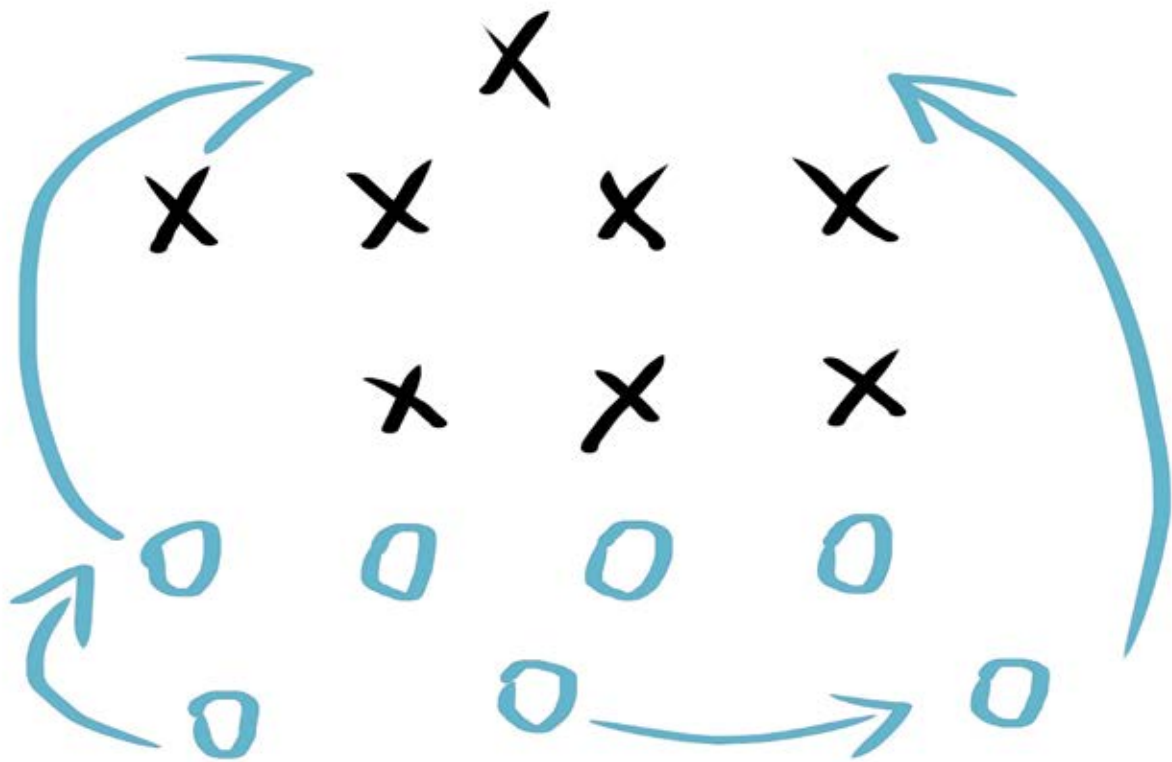




10-Step Marketing Play Book





About the Marketing Playbook

The Marketing Playbook presents an actionable marketing methodology in the form of a 10-step program. Each step acts as the foundation for what follows. What is presented within these 28 pages is the basic framework I use to develop the customized marketing programs for my clients.

The templates and charts used throughout the Marketing Playbook have been assembled from proven marketing architectures (typically modified) that were created by well-known marketing experts, as well as my own methods, developed from my 15+ years of marketing for Fortune 500 businesses.

The Marketing Playbook offers a complete set of worksheets to help small- and medium-size businesses create a sustainable, actionable, strategic marketing program, from branding through tactical planning.

For a free consultation regarding how this 10-step Marketing Playbook can work for you, contact Marcy Tanniru at marcy@marcommer.com or 832-302-4101.

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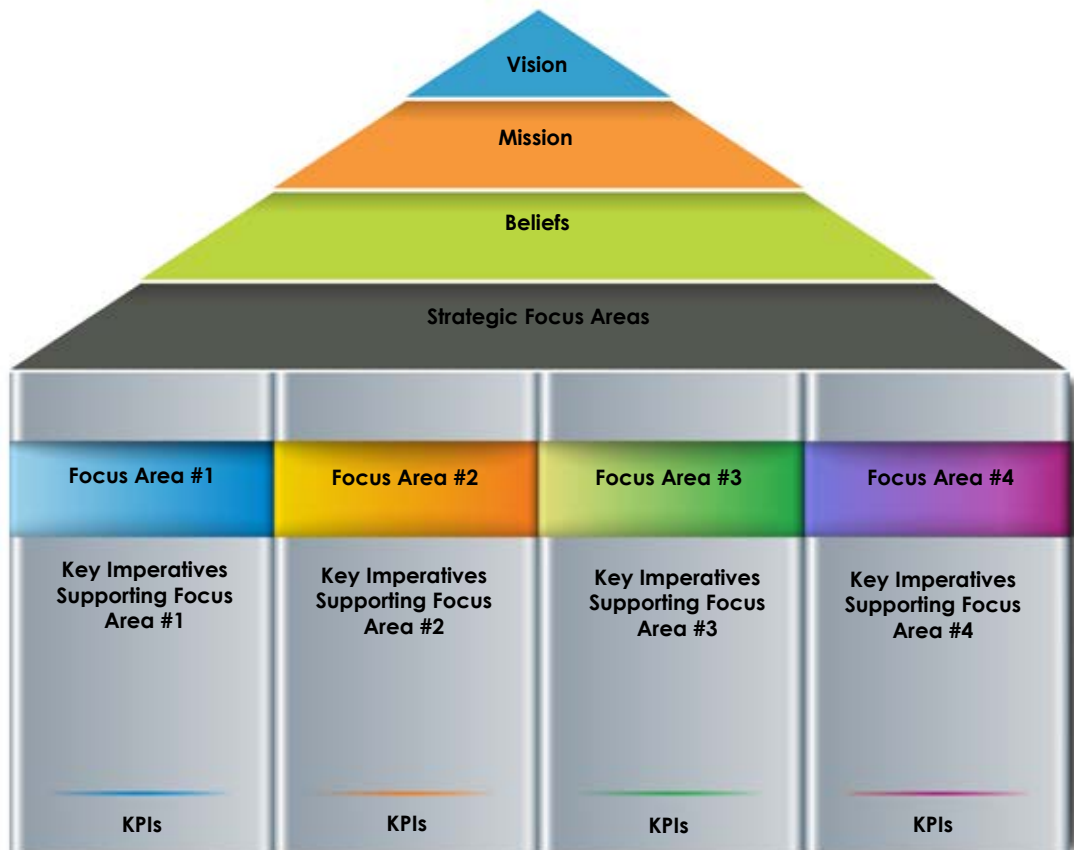


