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— Building Successful —
Digital Marketing Strategies & Lead Generation

Strategic Marketing Boot Camp: Session 4

Agenda: 5 Sessions

- a. Session 1
 - a. Marketing Overview
 - b. Strategic Internal Assessment
 - c. Strengths and Weaknesses of the SWOT
- b. Session 2
 - a. Industry and Competitive Analysis
 - b. Opportunities and Threats for the SWOT
- c. Session 3
 - a. Target Market Definitions
 - b. Buyer Personas
- d. Session 4
 - a. Improvement & Innovations
 - b. Value Propositions & Proof and Evidence of Claims
 - c. Buying Cycle
 - d. Content Framework
- e. Session 5
 - a. Tactical Implementation



Strategic Marketing Blueprint (SMB)™

...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

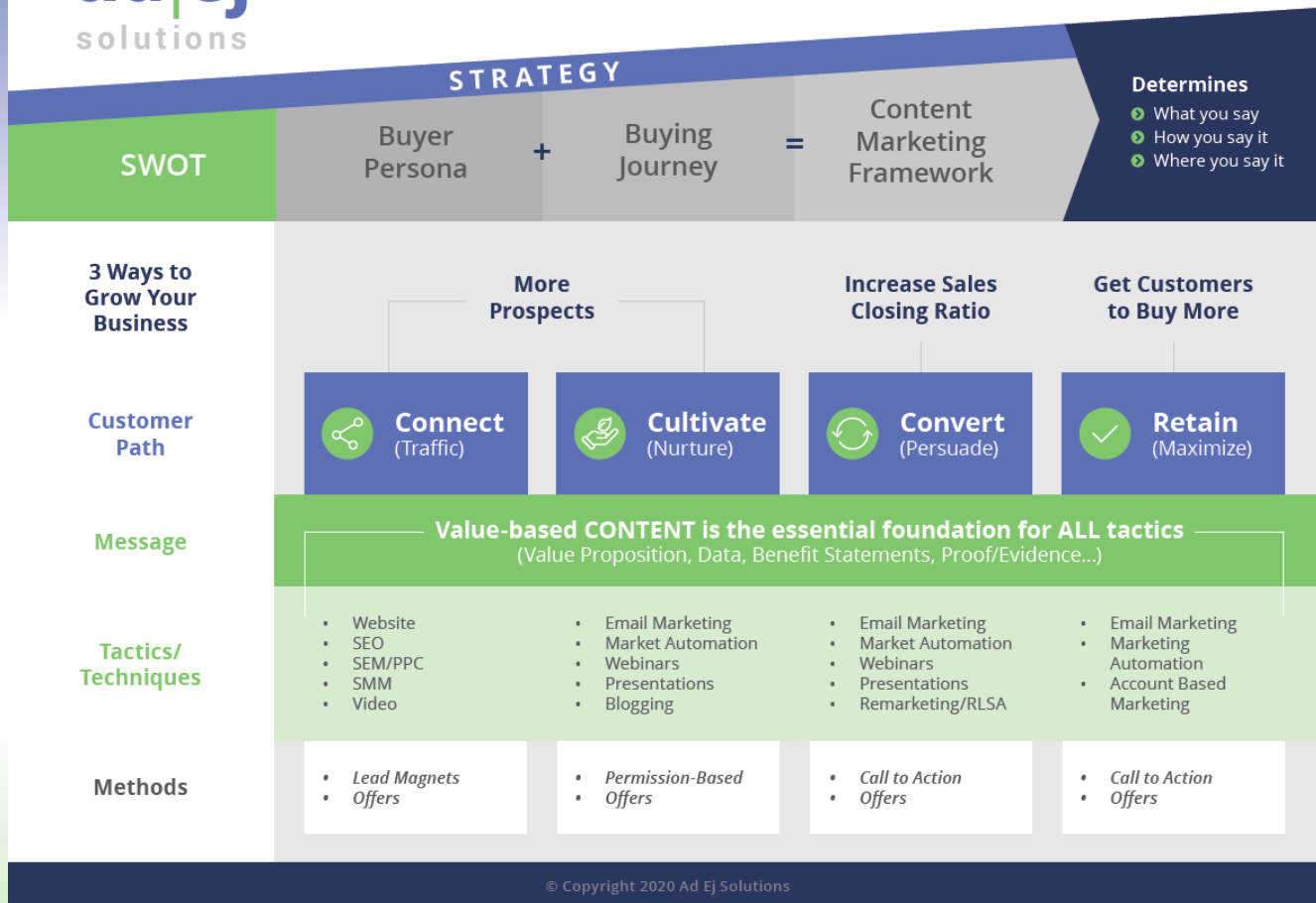
11. Tactical Marketing Plan
12. Internal Message Delivery
13. Lead Generation Systems
14. Continuing Education Systems
15. Tracking Results and ROI

