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THE 411 ON BRANDING & MARKETING - 101

WHO, WHAT, WHY

- Before any changes to messaging, marketing material, and any other external medium is made – you should go through an exercise to ask multiple important questions focused around (Who/What/Why).
 - (Who) – Who are you (corporate)? Who is the management of the company? Who is your target audience currently? Who would you like to sell to and haven't?
 - (What) – What do you do? What product / service do you sell/offer? What is your unique differentiator?
 - (Why) – Why does that product/service matter? Why should your target audience care? Why should your current customers continue to utilize your product/service?
- This exercise is important to ask internally regardless of how long you have been in business.
- It is also a great exercise to have anyone in your organization to participate in – regardless of what position they hold or what department they are in.

BRANDING

- Once you have done the 3W's exercise, it's time to collate that information into a message that becomes your brand.
- Come to a consensus that your message is correct, or if changes need to be made – that you make them.
- Rebranding isn't necessarily a bad thing, or expensive – and can be the push needed to jump start sales and/or interest for your product or service.
- Take stock on the assets that you have, the ones you don't, and the ones that need to be updated.
 - Logo, Tagline, collateral, content, messaging, budget, advertising, resources (internal/external)

STRATEGIC PLANNING

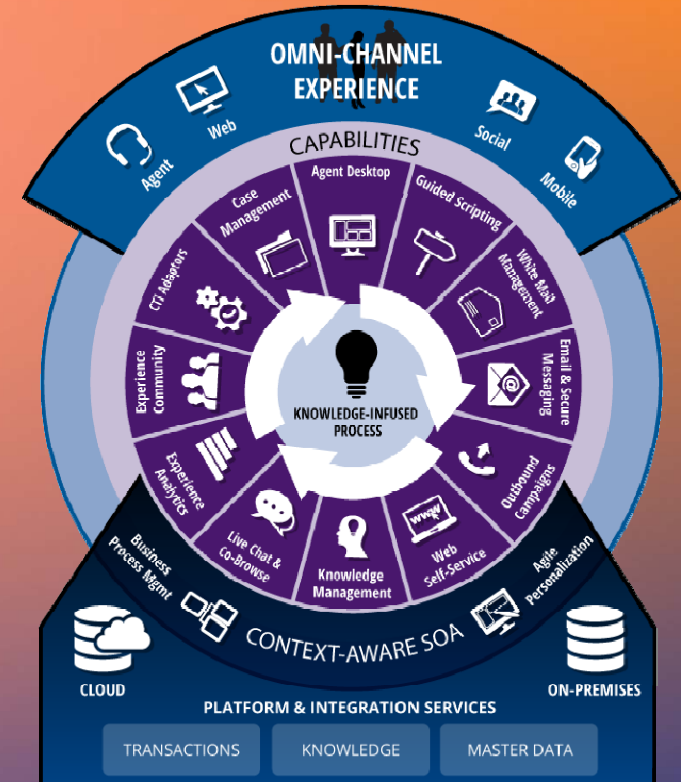
- In the 21st century, a business has so many ways in which to communicate to their perspective audience. And although you don't have to be an expert and do everything, you should do something.
- And because of all of these options, is why its important to have a strategic plan.
- To be truly effective you have to do more than just send a mailer and cold call. You have to develop that strategic marketing plan that embraces all of the various forms of marketing.
- Strategic Planning are vital to any business as it pertains to:
 - budget,
 - timeline/calendar for all marketing/sales activity,
 - acquisition/retention targets,
 - conversion goals,
 - and regular audits...
 - Just to name a few.

DIRECT RESPONSE MARKETING (PART 1)

- Direct Response Marketing is made up of a large selection of activities to jump start business development.
 - Direct “Old school” Marketing (mailers, phones, brochures),
 - Digital Marketing (website, blogging, email),
 - Social Media Marketing (LinkedIn, Facebook, Twitter, Instagram, Pinterest),
 - all can go to make a great Omni-Channel Direct Response Marketing campaign.
- When potential customers, retailers, or maybe even distributors ask for more information on your business, your product / service, what do you send them? Just your web address?
 - Your answer should still include brochures, pamphlets, data sheets, case studies, whitepapers, it’s all marketing collateral. And it still just as important, as it’s always been in your overall marketing mix!
 - The important piece that is important to now take into account is the fact that you can use this marketing collateral in conjunction with the other marketing pieces, such as digital and social media, to be able to generate various direct response marketing campaigns.

