



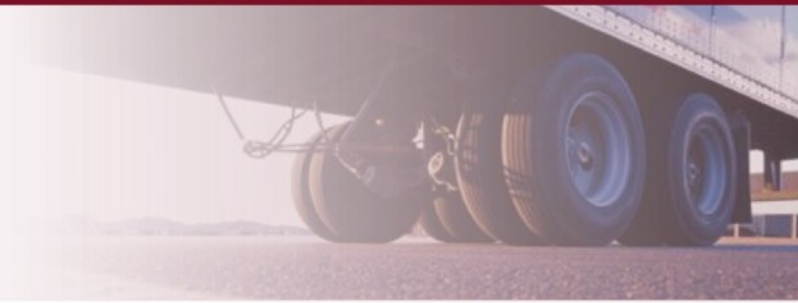
Developing and Implementing A Branding and Marketing Plan



Presenter :

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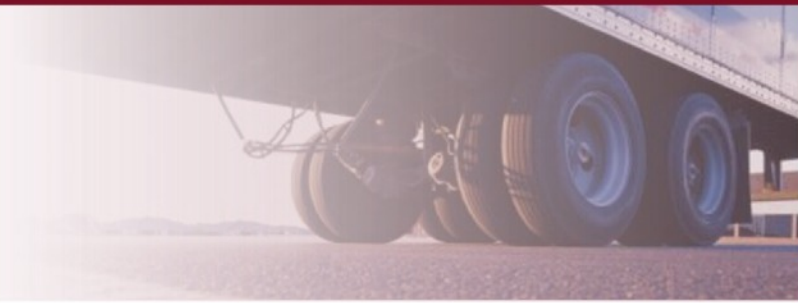
" Because its purpose is to create a customer, the business enterprise has two ---- and only these two ---- basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are "cost."

Peter Drucker

Management Consultant & Writer

Industrial Transport
Harper and Row, 1977





CREATE... TARGET... SUSTAIN...

Organic Model For Idea → Concept → Development → Execution → Evaluation

- I. What's the Situation
- II. Because of that situation, what's the Key Issue
(Opportunity)
- III. What's the Answer, Strategy
- IV. How will the strategy get done, Tactics
- V. How much time, money, resources will be required,
Budget

Agenda



- I. Competitive Positioning
 - A. Definition
 - B. Competitive Landscape
 - C. Value Propositions
 - D. Worse, Neutral, Best Case Scenarios
- II. Brand Strategy
 - A. Definition
 - B. Brand Equity
 - C. Worse, Neutral, Best Case Scenarios
 - D. Key Concepts & Steps
- III. Marketing Plan
 - A. Definition
 - B. Content of Plan
 - C. Worse, Neutral, Best Case Scenarios
- IV. Summary



Competitive Positioning

Definition

Competitive positioning is about defining how you'll "differentiate" your offering and create value for your market.

Competitive Landscape

- ❖ Market Profile: Size, Competitors, Stage of Growth
- ❖ Customer Segments: Groups of prospects with similar wants & needs
- ❖ Competitive Analysis: Strengths, weakness, opportunities and threats in the landscape
- ❖ Positioning Strategy: How you'll position your offering to focus on opportunities in the market
- ❖ Value Propositioning: The type of value you'll deliver to the market



Value Proposition

There Are Three Essential Types Of Value: Operational Excellence, Product Leadership and Customer Intimacy

OPERATIONAL EXCELLENCE

Carrot Technology's customers don't want bells and whistles, just a good product at the lowest possible price.

Carrot focuses on operational excellence so they can continually offer the lowest price in the market. For example, they just patented a new machine that dramatically lowers their cost. They're not trying to come up with new or better products; they just want to produce more volume at a lower cost.

Carrot's value proposition is operational excellence; they convey it in their messages and in everything they do.

Value Proposition

There Are Three Essential Types Of Value: Operational Excellence, **Product Leadership** and Customer Intimacy

PRODUCT LEADERSHIP

Alpha Co.'s customers care most about quality – they want the best product.