Documents to Download: Session 4

1. PowerPoint Slide Deck (Session 4)
2. Improvements & Innovations Worksheet
3. Value Proposition “Thought Starter” Worksheet
4. Buyer Journey and Content Marketing Framework Worksheet

Let's Review

THE BIG PICTURE



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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.”

Marketing Insight #3

“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”

SMB Phase 2: Strategic Development

6. Improvements & Innovations
7. Value Proposition (and USPs)
8. Buying Cycle
9. Proof or Evidence of Claims
10. Content Marketing Framework

Improvements & Innovations

SMB Phase 2: Improvements & Innovations

Anything that enhances your position with your target market:

- Business Model (Shift to online, Accelerated Delivery, Guarantees, etc.)
- Products (New or Improved Products, like PPE)
- Services (Enhanced Services)
- Certifications
- Equipment or Machinery
- Training
- Location
- Etc.....

SWOT Worksheet

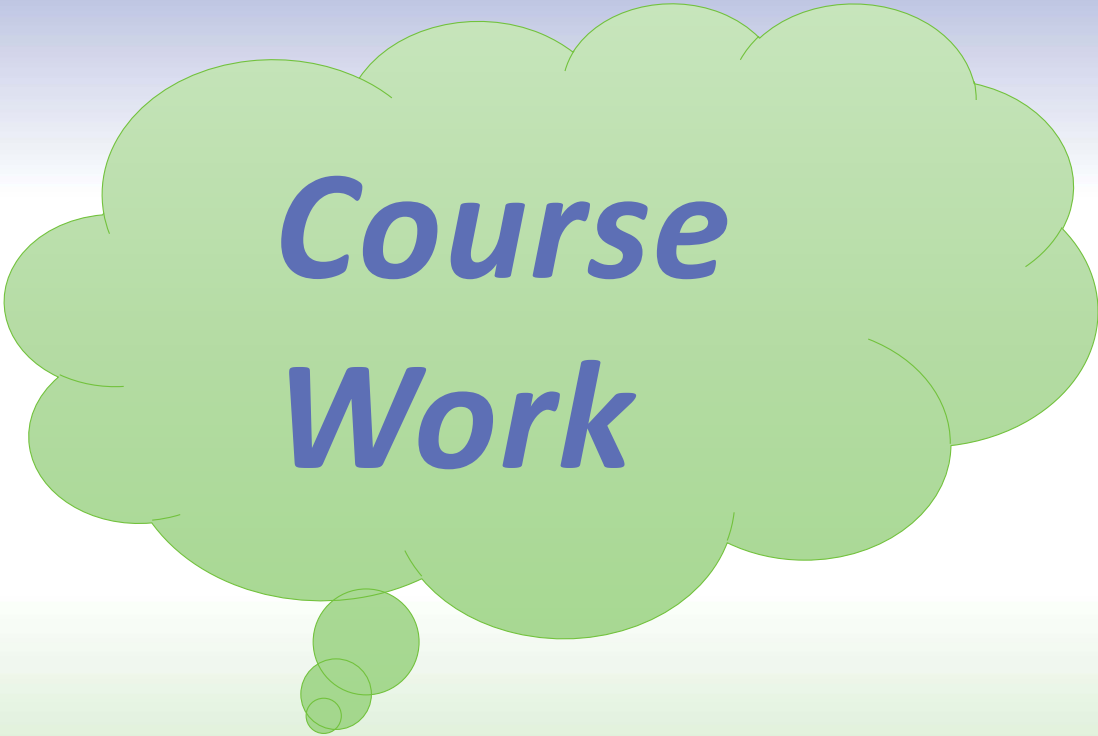
SWOT Worksheet											ad ej solutions
Internal Strengths	Ideas to Capitalize on Strengths	Internal Weaknesses	Ideas to Overcome Weaknesses	External Opportunities (Industry or Economy)	Ideas to Capitalize on Opportunities (Industry or Economy)	External Threats (Industry or Economy)	Ideas to Overcome Threats (Industry or Economy)	External Opportunities (Competitors)	Ideas to Capitalize on Opportunities (Competitors)	External Threats (Competitors)	Ideas to Overcome Threat (Competitors)

