



# BRAND67



Marketing Methodology Overview

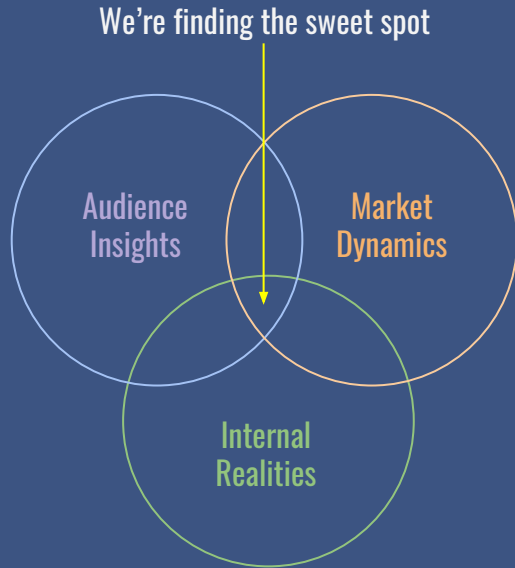
# Summary



At Brand67, our approach begins with the foundational architecture of your brand, to understand and define what makes it different and valuable to your ideal customers. Then we expose that difference and value in engaging ways that draw your audience closer. We measure results as we go, using data to verify what tactics and tools do the best job of achieving our agreed goals.



# Brand Positioning



This brand analysis will look at three key areas; Market Dynamics, Audience Insights, and Internal Realities. These lead to a unique brand positioning.

**Audience Insights** - prototype targets, segmentation, consumer behavior and preferences

**Market Dynamics** - market trends, competition, consumer trends and differentiators

**Internal Realities** - IP ownership, differentiating benefits, emotional appeals and believable attributes

The sweet spot is a position that is true to the brand, desired by the audience, and unoccupied by the competition.

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# Audience-centered Approach



ALL AUDIENCE  
ATTRIBUTES +  
BEHAVIORS

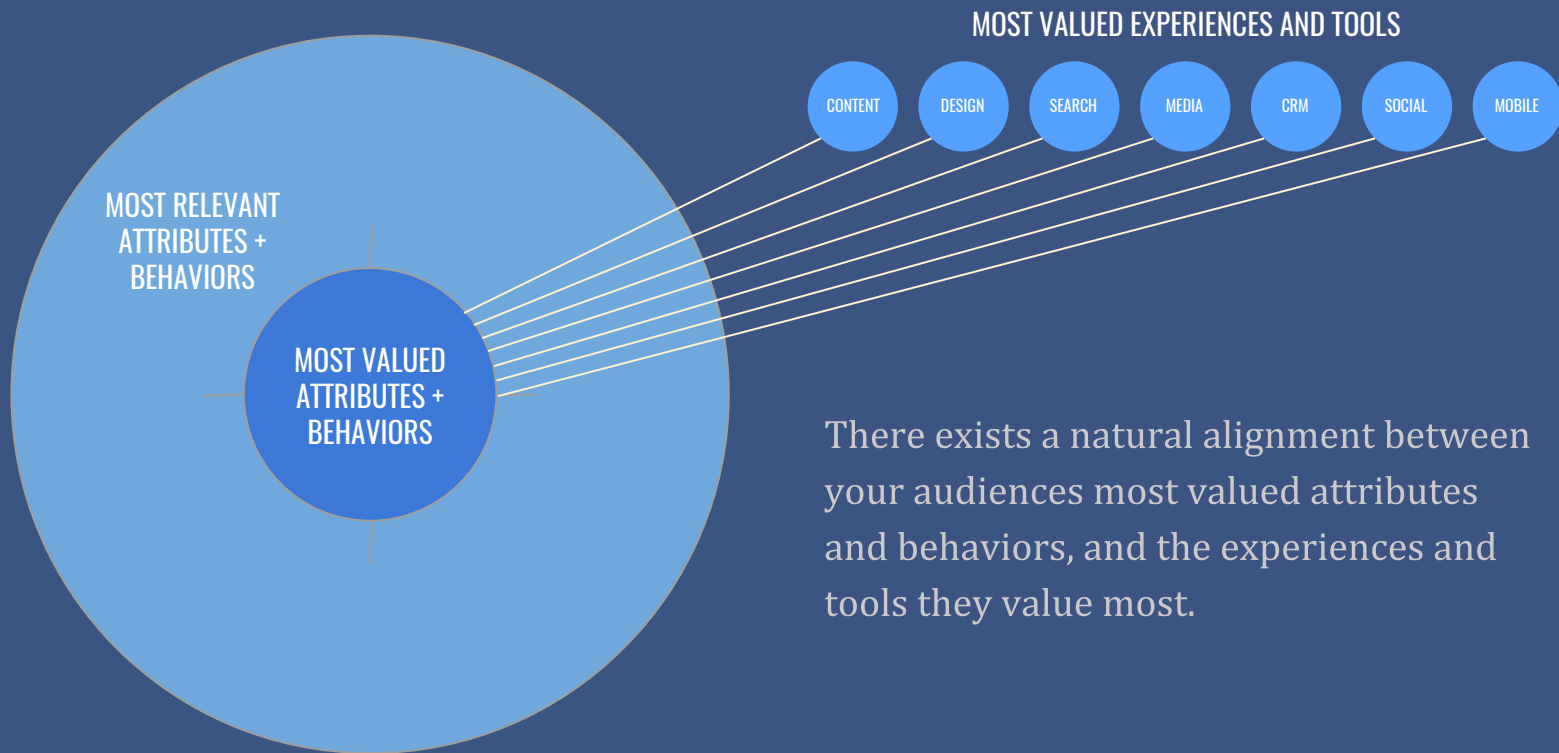
MOST RELEVANT  
ATTRIBUTES +  
BEHAVIORS

