



WHAT IS MARKETING?



3 KEY COMPONENTS OF MARKETING



AUDIENCE



Key Target Markets



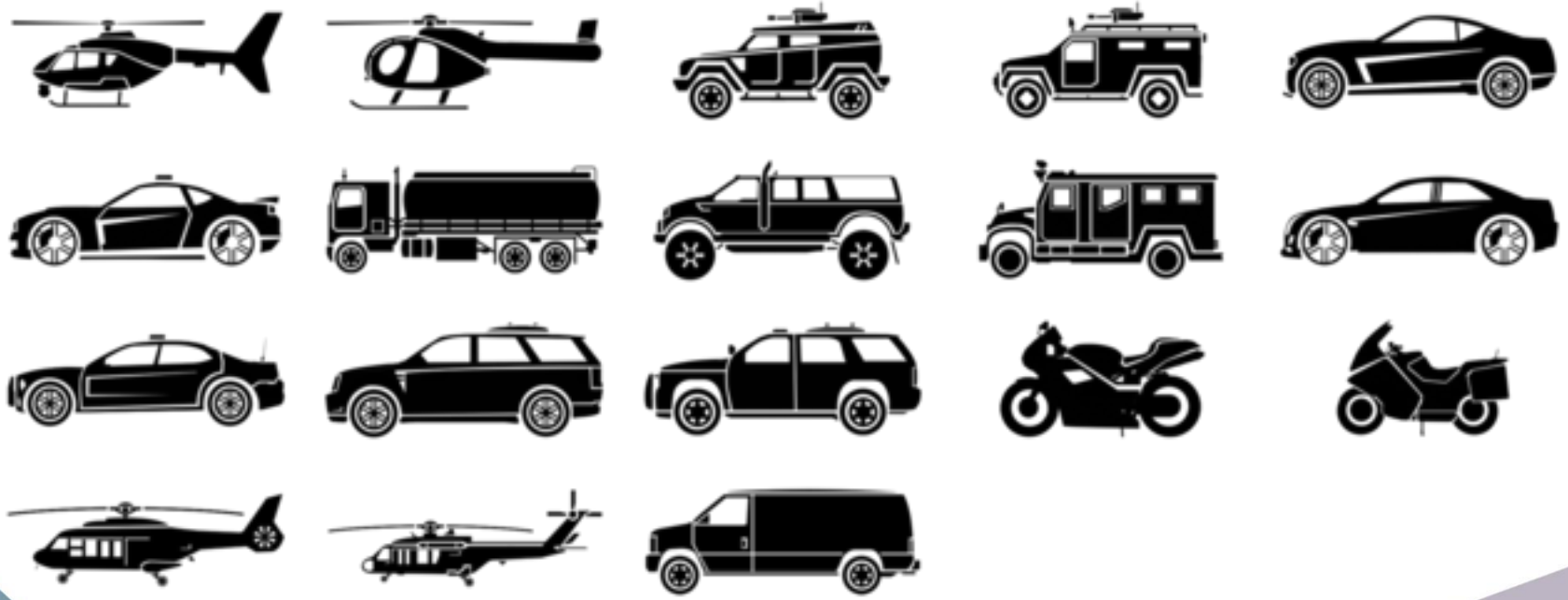


MESSAGES





VEHICLES



TYPES OF MARKETING



Foundational

Executional

Innovative

Time-Bound

Cause



Brand Story

Positioning Statement

Brand Personality:

What are the personality traits you would use to describe your company?

Brand Story:

How does the company's history add value and credibility?

Brand Identity:

What do you look like and say (marketing collateral) name, logo, colors, taglines, fonts, imagery:

Positioning Statement Samples



Sample #1

For thought leaders seeking break-through brand awareness, JJR is one of the fastest growing marketing and public relations agencies in Chicago's west suburbs. We practice accountability that leads to high performance results, extra value that leads to an enjoyable relationship, and passionate perspective that leads to explosive creative. Every engagement is a mission to place a client's brand in the center of their most influential media creating buzz, leads, referrals, sales, growth and, at the end of the day, loyal brand advocates.

Sample #2

For Chicago-area women business owners who lead highly competitive, sustainable, profitable businesses, NAWBO Chicago is an influential circle of thought leaders who stand together through servant leadership and long-term relationship building that empower members to grow their businesses confidently and create opportunities otherwise not possible.

Sample #3

To contractors and direct customers, Low Voltage Solutions designs and installs network infrastructure, delivering the most comprehensive technology solution. Based on interviews with customers and employees, LVS is consistently rated one of the most trustworthy, service-oriented, right-priced contractors in the industry.

