

Marketing Power

The 10 things every business owner needs to know to turn marketing from a cost to a profit driver

16 October 2018



“Marketing is the art and science of exploring, creating and delivering value to satisfy the needs of a target market at a profit.”

Philip Kotler



“Marketing does NOT equal party planning. Do NOT work for, or hire anyone, who thinks it does”

Me

Whistle-Stop Tour





1. Purpose & Proposition

Purpose



*Unlock
creativity*

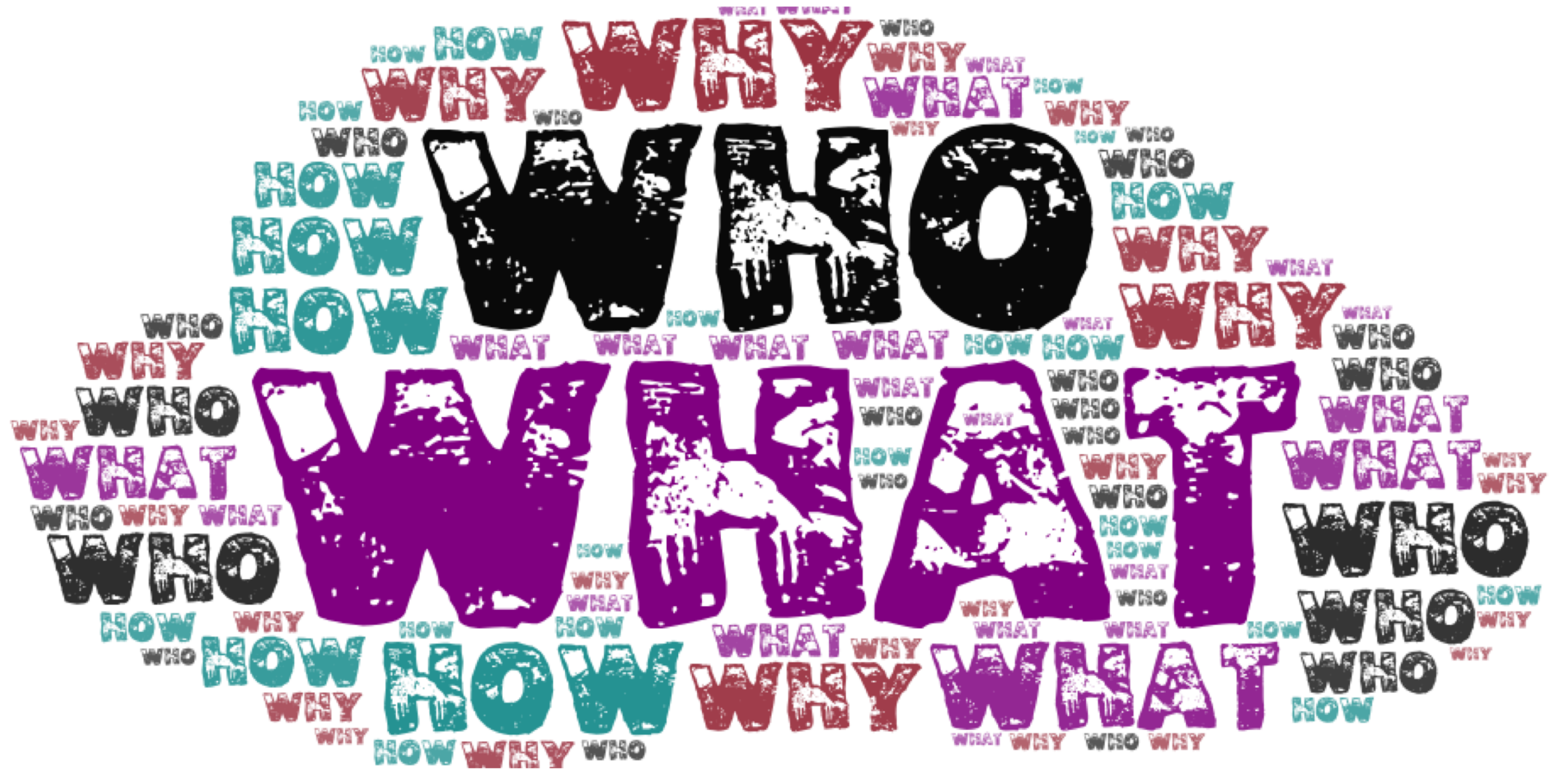


*Reason and
rationality*



*Inform,
educate,
entertain*

Proposition



4 Simple Answers to Build Your Proposition



What is it that we do?