SWOT Worksheet Guide

SWOT Worksheet Guide

<i>Internal Strengths</i>	<i>Ideas to Capitalize on Strengths</i>	<i>Internal Weaknesses</i>	<i>Ideas to Overcome Weaknesses</i>	<i>External Opportunities (Industry or Economy)</i>	<i>Ideas to Capitalize on Opportunities</i>	<i>External Threats (Industry or Economy)</i>	<i>Ideas to Overcome Threats</i>	<i>External Opportunities (Competitors)</i>	<i>Ideas to Capitalize on Opportunities</i>	<i>External Threats (Competitors)</i>	<i>Ideas to Overcome Threats</i>
SMB Phase 1	SMB Phase 2	SMB Phase 1	SMB Phase 2	SMB Phase 1	SMB Phase 2	SMB Phase 1	SMB Phase 2	SMB Phase 1	SMB Phase 2	SMB Phase 1	SMB Phase 2
Research & Analysis	Strategic Development	Research & Analysis	Strategic Development	Research & Analysis	Strategic Development	Research & Analysis	Strategic Development	Research & Analysis	Strategic Development	Research & Analysis	Strategic Development
Step 1	Steps 6 & 7	Step 1	Steps 6 & 7	Step 2	Steps 6 & 7	Step 2	Steps 6 & 7	Step 3	Steps 6 & 7	Step 3	Steps 6 & 7
Internal Assessment	Improvements, Innovations & Value Proposition	Internal Assessment	Improvements, Innovations & Value Proposition	Industry Analysis	Improvements, Innovations & Value Proposition	Industry Analysis	Improvements, Innovations & Value Proposition	Competitive Analysis	Improvements, Innovations & Value Proposition	Competitive Analysis	Improvements, Innovations & Value Proposition

Improvements & Innovations



Course Work

Using your SWOT worksheet fill out each of the columns for “ideas to capitalize on” strengths and opportunities and “ideas to overcome” weaknesses and threats.

Are any of these worthy of consideration for a Value Proposition?

Evaluate the ideas above and select the top 5 or 10 for action items on the Improvements & Innovations Worksheet.

The Importance of the Value Proposition

Why should I buy from you rather than your competitor?

