



***7 Key Elements of a Great Marketing  
Strategy That Will Get You More  
Customers***

**ad|ej**  
solutions

Building Successful  
Digital Marketing Strategies & Lead Generation

*Strategy Marketing Blueprint™*

*October 5, 2022*

# Challenges

- You don't know where to begin with marketing
- You don't have a cohesive marketing strategy that tells you EXACTLY what to do next in your marketing tactics
- You don't understand the differences between sales and marketing and solely take the “sales” approach
- You don't have enough people in your organization to focus solely on marketing or if you do, they aren't trained in all the different aspects of marketing or, more specifically, digital marketing
- You've tried some different things and maybe one thing is working OR maybe it feels like nothing is working for you

***You Are In The Right Place!***

# Background



## Accounting

- BSBA in Accounting
- Cost Analyst for the United States Steel Corporation
- Transitioned into sales by selling accounting services

## Sales

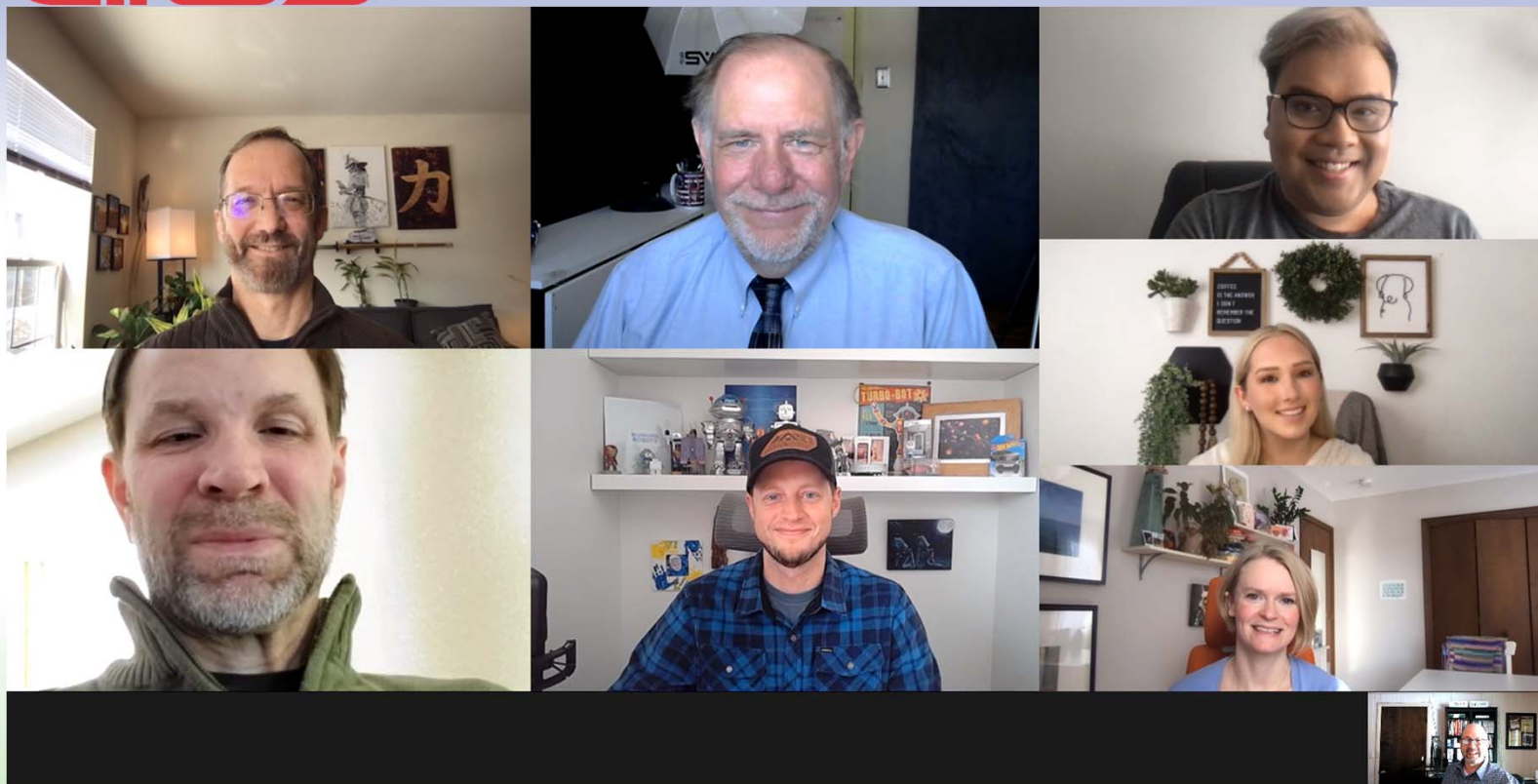
- 16 Years
- High Technology Manufacturing
- Services: CPA & High-End Courier  
Same day city-to-city shipping for Law Firms

## B2B Marketing Strategy + Tactics

- 18 Years Strategic Marketing Plan Development, Project Management and VCMO Responsibilities
- Managing Google PPC Search Advertising Accounts
- Automated Email Marketing Content and Structure
- Content Writing (web pages, whitepaper, blogs, etc.)
- Speaking and Training on a variety of Marketing Topics



## Internal & Third-Party Resources Resources



# Agenda

1. 7 Key Elements of a Great Marketing Strategy That Will Get You More Customers (OR Stop Your Competitors From Stealing Your Customers and or Prospects)
2. The Big Picture
3. Differences between Sales & Marketing
4. Purpose of Marketing
5. Other Marketing Principles, Process and Worksheets
6. Strategic Marketing Blueprint (SMB)
7. CIRAS Solutions

*How to use marketing to benefit your organization's growth without the typical frustrations – regardless of your existing resources and where you are in your marketing journey.*