Who do we do it for?

Why is what we do special / distinctive?

How does it benefit the customer?

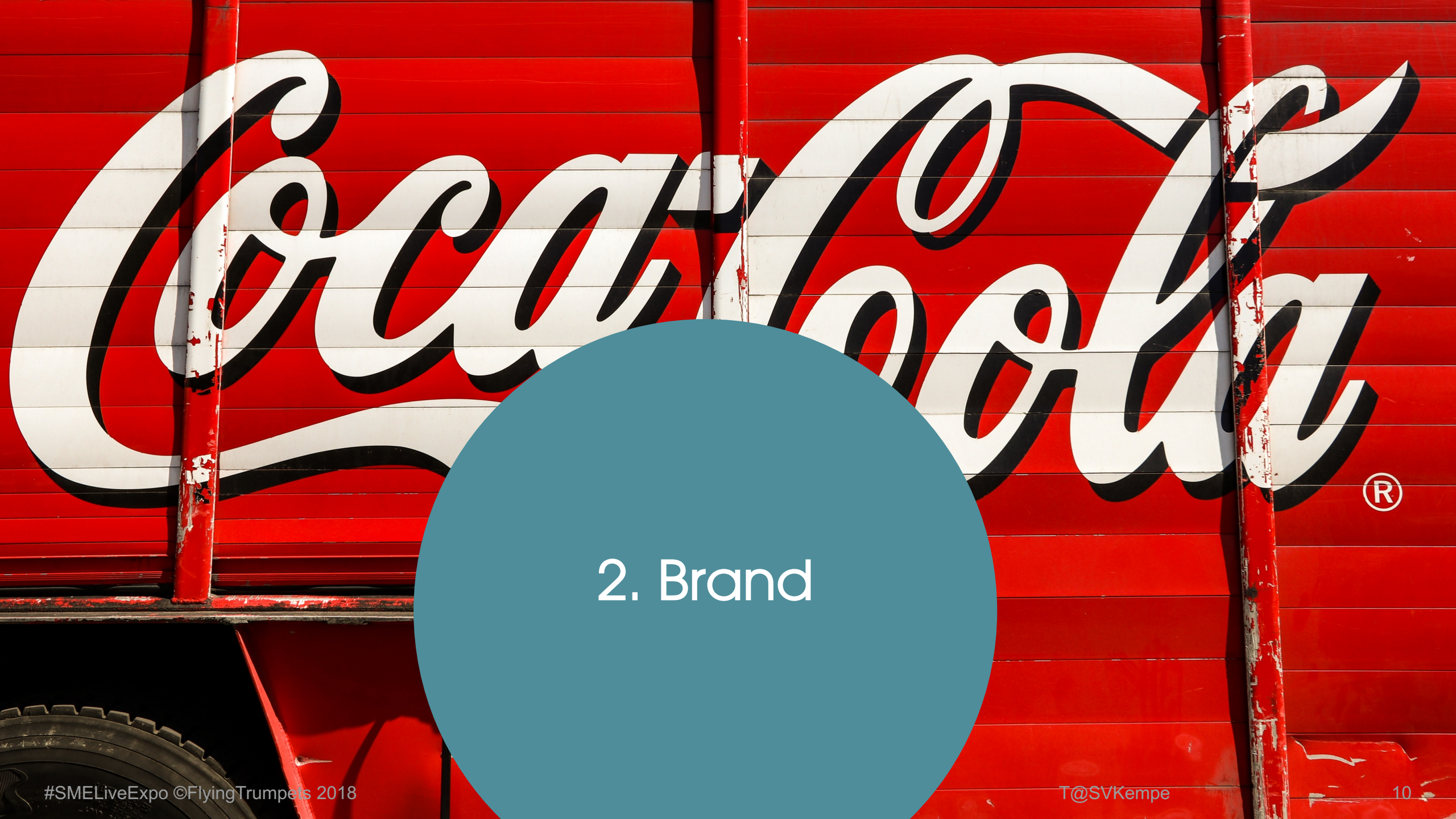
Double Check



How are customers currently meeting that need?

Why would they substitute us in / out?