SMB Phase 2: Value Proposition

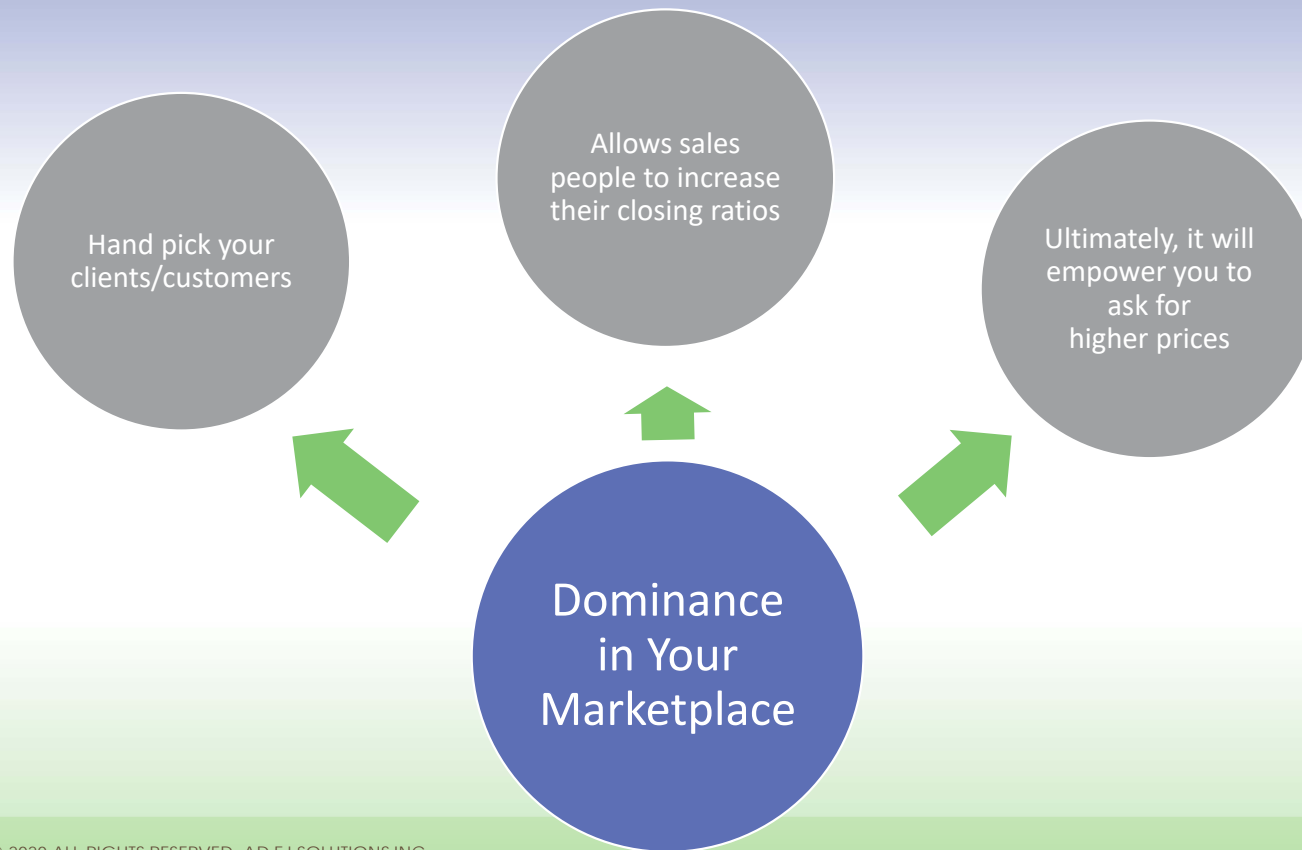
- Value Proposition: Answers the question:
 - ***“Why should I buy from you rather than your competitor?”***
- Unique Selling Points (USPs) – things that differentiate but may not be the definitive answer to the question.

Value Proposition Maxims

- The Right Value Proposition can overcome many marketing mistakes
- It is NOT created but discovered over a period of time
- It is NOT a marketing slogan
- It is NOT a Value Proposition until it is tested

Remember Improvements & Innovations are key partners in discovering your right Value Proposition!

Benefits of a Substantial Value Proposition



Marketing Insight #1 – 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)”

7-Steps to Discovering Your Value Proposition

1. Define what you are selling
2. Define who you are selling to
3. Determine your unique position or value
4. Seek out Proof for your claims
5. Take into account Negative Guarantees
6. Specify the Time Frame of accomplishment
7. Add an "if not" Guarantee

1. Define What You Are Selling

Start:

- List everything you do
- List everything you might consider doing

Final Question:

- How is it done normally versus how can I do it differently?