# Sales Volume and Marketing Contribution Progression

Sales Volume in Millions



*This did not happen overnight...*

Source	2003 Revenue	2004 Revenue	2005 Revenue	2006 Revenue	2007 Revenue	2008 Revenue	2009 Revenue	2010 Revenue	2011 Revenue	2012 Revenue	2013 Revenue	2014 Revenue	2015 Revenue	Lifetime Revenue
Internet Revenue from Marketing	\$ 1,663.00	\$ 41,380.40	\$ 111,758.00	\$ 875,877.84	\$ 1,838,573.00	\$ 2,438,864.66	\$ 1,266,908.40	\$ 1,709,407.00	\$ 2,394,561.80	\$ 2,972,936.00	\$ 4,819,610.17	\$ 6,618,934.00	\$ 5,490,149.00	\$ 25,090,474.27
ThomasNet Revenue	\$ -	\$ -	\$ 8,923.00	\$ -	\$ 82,016.00	\$ 49,368.00	\$ 13,916.00	\$ 58,935.00	\$ 21,265.00	\$ 75,885.00	\$ -	\$ 49,120.00		\$ 359,428.00
Annual Revenue	\$ 1,663.00	\$ 41,380.40	\$ 120,681.00	\$ 875,877.84	\$ 1,920,589.00	\$ 2,488,232.66	\$ 1,280,824.40	\$ 1,768,342.00	\$ 2,415,826.80	\$ 3,048,821.00	\$ 4,819,610.17	\$ 6,668,054.00	\$ 5,490,149.00	\$ 30,948,980.73
First Year Revenue	\$ 1,663.00	\$ 38,380.40	\$ 59,869.00	\$ 624,016.00	\$ 612,658.00	\$ 185,272.66	\$ 57,507.40	\$ 351,960.00	\$ 236,526.80	\$ 267,636.00	\$ 42,860.00	\$ 133,255.00	\$ 130,660.00	
Lifetime Revenue	\$ 717,021.30	\$ 587,151.40	\$ 148,707.00	\$ 7,192,208.00	\$ 18,931,314.00	\$ 457,828.66	\$ 724,926.57	\$ 505,860.00	\$ 423,900.80	\$ 853,418.00	\$ 91,830.00	\$ 314,815.00	\$ 130,660.00	
First Year Revenue (From ThomasNet)			\$ 8,923.00		\$ 82,016.00	\$ 49,368.00	\$ 11,495.00	\$ 1,155.00	\$ 21,265.00	\$ 75,885.00				
Lifetime Revenus (from ThomasNet)			\$ 8,923.00		\$ 107,516.00	\$ 165,749.00	\$ 48,485.00	\$ 1,155.00	\$ 21,265.00	\$ 153,285.00		\$ 49,120.00	\$ -	

## Common Mistakes

- Not developing a cohesive marketing strategy that flows seamlessly into all your tactics
- Externally hiring someone (Bob's cousin) or a company who is a specialist in one area of digital marketing (Branding, SEO, PPC, Social Media, etc..)
- Internally hiring someone and expecting them to become experts in all areas of digital marketing
- Play tactical marketing “whack a mole”
- Competing solely on price (no effective Value Proposition)
- Do nothing...

Bonus Element: Strategy Before Tactics!!!

# Marketing Insight

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat”  
-Sun Tzu



“Unless Strategic Marketing issues are dealt with first, it is absolutely impossible to do Tactical Marketing well”

# Strategic Marketing Attributes:

- Core Competencies (Strengths & Weaknesses in SWOT)
- Market Opportunity Identification (Including Industry Trends: The Opportunities and Threats in SWOT)
  - ✓ Market Intelligence
  - ✓ Market Research
  - ✓ Marketing Research
- Competitor Analysis (Opportunities & Threats)
- Target Market Description
- Buyer Type and Their Decision-Making Value Analysis
- Value Propositions, USPs, Improvements & Innovations, Buying Journey and Proof of Claims
- Alliances, Partnerships, Acquisitions

*Each of these help you determine*

- “what you say”
- “where you say it”
- “how you say it”

*...in your tactical marketing.*

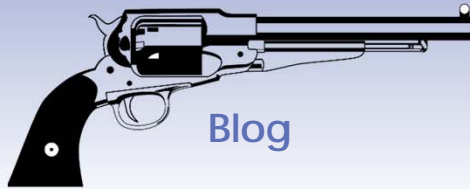
# Tactical Marketing Includes:

- Websites & SEO
- PPC Advertising (e.g., Google Ads)
- Automated E-mail Campaigns
- Broadcast E-mail Campaigns
- Direct Mail (Preferably Targeted)
- Newsletters
- Press Releases
- Brochures or Catalogues
- Trade Show Displays
- Social Media and Blogging
- Various other advertising mechanisms