Is nothing a viable alternative for them?



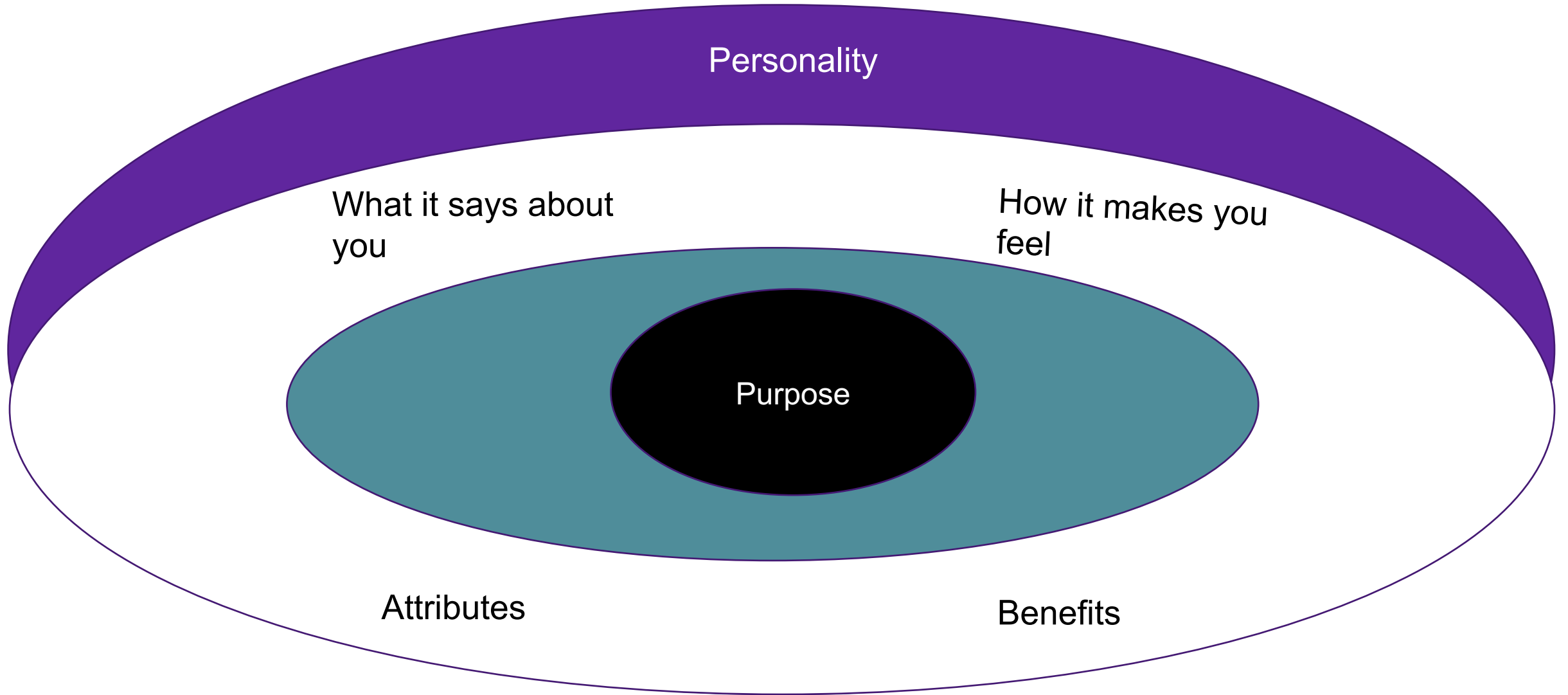
2. Brand



“A brand is not a logo. A brand is not an identity. A brand is not a product... a brand is a person’s gut feeling about a product, service or organization.”