Pre-Game

Initial Goals

What are you hoping to achieve by creating a marketing program?

Description of Business Strategy



Business Strategy Worksheet

Vision (The goal of the brand)

Mission (The rallying cry -- the expression of what a company does)

Beliefs (Foundational pillars of the brand that define how the mission is achieved)

Strategic Focus Areas

1.

2.

3.

4.

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Key Performance Indicators





STEP ONE: Brand Identity

Your brand identity encompasses everything that your company is and believes it. It's what makes customers remember you. It is intangible. It lives in your head, your employees heads, and your customers heads. It is how you think and feel. And it is a tremendously valuable asset to a business, which is why this Marketing Playbook dedicates many pages to the development of your brand identity.

We're using a branding architecture that is based the Brand Identity Model of The Blake Project (www.theblakeproject.com), which is an adaptation of Jean-Noel Kapferer's "Brand Identity Prism."

Capabilities

- What does your brand do?
- How well does your brand perform relative to what customers want?

Quality, innovation, reliability, service, selection. You can't see or touch them, yet they can make all the difference in the world when it comes to market value.

Noble Purpose

- Why do we exist?
- What is the alignment with one or more causes that resonate with the values of their customers

The Noble Purpose is a compelling force that resonates with customers, inspires loyalty and motivates internal audiences

Personality

- The way the brand delivers its capabilities
- Style or tone
- Often expressed as human traits

Aaker's five primary dimensions for describing brand personality: are:

- Sincerity
- Ruggedness
- Sophistication
- Excitement
- Competence

Internal Culture & Values

- Core values and beliefs
- Your promise -- what you will never compromise on

Values – Values are what you stand for -- the solid foundation that unites you and your team.

Promise – A promise is your measurable accountability. What you deliver, no matter what.

Shared Values & Community

- What is important to the customer and the brand
- What passions and affinities do you and your customers have in common?



Brand Identity: Capabilities

Your brand capabilities answer the question of what does your brand do. It is the functional added value of your offering that delivers material benefits. Brand capabilities need to engage and empower users, meeting their unmet, unspoken, and unknown needs.

List your brand capabilities. The lists below exist to help you with idea generation.

Description		Value	
Accurate	Motivated	Accountability	Mindset
Adaptable	Organized	Achievement	Partnerships
Adventurous	Practical	Ambition	Passion
Agile	Practiced	Attentiveness	Performance
Aware	Professional	Brand	Pride
Bold	Proficient	Catalyst	Production
Capable	Proven	Collaboration	Professionalism
Careful	Purposeful	Commitment	Quality
Competent	Rapid	Confidence	Relationships
Creative	Responsive	Courtesy	Reliability
Credible	Ready	Duty	Relevance
Dauntless	Savvy	Efficiency	Reputation
Efficient	Secure	Effort	Responsiveness
Ethical	Sharp	Employees	Service
Excellent	Simple	Flexibility	Selection
Forward Looking	Skillful	Focus	Self-respect
Forward Thinking	Strategic	Fusion	Support
Fearless	Successful	Harmony	Symbiosis
Friendly	Trusted	Honesty	Teamwork
Honest	Versatile	Honor	Understanding
Inspired		Ideas	Unity
Intelligent		Innovation	Victory
International		Inspiration	Virtue
Knowledgeable		Integrity	
		Leadership	
		Learning	
		Loyalty	



Brand Identity: Internal Culture & Values

Your internal culture and values are your core values and beliefs -- your brand promise, and what you will never compromise on. Your core values are the essence of the company's identity – the principles, beliefs or philosophy of values. Your values are what you stand for, and the solid foundation that unites your team.

Creating an internal culture begins with a list of core values. As you create the list, think about the following:

1. What are your values today?
2. Why do you need to change?
3. What are you trying to change?
4. How do you make that happen?

List of 10 Internal Core Values

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Brand Identity: Shared Values & Community

To understand your shared values, you must understand what value is in your markets. Value in business markets is the worth in monetary terms of the technical, economic, service, and social benefits a customer company receives in exchange for the price it pays for a market offering.

What Your Customers Value

What You Value

1.

1.

2.

2.

3.

3.

4.

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5.

5.

6.

6.

7.

7.

8.

8.

9.

9.