# Our Battle with Competitors



Website



Blog



Social Media



Other



Automated Email

SEO



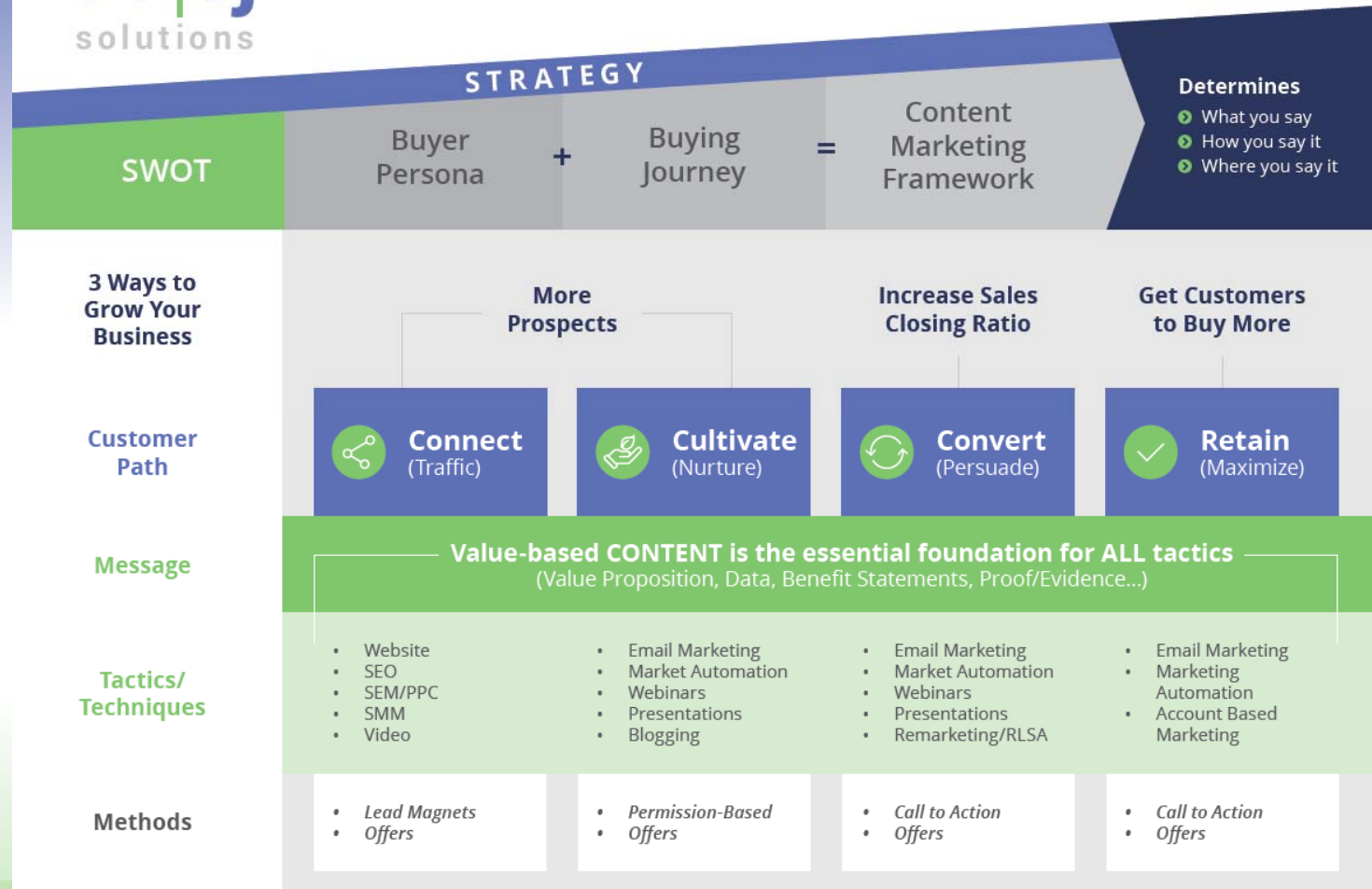
PPC



Press Release or Newsletter

*Without a strategy it's all "noise before the defeat"*

## THE BIG PICTURE



# Sales & Marketing Roles & Definitions

# Sales & Marketing

Closely related, but are 2 different business functions:

## Marketing

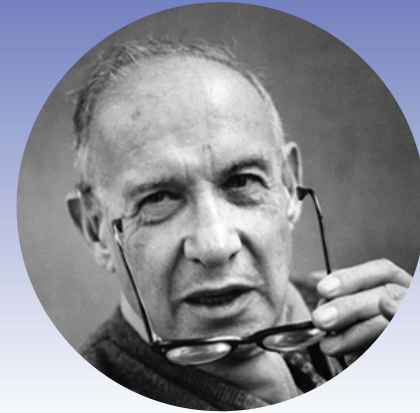
- Ultimately designed to bring qualified leads to the sales team
- Through the implementation of tactical programs
- Should bring together all of the departments in the organization

## Sales Professionals

- Develop relationships with those prospects
- Identify issues that stop them from becoming customers
- Bring those leads to a close

# Peter Drucker

...the Father of Management Thinking



“Because the purpose of marketing is to create a customer, the business enterprise has two – and only two – basic functions: marketing & innovation.

**Marketing and innovation produce results;**  
all the rest are costs. Marketing is the distinguishing,  
unique function of the business.”

# Dr. Philip Kotler

...the Father of Modern Marketing



“Marketing is **NOT** the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value.”

# Working-Definition of Marketing



“True Marketing is the art of creating genuine customer value and in its right context is customer/client-centric.

It is about becoming a ‘**value-producing machine**’ through improvements and innovations to meet market demands and wants.”

## 7 Key Elements of Marketing Strategy and CIRAS Solutions

# 1. Understanding and Capitalizing on Your Internal Strengths & Weaknesses

Answer these questions...

- ✓ What are you good at?
- ✓ Which products and or services are the most profitable for you?
- ✓ What do you do that straps your resources, wastes your time and gives you very little in return?
- ✓ What is a first-time customer worth to you on average?
- ✓ What is the lifetime value of customer to you?

# What is an Acceptable or Appropriate Cost?

## First: Know Your Numbers

(never enter any tactic until you do this first)

- How much is the typical first-time customer worth to you?
- How often do they place an order?
- What is your client retention rate?
- What is the lifetime value of a new customer to you?

# ROI Calculation Example

- How much money did you spend this month? \$2000
- How many new customers did you get? 3
- Then ask:
  - ✓ What is the value of each new customer or order? \$1500
  - ✓ How often does the typical customer order from you? 3/year
  - ✓ What is your customer retention rate? 5 years
  - ✓ What is the lifetime value of those customers? \$22,500/  
\$67,500

## 2. Understanding and Taking Advantage of External Opportunities & Threats

Answer these questions...