Marty Neumeier, pretty much all things branding

Brand I



Brand Identity System



Logo – object, symbol, word mark

Colour palette – primary, secondary, colour wheel

Fonts / typography – titles, body copy, URL

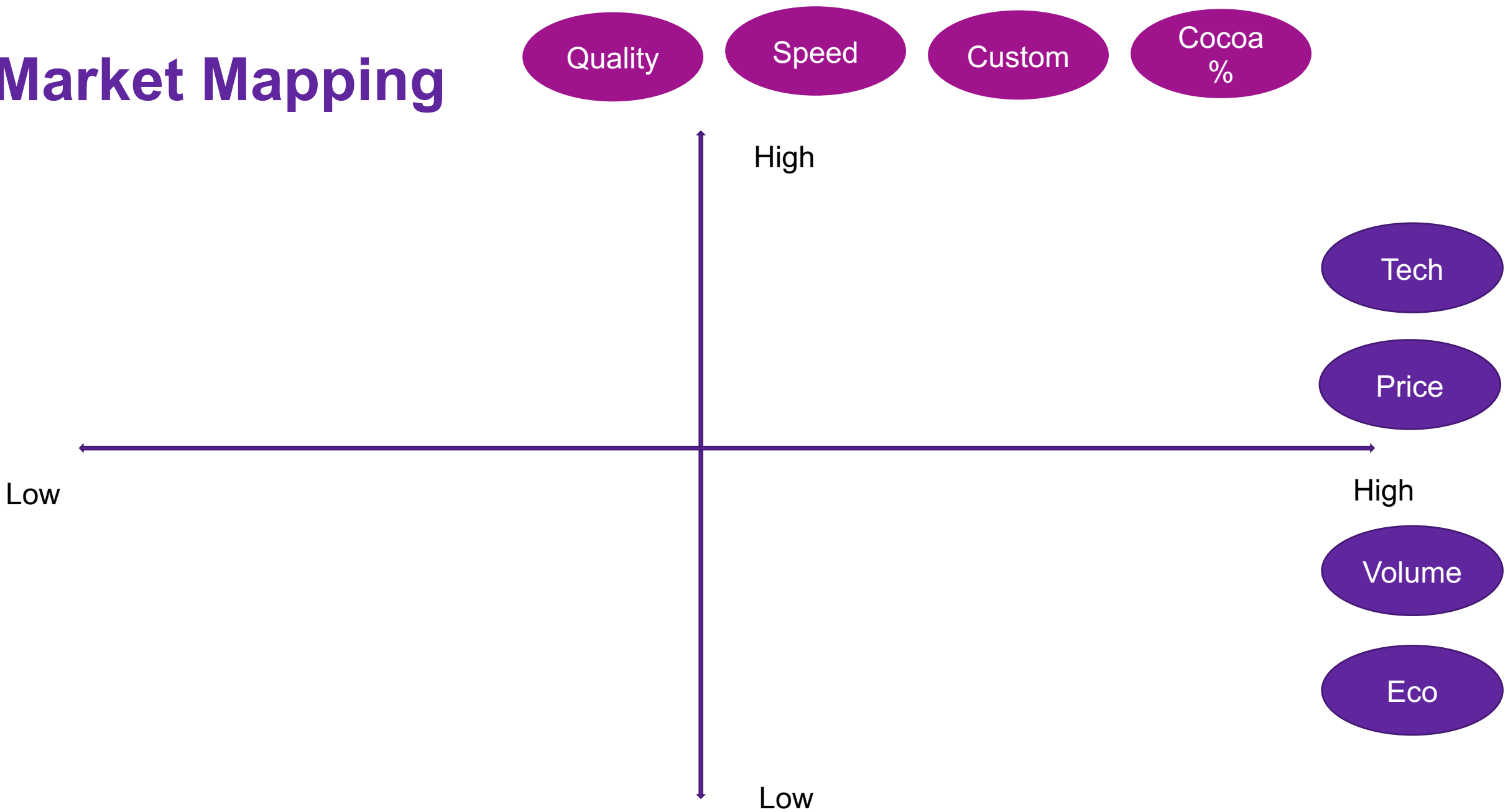
Tone of voice – formal, conversational...

Image style – photos vs illustration, b/w vs colour, tones, angles, filters



3. Market Mapping

Market Mapping



An aerial photograph of a crowded beach. The sand is light-colored, and the water is a vibrant turquoise. Numerous people are scattered across the beach, many sitting under large, colorful umbrellas in shades of red, blue, and white. There are also some thatched huts and a large grey structure on the left side of the beach. The overall scene is lively and festive.

