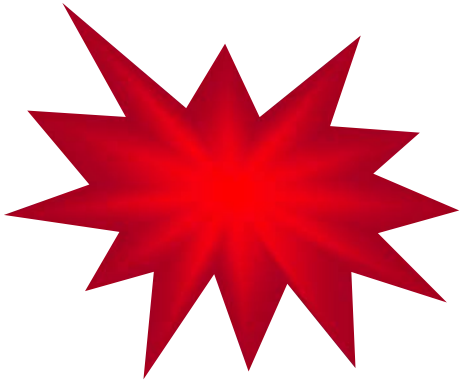
ether

More precious than

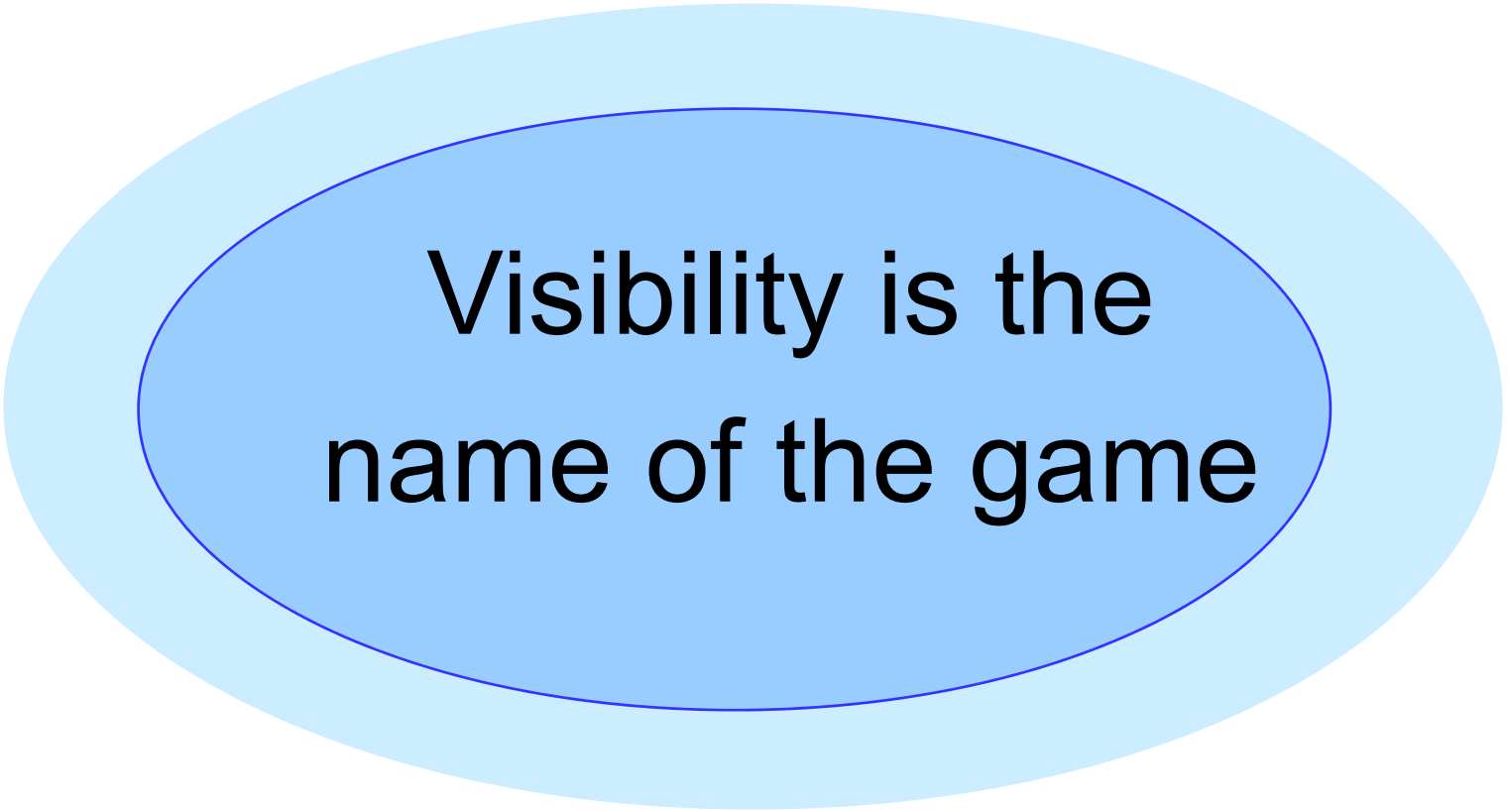


gold

First Step



Make the viewer curious and interested


Visibility is the
name of the game

Attention: Arouse interest for content

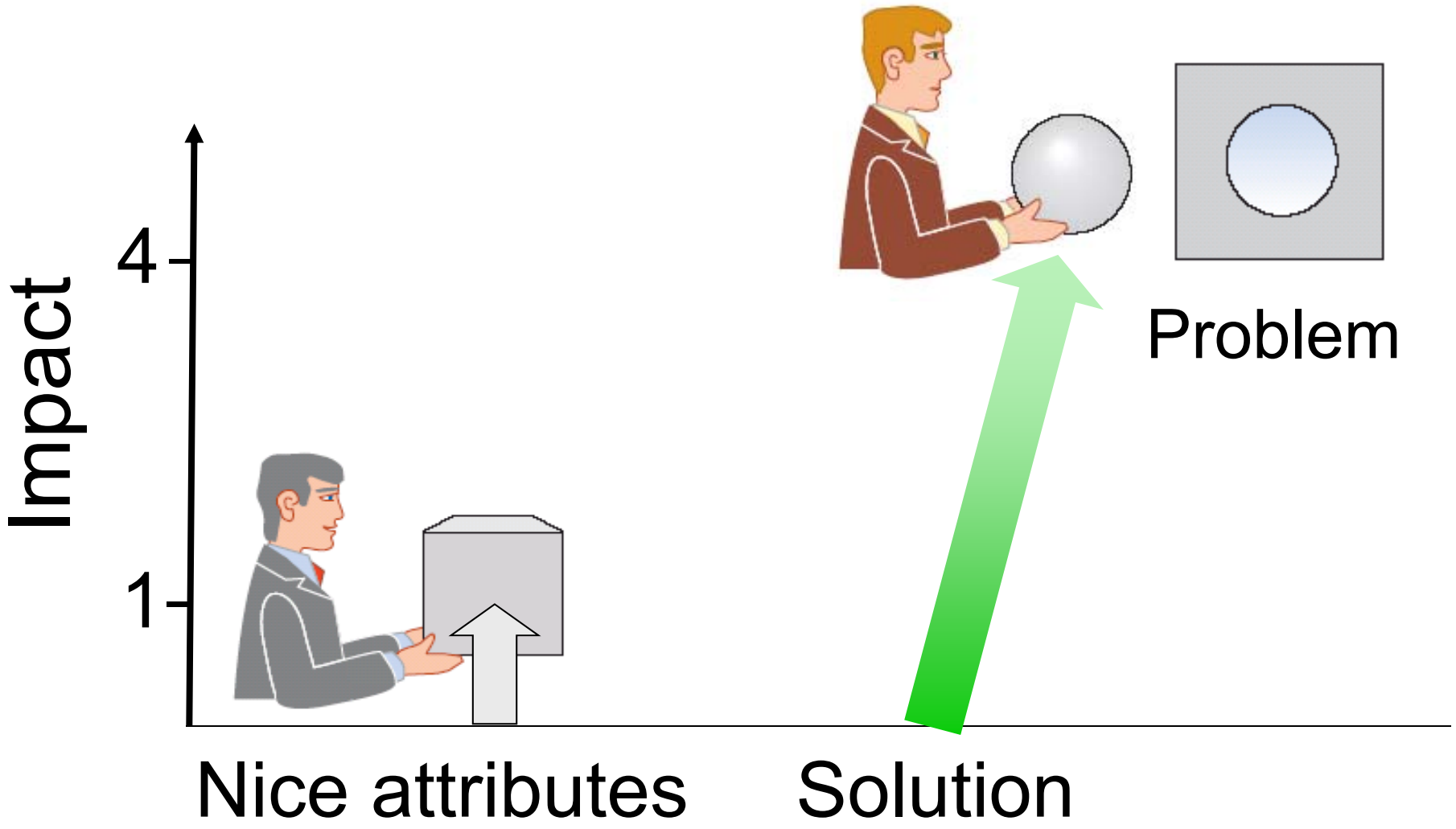
- **Benefit:** Offer a fact-based solution

Superiority: Show unique value

Validation: Support with reference

Behavior: Ask for action

Message



The Value You Provide

What's-In-It-For-Me?