MOST VALUED  
ATTRIBUTES +  
BEHAVIORS

No business exists without customers. So finding and attracting the right customers is the key to all aspects of business growth.

Therefore, an audience-centered approach is the logical starting point for all business processes.

# Audience-centered Approach



# Marketing Matrix



## DIGITAL MARKETING EXPERIENCES AND TOOLS



Content is still king. It is the bloodstream and language of digital marketing. Pillar 1 encompasses all forms of web content – copywriting, photography, video, audio and animation. Quality, original content, amidst an ever-growing array of “noise”, is as prized a possession as ever.

# Marketing Matrix

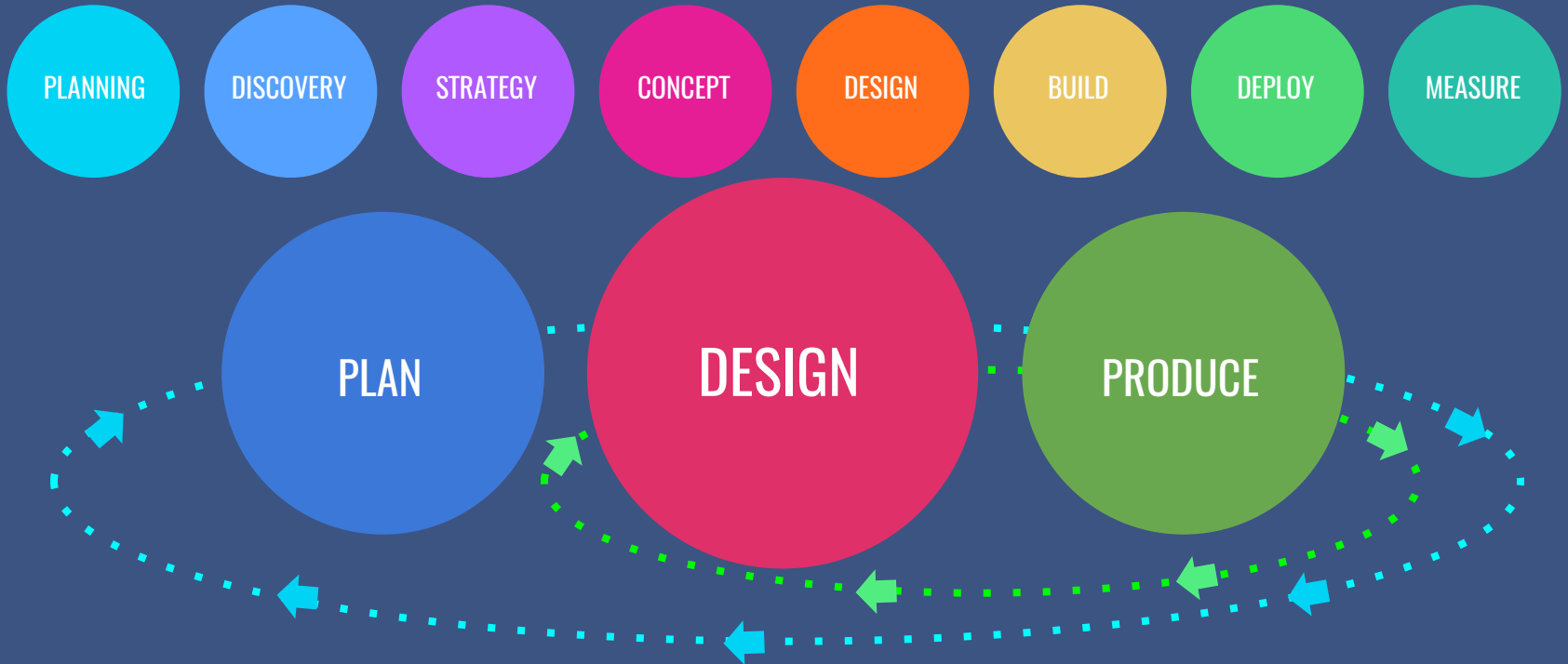


## TRADITIONAL MARKETING EXPERIENCES AND TOOLS



Public relations (or media relations) remains one of the most powerful marketing tools, but the tactics have evolved with the rise of digital. No longer is a strong press release to established media contacts enough to prime the media engine. But the good news is that there are now more outlets and opportunities for news and engaging stories to gain traction.

# Process Cycle





# Marketing Matrix



# Project Scope (SAMPLE)

## Planning - 2 weeks (part of full plan dev)

- Kick-off meeting (confirmed budget + deposit)
- Establish team roles/responsibilities
- Set-up work plan and reporting mechanics
- Detailed workplan and schedule