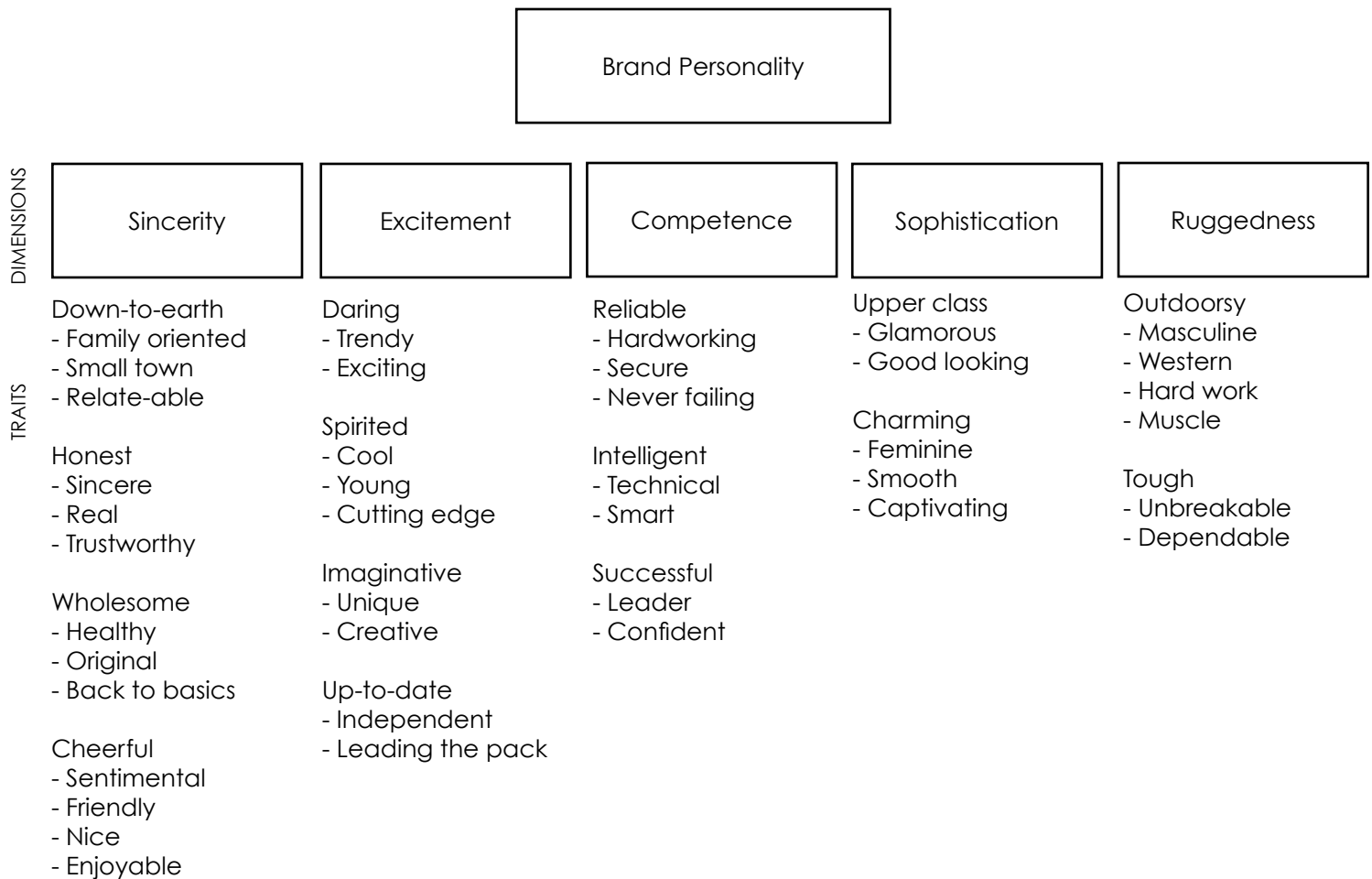
10.

10.



Brand Identity: Personality

Your brand personality is the way your brand delivers its capabilities. It is the style or tone you convey, and is often expressed in human traits. The chart below presents five dimensions of personality in Aaker's Brand Personality Scale.



Describe how your customer's experiences will reflect your brand's personality.

Credit: Aaker, J., (1997). Dimensions of Brand Personality (p. 352), Journal of Marketing Research.



STEP TWO: Personas

Buyer personas are fictional representations of your key customer targets. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

Persona Role

Archetype:

Describe the basic role/person being personified.

Profile:

Outline general details -- who the person is, where he/she lives, what he/she likes to do.

Personality Scale:

Use this chart to highlight an expected personality type.

Information Acquisition:

What technologies does he/she use to gain knowledge and information?

Existing Relationship with Brand:

Describe the current relationship the persona likely has with your brand.

Influencers:

Who or what influences this person's beliefs, expectations, knowledge, and purchase decisions?

Pains & Frustrations:

Who or what creates pain and frustration within the persona's job function?