A Powerful Message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

- **Superiority:** Show unique value

Validation: Support with reference

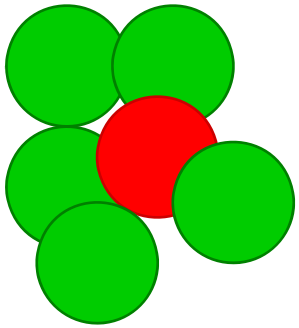
Behavior: Ask for action

Unique **S**elling **P**roposition (USP)

Competitive Advantage

Deliver unique value

- Expertise
- Speed
- …



"Becoming a Category of One"

Joe Calloway

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Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

- **Validation:** Support with reference

Behavior: Ask for action

Validation

- Pilot study results
- Expert quotes
- Market numbers
- Human interest stories
- …

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

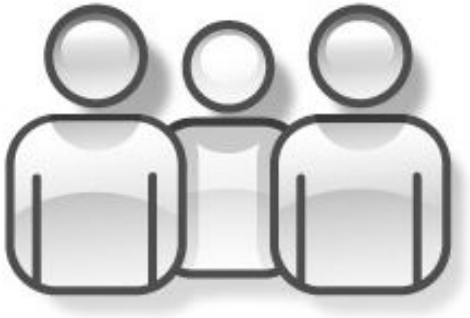
Validation: Support with reference

- **Behavior:** Ask for action

Ask for Action

CTA = Call to Action

What do you want people to do?