## Discovery - 2 weeks (part of full plan dev)

- Product review and analysis
- Competitive market overview, SWOT and analysis
- Audience research and analysis

## Strategy - 1 week (part of full plan dev)

- Brand analysis and positioning agreement
- Creative Strategy and Brand DNA
- Full Launch Marketing Plan and Budget Schedule

## Concept & Design - 2 weeks

- Concepts for PR, social ads and app landing pgs
- Design elements and assets finalized
- Releases, social ads and landing page designs delivered

## Build - 2 weeks

- Social ads/posts set up in Post Planner/Buffer
- Landing pages built and tested
- Staging of additional tools and deliverables

## Deploy - 12 weeks

- Go live with campaign and landing pages
- Initiate social ads and posts schedule

## Measure & Analyze - 1 week

- Collect/review campaign results and google analytics



# Launch Marketing Prelim Plan (SAMPLE PLAN)



## Phase One - 2 weeks - 10%

- Launch awareness campaign to create buzz
- Assess initial results to determine proper audience targeting and reach
- Adjust for metrics and ad effectiveness

## Phase Two - 4 weeks - 40%

- Deploy phase two of awareness campaign to make adjustments and continue to build buzz and downloads
- Begin upgrade campaign to move free users to paid users
- Begin PR/media relations to create media attention
- Analyze results to optimize for Phase Three