Alpha is completely dedicated to innovation and quality. They're constantly working on product improvements and new ideas that they can bring to market. They know what their competitors are doing and are completely focused on staying one step one step ahead in order to capture a greater share of their market.

Alpha's culture is all about product leadership, and their prospects see it even before they become customers.



Value Proposition

There Are Three Essential Types Of Value: Operational Excellence, Product Leadership and Customer Intimacy

CUSTOMER INTIMACY

Starboards market is flooded with products at all ends of the price spectrum.

Yet Starboard's customers want more than a product off the shelf; they want customized solutions. So Starboard's mission is to know as much as possible about their customers' business so they can deliver the correct solutions over time.

Starboard knows they can't just say "We offer great service." Starboard's team knows they have to deliver on that value proposition in every interaction they have with prospects and customers.



SCENARIOS

<u>Worst Case</u>	<u>Neutral Case</u>	<u>Best Case</u>
<p>Your prospects see little difference between you and your competitors, so you're competing solely on price.</p> <p>You have to fight long and hard for every sale.</p> <p>It's very difficult to meet your revenue and profit goals.</p>	<p>Your product is somewhat different and better than those of your competitors and you communicate that difference, though probably not as consistently as you should. Your prospects partially buy you don't win all of the deals that you could.</p>	<p>You provide a one-of-a-kind product/service that your market needs and wants. You have a strong value proposition that differentiates you from your competitors; you communicate it consistently in everything you do. Your prospects respond because you're meeting their needs, and your company has found success in the market.</p>

Key concepts & steps

Before you begin

Your competitive position strategy is the foundation of your entire business – it's the first thing you should do if you're launching a new company or product. It's also important when you're expanding or looking for a new edge.

Profile your market

Document the size of your market, major competitors and how they're positioned.

Determine whether your market is in the introductory, growth, mature, or declining stage of its life.

This "lifecycle stage" affects your entire marketing strategy.

Segment your market

Understand the problems that your market faces. Talk with prospects and customers or conduct research if you have the time, budget and opportunity. Uncover their true wants and needs – you'll learn a great deal about what you can deliver to solve their problems and beat your competitors.

Group your prospect into "segments: that have similar problems and can use you product in similar ways. By grouping them into segments, you can efficiently market to each group.

Evaluate your competition

List your competitors. Include any competitors that can solve your customers' problems, even if their solutions are much different than yours – they're still your competition.

Rate your own company and your direct competitors on operational efficiency (price), product leadership and customer intimacy. It's easy to think you're the best, so be as impartial as you can.

Stake a position

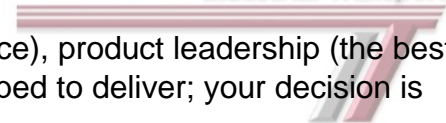
Identify areas where your competition is vulnerable.

Determine whether you can focus on those vulnerable areas – they're major opportunities.

Identify products/services you can offer to meet the true needs of your market in a new and better way.

Define your value proposition

There are three core types of value that a company can deliver: operational efficiency (the lowest price), product leadership (the best product), or customer intimacy (the best solution & service). Determine which one you're best equipped to deliver; your decision is your "value proposition."





“ I don't set trends. I just find out what they are and I exploit them.”

Dick Clark

Disk Jockey and Studio Executive, 1979



Brand Strategy

Definition

Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey.

- ❖ **The Image** you convey
- ❖ **The Messages** you deliver on your website, proposals and sales materials
- ❖ **The Way Your Employees Interact** with customers
- ❖ **A Customer's Opinion** of you versus your competition

Brand Equity: Brand Equity is the total value of all qualities and attributes implied by the brand name that affect customer choices.

It translates into monetary terms a brand's power to convince a customer to purchase the company's product instead of competing offerings.

It represents the brand's ability to shift demand!