Spunky

Honest



Protective

Fun

Gutsy

Protective

Confidence in family

Willing to work

Word Identifiers

Excitement

Don't give up

Will make it work

Mixing things up

Don't play any games

Sociable

MARKETING DELIVERABLES

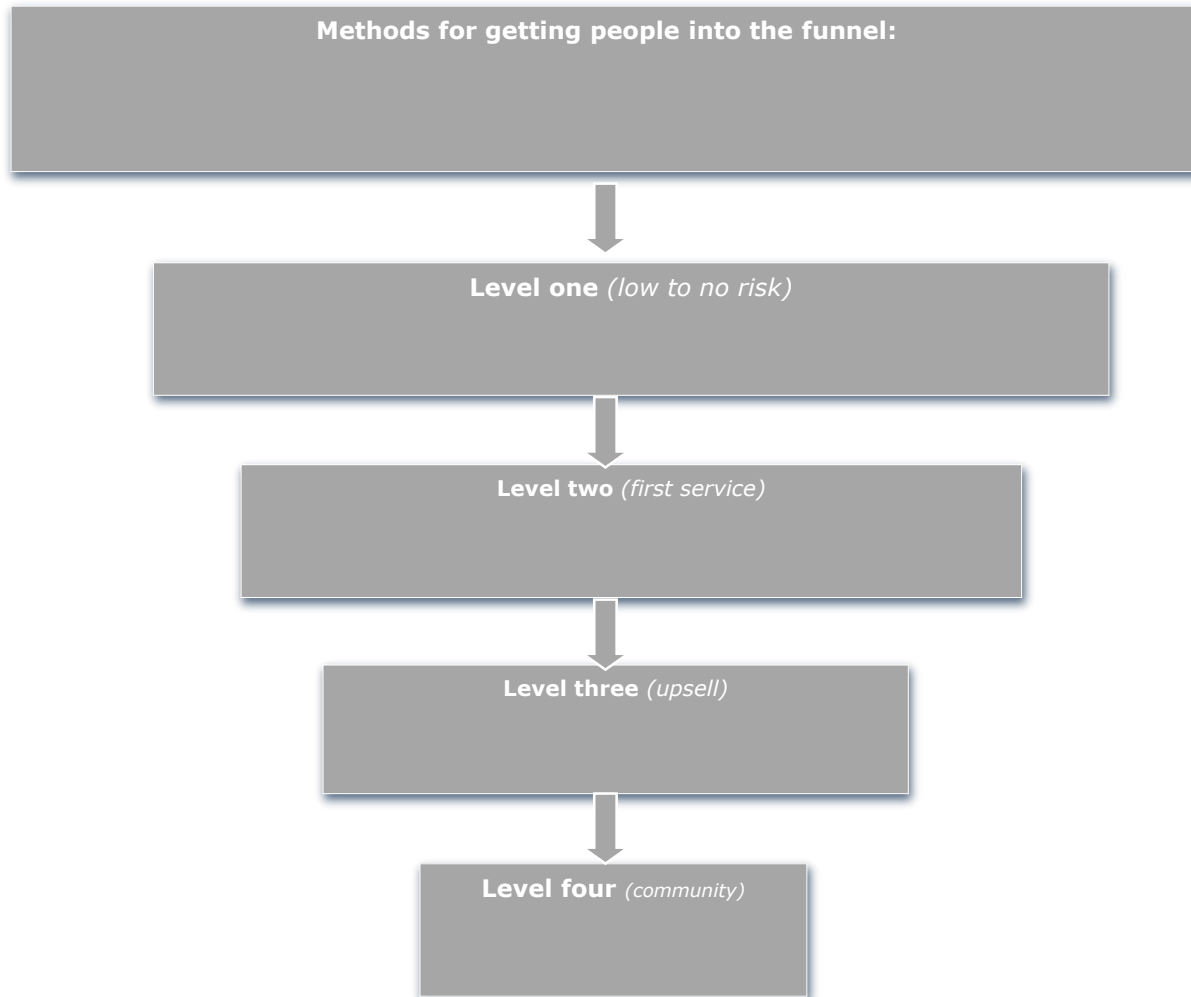


NOTE: Use your deck of cards to identify each vehicle above. You can download the free app here or on your mobile device "The Marketing Mix"
www.themarketingmix.mobi

MARKETING MIX (sample)



MARKETING FUNNEL



TIMELINE (sample)



Integrated + Strategic + Inspiring + Powerful	June		July				August				September				October				November				December				Investment		
	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14		21	28
Develop editorial calendar for ezines/eblasts/blogs/sm																													
Set up website ecommerce																													
Set up email service provider (esp)																													
EXECUTIONAL																													
Ezine																													
Editorial calendar																													
Content																													
Design																													
Eblasts																													
Editorial calendar																													
Content																													
Design																													
Social Media																													
Editorial calendar																													
Connect and finalize Hootsuite																													
Content																													
Design																													
TIME-BOUND																													
Campaign 1: <theme here>																													
Creative Brief																													
In-house signage (poster, POS handout)																													
Website																													
eBlast																													
Social Media																													
PR: Media Alert																													
Campaign 2: <theme here>																													
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In-house signage (poster, POS handout)																													
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eBlast																													
Social Media																													
PR: Media Alert																													
Campaign 3: <theme here> 2016																													
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Website																													
eBlast																													
Social Media																													
PR: Media Alert																													
CAUSE																													
Open for discussion																													