- ✓ What are your industry trends?
- ✓ Is the industry shifting to online and digital?
- ✓ Are there technology changes that will affect how you do business either now or in the future?
- ✓ What does the Competitive Landscape look like? Are competitors stealing your existing customers and or prospects?
- ✓ What are the gaps in the Competitive Landscape?

# Forrester Research

“Although it varies greatly with product complexity and market maturity, ***today’s buyers might be anywhere from two-thirds to 90% of the way through their journey before they reach out to the vendor.***”

*When your target market is searching for information about you, will they find you?*

**IBISWorld**

WHERE KNOWLEDGE IS POWER

**Burning up: Rising incomes are expected to bolster revenue while falling input prices raise profit**

This report was provided to  
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## **IBISWorld Industry Report OD4260 Candle Manufacturing in the US**

July 2019

Griffin Holcomb

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Candle Manufacturing in the US July 2019 2

*Access to IBIS  
World Industry  
Reports*

# SMB Competitive Analysis Worksheet

## Competitive Analysis Worksheet

(sources of Information: Websites, Printed or Digital Media, Customers, Sales People)



Company Name & Location(s)	Products Offerings	Service Offerings	Industries Served	Capabilities	Value Proposition	Other USPs	Offers	Other Distinctions	Opportunities for You	Threats against You

# SMB SWOT Worksheet Guide

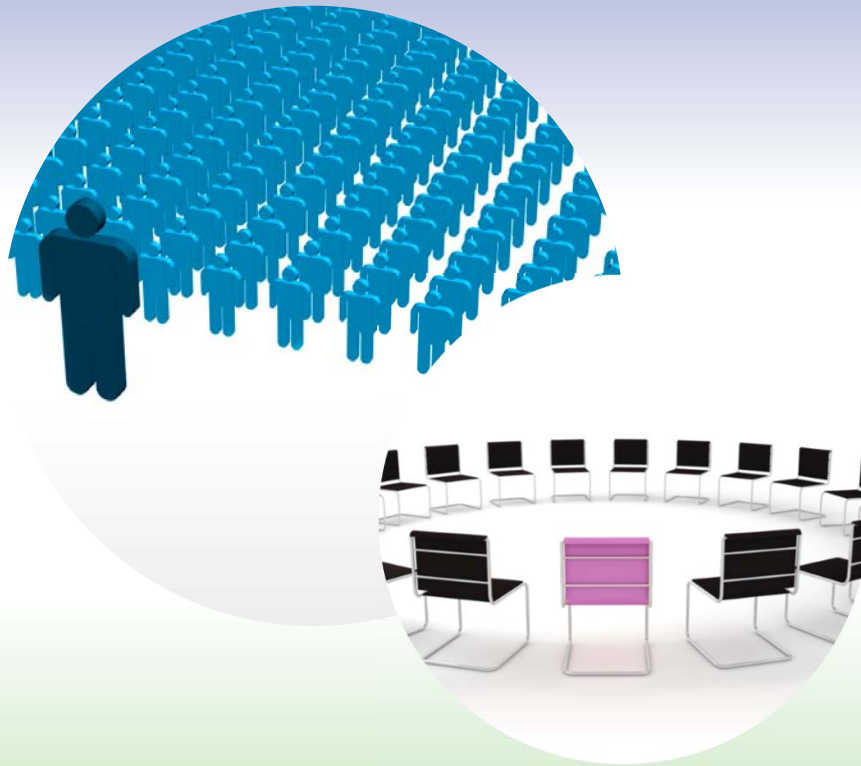
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### 3. Focusing on the Right Target Markets

Answer these questions...

- ✓ Are your sales and marketing efforts aligned and directed toward the right target markets?
- ✓ Right industry? Right Geography? Right Demographics? Distributor versus End-User?
- ✓ Are you segmenting your marketing messages by category?
- ✓ Or are you relying on just one overall general marketing message?
- ✓ Do you have programs in place that encourage existing customers to buy more from you?

# Marketing Insight



“If you try to market to everyone, you end up marketing to no one”

## THE BIG PICTURE



## 4. Identifying Your Buyers Personas (Avatars)

Answer these questions...

- ✓ What “types” of people are you targeting? A specific profession, title or even a specific gender or age group?
- ✓ If multiple, does your messaging address all of their concerns along the Buying Journey?
- ✓ What are the key elements of their top Decision-Making Values?
- ✓ What criteria do they use to decide who to buy from and does your marketing address these?
- ✓ Where do they look for information regarding your products and or services?
- ✓ Don't forget “Negative Personas”!