Persona Development Template



ARCHETYPE:

PROFILE

Demographics

Age: _____ Gender: _____ Income: _____

Occupation/Industry/Role: _____

Geographic

Where do they live?: _____ What's it like?: _____

Occupation/Industry/Role: _____

INFLUENCERS:

A. _____

B. _____

C. _____

PAIN/FRUSTRATION POINTS:

A. _____

B. _____

C. _____

Five-Factor Personality Scale:

	<----->					
Extraverted						Introverted
Open to New Experiences						Avoids New Experiences
Conscientious						Disorganized
Agreeable						Disagreeable
Emotionally Unstable						Emotionally Stable

INFORMATION ACQUISITION

Technology/Devices/Platforms: _____

Information Sources: _____

Social Media Presence: _____

RELATIONSHIP WITH BRAND/PRODUCT/COMPANY

Existing Customer: _____

Uses Competitor's Product: _____

New to Product: _____

Other:

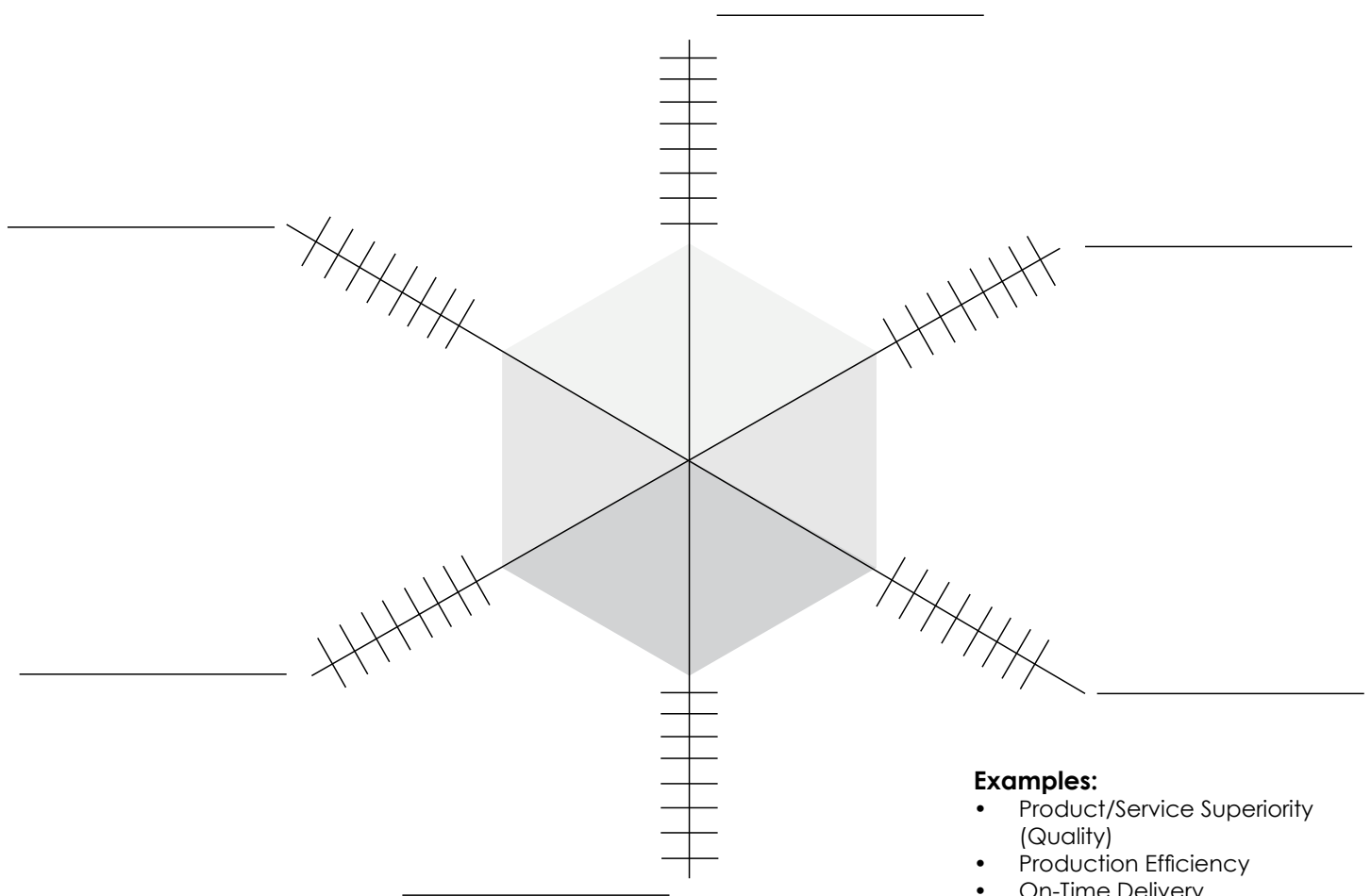




STEP THREE: Competitive Charting & Differentiation

The Marketing Playbook combines competitive analysis and differentiation together, because once you've conducted the competitive charting process, you can see the areas where you stand out from your competition, and those areas are your differentiators. The charts on page 14 and 15 offer two ways to conduct competitive charting.

Differentiation: Competitive Charting (Version 1)



Examples:

- Product/Service Superiority (Quality)
- Production Efficiency
- On-Time Delivery
- Human Resources/Expertise
- Price
- Service/Responsiveness
- Distribution Methods
- Technology
- Specialized Focus
- Knowledge of Audience
- Geographic Targeting
- Financial Stability/Size of Company

Differentiation: Competitive Charting (Version 2)

