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Hello!

















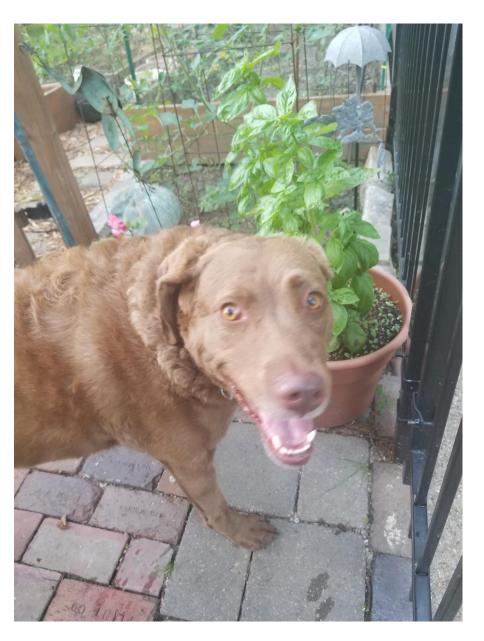














DreamBuilder Grad!



Dedicated to Helping Iowa Women Business

Owners Launch and Grow Their Business





Currently



A Sales and Marketing Consultancy Founder and Chief Strategy Officer

Previously



Des Moines Based Agency Serving Local and National Accounts Managing Director, Client Services and New Business Development





Professional Marketing Experience

National Clients









Local Clients







Today's Agenda Your Audience. Your Brand.

Why It's Imperative to Identify Your Brand AND Your Audience (Small Group Exercise)

Steps to Take to Truly Understand Your Audience (Small Group Exercise)

How to Capture that Knowledge in a Useable Format

How to Make that Knowledge Actionable in the Marketing Space



Where Do I Start?



Self Exploration



Why is it important to understand your brand?



Brand Archetypes

A tool for brands to identify with to connect on a human and emotional level.

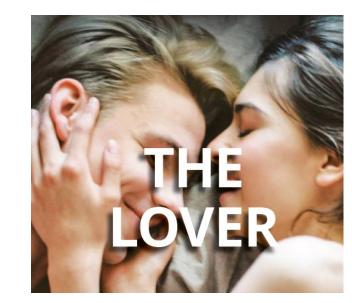


























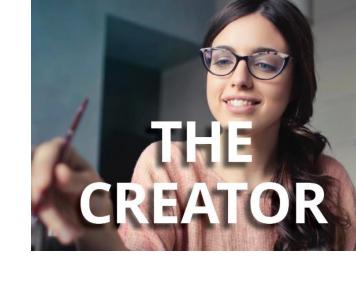
Brand Archetypes

Why is this important to your audience?





