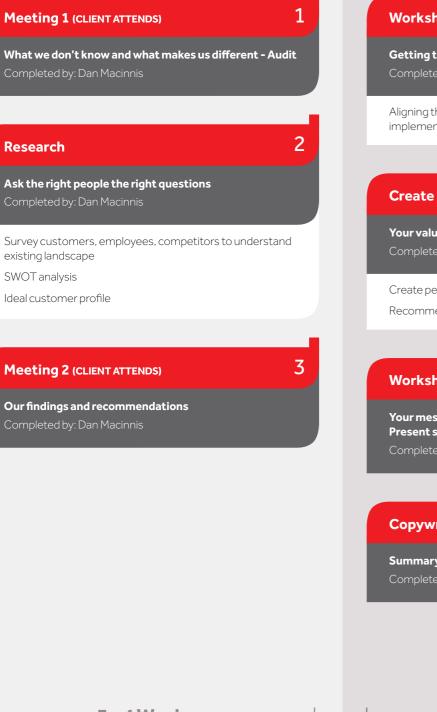
MARKETING AND BRAND PROCESS

SMP



BRAND **STRATEGY**

rkshop 1 (CLIENT ATTENDS)	
ting the strategy right	

Δ

5

6

Aligning the strategy from SMP into an implementation plan & realistic budget

Create personas

Your value & ideal customer segments

Create personas for key customer segments Recommendations for use of personas

Workshop 2 (CLIENT ATTENDS)

Your message & branding. Present summary from workshop 1 and present personas

Copywriting

Summary of findings from workshop 2

APPLICATION

8 Determine key collateral (CLIENT ATTENDS) Determine priority deliverables

9

Dan Mac to work with client to determine a list of priority collateral. ie: website, newsletter, business card etc.

Copywriting

Develop copy for each collateral item (only if required) Completed by: Copywriter + Designer

Copywriter to work with client to develop first draft content for each collateral item. Sometimes this stage happens after the Design concept development stage if the format needs to be determined before the copy can begin.

3 - 4 Weeks

3.5 Weeks

Depends on what is required —



■ DAN MACINNIS ■ DESIGNER ■ COPYWRITER

DESIGN

Concept development (CLIENT ATTENDS)

10

11

12

13

Concept development of brandmark

Design development

Design development of brandmark

Design refinement

Design refinement of brandmark Completed by: Designer

Finished art

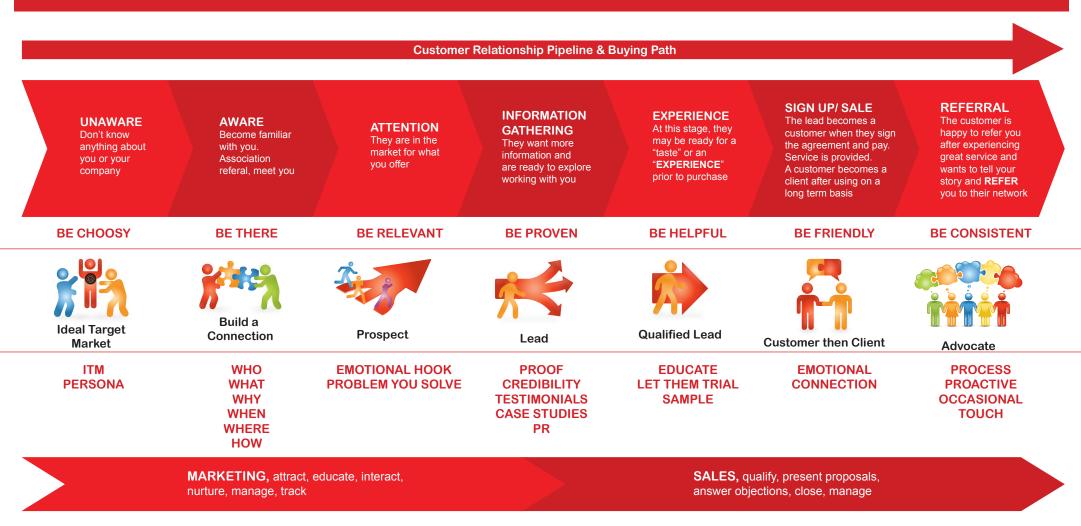
Finished art of brandmark

At the end of this stage, artwork is sent to print or goes live if digital.