4. Targeting & Segmentation

Target Audience, Segmentation and Size



B2B

Company size

Type

Sector

Job function

Seniority

B2C

Income


Gender

Age

Education

Tribal identification

Geography . Memberships. Buyer type (intrinsic / extrinsic / strategic.
Behaviour



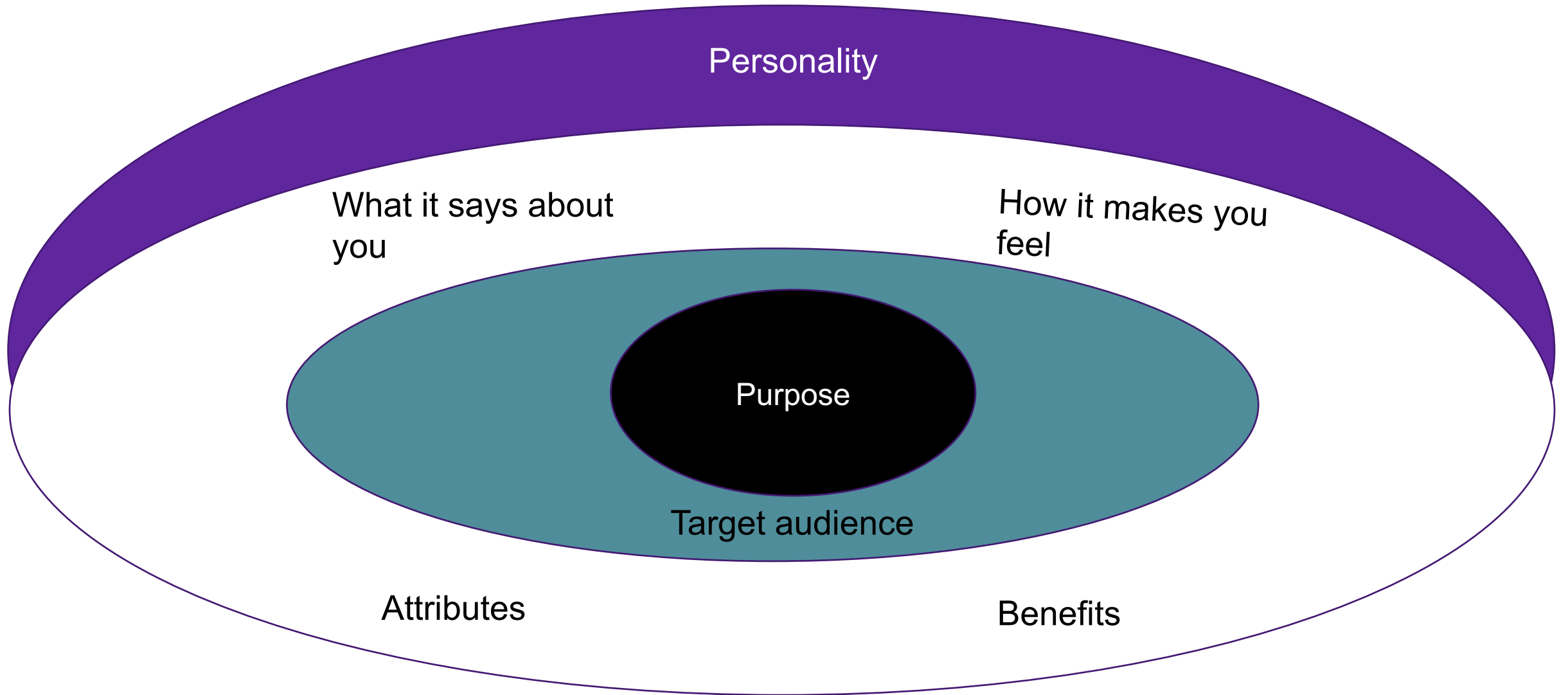
Believe in something.
Even if it means sacrificing everything.



“Do NOT try to be something for everyone. Be everything for someone.”