# B2B Buyer Persona Example: Engineer

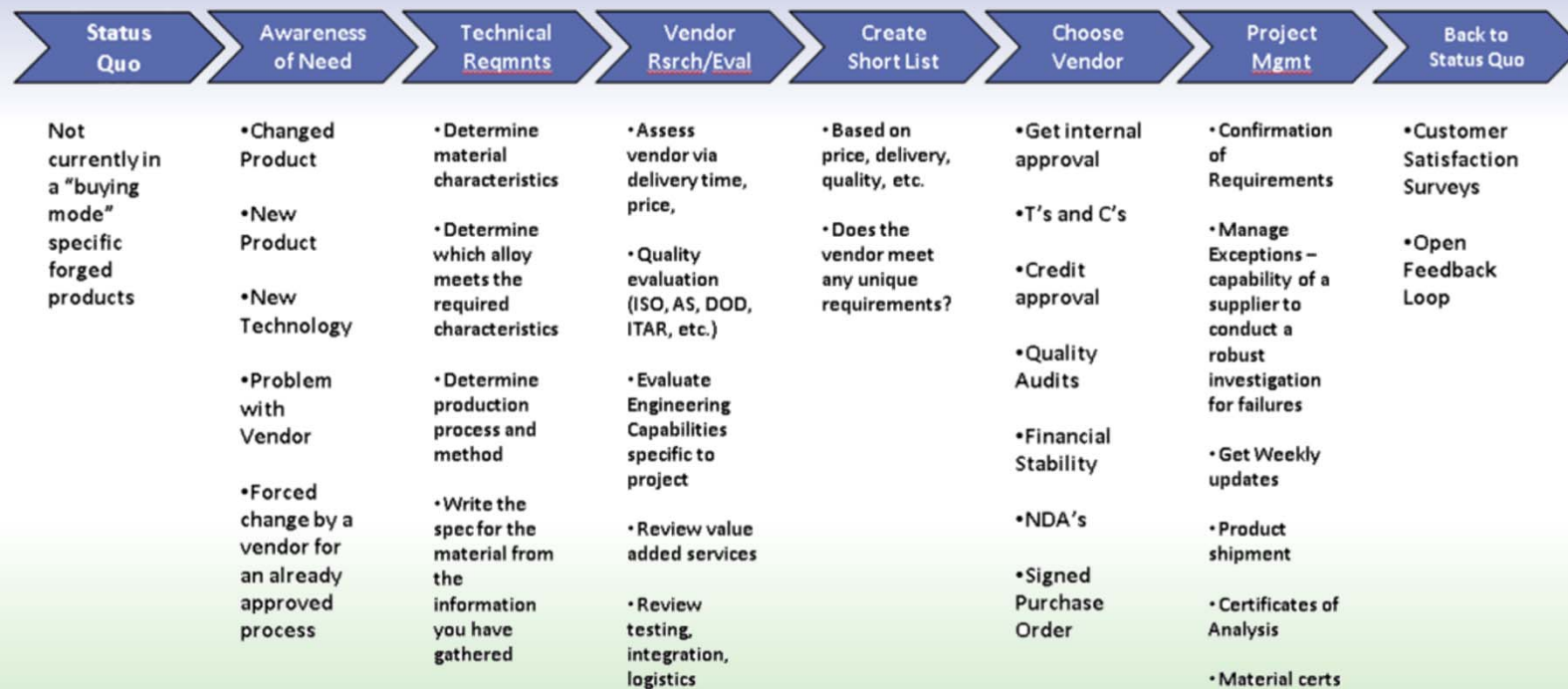
*Buyer Persona + Buying Journey = Content Marketing Framework*

## Example in the B2B arena: Engineer

Background	<ul style="list-style-type: none"> <li>Bachelor's degree normally in Engineering, Mechanical or came up through the ranks</li> <li>Material Science, some have Masters</li> <li>Male 30-50, though many engineers coming out of school are 24-26 and many are female</li> </ul>
Daily Activities	<ul style="list-style-type: none"> <li>Meet and manage vendors</li> <li>Internal spec development</li> <li>Design assembly process</li> <li>Process reviews and change control</li> <li>Create Bill of Materials</li> </ul>
Goals & Motivations	<ul style="list-style-type: none"> <li>Create / Adhere to repeatable process, maintaining trusted vendors, responsible to make sure the <u>end product</u> works, project completion, hitting milestones within the project, meeting corporate goals</li> <li>Bonus</li> <li>Career Track and Peer feedback</li> </ul>
Content or Topics of Interest	<ul style="list-style-type: none"> <li>Materials characteristics, alloy choices, grain structure</li> <li>How material is processed (cast vs. forged), typical uses, heating &amp; cooling process, forging simulations</li> <li>Testing methods (destructive versus non-destructive)</li> <li>Certifications (ISO, AS, DOD, ITAR, DFARS), Technical Data Sheets, Quality Statistics</li> <li>Value added services, NDAs, Order acknowledgments, Terms &amp; Conditions, Deviation Requests</li> <li>Case Studies, Testimonials, Referrals</li> </ul>
Decision-Making Values	<ul style="list-style-type: none"> <li>Vendor issues, including quality related and or delivery related (lead time &amp; on-time)</li> <li>Technology changes and advantages within the industry</li> <li>Levels of experience, knowledge, support</li> </ul>
Buying Challenges or Frustrations	<ul style="list-style-type: none"> <li>Poor Quality</li> <li>Vendor failure/ New Vendor Search</li> <li>If things are working, no reason to change</li> <li>Don't always like going through procurement (purchasing) because they don't always understand the requirements</li> <li>Forced change by a vendor who changes process in an already approved process/spec</li> </ul>
Compelling Event	<ul style="list-style-type: none"> <li>New/ changed spec- "Change Road Map" or "Change Horizon" as far in advance as possible</li> <li>Vendor failure</li> <li>Consumables</li> <li>New Project</li> </ul>
Sources of information	<ul style="list-style-type: none"> <li>Google Search, Industry specific magazines, SME, Specific Societies, Trade Shows</li> </ul>