SCENARIOS

<u>Worst Case</u>	<u>Neutral Case</u>	<u>Best Case</u>
<p>You don't have a brand strategy and it shows. It's more difficult to communicate with prospects convince them to buy. They don't have an impression of your product or why it's better.</p> <p>What you do, what you say and how you say it may contradict each other and confuse your prospects.</p> <p>Competitors who communicate more strongly have a better shot at talking with and closing your prospective customers.</p>	<p>The market may not have a consistent view or impression of your product and company, but in general you think it's positive</p> <p>You haven't thought a lot about branding because it doesn't necessarily seem relevant, but you admit that you can do a better job of communicating consistently with the market.</p> <p>You're not helping yourself but you're not hurting yourself either.</p>	<p>Prospects and customers know exactly what you deliver.</p> <p>It's easy to begin dialogue with new Prospects because they quickly understand what you stand for.</p> <p>You close deals more quickly because your prospects' experience with you supports everything you say.</p> <p>You can charge a premium because your market knows why you're better and is willing to pay for it.</p>



Key concepts & steps

Before you begin

Before working on your brand strategy, make sure you've identified your competitive position – your brand strategy will bring it to life.

If you have a brand strategy, make sure it's as effective as possible

Poll your customers, employees and vendors. Are their impressions consistent with your strategy? If not, work on the elements you can improve.

Develop your brand strategy around emotional benefits

List the features and benefits of your product/service. A feature is an attribute – a color, a configuration; a benefit is what that feature does for the customer.

Determine which benefits are most important to each of your customer segments.

Identify which benefits are emotional – the most powerful brand strategies tap into emotions, even among business buyers.

Look at the emotional benefits and boil them down to one thing that your customers should think of when they think of you. That's what your brand should represent.

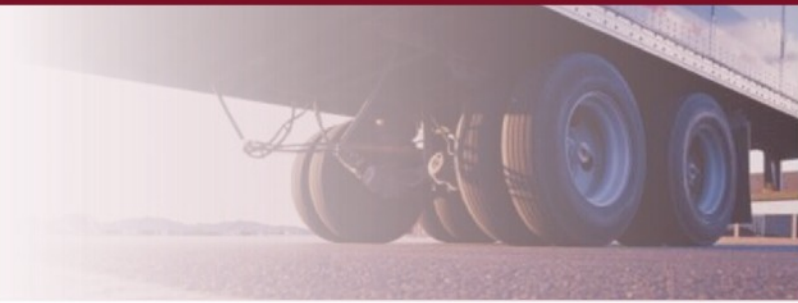
Define your brand

Think of your brand as a person with a distinct personality. Describe him or her, then convey these traits in everything you do and create.

Write positioning statements and a story about your brand; use them throughout your company materials.

Choose colors, fonts and other visual elements that match your personality.

Determine how your employees will interact with prospects and customers to convey the personality and make sure your brand "lives" within your company.

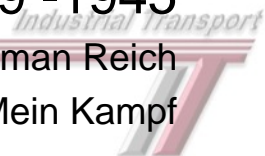


“ All propaganda has to be popular and has to accommodate itself to the comprehension of the least intelligent of those whom it seeks to reach.”

Adolf Hitler, 1889 -1945

Fuhrer of the Third German Reich

Mein Kampf



Market Plan

Definition

A marketing plan is a detailed “roadmap” that outlines all your marketing strategies, tactics, activities, cost and projected results over a period of time.

Content of Plan

- ❖ Financial Goals
- ❖ Positioning Strategy
- ❖ Brand Strategy
- ❖ Product / Service Overview
- ❖ Detailed Goals by Product
Distribution Channel & / or
Customer Segment
- ❖ Sales Plan
- ❖ Major Marketing Campaigns
- ❖ Detailed Budget
- ❖ Dates To Review Progress