2. Define Who You Are Selling To

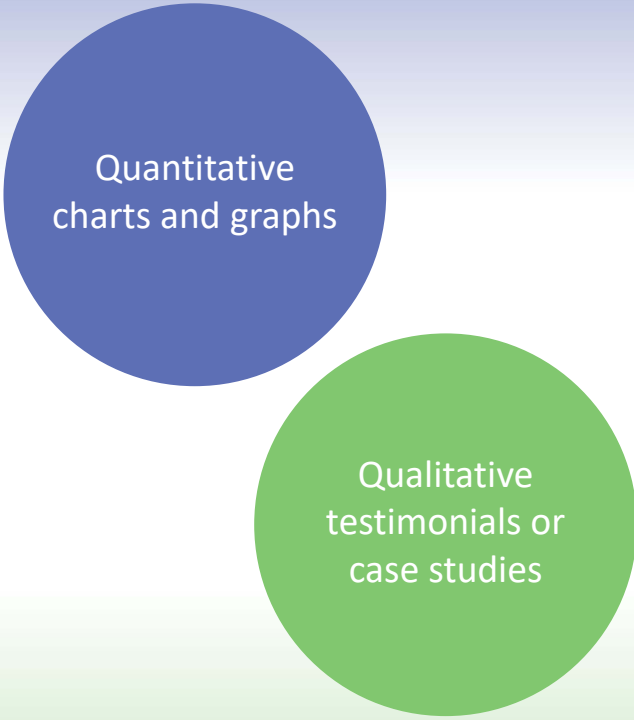


3. Determine Your Unique Position or Value

Unique Position or Value

- Unique Result or Outcome
- Method for Getting Results
- Special Features
- Track Record
- Interesting Environment
- Better Quality
- Better Service
- Versions
 - ✓ Higher-End
 - ✓ Lower-End
 - ✓ Customized
 - ✓ Non-customized
- DWY, DFY, DIY
- Distinctive Payment Plan
- Final Questions

4. Seek out proof for your claims



Quantitative
charts and graphs

Qualitative
testimonials or
case studies

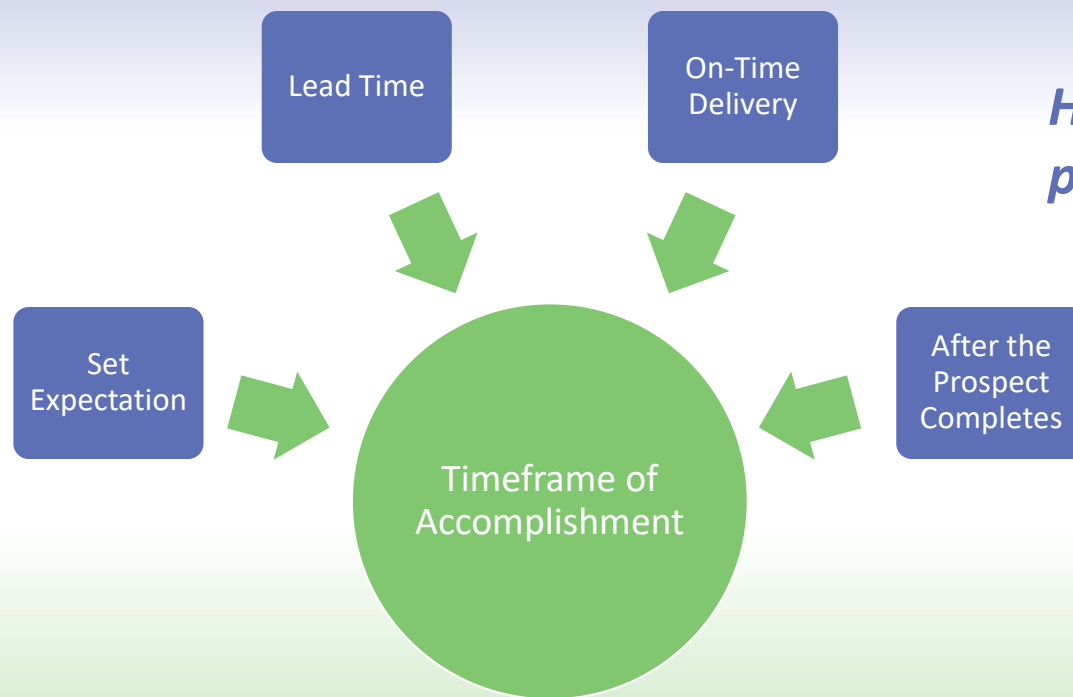
“Whatever performance claims you make in your marketing materials (whether about quality, delivery, service, expertise, accuracy, etc...); always provide some supporting proof or evidence that you are trustworthy in your claims to deliver them”

“Words without proof is nothing more than hype”

5. Take into account “negative guarantees”



6. Specify the Timeframe of Accomplishment



*How far can you
push the envelope?*

7. Add in “if not” guarantee



Who will take the risk?



Manufacturing Example

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.

Build Value and Differentiate

1. We provide value because of (what we sell)
2. We provide value because of (who we sell to)
3. We provide value because of (the unique angles we offer)
4. We provide value because (we can prove that what we say is true, reliable and dependable)
5. We provide value because (we don't do or require certain things)
6. We provide value because of (our timeframes)
7. We provide value because of (our matchless guarantee)

You Do NOT Need To Compete On Price Alone!