# B2B Buying Cycle Example

*Buyer Persona + Buying Journey = Content Marketing Framework*



# B2B Content Marketing Example: Engineer

*Buyer Persona + Buying Journey = Content Marketing Framework*

Status Quo	Awareness of Need	Technical Requirements	Vendor Research - Evaluation	Create Short List	Choose Vendor	Project Management	Back to Status Quo
Various Metals and or Alloys with their characteristics/properties	How to Choose a Forging Supplier (checklist)	Technical Data Sheets for the specific application	Quality Certifications (ISO 9001, AS9100, ITAR, DFARS, etc.)	Company Stability	Site Visit Presentations and other Collateral	Project Tracking online	Customer Satisfaction Surveys
Data on the heating and cooling process	Forging vs Casting: A Case study of success vs. failure	Case Study 2: Specific to the Customer	Typical specifications	Lead time performance and variables	Demonstrate Relative Engineering Capabilities	Deviation documentation, if applicable	Open-ended feedback loops
Steps to effective product development and manufacturing	Case Study 1: Specific to Customer	Case Study 3: Specific to the Customer	Number of Engineers, Quality Staff, Capabilities, Experience, Equipment, Length of Time in Business	References	Offering of Alternatives	Proactive Project Tracking, Notifying of Customer	
Grain Structures and how to control them during the forging process	How to assess and limit vendor risk	How to determine the best alloy for your application	Customer Testimonials	Order review process (checklist) showing expectations	Order Acknowledgement and Exceptions	Automated shipping notice	
Uniqueness offerings like Forging Simulation	Benefits of Forging vs other processes	Typical uses for alloys, including things like physical, mechanical or electrical properties	How to Choose a Forging Supplier (checklist)	Non-Disclosure Agreements (NDA)	Terms and Conditions	Post shipping documentation	
Value of Non-Destructive Testing	Video: Tour of the facility and process review	Casting vs Forging: Technical Data (Density, Porosity, Grain Flow)	Value added services (for example, non-destructive testing, forging simulation software)	Quality statistics including Prevention, Avoidance and Traceability	Purchase Order		
Research: What are your challenges?	Research: Why the need for change? What are you trying to accomplish? What are your objectives?	Offering of Alternatives	Vertical Integration (All services under one roof), includes machining capabilities	Proposal Document			

## 5. Working Toward Improvements & Innovations

Answer these questions...

- ✓ Have you had any recent complaints or praise from a customer?
- ✓ Has any of your customers suggested a better way to do things?
- ✓ What can you improve upon to fill competitive gaps and boost your credibility with your target market?
- ✓ Can you create new or innovative approaches to how you either build or even offer your product or service?

# Improvements & Innovations Worksheet

[illegible]

## 6. Constantly Assessing and Testing Your Value Proposition(s)

Answer these questions...

- ✓ What value do you offer your target market that competitors do not?
- ✓ Have you tested different approaches to communicating it? (both “how” you say it and “where” you say it)
- ✓ Why should they buy from you rather than a competitor?
- ✓ Is your answer measurable? (if not, it’s a platitude)
- ✓ Do you have Quantitative or Qualitative Proof or Evidence of marketing claims?

## Marketing Insight – Why should I do business with you rather than any of your competitors?



“Your ***Value Proposition*** must be both believable and measureable (to some extent)”

# Marketing Insight



“True Marketing is and always has been a testing process”



*“There are no marketing experts, only marketing-testing-experts”*

# SMB 7-Steps to Discovering Your Value Proposition

## Discovering Your Value Proposition

### 1. Define what you are selling

- Start off:
  - List everything you do
  - List everything you might consider doing
- Now ask these questions:
  - Do you only offer a product? Can you offer service as an upsell/down-sell to support that product?
  - Do you only offer a service? Can you sell a product in conjunction with that service?
  - Can you add other services to services you offer, can you offer other products to products that you sell?
  - What is special about the knowledge or skills your organization can bring to the table?
  - What is special about the experiences your organization has had?
  - Can you emphasize that you have a "system" that's consistent, reliable, comprehensive, fail-safe or provides results that are unusually effective?
  - It's the combination of these that can make you unique. When you get the mix right, you can stand out and be memorable in the eyes of your prospects.
  - Here is a final question to consider in this step: How is this normally done in my industry versus how can I do it instead?

### 2. Define who you are selling to

- Questions to ask:
  - Do you serve businesses that have a specific sales volume?
  - Do you serve businesses that have a particular level of assets in the financial services world?
  - Do you serve businesses in a certain geographic region?
  - Do you serve a list of very SPECIFIC companies? (Top 5, 10 or something else)
  - Do you serve people who have a specific job title?
  - Do you serve a specific type of industry or niche?
  - What specific problems do they have that you solve for people or companies in those categories?
- Then ask these 2 final questions:
  - Could you potentially increase the response of your marketing by presenting your product or services to any of those specific segments?
  - Or is your product or service notable because it's NOT limited in any of those specific areas? And by creating messages that do not limit, can that offer you an advantage?

### 3. Determine your Unique Position or Value

- Here are the questions to ask in several categories:
  - Does your product or service provide a unique result or outcome?
  - Do you have a unique method or mechanism for getting those results?
  - Does your product or service have special features or properties in the manufacturing world that other competitors do not offer?
  - Do you have a unique track record in your industry?
    - The length of time you've been in business
    - The total number of units you have sold over time
    - The total number of customers you have served, procedures or processes you have done
    - The length of time your service/product or system has gone without breakdown or failure

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## Discovering Your Value Proposition

- The number and type of awards you have received?
- Does your place of business have an unusual, interesting type of environment?
- Is the quality of your product or service demonstrably better than your competitors?
- Can you create a higher-end version of your product or service?
- Can you create a lower-end version that might make what you do more accessible to more companies...a wider target market?
- Do you have a customized version of your products or services? Can you create one?
- Do you offer non-customized versions? Can you create them?
- Does your product or service fit into the "Done For You" (DFY) category, the "Done With You" (DWY) category or the "Do It Yourself" (DIY) category? If it fits into any one of these categories, can you create a version in another category?
- Do you have distinctive price or payment plan?
  - Note: NEVER compete on low price alone! (However you can emphasize that your pricing plan is simple or their risk low to get them in the door in the first place)
- Once you have answered all these questions, then ask yourself these 4 questions:
  - Do I already have a unique angle that I've just never advertised before?
  - Can I take these concepts and create a new angle in my business that I can advertise?
  - Can I create a combination of things that my customers can't find elsewhere in the marketplace?
  - Can I bundle products, services or products & services together that would be more expensive if purchased separately?

### 4. Seek out Proof for your claims

- What proof or evidence can you supply that will boost your credibility in the eyes of your prospects, customers or clients?
- Marketing Insight #5: Whatever performance claims you make in your marketing materials (whether about quality, delivery, service, expertise, accuracy, etc...), always, provide some supporting proof or evidence that you are trustworthy in your claims to deliver them.
- These can be quantitative proof in the form of charts or graphs or qualitative proof in the form of testimonials or case studies.