SCENARIOS

<u>Worst Case</u>	<u>Neutral Case</u>	<u>Best Case</u>
<p>You don't typically create a marketing plan. You have a budget, but the numbers are haphazard. Things change so quickly – why spend the time?</p> <p>You take a similar approach with the strategies that should drive a marketing plan. You probably don't have a positioning or brand strategy; you're missing out on distribution channels or partnerships; your campaigns are ineffective and you may not invest in customer retention.</p> <p>A plan is a compass. Without one, you may be traveling in the right direction, but it's incredibly different to stay on course- and that can drastically limit your success.</p>	<p>You're incredibly busy, so it's difficult to invest the time in a detailed market plan. Instead, you develop a basic plan that's based on last year's version.</p> <p>You include general revenue goals, general sales strategies, and basic campaigns; you stick with proven techniques. Budgets are based on last year's numbers.</p> <p>You could be more ambitious with your revenue goals if your company was willing to try new things, but each year you stick with the tried and true.</p>	<p>Your marketing plan is a detailed roadmap to meet your goals.</p> <p>You recognize that the time you invest to create a solid plan is perhaps the best time you'll invest all year—it helps you work through new strategies, issues, ideas, and numbers.</p> <p>When it's done, your team focuses on executing the plan and measuring your process all year long.</p> <p>As a result, you've been able to hit your goals, grow your business, and enjoy the journey.</p>

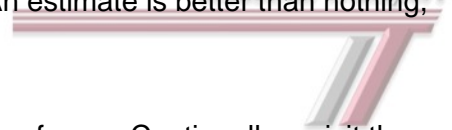


Key concepts & steps

Before you begin

A marketing plan should address all of your strategies, tactics and budget, so you'll need to review your brand strategy, pricing strategy and distribution channels beforehand. You'll also outline your major marketing campaigns for the year since they'll be in your budget.

- ❖ **Set your annual goals**
Build your entire marketing plan to achieve the goals that you define:
Quantitative (numeric) goals such as total revenue, profit, number of customers, units sold, and breakdowns by product or channel as needed.
Strategic goals – for example, you may want to expand into a new market with a new distribution channel, or you may need to reposition your brand to reflect a change in your business.
- ❖ **Highlight your competitive position, value proposition and brand strategy**
Your positioning strategy defines how you'll differentiate your offering from your competitors.
Your value proposition defines the primary value you deliver: operational efficiency, product leadership or customer intimacy.
Your brand strategy defines what you stand for and how you'll communicate with the market.
- ❖ **Outline any plans for your products & services**
If you need to do anything to strengthen your product line and better deliver on your value proposition, address those issues in your plan.
- ❖ **Develop your tactical sales plan**
The number of sales reps you'll need and the markets they'll target
Whether you'll need to hire, train, or develop new compensation plans
Top priority markets, industries or customer segments; if you have a list of key prospects, include them
Your plan for managing current customers
Plans for launching any new distribution channels and driving revenue through existing channels
- ❖ **Outline your major marketing campaigns**
You don't need to list every campaign – just outline your major promotional plans for the year. You'll need to set your budget too, so the more planning you do now, the better. Your plans should include:
The top three campaigns you'll run to generate leads, nurture customers
The media you'll use (for example, email, online, print, telemarketing, trade shows, publicity, etc.)
Tools, technologies or resources you'll need - for example, a new website, an email service provider, a new piece of software
Your ROI and other financial goals.
- ❖ **Develop a budget**
Budgeting can be a difficult process. Many companies just estimate or base their budget on last year. An estimate is better than nothing, but if you define your major campaigns and needs, you can develop better numbers.
You can also use ROI to determine the appropriate total budget for your marketing efforts.
- ❖ **Revisit your plan regularly**
The planning process itself is incredibly valuable, but if you don't review the plan regularly, it's easy to lose focus. Continually revisit the plan and measure your progress.



Summary

- ❖ When your market clearly sees how your offering is different than of your competition it's easier to generate new prospects and guide them to buy. Without differentiation, it takes more time and money to show prospect why they should “choose” you; as a result, you often end up competing on price---a tough position to sustain over the long term.
- ❖ Branding brings your competitive position and value proposition to life; it positions you as a certain “something” in the mind of your prospects and customers.
- ❖ It should takes time to develop a solid plan, but it's important because it ties all of your activities to tangible goals.

It's also a great opportunity to focus on the future, generate new ideas, and inspire your team.

Even a simple plan is better than none, but when you invest more effort upfront, you'll have a better roadmap toward your goals.



Thank You



Any Questions?

