Is Your Marketing Effective?

Crafting Your Message and Using Your Resources to Make Powerful Connections with Your Target Audience
Essential Marketing Practices

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What we will do today:

I. The 60/30/10 Rule: Setting Marketing Priorities

II. Advertising, Positioning, and Branding

III. Your Audience and The Elevator Speech

IV. The Project Brief: A Template for Success

V. Q & A
The Formula for Connecting with Your Audience:

The 60/30/10 Rule
[Starting Premise: You have a viable Product or Service]
Every marketing offer relies on success in three areas:

- Audience
- Offer
- Presentation
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Audience

60%
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Offer

30%
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Creative

10%
If Audience and Offer are responsible for 90% of a promotion’s success, why bother with Presentation?
Anyone or any organization can reach the same audience, anyone or any organization can copy your offer...
It’s the presentation of a promotion that makes it unique.
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Positioning and Branding
Q: Why Advertise? *(And by Advertise, I mean Promote, Market, or Sell.)*

A: To Move Your Customer from Unawareness to Awareness to Comprehension to Preference to Loyalty.
The Evolution of Advertising

[A 60-Second Synopsis.]

Pre-1950’s:
Promotion

“tell them about it and they will come”

This led to more promotions...
The Evolution of Advertising

1950’s: Product

Rosser Reeves: Unique Selling Proposition
“new, improved” “fortified with vitamins”

*This led to product imitators...*
The Evolution of Advertising

1960’s:
Image

David Ogilvy: Brand Promise
“The Hathaway Man” “Schweppervesence”

This led to image imitators...
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The Evolution of Advertising

1970’s: Positioning

Ries & Trout: Unique Consumer Perception

“Michelob” “Avis” “Seven-Up”

This led to niche “overabundance”...
The Evolution of Advertising

1990’s:

**CRM** [Customer Relationship Mgmt.]

Pepper & Rogers: One-to-One Mktg.
“1-800-FLOWERS” “Amazon.com”

This led to relationship “overload”...
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The Evolution of Advertising

Today:
Networks
Opt-In Relationships
“Groupon” “like us on Facebook”
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Advertising Today

Promotion
Macy’s 1-Day Sale

Image
“Just do it.”

Product
French fries with sea salt

Positioning
“Crocheting for Dummies”

CRM/Networks
Amazon books
Positioning exists in the consumer’s mind.

The consumer is overwhelmed with unwanted messaging ... a natural tendency to discard all information that does not immediately find a comfortable (and empty) slot in the mind.
Branding

Branding is not solely a marketing function, it is an organization function.

A brand is the accumulation of one’s thoughts and feelings about one’s experience with the brand.

*Thoughts and feelings are intangibles.*
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The Elevator Speech
The Elevator Speech


It is your commercial.

It is 15 to 20 seconds long.

Play your “commercial” again and again...
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The Elevator Speech

Three parts:

FEATURE  [who, what]

BENEFIT  [what/why]

CLOSE    [advantage/action]
The Elevator Speech

“Clean-Clip Mower Blades have the sharpest blades available so that you can cut your lawn faster so that...

...you’ll have more time to do the things you enjoy.”
The Elevator Speech

“So, if you want a great-looking lawn with a minimum amount of mowing time, think of Clean-Clip Mower Blades.”
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The Project Brief
The Project Brief

Project Description

*The nature of the project*

Background

*Relevant history*

Situation Analysis

*S.W.O.T.* – strengths, weaknesses, opportunities, threats

Objective

*Expected result of the effort*
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The Project Brief

Unique Traits

*Points of differentiation*

Restraints and Limitations

*Branding, legal, budget, deadline, etc.*

Creative Opportunity

*Marketing conditions; price/offer*

Creative/Strategic Role

*Which media to use?*

*What should this effort accomplish?*
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The Project Brief

Consumer Background

Audience/recipient
(primary and secondary)

Desired Responses

What will be the reaction/response from your target audience?

Response Deliverables

The core benefits, the most meaningful aspects of your offering/message
## The Project Brief

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Q&A
Thank You

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The Project Brief is available at
www.RodEbright.com
[click on the Lightbulb]

Rod Ebright Communications & Marketing
Creativity Workshops and Retreats are coming in 2013.

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