### 5. Take into account Negative Guarantees

- Start by writing down 10 things that your business is not. It can be the reverse of other things we have considered earlier:
  - We only offer a product, NOT a service – maybe you offer a product that does NOT need to be serviced, ever!
  - We only offer a service, NOT a product
  - Our service is NOT a do it yourself type of thing, we do it all for you
  - Our product or service is customized to exactly what you need, we don't offer off-the-shelf products
  - Our products are off-the-shelf, so you don't have to wait
  - In manufacturing, we only provide forged products, not extruded products

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## Discovering Your Value Proposition

- We only service companies that have more than 100 employees!
- We only service companies that have \$5 million in assets!
- We only service companies in Iowa
- Or many, many other things...
- Basic Negatives to Consider:
  - Your product or service doesn't include what?
  - Your product or service doesn't result in what?
  - Your product or service doesn't require what?
  - Your product or service doesn't waste or consume what?
  - Others charge you extra for a certain aspect; we provide it complimentary or free, like a consultation in professional services or design in manufacturing.

### 6. Specify the Time Frame of accomplishment

- Time frame sets an expectation in a customer's mind. What timeframes can you set that are better than your competitors?
- Manufacturing
  - Lead-Time
  - On-Time
  - JIT
  - Emergency deliveries
- In the professional services world, often a "process" is required and your process can't take place until the customer or prospect does something. It is legitimate to tell your clients that you will accomplish your process AFTER they meet their obligations.
- Ask yourself: How far can I push the time envelope?

### 7. Add an "if not" Guarantee

- No excuses
- It can involve many different things, but essentially you are looking at 3 things:
  1. Refunding money – all or part – you might even consider offering discounts on the next purchase
  2. Replacing product, either with yours and if you are extremely confident, with a competitor's product
  3. Or you will rework or redo whatever wasn't done correctly at first, in part or in its entirety
- What is comes down to is this: If you won't take the risk, then your customer must take the risk
- Conditional guarantees are appropriate

*This is really all about IMPROVEMENTS & INNOVATIONS and your willingness to do something about them!*

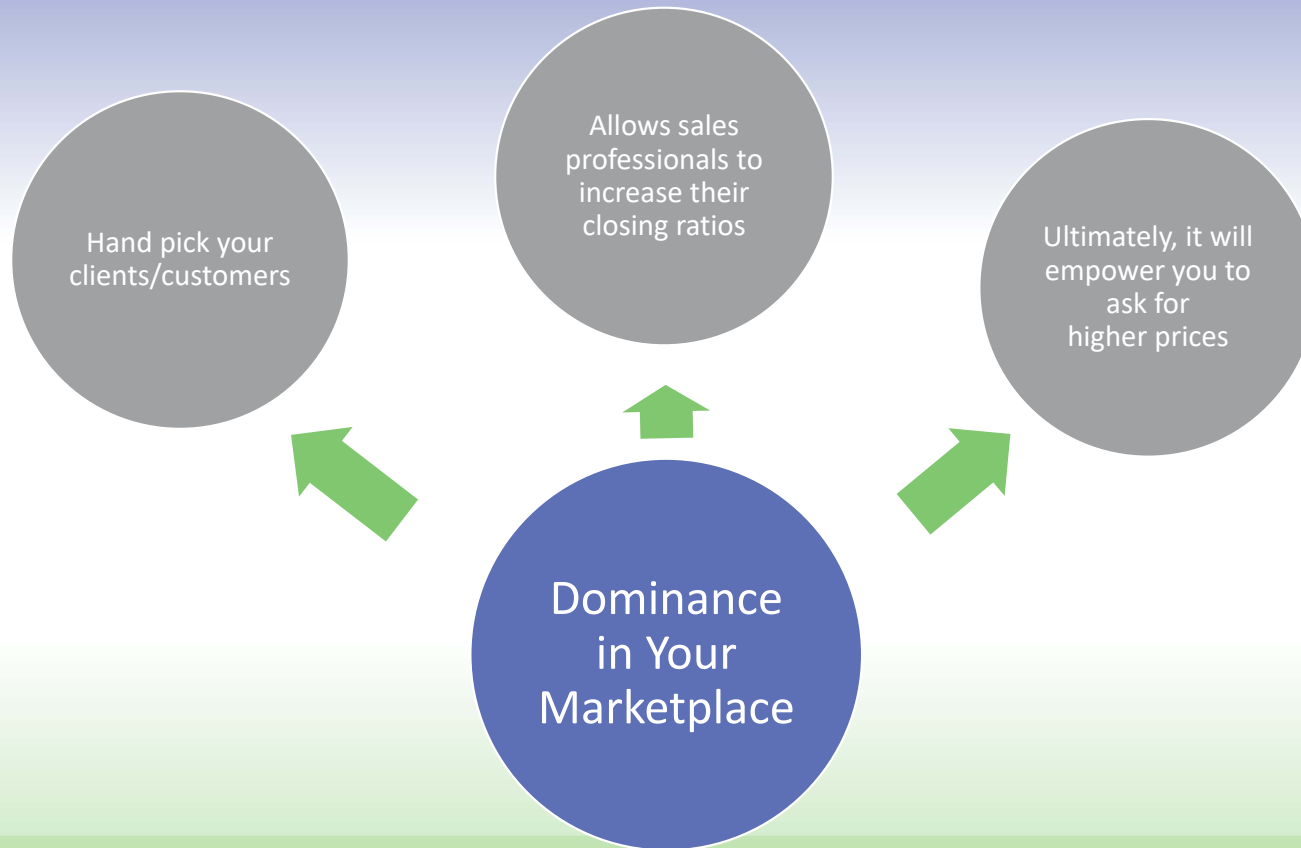
**Who will take the risk?**



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# Benefits of a Substantial Value Proposition



# Manufacturing Example

[asepco.com/about/guarantee/](http://asepco.com/about/guarantee/) (Watson Marlow)

## **Lifetime Free Replacement Of Any ASEPCO Tank Valve, No Matter Who Breaks It!**

Sometimes a tank is dropped—sometimes a valve gets hit by a forklift. No matter how a valve is broken, or who's at fault, we will replace it free! No arguments. No excuses. Just a free replacement valve as fast as we can make it.