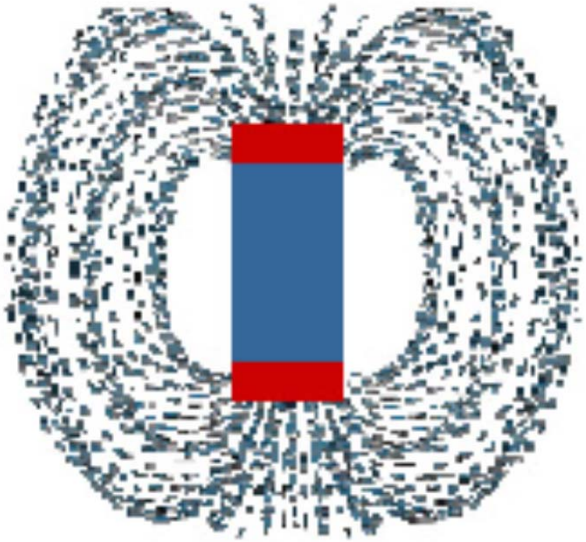
Engage

You want to make your brand an object of interest

Make Products Come Alive

To the rational aspect of the brain
you must add the emotional dimension

Feelings: Trust, Confidence …



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Modes of Expression

Verbal = Language

Brand vocabulary

Core messages

Dictionary

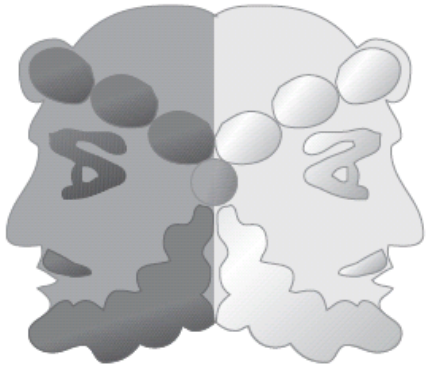
The most important words

-
-
-
-

Forge your own identity
with the right vocabulary

Speak the truth, but speak it pleasantly

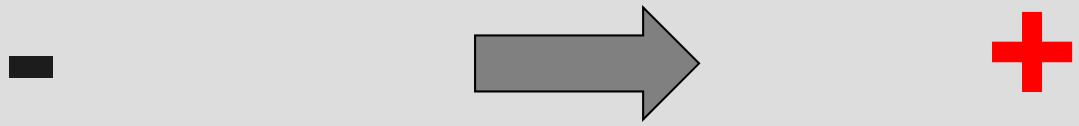
Zarathustra



Words with

Positive interpretations

Optimistic connotations



Campaign advocating prevention measures for senior citizens