Me again

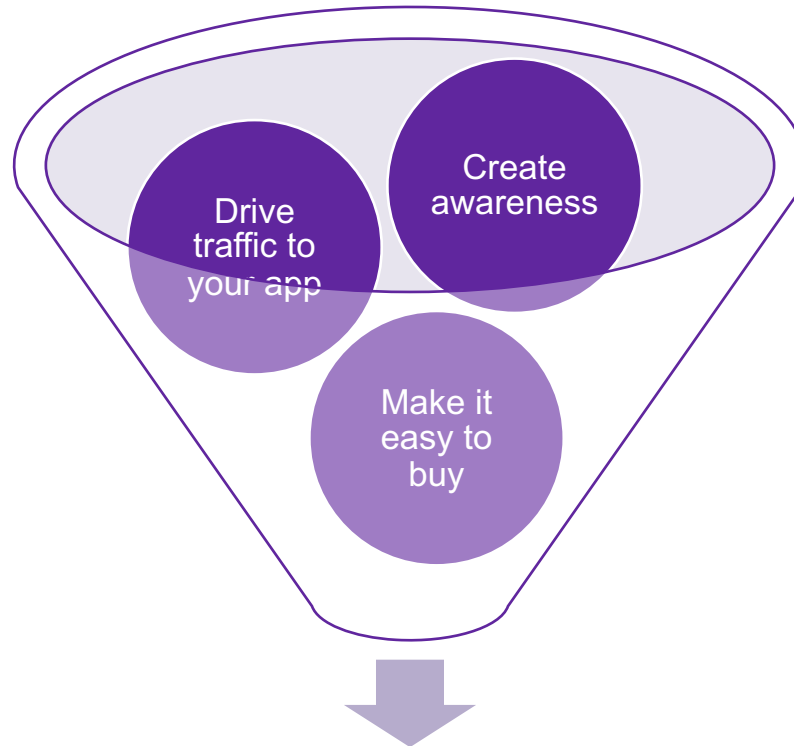
Brand I





5. Go To Market Strategy

Go To Market Strategy – Transactional



Deliver a great product on time which does what you promised it would

Professional Services GTM Strategy - Complex



Marketing Media Mix



Social media

- _ Facebook
- _ LinkedIn
- _ Instagram
- _ YouTube
- _ Twitter ...

Digital

- _ PPC
- _ Remarketing
- _ Sponsorship
- _ Web site

_ SEO

eMail marketing

Off the page advertising

TV

Poster

Events

Direct mail

Telemarketing

Direct sales team

...