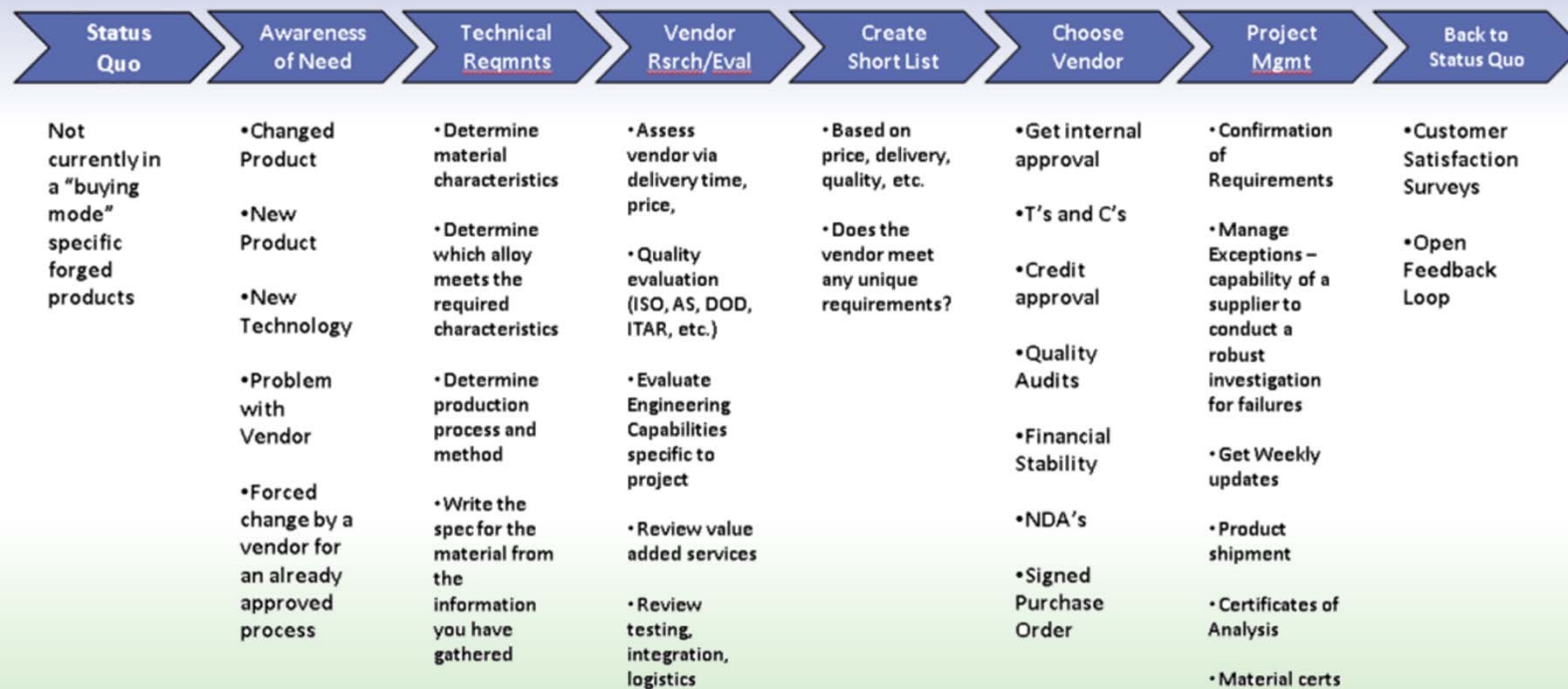
- Will you take the time to “test” and discover what Value Propositions and USPs mean to your target market?
- Will you make the effort to improve and innovate and become the “*value producing machine*” that is at the heart of true marketing?

Bear Bryant: “It’s not the will to win that matters – everyone has that. It’s the will to prepare to win that matters.”