Fighting disease in old age	Staying healthy at 50 plus

Use Attractive Headlines

- Analysis

- Results
- Summary
- Conclusions
- Lessons learned

Core Messages

Number of Bullet Points

Uneven	Even
3	

Modes of Expression

Numerical

Sports car	911
European Airplane	380
US Airplane	747
French Perfume	N°5

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Modes of Expression

Visual

Easy legibility

Proven layout

Compelling images

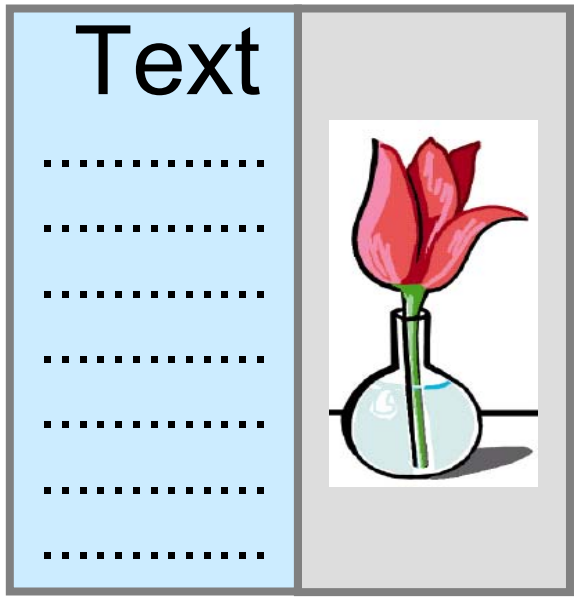
Typography

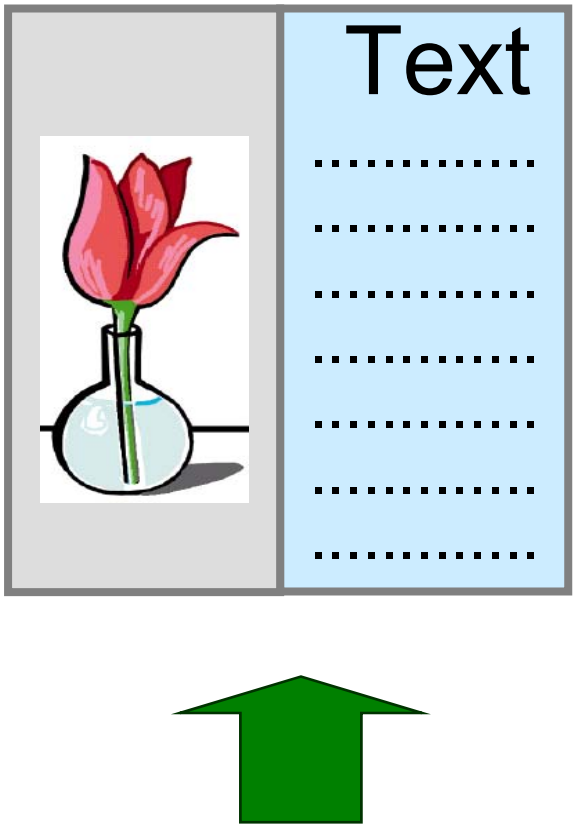
Charts

Font Size

> 30 pt

Layout





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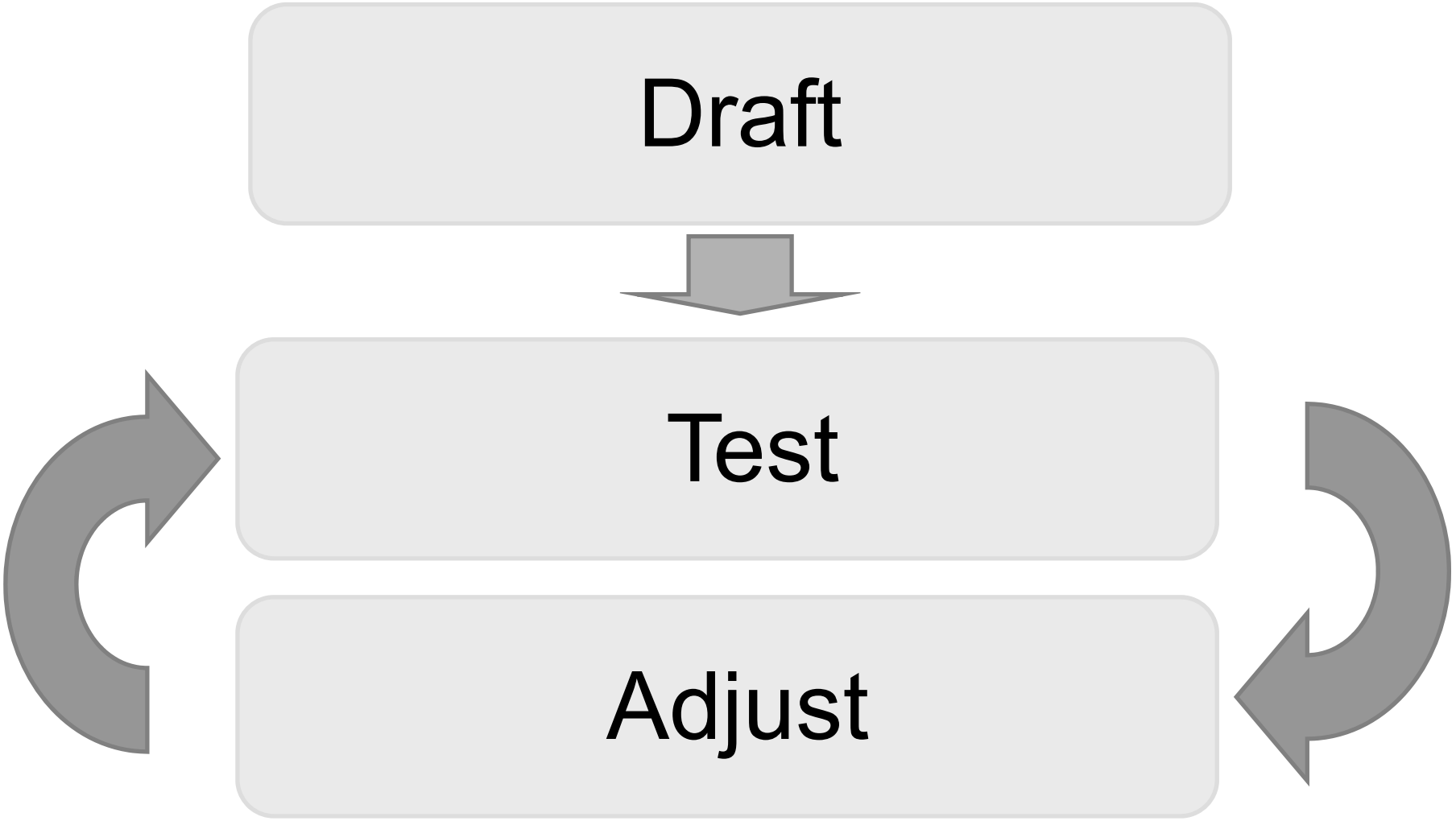
The Testing Cycle