## Phase Three - 6 weeks - 50%

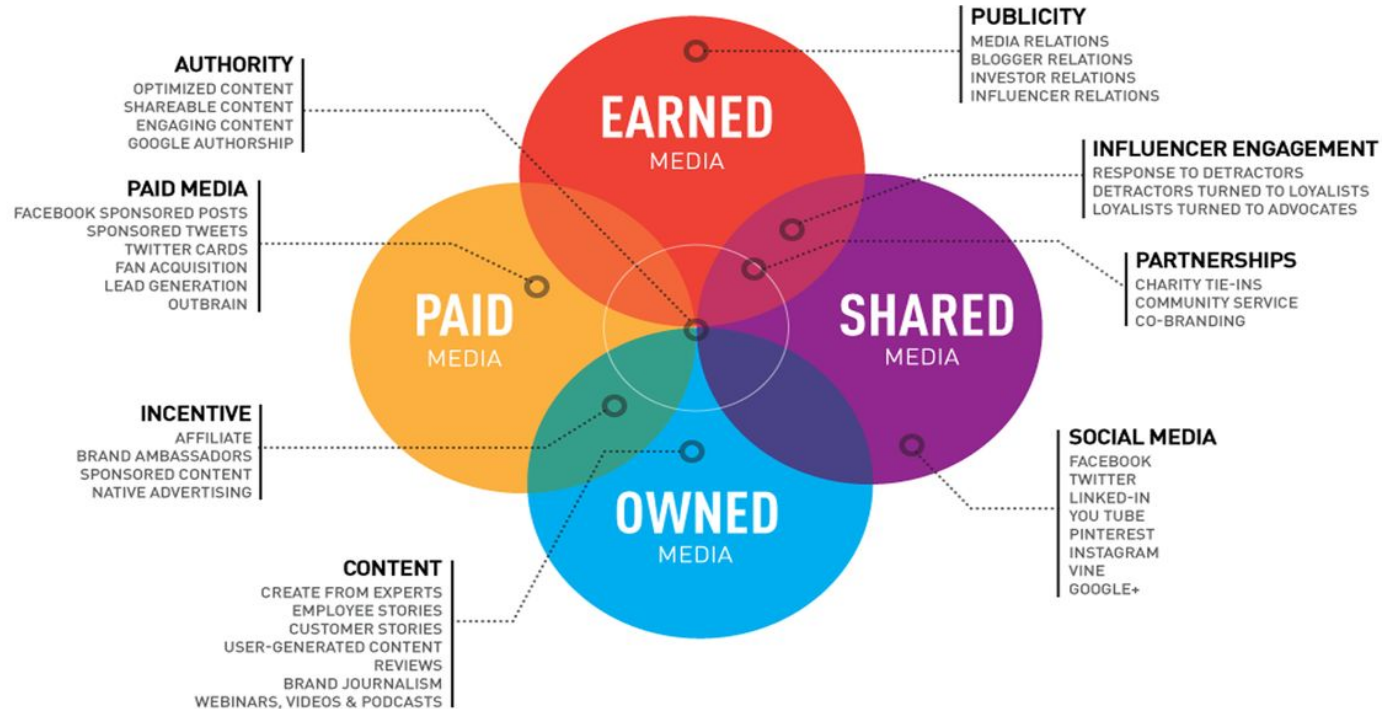
- We'll spend the bulk of the budget in Phase Three to take advantage of data/findings from previous phases - adjusting for greater impact
- Maintain awareness campaign to drive new users and free app downloads
- Maximize upgrade campaign to move more free users to paid users
- Push PR and leverage influencers to gain additional media attention and product reviews



# PESO Model (Paid, Earned, Shared, Owned)



The PESO Model reflects the integration of the multiple channels and methods that would be used to achieve high-level marketing goals.



# Paid Media (Peso)



**Display Ads:** A great way to drive awareness. Important to narrow down the list of keywords in which will trigger your ads so that you're only displaying ads to qualified prospects.

**Retargeting:** Facebook and Google both have retargeting technology that allow you to show ads to prospects after they visit your site. You can setup retargeting on these networks by placing a tracking pixel on your site. Be cautious that you are not overwhelming your website visitors with remarketing.

**Search Marketing:** Based on keywords and search terms, paid search can serve up text ads,

**Direct Buy:** Special ad buys that allow you to rent space for a fixed price on sites or blogs that align with your target audience.

**Social Ads:** Social media ads are the main diet. Even \$20-50 a week can make a difference. It does however take an understanding of the nuances between ad platforms to use them effectively. Facebook, LinkedIn and Twitter each have precise targeting tools that allow you to only show ads to your relevant target audience.

**Video promotion:** Online video ads are one of the most understood advertising mediums for marketers new to paid promotion. For getting started, YouTube is the most straight forward video ad platform. You have the option of overlaying ads on top of videos, boosting your own video rankings with Adwords for Video, or running your video ads prior to the actual YouTube video.

**Google Analytics** is an absolute must when it comes to online ad buying. This analytics package is free and easy to install.

# Earned Media (pEso)



**Earned Media** is non-paid, third party endorsement of a product or service. It's "earned" because the placement is not paid for as with advertising; the placement is garnered through direct contact and pitching with influencers, including writers, editors, bloggers.

Earned media coverage should be looked at as a valuable marketing asset because it is endorsement of the service via a credible third party. This asset can and should be leveraged across other media channels. Channels to be used include all components of the PESO (Paid, Earned, Shared and Owned) media landscape.

Leveraging the earned media assets includes re-publishing links, quotes or references to the non-paid coverage. Examples include sharing links to the coverage via social channels, re-publishing coverage via owned media channels such as blogs and website press room pages.