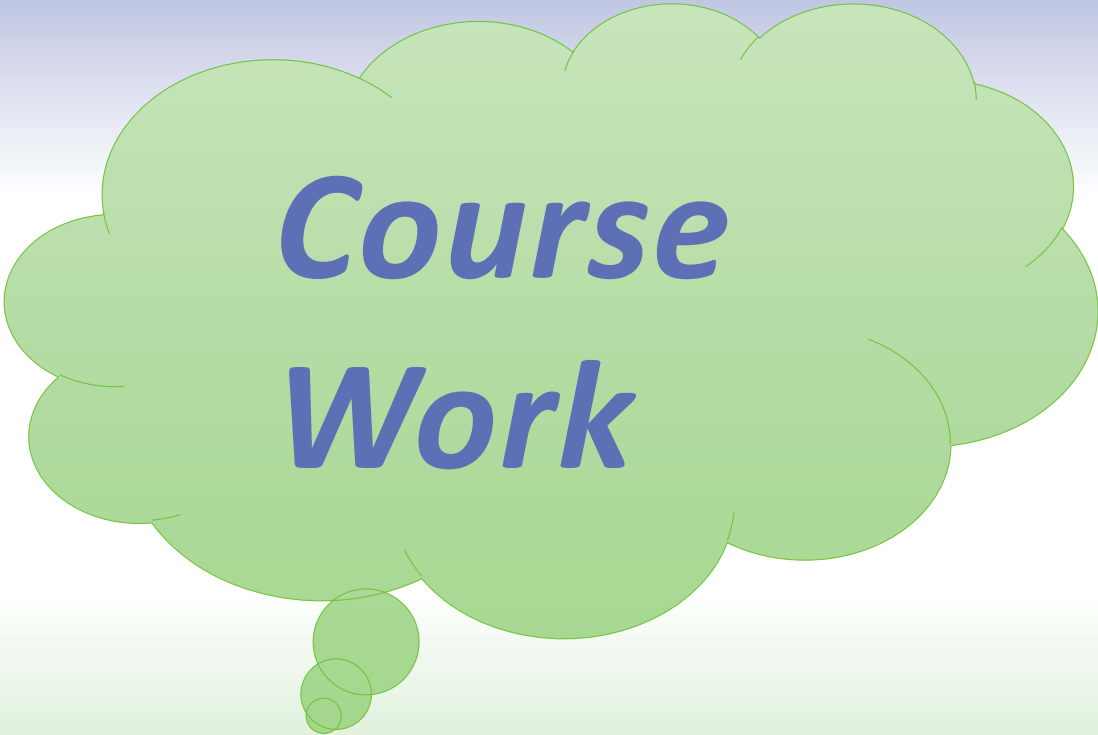
Buying Journey

B2B Buying Journey Example

Buyer Persona + Buying Journey = Content Marketing Framework



Buying Journey



Course Work

Evaluate the example provided and see if the path aligns with your target markets. Make note of what might be going on in each phase.

Note the length of the cycle, e.g. weeks, months, years. (this will influence the amount of content that will need to be created in the framework).

Proof or Evidence of Claims

SMB Phase 2 : Proof & Evidence of Claims

- Let's look at Marketing Insight # 5

Marketing Insight #5



✓ Accessibility

Even during our busiest work days, we guarantee a returned call within 24 hours. In practice, our Firm averages 76 minutes when in the office and 5 hours 33 minutes when out of the office. In addition, two members of our management group are assigned to each business client in order to provide continuing contact with the client's ownership and management. Isn't this the kind of access you deserve?



99.98% Defect-Free Quality Record

To your benefit, (Our Company) maintains a consistent quality record which is at the top of the industry. This record contributes to our customer's profitability and gives you assurance that when you work with us you will get what you want.

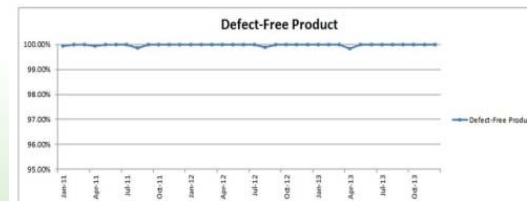
(See our Quality Performance Chart)

“Whatever performance claims you make in marketing always provide some supporting proof or evidence”



Quality Performance

	2011	2012	2013
Defect-Free Product	99.98%	99.98%	99.98%
DPPM (Defective Parts per Million)	185	200	122