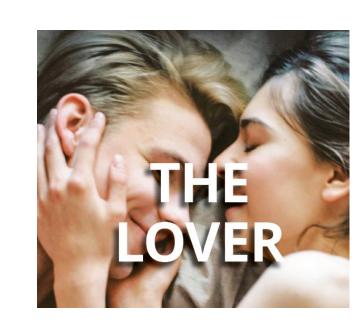










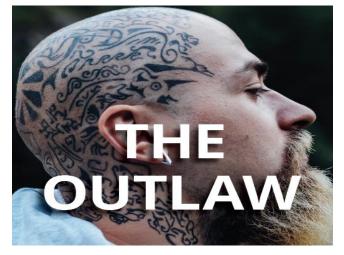






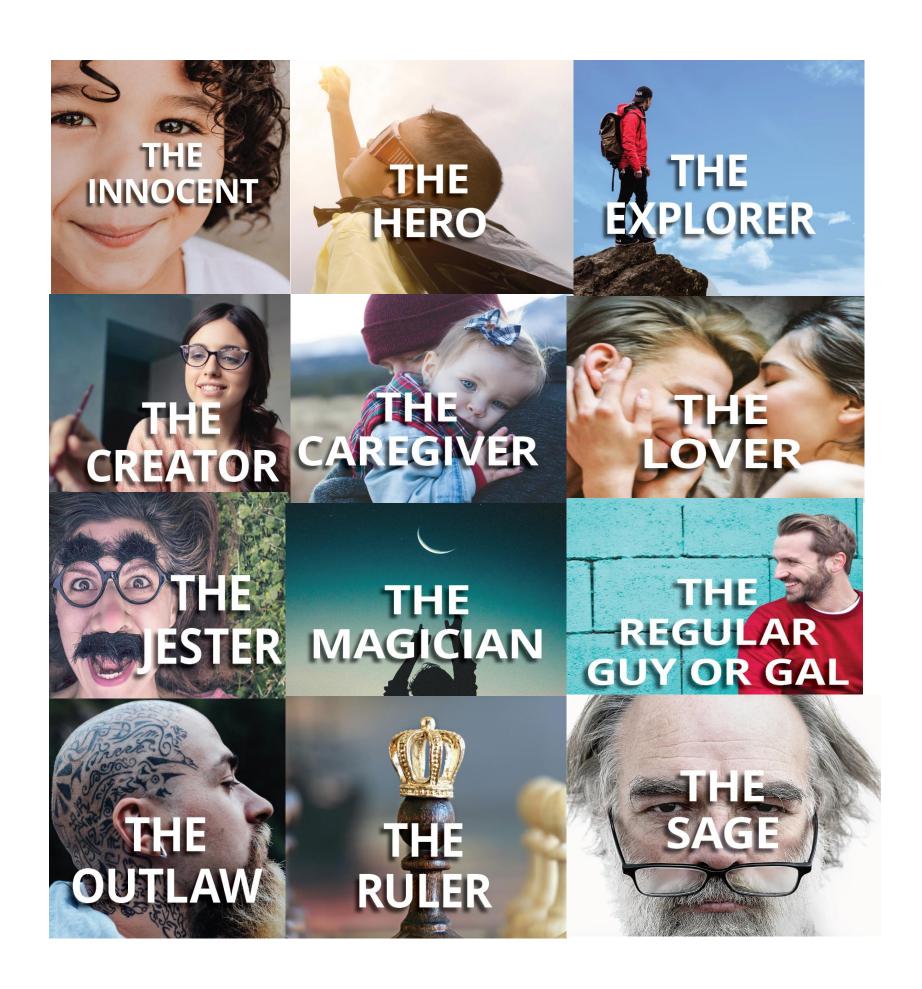








Tools for You!



Brand Archetypes:

You have a handout! And a written overview of each for safe keeping.



(aka your priority audience groups)



Why is it important to understand your audience?



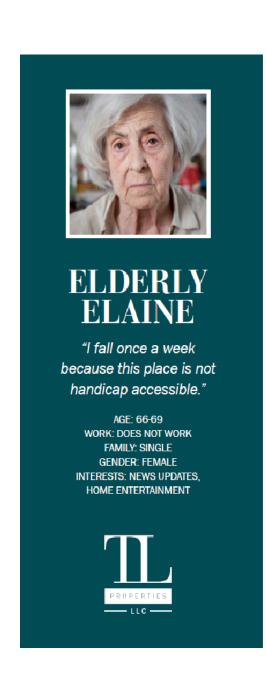
Buyer personas are fictional, generalized representations of your ideal customer.



The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to this study from Microsoft, people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain. So you better know who you're speaking to and make sure you're being relevant. Or poof. Their gone.



What's Included



AFFORDABLE PERSONA HIGHLIGHTS: ELDERLY

SAFETY CONVENIENCE

CANNOT AFFORD TO LIVE ELSEWHERE CANNOT AFFORD MOVING EXPENSE PARKING

PREFERRED CHANNELS:

WORD OF MOUTH GOOGLE SEARÇH NEWSPAPER

COMMON OBJECTIONS:

NO FOLLOW-THROUGH (LANDLORD) AÇÇESSIBILITY (LIMITED)

FRUSTRATED SKEPTICAL TIRED

Elaine may exaggerate the truth a bit, but regardless, she certainly feels she's not receiving what's due to her. At minimum, she doesn't feel she's being noticed. She doesn't work and she doesn't have a companion. She's lonely and hungry för acknöwledgement.

She may not be quick to pick up the phone to complain, but she's quick and willing to tell anyone about her troubles if the opportunity presents itself. Elaine just like things kept easy and simple. She's lived a long (and likely challenging) life and hopes that the basics - or what she considers the basics - are not something she needs to ask for. And when she does ask, she expects the follow through. Show her a LIVING IN DES MOINES (DON'T WANT TO) little respect - in her mind - and she'll be a little easier to please.