— Depends on what is required —

THE STRATEGIC MARKETING SYSTEM

Process to attract ideal customers





THE STRATEGIC MARKETING SYSTEM

Audit for Small Business

Our goals	Where are we now?	Rank	Where would we like to be?
Brand - stand out from the crowd		 Undifferentiated Better than competition Distinctly different Truly Unique 	
Customer/Market Focus		 Reactive Demographic Situational Behavioural 	
Financial		 Unpredictable Patchy Steadily improving Highly predictable 	
People		 Struggling to attract and retain right people Patchy - variable record of retaining key people Getting there - success in new hires. Getting right people 100% success in the right people on the bus 	
Pricing Strategy		 Random Considered Market Driven Value based 	
Behaviours and Values		 No set communicated value or behaviour system Some conditions of acceptable behaviour Values and behaviours communicated Valued and behaviours embraced and rewarded 	
Systems and Processes		 Weak systems Core CRM Aligned Fully Integrated 	

Our goals	Where are we now?	Rank	Where would we like to be?
Partners		 Informal Defined Joint programs Highly Productive 	
Customers		 Informal List on a database system Ranked and profiles Ideal customers profiled and targeted for each segment 	
Marketing		 Random Planned Aligned Integrated 	
Sales		 Undefined, patchy Documented Sales Funnel Integrated sales and marketing approach 	
Customer Support		 Random Standard Replicable Highly Repeatable 	
Service/Product Portfolio		 Basic Considered Planned Service lifecycle 	
Time Commitment/ Frames		 Undefined Documented Measured Fully Adopted 	
Exit Strategy		 Not considered Considered Planned 	

Marketing Fundamentals Checklist

We want to work with Small to Medium businesses that understand that marketing is an investment system. It is an approach to lead generation, brand recognition and employee engagement. To have an effective marketing strategy the following items need to be considered.

Please indicate where you are with each of these items:

Marketing Fundamentals	Have it (Name)	In Progress	No don't have it	Don't have it or need it
Strategy				
Marketing Plan Research – customers. Competitors. Employee feedback, value proposition, values. Pricing model, Target markets, Marketing action plan				
Marketing Budget with RIO and resources Marketing staff				
Ideal Customer Profile List of Key criteria Sales people have criteria				
Technology				
CRM (Customer Relationship Management) (database of customers, suppliers, media by segment used by sales and marketing)				
CMS Website (Content Management System)				
Analytics set up on: Website, Social media, Email campaigns				
Content				
Content Plan Communications to Customers, prospects, Media and Employees and through which mediums				
Style Guide Logo, PMS, Visual Library				
Social Media Profiles LinkedIn, Facebook, Google+, Pinterest, Instagram, You Tube, Twitter, Blog, Slideshare				

Marketing Fundamentals Checklist

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Please indicate where you are with each of these items:

Marketing Fundamentals	Have it (Name)	In Progress	No don't have it	Don't have it or need it
Process				
Mapped out Lead Generation Touch Points Email Guides Brochures How toos Letters Tenders/Proposal Offers				
Customer/ Staff Surveys				
People				
Ongoing Resources				
Content				
Lead Gen				
Web updates				
Events				
PR				





Marketing Action Planner Overview	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7
Phase	Build it	Build it	Build it	Launch	Launch	Measure and Repeat	Measure and Repeat
SMP – Research and Strategy Budget							
CMS Web							
CRM Database							
Social Media Profiles							
Lead Generation							
Analytics							
Style Guide							
Other tools and training							