## **Top-quality Product Or It's Free!**

If your ASEPCO valve contains a manufacturing defect, we will Fix or Replace Your Valve—and We Will Not Bill You!

## **Performance As Promised Or We Pay You!**

If it is proven that a properly assembled ASEPCO valve is not CIP/SIP in use:

- We'll buy back our valve for a full refund.
- We'll buy you the replacement valve of your choice.
- AND we will pay the cost of replacing it in your ASME tank!

Note: We figure this is a safe bet, because we have not had a claim of contamination in our entire history.

**You can depend on ASEPCO products. And you can depend on US.**

## 7. Choosing the Right Tactics and Tracking Them?

Answer these questions...

- ✓ Are you where your customers and prospects are at all times?
- ✓ Should you focus your marketing efforts on SEO, PPC, Social Media, Blogs, YouTube, etc.?
- ✓ Do you have mechanisms in place to capture contact information, build your prospect lists and keep track of them? (10-80-10 Marketing Principle)
- ✓ Are you properly tracking the success of your campaigns and making necessary adjustments?

# Marketing Insight



3-10%



80%



10%

“Implement systems to keep the long-term buyers engaged”

(10-80-10 Marketing Principle)

# Marketing Insight



"I know half the money I spend on advertising is wasted, but I can never find out which half."  
-John Wanamaker

**"If you can't measure the success of your marketing campaign tactics, don't do it"**

*"If you can't measure it, you can't improve it"*

# Strategic Marketing Blueprint (SMB)

## ***Strategic Marketing Blueprint (SMB)<sup>TM</sup>***

*...Your Blueprint for Developing an Effective Marketing Strategy*

### **Phase 1: Research & Analysis**

1. Internal Assessment (*Strengths & Weaknesses*)
2. Industry Analysis (*Opportunities & Threats*)
3. Competitive Analysis (*Opportunities & Threats*)
4. Target Market Definitions (*Segmentation*)
5. Buyer Personas (*Customer Value Surveys*)

### **Phase 2: Strategic Development**

6. Improvements & Innovations
7. Value Proposition or other USPs
8. Buying Journey
9. Proof or Evidence of Claims
10. Content Marketing Framework

Results from Phase 1 and  
Phase 2 will determine:

- What you will say
- How you will say it
- Where you will say it

To your Target Market.

### **Phase 3: Tactical Implementation**

11. Tactical Marketing Plan
12. Internal Message Delivery
13. Lead Generation Systems
14. Continuing Education Systems
15. Tracking Results and ROI

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# ***3-Phase System***

## CIRAS Solutions

Offers solutions regardless of where you are in your marketing journey or what your challenges are:

1. Assessments (Evaluate Your Current Marketing Performance in any number of key areas)
2. Education (Bootcamps – online or live)
3. Coaching (Experts Supporting You on “How To”)
4. Done With You (DWY) or Done For You (DFY) Projects
5. VCMO Options

## Action Items

Call or Email Paul Gormley today!!!

(319) 721-5357

[gormley@iastate.edu](mailto:gormley@iastate.edu)

Why take action now?

We can only work with so many people at the same time. The sooner you get in, the more quickly we can get you in the pipeline and work with you for whatever you need to achieve your digital marketing goals.

# Wrap Up: Strategy First!!!

## 7 KEY ELEMENTS OF A GREAT MARKETING STRATEGY

- ① CAPITALIZE ON STRENGTHS AND WEAKNESSES
- ② TAKE ADVANTAGE OF OPPORTUNITIES AND THREATS
- ③ FOCUS ON THE RIGHT TARGET MARKETS
- ④ IDENTIFYING BUYER PERSONAS
- ⑤ WORKING TOWARD IMPROVEMENTS & INNOVATIONS
- ⑥ ASSESSING AND TESTING YOUR VALUE PROPOSITIONS
- ⑦ CHOOSING THE RIGHT TACTICS AND TRACKING THEM

## One of my Favorite Quotes

Theodore Roosevelt:

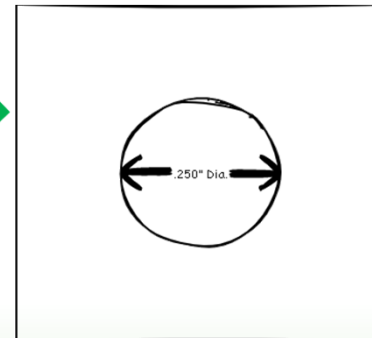
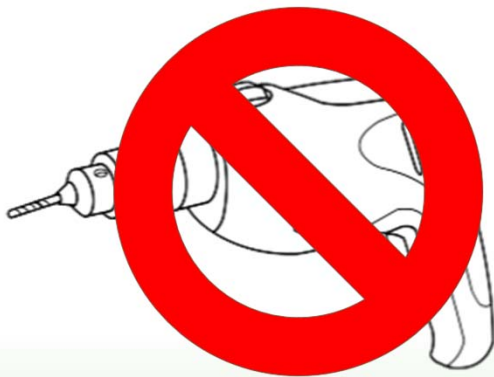
In any moment of decision...

- The best thing you can do is the right thing
- The next best thing is the wrong thing
- And the worst thing you can do is nothing

***"We've tried nothing and we're all out of ideas."***

# Before You Go!

Something to Think About: Search Google for this:  
***“People don’t want to buy a quarter-inch drill...they want a quarter-inch hole!”*** (over 2 million results!)



***Sell the hole, not the drill!!!***



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Building Successful  
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Thank You!