- → Photo
- → Background
- → Demographics
- → Psychographics
- → Motivations
- → Challenges
- → Pain Points
- → Communication Channels
- → Quote



Example



ELDERLY ELAINE

"I fall once a week because this place is not handicap accessible."

AGE: 66-69
WORK: DOES NOT WORK
FAMILY: SINGLE
GENDER: FEMALE
INTERESTS: NEWS UPDATES,
HOME ENTERTAINMENT



AFFORDABLE PERSONA HIGHLIGHTS: ELDERLY

MOTIVATIONS:

SAFETY CONVENIENCE RESPECT

CHALLENGES:

CANNOT AFFORD TO LIVE ELSEWHERE CANNOT AFFORD MOVING EXPENSE PARKING

PREFERRED CHANNELS:

WORD OF MOUTH GOOGLE SEARCH NEWSPAPER

COMMON OBJECTIONS:

NO FOLLOW-THROUGH (LANDLORD)
LIVING IN DES MOINES (DON'T WANT TO)
AÇÇESSIBILITY (LIMITED)

PERSONALITY:

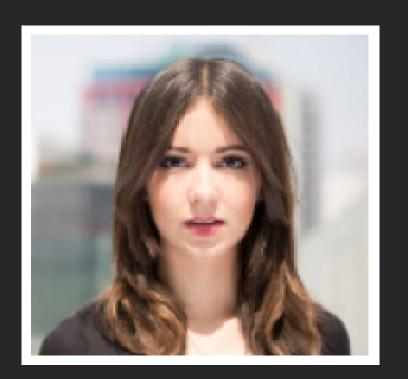
FRUSTRATED SKEPTICAL TIRED

BIO:

Elaine may exaggerate the truth a bit, but regardless, she certainly feels she's not receiving what's due to her. At minimum, she doesn't feel she's being noticed. She doesn't work and she doesn't have a companion. She's lonely and hungry for acknowledgement.

She may not be quick to pick up the phone to complain, but she's quick and willing to tell anyone about her troubles if the opportunity presents itself. Elaine just like things kept easy and simple. She's lived a long (and likely challenging) life and hopes that the basics – or what she considers the basics – are not something she needs to ask for. And when she does ask, she expects the follow through. Show her a little respect – in her mind - and she'll be a little easier to please.

Example



MILLENNIAL MADDIE

"They had good discounts and most of what I needed."

AGE: 26-35
WORK: FULL-TIME
FAMILY: SINGLE BUT DATING
GENDER: FEMALE
INTERESTS: TRAVELING, FRIENDS,
HINTERLAND AND SOCIALIZING



CONVENTIONAL PERSONA HIGHLIGHTS: MILLENNIALS

MOTIVATIONS:

INDEPENDENCE/WORK LIFE BALANCE
PROXIMITY TO ENTERTAINMENT
AFFORDABILITY + UPDATES

CHALLENGES:

MONEY TO BE HEARD JOB SATISFACTION

PREFERRED CHANNELS:

TEXT MESSAGE INSTAGRAM
CHATBOTS GOOGLE SEARCH

COMMON OBJECTIONS:

NOT ENOUGH PARKING
LIGHTED PARKING
MAINTENANÇE NOT BEING TAKEN ÇARE
OFJUST KEEP IT CLEAN, PLEASE
CRIME IN NEIGHBORHOOD

PERSONALITY:

FINDING MEANING ADVENTUROUS AMBITIOUS

BIO:

Transitioning from campus living to her own dwelling has been a big step and Maddie is price conscious, but will pay a little extra to be close to recreation, bars, shopping outlets and restaurants. And for some some upgraded fixtures! She really prefers a little bit of pampering, so appreciates a garage and some in-unit laundry. She wants a landlord she can trust and one that is organized enough that she feels she's investing her money in the right place.

Maddie also cares about what people are saying. If a user review is no good - then the product won't get a second glance from her. Flexibility with her lease is an added bonus. She's uncertain about her future and changed jobs twice in the last three years.