OMNI-CHANNEL MARKETING

- Omni-Channel Marketing provides the best of not just digital, but Social Media and the classic physical marketing material component as well.
- Regardless of how in-depth you decide to utilize Omni-channel marketing it all comes down to one thing: Customer Experience
 - If you provide an excellent customer experience, they will come back and buy again, not to mention that they will tell others about you as well.
 - Word of mouth is still one of the most effective means of making a sale.
- Omni-Channel Marketing is the current and future of successful direct response marketing. Successful marketing = Sales.



Source: Kana

DIGITAL MARKETING – THE INTERNET

- Whether you are a large company, a small mom/pop operation, or a fresh new startup – if you aren't online or planning to be online – you are doing it wrong. Some reasons why:
 - Over 85% of searches for products or services happen online today.
 - 1 in 4 Americans make a purchase online every week.
 - Over 78.6% of North Americans use the Internet.
 - Smartphone users pick up their phone and are on the web 1,500+ times per week.
 - Almost 1.7 billion people use the internet daily. (Roughly a quarter of the globe's population)
 - Every second, there are 8 new users on the internet.
- Your customers are online, as are your competition - so you must be.

DIGITAL MARKETING - WEBSITE (PART 1)

- Many companies believe that regardless of what your website looks like, that its just having a website is all that matters. This was never good advice, and even more wrong today than it was 15 years ago.
- Your website is now a reflection on not just your business, but on the owners/management. If your website doesn't look clean and professional – people will make that assumption as well.
- Your website can increase your local sales, take your business global, and also attract the attention of media.
- It's never “closed”, it's there for potential customers to see 24/7/365.
- You can't build a house without a foundation or for free – so you can't assume that a website doing what it needs to do, can be done with no effort or material – and it certainly isn't going to be free. A solid website is not a couple hundred dollar investment, it's a several thousand dollar investment – one with an ROI that will keep on giving.

DIGITAL MARKETING - WEBSITE (PART 2)

- What do you need to put on your website?
- Remember the 3W's exercise? And how you Focused all that data?
- You have to assume that everyone coming to your website stumbled upon your site by accident. But you also have to assume that they are your target audience and have excess cash in their pocket.
 - Your website needs to be the conduit for the answers to all those 3W's questions.
 - Communicating the messaging around the 3W's – will help convince that cash heavy customer that they at the VERY LEAST want to talk to you further about your product/service.
- There are free analytics services available today (Google!) that help tell you how effective your messaging is – as you can correlate your traffic with sales.

SOCIAL MEDIA MARKETING

- Facebook, Twitter, LinkedIn, Pinterest, Instagram – The Big 5!
- You don't have to be on all of the Social Media websites. But you have to come up with a social media strategy and understand what networks you have to be on, and start utilizing this resource!
- As mentioned previously, having a strategic marketing plan, that makes sure that all of these marketing opportunities are used in tandem with one another is key to increasing your leads into the sales funnel, maximizing your conversions, and ultimately leading to an increase in ROI.
- A couple reasons to use Social Media within your overall marketing strategy:
 - It's free! They are all free to use, and IF you feel that your business can benefit from advertising, they all offer paid ad spots as well.
 - You get to see and meet your target audience, and vice versa.
 - If someone has a problem - You can respond to them immediately.
 - Messaging is more receptive. Those that see your messaging on social media are less likely to view it as just pure advertisement.
 - You gain access to customers you didn't even know existed. They will subsequently also find you, and buy from you.
 - It doesn't take an enormous amount of time to do. A little time and effort can provide significant ROI.

DIRECT RESPONSE MARKETING (PART 2)

- Direct response marketing, is designed to evoke an immediate response from your targeted audience and compel those “prospects” to take some specific action, such as opting in to your email list, picking up the phone for more information, placing an order or being directed to a web page.
- So what makes a direct response marketing campaign? Here are some of the main characteristics:
 - You can track it.
 - You can measure it.
 - It uses compelling headlines / or click bait.
 - It has a specific target audience or niche.
 - It provides a specific offer.
 - It demands an immediate response.
 - The offer is multi-step, and most of the time limited.
 - Mandatory follow up on leads that weren't converted.

LET US KNOW WHAT WE CAN HELP YOU WITH!

- We hope that you have found some of this marketing information helpful.
- Please feel free to reach out to Christa or Allen, to discuss how we can help you with your next Strategic Planning, and other business needs. We look forward to hearing from you.

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