Content Marketing

Work on content before you worry about the delivery

A channel is only as good as its content

Multi Channel Management

Choose the communication paths that your target audience prefers

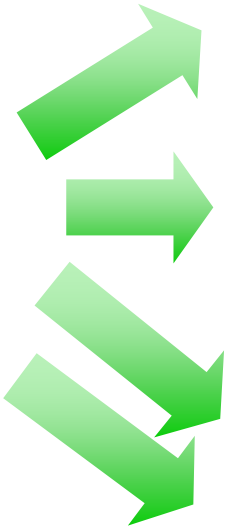
Start a dialogue with your clients

Channels

Events
Networking
Influencers / Word of Mouth
Website: Great content, SEO
Newsletter / Blog
Audio / Podcast
Online Videos
Social Media: Facebook, Twitter, …
…

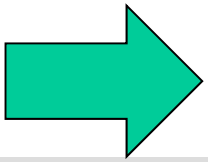
Personal Example ("Blog")

Content



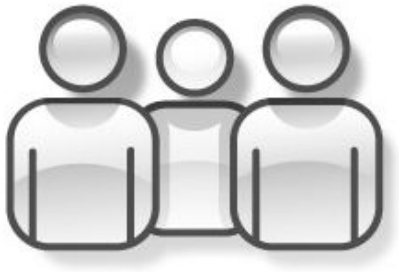
- HTML-Text on Website
- PDF Version

- YouTube Video
- Audio / Podcast



"Teaser" and Link to website
1500 subscribers of free newsletter

Good Clients



receive the following privileges …

The Big Secrets

Get advice

Get out and do it

Wake Up

Morning

Alert

Act

Make every day count

Rise to New Heights

No one can predict to what heights you can soar

Even you will not know until you spread your wings

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The Clickthrough Rate is the percentage of people searching who actually click. If 100 people search, and one person clicks through: 1% Clickthrough Rate
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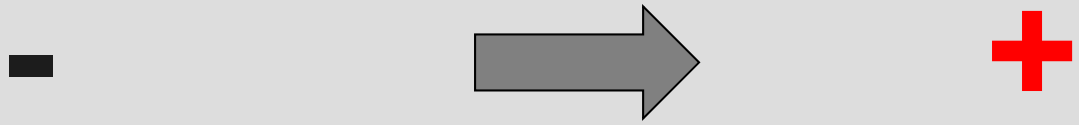
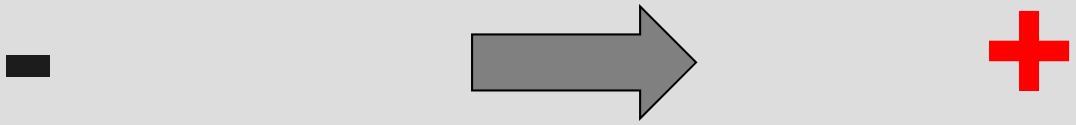


old

established

well-known

modern classic



disappointing

informative

instructive

insightful