Maddie is a Blue Apron subscriber and appreciates new foods she can create in her kitchen - which she prefers open. Maddie doesn't like to feel confined. On some weekends she volunteers with the Animal Rescue League and likes to rent paddle boats at Gray's Lake.

Where do I start?

Research

Qualitative (Why): Dig in here. Understand why people think or behave the way they do.

Examples: in-person focus groups, individual interviews, online communities.

Quantitative (What): Find out what they think about a particular topic. Use to statistically estimate the viewpoints of your target audience.

Examples: online surveys, polls



Sample Questions / Categories (B2B)

Demographic: age, marital status, geographical area, etc.

Industry/Business: where work, size of company, employment status, etc.

Business Role and Goals: title, responsibilities, reporting structure, achievements, etc.

Business Challenges: what faced with, how overcome, etc.

Decision Making: are you a decision maker or influencer, who is involved in buying process, etc.

Information Sources: social channels, news publications, industry events, etc.

Relationship: how long buy our products, how feel about us, etc.

Strengths: what most appreciate about us, etc.

Weaknesses: what are your biggest complaints, what must change, etc.

Comparatively: how compare to others in this space, etc.



Tools for You!



Content Harmony:

Word template for use.



Xtensio:

Free online template for use.



UXpressia:

Paid online template for use.



Survey Monkey:

Free tool to capture customer insights.



Messaging



Write it down. Learn it. Live it.



Messaging Hierarchy



Messaging

Key Brand Attributes

Messaging by Audience

Tone & Personality

Key Words & Phrases

Positioning Statement & Value Proposition

MILLER | Brand Message Hierarchy

POSITIONING STATEMENT

For those who weld, Miller is the innovative partner that empowers them to build with metal through high quality, high performance and reliable welding products, responsive support, and service solutions that put welders first.



VALUE PROPOSITION

Only when you have the best tools and support are you capable of doing your best work. Miller high quality, high performance and reliable products and support provide the foundation you need to improve the quality, productivity and safety of your work.

According to BAV®: FUNCTION (high quality, high performance, reliable) drives relevance and esteem. The Function of Miller is to consistently provide high quality product that ensures high performance for the customer's intended application.

Miller must be grounded in creating the tension between

KEY BRAND ATTRIBUTES

FUNCTION and INGENUITY

According to BAV®: INGENUITY (intelligent, progressive, up-to-date, leader, innovative) drives differentiation. The Ingenuity of Miller is not just about its product offering, but in how it differentiates itself through ingenious messaging and customer engagement.

>> Messaging will communicate that Miller is: HIGH QUALITY

Miller makes the highest quality, most reliable welding products in the world. And accordingly, they're not cheap. Not in price or in how they're made. The quality construction, ease of set-up and use, overall productivity, and lifetime value of Miller products make them worth every penny.

>> Messaging will communicate that Miller is: SUPPORTIVE

The people of Miller are dedicated to growing the craft of welding and the skills of those who practice it, professionally or otherwise. Miller works to educate welders at all levels, has the best customer support staff in the business, and is committed to working hand-in-hand with customers. In everything they do, Miller celebrates the welder, their skills and their contribution to our modern world.

>> Messaging will communicate that Miller is: EMPOWERING

Miller is dedicated to helping welders get the job done efficiently, productively and safely. The company seeks to provide everything the welder needs to make that happen - quality products, top-notch services and the best in welder training. The ultimate goal is to have the product, and Miller itself, be an extension of the welder's vision, empowering the welder to do his/her best work.

>> Messaging will communicate that Miller is: INNOVATIVE

Miller is the recognized leader in the development of new welding technologies. Each new innovation is a response to a known welder challenge and is designed to help welders build bigger, faster, more efficiently and/or more safely - all while finding more enjoyment in their work.

MESSAGING BY AUDIENCE

MESSAGING TO MILLER AND ITW EMPLOYEES

AUDIENCE-SPECIFIC VALUE PROPOSITION:

Working for Miller ensures you have the opportunity to put your welding industry expertise to work by partnering with our distributors and end users to build their businesses through the high quality products and support you

ATTRIBUTE HIERARCHY:

High Quality — Miller is the class of the industry. Be proud to be blue! Innovative - Your expertise allows us to continually develop new products and solutions for welders around the world.

Empowering — Miller puts you in a position to do the right thing for our distributors and customers.