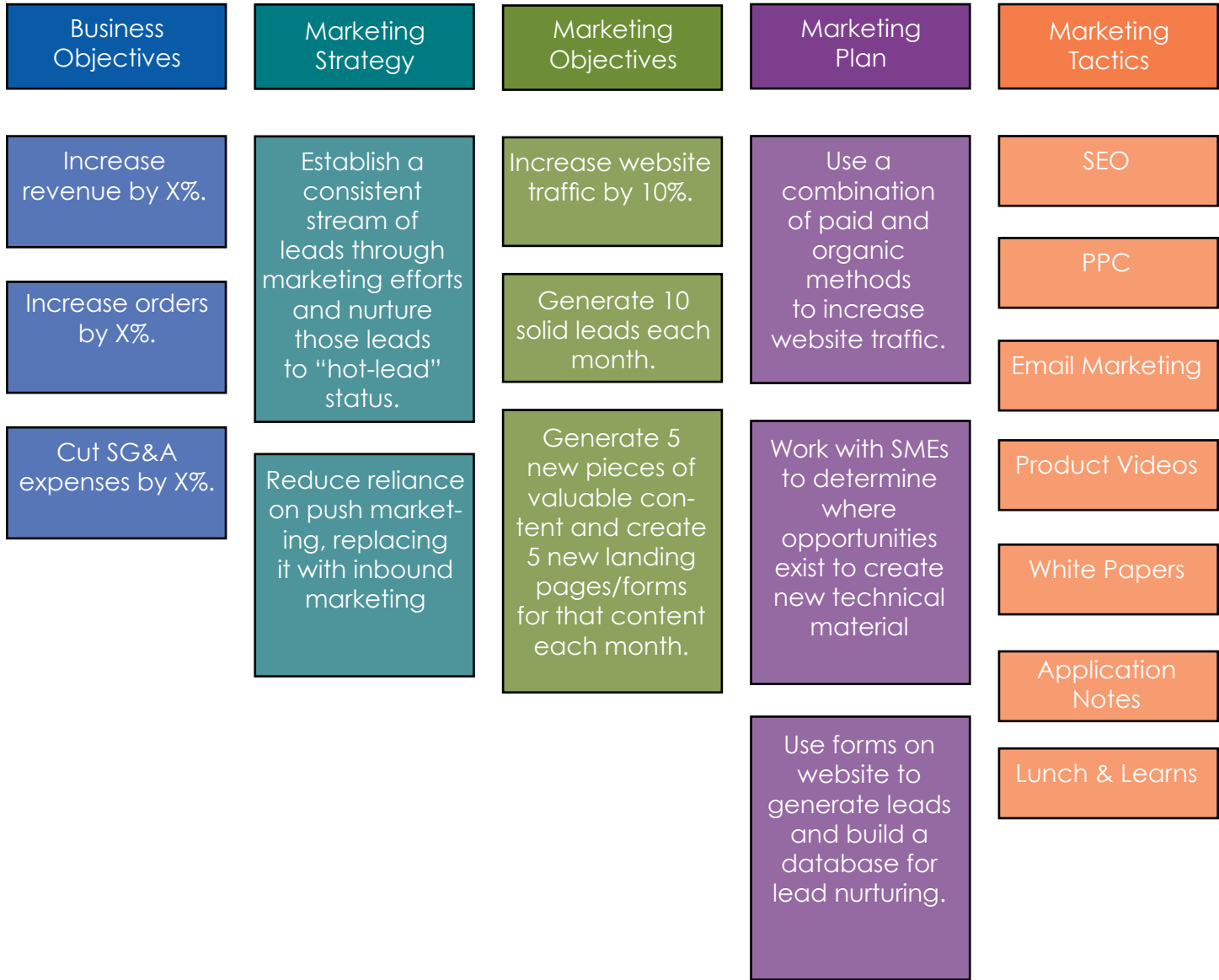
	You	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Technology	Excellent	Moderate	Moderate	Poor	Poor
Efficiency	Excellent	Excellent	Poor	Moderate	Poor
On-time delivery	Excellent	Poor	Poor	Excellent	Moderate



STEP FOUR: Business Plan Alignment



Value Proposition:
 The goal of your brand. Why your customers should buy from you.
 An explanation of the value you offer and the pain you solve.



Business Plan Alignment: Template

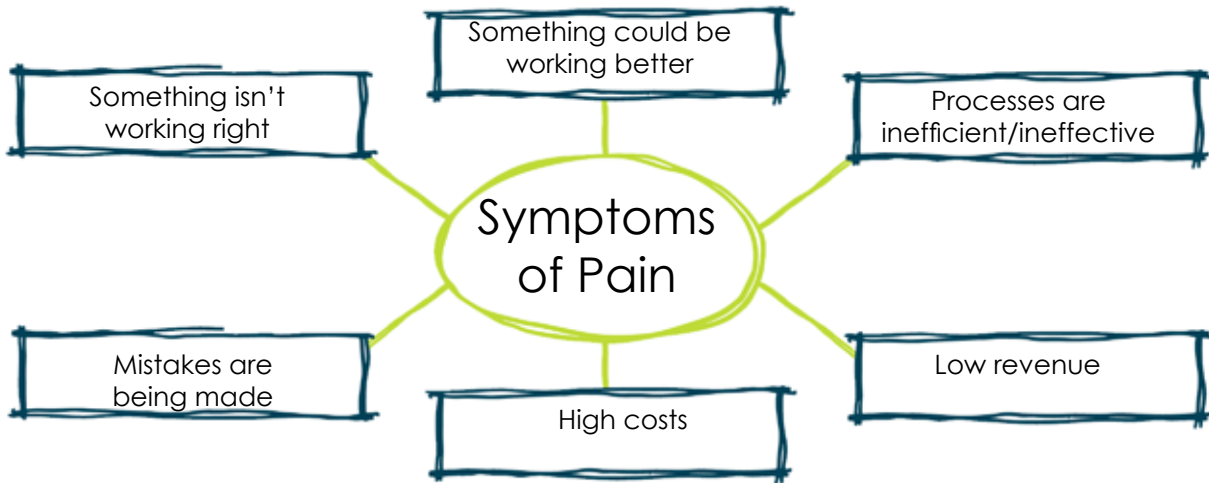
Value Proposition:

Business Objectives	Marketing Strategy	Marketing Objectives	Marketing Plan	Marketing Tactics
---------------------	--------------------	----------------------	----------------	-------------------

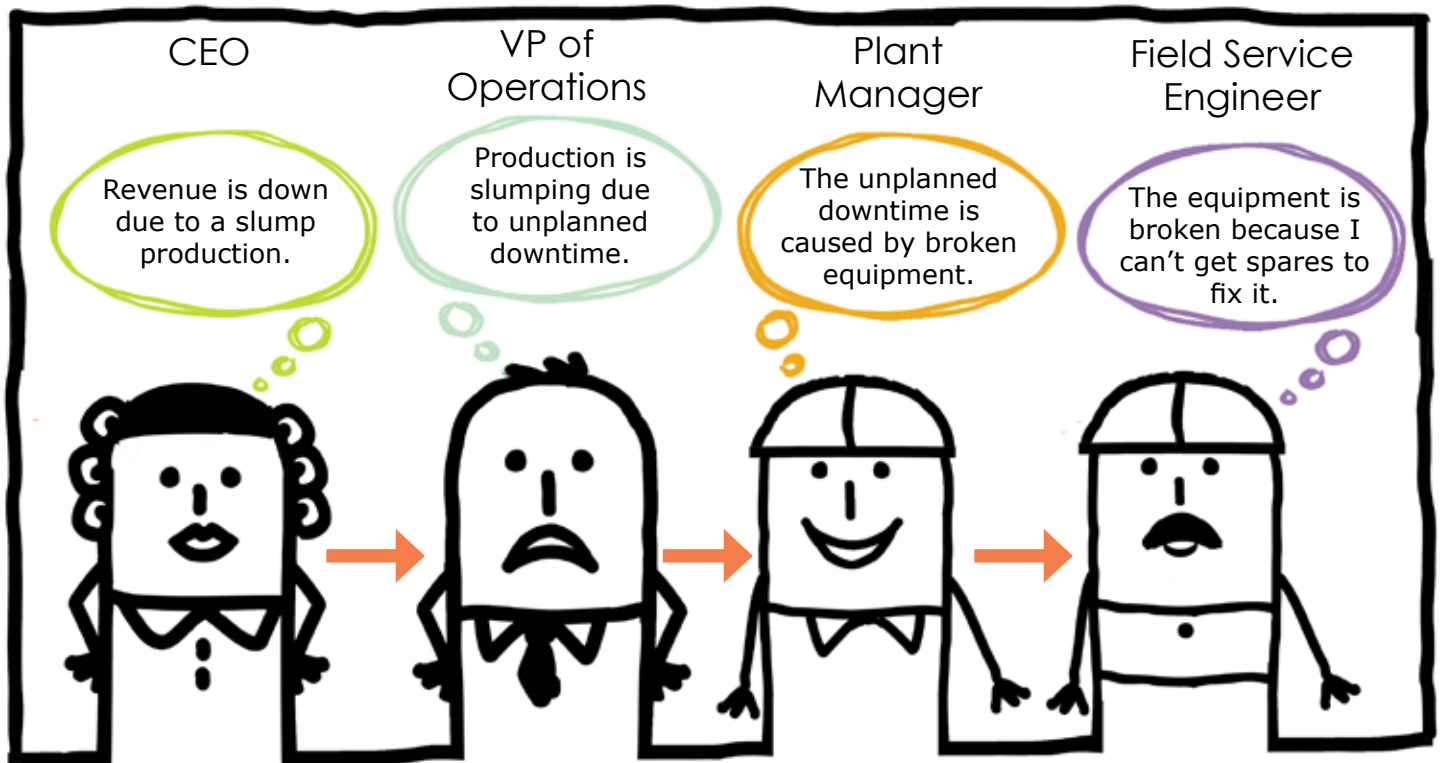
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STEP SIX: Customer Pain

Identifying customer pain



The impact of pain through an organization



*A pain chain is part of Sales Performance International's Solution Selling® 2.0 methodology. You can read more about it in "The New Solution Selling: The Revolutionary Sales Process That is Changing the Way People Sell" by Keith Eades.



Customer Pain: Identifying Pain Points

	Role/Title	
	Responsibility	
	Business Pain	
	Cause of Business Pain	

	Role/Title	
	Responsibility	
	Business Pain	
	Cause of Business Pain	

	Role/Title	
	Responsibility	
	Business Pain	
	Cause of Business Pain	

STEP SEVEN: Sales Alignment

Once you understand the role pain plays in your marketing message, it's time to align your marketing plan with your sales process.

This requires understanding the unique sales process within your organization. Many marketing plans are created without any consideration of how sales people move their targets through the sales funnel, which results in marketing material that is ineffective and a waste of marketing resources.

