

PRESENTATION

Marketing with Impact

Making every customer engagement count

National SBEAP/SBO Training
May 15, 2019

Hello.

I'm Julie Hamilton.

I'm a Principal, Brand Partner at +Intention.

I've spent 20 years in branding and marketing.



**FIFA
WORLD CUP**



I've spent 20 years in branding and marketing.

Shire



Pinnacle
FOODS INC.



INTERNATIONAL
OLYMPIC
COMMITTEE

Baxter

(Not really...)

Limits

**Regardless of the size of
the company, the industry, or the budget,
we're all navigating the same thing.**

Small

Large

Resources

**Every organization is
working within their resources to address
common marketing challenges.**

MARKETING CHALLENGE

1

MARKETING CHALLENGE

Awareness

(What your customers know about you)

MARKETING CHALLENGE

2

MARKETING CHALLENGE

Perception

(What your customers believe about you)

MARKETING CHALLENGE

3

MARKETING CHALLENGE

Presence

(Where your customers learn about you)

**Successful marketing comes from
focused efforts and purposeful planning,
not from large budgets.**

So what's the secret?

what



How



TODAY'S GOAL

Share key marketing principles that will enable you to maximize your impact.

1. Awareness



Awareness

(What your customers know about you)



Awareness

Limited visibility of your services



Awareness

Lack of established program value



Awareness

Cluttered communications environment

How can you break through?

MARKETING PRINCIPLE

**Position yourself in a
simple, relevant way for your customers.**

1. Pick your promise

1. Pick your promise
- 2. Establish recognition**

1. Pick your promise
2. Establish recognition
- 3. Reinforce and repeat**

Questions? Contact our award-winning support team ☎ 1-866-303-6061



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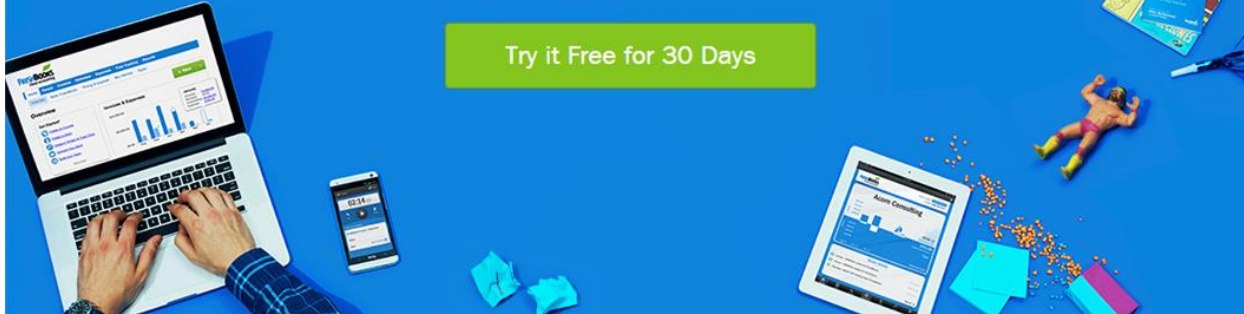
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1. Awareness
2. Perception



Perception

(What your customers believe about you)



Perception

Misconception about your role



Perception

Lack of trust



Perception

Miscalculation of your relevance

How can you connect more effectively?

MARKETING PRINCIPLE

Make it about the customer.

1. Create a clear picture

1. Create a clear picture
- 2. Speak their language**

1. Create a clear picture
2. Speak their language
- 3. Communicate with them,
not at them**



NEBRASKA TOURISM

A group of people are enjoying a ride in a blue metal livestock tank boat on a river. The scene is set at sunset, with the sun low on the horizon, casting a warm glow over the water and the surrounding green hills. The people are dressed in summer attire, and the atmosphere is relaxed and fun. The text 'LUCKY FOR YOU, THERE'S NOTHING TO DO HERE.' is overlaid on the image in large, white, bold letters.

LUCKY FOR YOU, THERE'S NOTHING TO DO HERE.

In Nebraska, we believe that only boring people get bored. So we invent our own fun. Like when we realized that a livestock tank would float, and thought, "It's a boat." Soon, "tanking" became the preferred method of meandering down our slow-moving rivers. It might not be everybody's cup of tea, but if it sounds as good to you as it did to us, go to [VisitNebraska.com](https://www.visitnebraska.com) for a free Travel Guide. And welcome aboard.

Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.

NEBRASKA TOURISM



FAMOUS FOR OUR FLAT, BORING LANDSCAPE.

There are two kinds of people in this world. The ones who think Nebraska is nothing more than a 77,000-square-mile cornfield, and the ones who don't. We find that second group to be a lot more interesting, and are comforted by the knowledge that there are people willing to look deeper to discover what makes this place so special. We're not trying to convince everyone. Just you. So go to VisitNebraska.com and be the kind of person who gets a free Travel Guide.



NEBRASKA TOURISM

1. Awareness
2. Perception
3. Presence



Presence

(Where your customers learn about you)



Presence

Finite resources to drive maximum impact



Presence

Limited customer touchpoints



Presence

Many channels, only one of you

How can you maximize your output?

MARKETING PRINCIPLE

Select your moments.

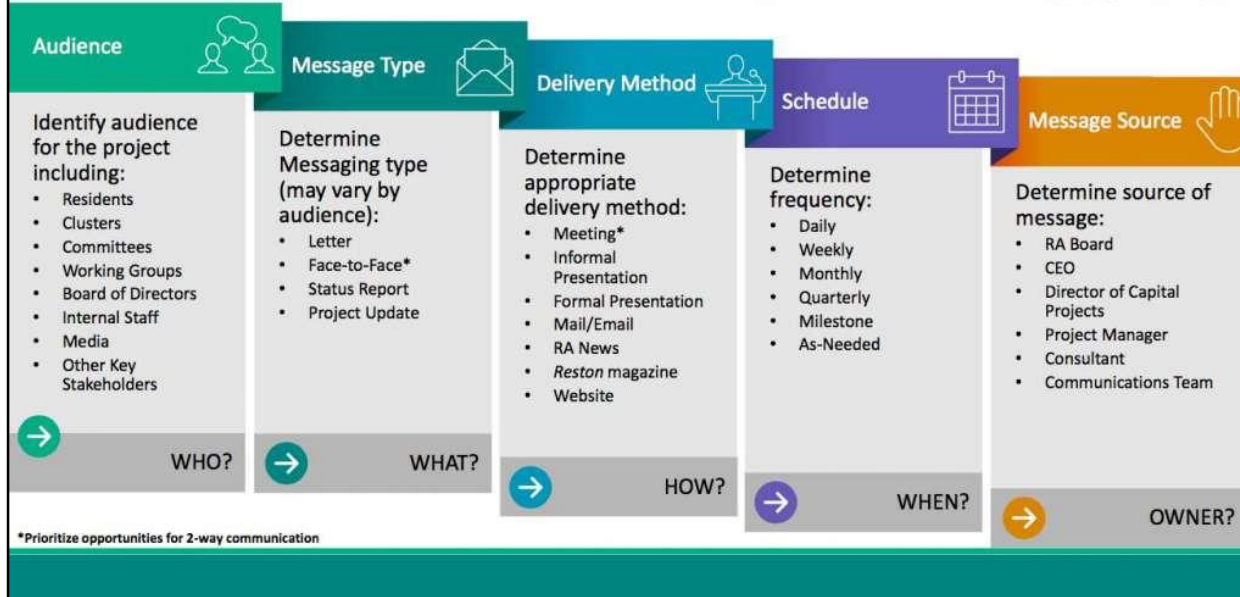
1. Define your success

1. Define your success

2. Make every interaction count

1. Define your success
2. Make every interaction count
- 3. Map it, build it, track it**

Communication Plan Components



Spectrio 2017	January					February				March			
Themes & Major Messages:													
Week of (Mon start)	2-Jan	9-Jan	16-Jan	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	6-Mar	13-Mar	20-Mar	27-Mar
Key Events													
Content Marketing													
Blog													
Guest Posting													
E-Newsletter													
Website													
Brochures / Flyers													
Long-Form Content / Ebook													

COMMUNICATIONS PLANNING

1. Position yourself in a simple, relevant way for your customers.

- 1. Position yourself in a simple, relevant way for your customers.**
- 2. Make it about the customer.**

- 1. Position yourself in a simple, relevant way for your customers.**
- 2. Make it about the customer.**
- 3. Select your moments.**

Panel discussion

PANEL DISCUSSION

Our moderator

Julie Hamilton

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Our panelists

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