**Earned Media includes these coverage categories:**

**Reviews:** Reviews create validated third party endorsement of the service and are a very powerful sales driver. Through media relations efforts, a review is pitched to an editor, blogger, etc. Then we work with the writer to help ensure the best and most positive review possible.

**Pure Media Coverage:** Media relations efforts focuses on getting the service visible via editorial coverage. This includes roundup stories (in which the app is listed along with other services or apps), product reviews (see above), product mentions (editorial features or category coverage listing), interviews with key company executives, etc.

**Endorsement:** Coverage on the use of the service by a recognized figure or influencer can have powerful influence over others who will choose a product or service because of the endorsement of a key influencer (i.e. a business executive or celebrity).

# Shared Media (peSo)



**Shared Media** is content which is specifically designed or best suited for user generated circulation. While any type of content is shareable (from PR coverage to an advertisement), shared media is particularly notable and valuable because of the platforms that exist to encourage sharing. Examples include Facebook, Twitter, Instagram, YouTube, Pinterest.

Traditional shared media channels can also include email and text messaging.

**Social Media:** Services such as Facebook, Twitter, Instagram and others should be used to help spread the word through likes, shares, endorsement and other means. The word of mouth and shareability component social media channels provide cannot be overstated.

While there are paid components to social media services (ie Facebook advertising and post boosting), the most powerful component of social media is the organic nature of its shareability.

**This shareability can take many forms, including:**

- **Shares:** Shares show a high level of interest and engagement, which makes them a powerful influence on others. Shares mean a person is willing to publicly endorse your product/service/brand. Getting shares has proven to drive significant conversion increases.
- **Likes:** Similar to the value of PR (non-paid third party endorsement), Likes reinforce the credibility and value others see in the service
- **Followers:** People who are willing to associate themselves (their personal “brand”) with a service reinforces the value of the service because of the use of it by others.
- **Re-Tweets:** Exclusive to Twitter, a Re-Tweet is a re-publish of a Tweet or other content that a user likes and wants to share.

# Owned Media (pes0)



**Website:** A well designed and effective website is one of the most important and effective tools for any business. Optimization and usability are key factors in search rankings and conversion rates.

**Mobile App:** Apps can be their own best marketing by making the experience shareable and remarkable.

**Landing Pages:** Landing pages are a critical piece of the customer journey and the buying funnel. These pages can perform many functions, but should be careful to keep focused on specific actions needed, and not attempt to have them do too many things.

**Corporate Content (the brand as a publisher):** From videos, blogs, podcasts, interviews, events, etc. all content created by the brand is potential media. (see following breakout)

**Brand Assets:** These include brand identity, logos, taglines, catchphrases, images, jingles and

## Corporate Content:

- **Video:** Video continues to become one of the most powerful tools in the “Brand as Publisher” arsenal. This includes content that can be posted to a brand YouTube channel or shared directly on Facebook, Twitter, Instagram, etc.
- **Blogs:** Blogs provide a powerful thought leadership platform, while adding the SEO benefit that regular updates to a website provides.
- **Broadcasts:** As broadband capacity increases and new publishing channels (such as Facebook Live) crop up, more brands have the ability to broadcast widely, increasing the spread and consumption of branded messages.
- **Podcasts:** Podcasts, which are audio and/or video programs that are streamed, are increasingly becoming influential ways to spread a brand message or concept.
- **Presentations:** Tools like Slidshare, Prezi and Powtoons offer additional ways to re-purpose existing content into new media.



# The Core Team



Kent Land



Kent is a marketing strategist with over 20 years experience building brands. As VP of Creative at the Phelps agency in Santa Monica, he helped transform industry-leaders including, Panasonic, Whole Foods Market, Crystal Cruises, Sony Pictures and Bausch & Lomb. He led Global Creative Services for World Vision International, one of the largest NGO's on the planet. And he is the founder of FundDeed, a social enterprise that helps fundraise for nonprofits.

Steven Haun



Steven is the co-founder of Ultra-Media Innovation. He brings over two decades of experience in content production, post-production, distribution, high-performance computing and image processing for feature film and television. He has produced dozens of various independent productions. And has successfully managed sales, PR and marketing for more than a dozen mobile apps, resulting in millions of new users and downloads.

Bill Threlkeld



Bill is the founder of Threlkeld Communications. He's an experienced corporate marketing communications professional with over three decades in tech, apps, software, cloud services, musical instruments, pro audio, travel, and consumer goods. Both agency and client side hands-on experience leading and directing results oriented brand building and reputation management marketing programs.