Example Alignment

SALES PROCESS	<ul style="list-style-type: none"> Identify opportunities 	<ul style="list-style-type: none"> Find potential targets who might need your solution 	<ul style="list-style-type: none"> Generate leads Nurture leads 	<ul style="list-style-type: none"> Converse with targets Diagnose pain Assess problems 	<ul style="list-style-type: none"> Prove value Map customer requirements to solution deliverables Present capabilities Show previous successes 	<ul style="list-style-type: none"> Measurement of success Aftermarket solutions Add-on sales
	Strategic Planning	Demand Generation	Lead Management	Opportunity Development	Capability Assurance	Close
MARKETING PLAN	<ul style="list-style-type: none"> Position solution Create messaging Generate content 	<ul style="list-style-type: none"> SEO Social Media Publicity/Media presence Webinars/webcasts Videos 	<ul style="list-style-type: none"> Targeted Email Communication 	<ul style="list-style-type: none"> Presentations Brochures Tablet/phone applications Videos Lunch & Learns 	<ul style="list-style-type: none"> Success stories Case studies Application notes White papers 	<ul style="list-style-type: none"> ROI calculation Press release Success story

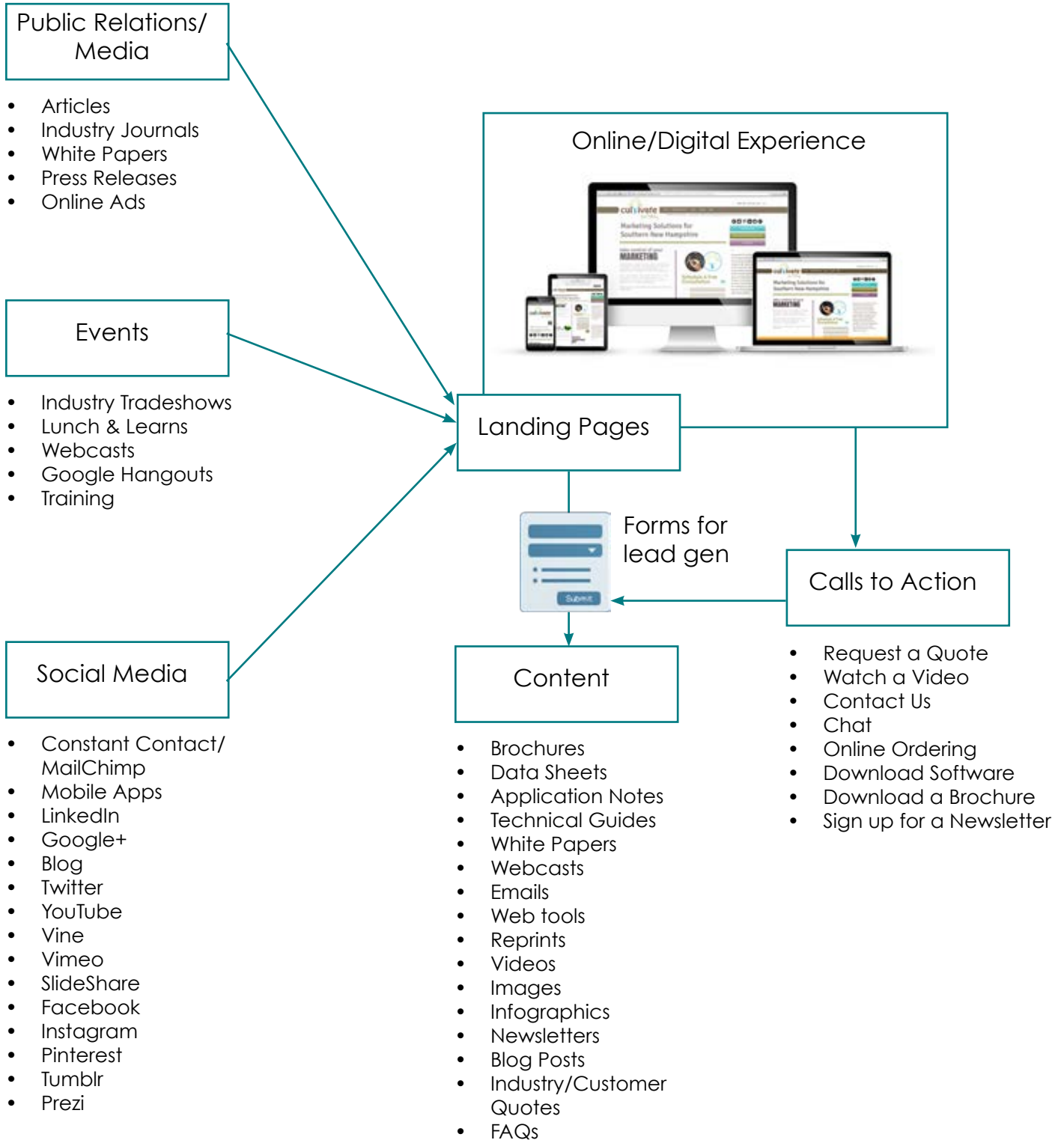


Sales Alignment: Sales/Marketing Alignment Template

Template

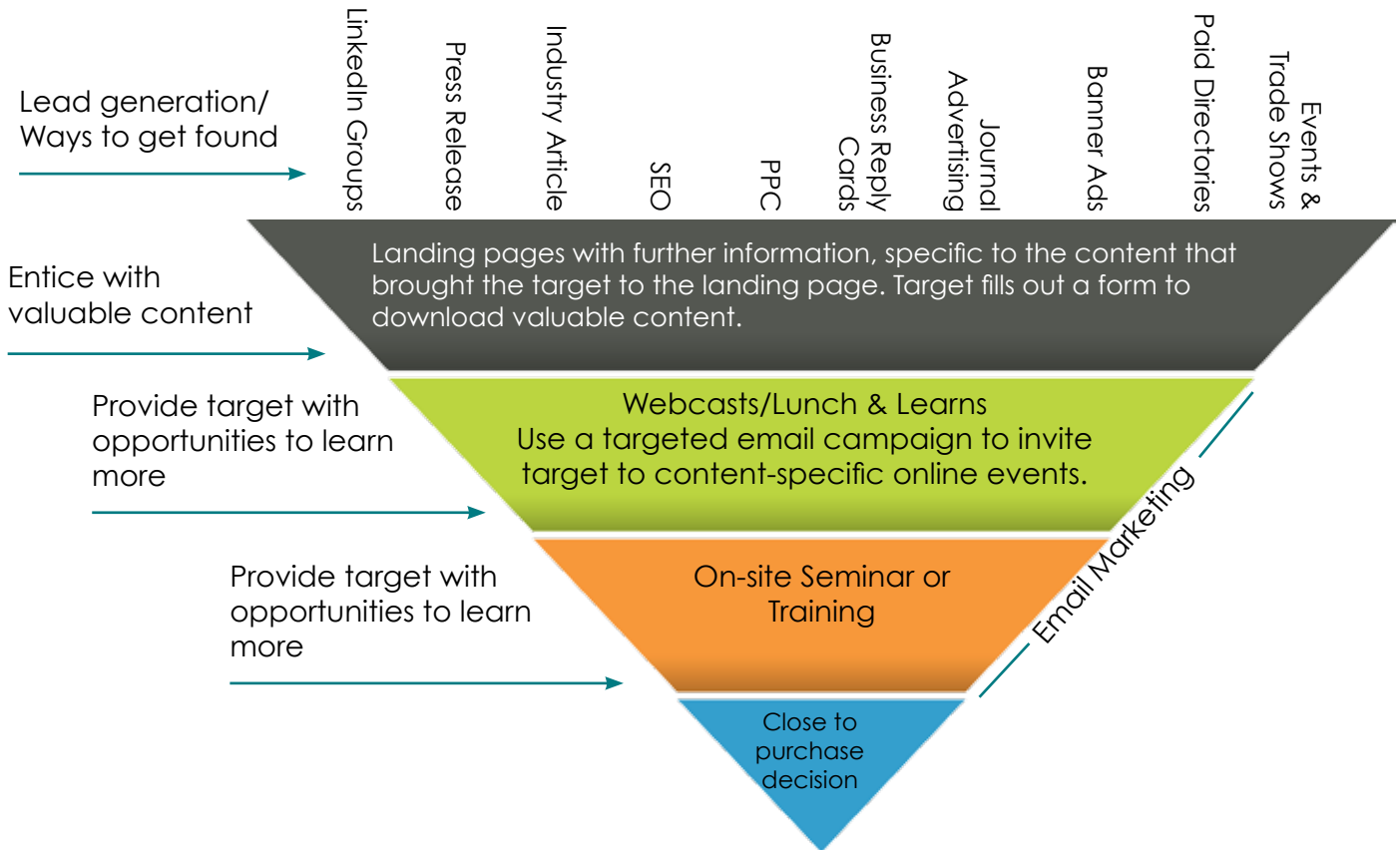
Sales Process						
	Strategic Planning	Demand Generation	Lead Management	Opportunity Development	Capability Assurance	Close
Marketing Plan						

STEP EIGHT: Tactics





Tactics: Using Marketing to Generate Leads



Tactics: Planning

Current State:

Future State:

Available Resources:

Timeline to create an action plan:



STEP NINE: Metrics

Example Tactic	Metric
LinkedIn Groups	#of leads generated
Press Releases/Industry Articles	Clipping report (# of pickups), hits to corresponding landing page
SEO	Google Analytics (YoY analysis, page analysis, path analysis, bounce rate, time spent on page, referrals, # of visitors, # of new visitors, etc)
PPC	Click rates, conversion rates
Traditional Marketing	Varies depending on media
Paid Directories	# of quality leads provided
Emails	Open rate, click through rate, bounce rate, opt out, etc.
Landing Pages	Assessment based on Google Analytics (see above)
Forms	# of forms filled out
Webcasts/Lunch and Learns	# of attendees, # of requests for more information