Content Marketing Framework

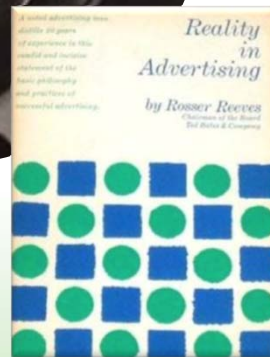
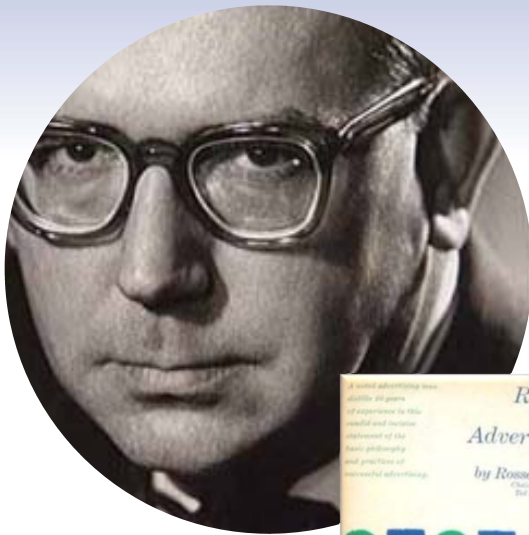
SMB Phase 2: Content Marketing Framework (aka Strategic Message)

- *“What You Say” in your Content*
- *“How You Say It” in your Content*
- *“Where You Say It”*

Messaging Presentation



Marketing Insight #7



“Say it when no one else is saying it”

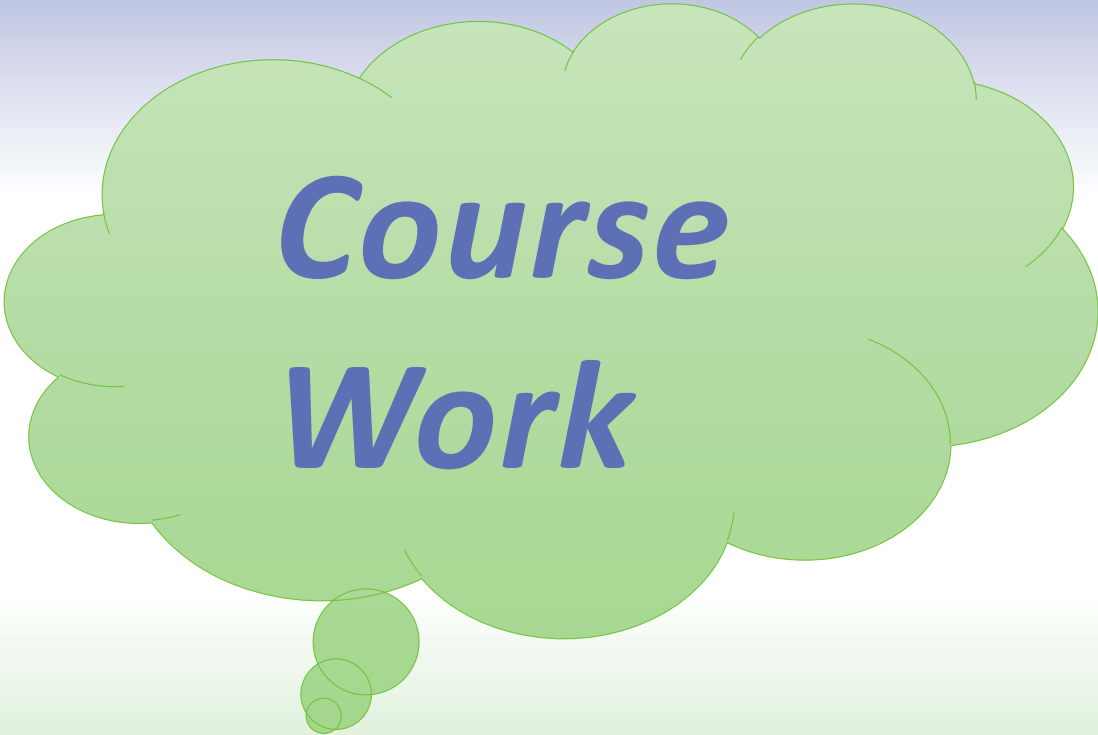
“The proposition must be one that the competition either cannot or does not offer. It must be unique – either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising”

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			

Content Marketing Framework



Course Work

Develop “content” based on the decision-making values first and then any other topics of importance that will help you build credibility with your target markets along the buying journey.

In the end you want your target market to say this: “I would have to be an absolute fool to do business with anyone else but you ...regardless of price!!!”

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Thank You!