Supportive — Put your passion for the industry to work supporting, educating and working with the best welders in the world.

TÖNE

MESSAGING TO DISTRIBUTORS

AUDIENCE-SPECIFIC VALUE PROPOSITION

Grow your business with the proven, best-in-class, innovative welding products and expertise your customers demand - and the financial incentives and distributor support that help boost your bottom line.

ATTRIBUTE HIERARCHY:

Empowering — It's your business. We're here to help you work smarter and

Supportive — Partner with Miller to continue to grow the skills of you, your staff and your customers. We Build with You.

High Quality — Your customers demand the world's best welding products. Innovative - Not only innovative new products, but innovative ways for you to market and sell them.

MESSAGING TO END USERS

AUDIENCE-SPECIFIC VALUE PROPOSITION:

You have the skills and know-how to build our future. Do it better, faster and more confidently when you partner with the passionate people, innovative products, and reliable services of Miller.

ATTRIBUTE HIERARCHY:

Empowering — Our only goal is to provide you with the tools, services and training needed to do your best work.

Innovative — We listen to your challenges and constantly seek to improve our products and services to better address them.

High Quality — Using the best products and services ensures productivity, quality and overall satisfaction with your work. Supportive — Welders build our modern world. We're committed to celebrating your work and helping grow the skills of welders worldwide.

ELEVATOR SPEECH

"Miller and the world's welders are building

our future. We provide our customers the

anything can be accomplished when we

welding products and support they need to

do their best work — showing the world that

MESSAGING FOR MILLER SHOULD:

Have a little swagger.

Show an unwavering pride and confidence

Be about the welder first, product/ service second. It's not about us, it's about the job at hand and the craftsman who's doing the work, together, with us.

The Power of Blue® (tagline only)

Together, we build with you (Distributor)

- "WE BUILD ... "

Build and Win

Build with Blue

Together, we build

Never talk down to the welder. Miller, and its products and services, exist to serve them. Not the other way

Authoritative. Leaders sound like it. Make provable claims and support them with compelling, relevant facts.

- Putting you first

Strategic partner

equipment)

welding challenges

THE MILLER BRAND COULD BEST BE DESCRIBED AS:

PERSONALITY

PRIMARY FOCUS: SECONDARY FOCUS: Professional Committed Competent Straight-forward Effective Authentic Confident

Advanced Approachable Up-to-date Leader Responsive Innovative

KEY WÖRDS AND PHRASES

- The Power of Blue® in a sentence or headline.

build together."

- Welding equipment Miller Electric
- We're the experts
- Welding and cutting products
- The word "premium" to describe our products
- Miller welding (we don't provide)
- welding services) Product-focused
- Commercial products

Speech



Elevator

BAV® (Brand Asset Valuator) is the world's largest database and model on brands developed by Young and Rubicam Advertising (Y&R).

Innovative solutions to your biggest

Welding products (as opposed to

Content Calendar



Content Calendar

A comprehensive editorial calendar providing you with a month by month content map of messaging by audience and channel.

Event Property	January	February
Holidays Special Occasions	January 1: New Year's Day January 4: Nat'l Trivia Day January 19th: Nat'l Popcom Day January 21: Nat'l Squirrel Appreciation Day January 24th: National Compliment Day	February 1: Nat'l Freedom Day February 2: Groundhog's Day February 3: SuperBowl February 6: Monopoly on sale (1935) February 9: Hershey's Choc Founded Feb 14: Valentines Day Feb 17: Random Acts of Kindess Day
Boone Park Apartments Boone, Iowa	https://www.boonegov.com/_	Ames: https://www.thinkames. com/events/? start_date=1550188800&end_date=155 1312000&event_filter=range&check- range=Search#
Carlisle Park Apartments Carlisle, Iowa	https://carlisleiowa.org/	http://members.pella.org/events
Indianola Park Apartments Indianola, Iowa	https://www.indianolaiowa.gov/	http://members.pella.org/events
Nevada East Park Village Apartments Nevada, Iowa	http://cityofnevadaiowa.org/default.php	Ames: https://www.thinkames. com/events/? start_date=1550188800&end_date=155 1312000&event_filter=range&check- range=Search#
Burbank Village Pella, Iowa	http://www.pella.org/	http://members.pella.org/events
Lake Park Apartments Polk City, Iowa	https://polkcityia.gov/	Ames: https://www.thinkames. com/events/? start_date=1550188800&end_date=155 1312000&event_filter=range&check- range=Search#
Park Place Apartments Huxley, Iowa	https://huxleyiowa.org/	Ames: https://www.thinkames. com/events/? start_date=1550188800&end_date=155 1312000&event_filter=range&check- range=Search#
Newton Park Apartments Newton, Iowa	https://newtongov.org/	http://members.pella.org/events