Choose the Medium to Match the Goal

Brand awareness

Building the community

Driving traffic to your site

Sponsored posts



Harness the Power of the Medium

Competitions and UGC promotions

Location based campaigns

Content marketing

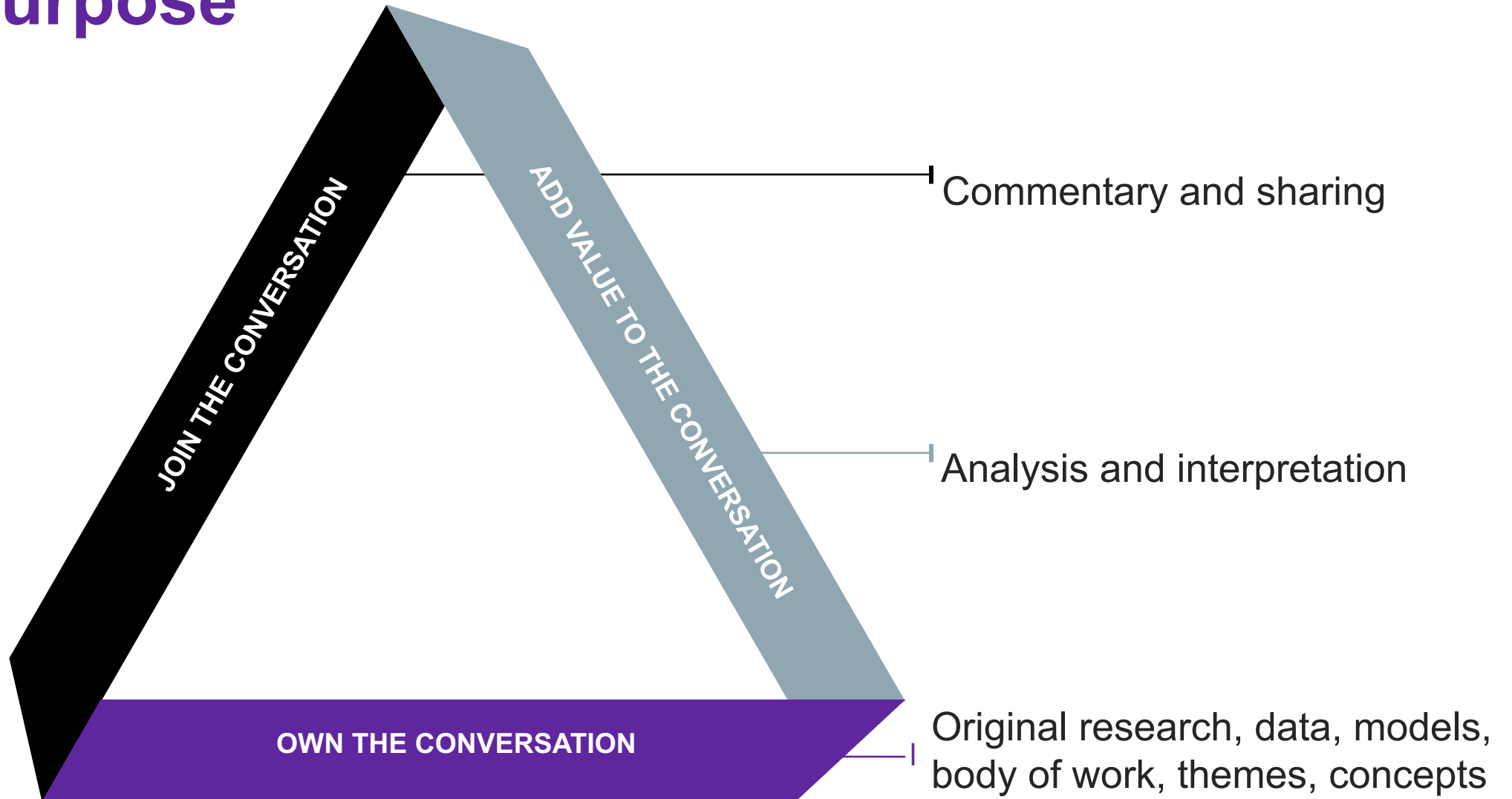
Sponsored posts





7. Content & Campaigns

Match the Content to the Audience, Medium and Purpose





“The same content can be used for different audience groups to achieve different outcomes.

The skill is in repurposing and retargeting each asset with distinct calls to action.”

8. Copy & Personalisation

S A T A N
**WE LIKE YOU,
TOO :)**

10 Copy Rules to Follow



Know your audience

Nail the fear / greed

Use words that sell

Keep to the WSJ rules

Remember the journalists friends

- _ Who
- _ What
- _ Why
- _ How
- _ When

_ #

_ ?

Think FAB

Specificity sells

Make it all about the right me

- _ Remember no one cares that you are proud or delighted

Take time over it

Be a ruthless editor

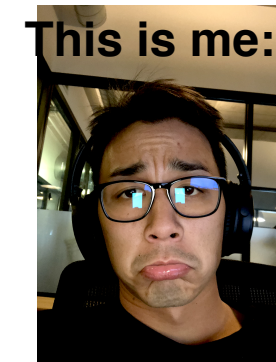
Personalisation Horrors to Avoid



Hey there Susanna,

I'll be honest.

I emailed you a few days ago, and didn't get a reply and I'm... well I'll let my photo do the talking.



If you could hit 'reply', even if it's to tell me to 'go away', it would put a smile on my face.

Fingers crossed!

Have a splendid day,

Sean Anthony



9. Measurement

Test, Measure, Do Better



Test

Messages
Offers
Headlines
Discounts
Price
HTML vs Text
Images
Placement of links
Length of copy

Measure

Impressions
Open rates
CTR
CPC
Unique visitors
Visits
Time on site
Search strings
SEO position
Entry source / exit pages

Sign-ups
Sales
AOV
ROI
PP
LTV
Retention rate
Value retained

The background is a vibrant, abstract collage of geometric shapes and patterns. It features a large green circle in the upper center, a blue and black face-like shape on the right, a purple patterned area, a red shape with white dots, a yellow hand-like shape at the bottom, and various other shapes in shades of purple, pink, red, orange, and black. The overall style is modern and graphic.

10. People



**Work with people who are smart, curious and bold;
who embrace both the art and the science of
marketing.**

Thank you

Questions?

Flying Trumpets is an advisory firm specialising in content, digital and marketing. We help CEOs and Boards build their corporate profits and personal brands by aligning spend and activity to revenue and results.

Our specialist offers include brand and purpose; customer insight; campaign planning; events; content strategy, campaigns and software; digital; social media and collaboration; KPIs, benchmarking and analysis; marketing and communications team structure and development; go-to-market and innovation.

info@flyingtrumpets.com
www.flyingtrumpets.com