Seminars/Training	# of attendees, # of requests for more information

STEP TEN: Return on Your Investment

Marketing is overhead, and marketers like to spend money. And it's very easy to track money spent, but it's much harder to tie your sales and marketing efforts to your marketing initiatives. It is very hard to place a value on something you can't quantify.

Marketing ROI

When you consider marketing ROI, you should think in terms of establishing goals, designing measurable programs, and focusing on continuous program improvement. You can track marketing ROI in many ways.

Revenue Metrics:

Marketing's impact on company revenue can include:

- Incremental revenue
- Incremental contribution in \$ of individual programs
- Customer profitability to date
- Estimated lifetime value of an incremental customer
- Year-over-year or month-over-month comparison of total sales and/or margins of individual products.

Marketing Program Performance Metrics:

The incremental contribution of individual marketing programs. (Attaching value to the number of email signups, number of brand mentions during an event.)

Product Performance:

Comparatively measures the total sales and margins of individual products

Brand Strength:

Assesses brand preference against competing brands



About Marcommer LLC

From branding to PR, brochures to web content, Marcommer combines evocative messaging with persuasive copy to create an arsenal of sales and marketing tools that command attention. Marcommer is a full-service marketing communications company that helps small- and medium-size B2B entities develop integrated marketing programs that generate results based on their unique objectives.

About the Author

Hyper-organized and detail-driven, but with a passion for the creative and a love for the clever, Marcy Tanniru creates her lists using multicolored markers and day-glo ink.

After 12 years of creating effective marketing communications for large, global companies, Marcy took a look at the industry and realized that the small businesses wanted the creative, revenue-generating marketing programs, but didn't have the people to manage it or the budget to pay for it.

The idea for Marcommer was born. Marcy left the corporate world to work with small- and medium-size businesses in November 2011.

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