Content Calendar

	January 2017 Content Calendar												
Week 1	Sunday		Tuesday		Wednesday		Thursday		Friday		Saturday		
Content	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	
Blog Posts													
Twitter													
Facebook													
Podcasts													
YouTube				9.									
Email													
Events													
Week 2	Sur	nday	Tue	Tuesday		Wednesday		Thursday		Friday		Saturday	
Content	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	
Blog Posts													
Twitter													



Tools For You

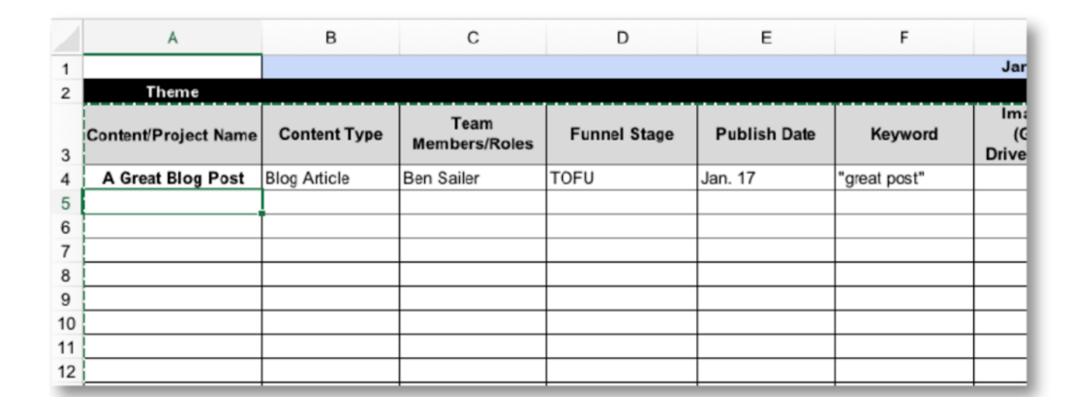


Messaging:

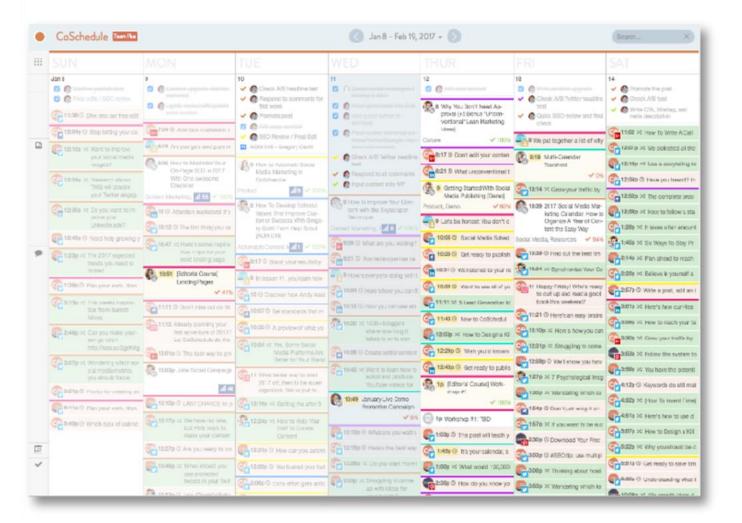
You have a handout!



Content Calendar:







Today's Agenda

Your Audience. Your Brand.

- · Why It's Imperative to Identify Your Brand AND Your Audience. So You're Consistent and Relevant.
- · Steps to Take to Truly Understand Your Audience. Research. Talk to Them. Be Intentional.
- How to Capture that Knowledge in a Useable Format. Personas.
- · How to Make that Knowledge Actionable in the Marketing Space. Messaging. Planning Content.



Thank You!

