

Grow your business and
increase brand awareness
through PR and Content marketing

TODAY

- Introductions
- Quick lesson: Inspired branding
- Identifying your audience
- Understand your audience
- Questions and Answers

INTRODUCTIONS

- Your name
- Your company
- Why you're here

INTRODUCTION

David Kelbaugh, President, Tacklebox Brand Strategy

15 years of experience in brand management.

Big Agencies

Leo Burnett
Ogilvy & Mather
FCB

Famous Campaigns

Marlboro Man – Latin America, Europe, Asia
Allstate - US
BP Helios Power – US, Australia, Netherlands

Award-winning campaigns and strategies

Effies – Most effective campaigns in the world 2007, 2012
Cannes Lions – Most creative campaigns in the world 2012
Addys – 2007, 2012, 2013, 2014 – Best campaigns in Chicago



INTRODUCTION

David Kelbaugh, Founder & CEO, TACKLEBOX

- Professor of Entrepreneurship at Tribeca Flashpoint College (Founded by Howard Tullman)
- Brand-strategy mentor to Techstars
- Brand-strategy advisor to U. of Chicago Booth's Accelerator & Northwestern's Garage
- 2 kids (Alex and Miles), 1 wife (Staci)
- Horrible at video games and basketball

TRIBECA
FLASHPOINT
COLLEGE



POLSKY
Center for Entrepreneurship and Innovation
THE UNIVERSITY OF CHICAGO





The brand
with the most
momentum
wins.

We exist to help build
brands and accelerate
them into the marketplace.

A Chicago-based, full-service marketing agency.

Location: West Loop

Founded: 2012

Clients: 70+

Some of our clients



A BRIEF HISTORY OF MARKETING

40 YEARS AGO

Make sales.

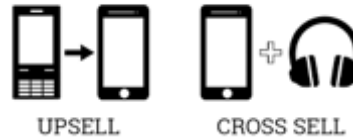
- Newspaper advertising
- Salesmen



20 YEARS AGO

Make REPEAT sales.

- Cross-sell / Upsell
- CRM



TODAY

- Make sales
- Make repeat sales
- Transform customers into ADVOCATES
- Brand
- Social Media



BUILDING A BRAND

DISCOVERY



- Audience Identification
- Understanding your audience

BRAND CONCEPTS



- 3-4 concepts
- Differentiated design and copy approaches

MEDIA KIT



- Internal playbook
- Versatile marketing communication piece

EXECUTION



- Web site
- Advertising
- Influencer outreach

MICRO LESSON:

BRAND CONCEPTS

Ways to begin thinking and speaking about your company in ways that will be more memorable, more differentiating

Brand concepts allow for you to test your brand ideas – just as technology companies test their technology

TACKLEBOX BRAND CONCEPT FORMULA



WHAT WE BELIEVE

BELIEF CREATES
EMOTIONAL
CONNECTION WITH
CONSUMERS.

WE EXIST TO...
BELIEVE US BECAUSE...

LOGO

LOGO CREATES VISUAL
IDENTIFIER

REASONS TO BELIEVE.
PROOF POINTS. "WHY
SHOULD I BELIEVE YOU?"

DESCRIPTIVE
MODIFIER

DESCRIPTIVE MODIFIER
EXPLAINS "WHAT"...

We are Nike and we believe...there's an athlete in all of us.



NIKE ATHLETIC APPAREL

We exist to...help you find your greatness.



We have excellent designers, access to incredible materials and our items have been tested extensively at the professional level.

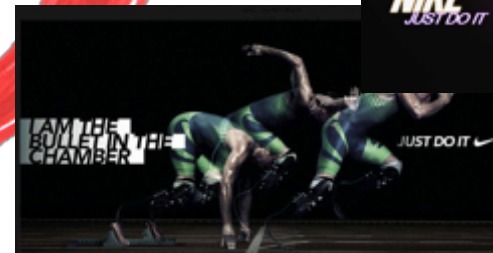
THE NIKE BRAND

Your **BRAND** is the epicenter for everything your company does.



WHAT WE BELIEVE

Your **BRAND BELIEF** is the epicenter for everything your company does.



THE CMUK BRAND

Your **BRAND** is the epicenter for everything your company does.





YOUR TARGET AUDIENCE



YOUR TARGET AUDIENCE

develop

PERSONAS

1. IDENTIFY YOUR TARGET AUDIENCE

In order to market to them, you have to find them:

Q: Do you have current customers?

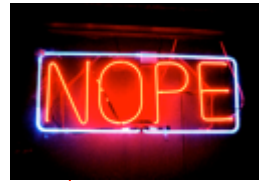


Quantitative



Google Surveys

Qualitative

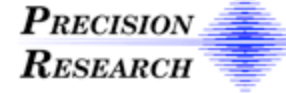


Quantitative



Google Surveys

Professional Assistance

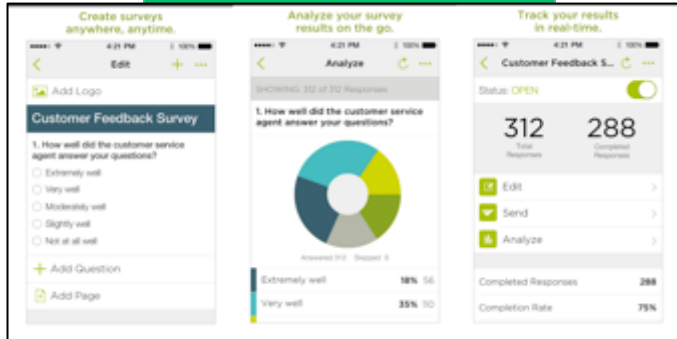


1. TALKING TO YOUR CURRENT CUSTOMERS

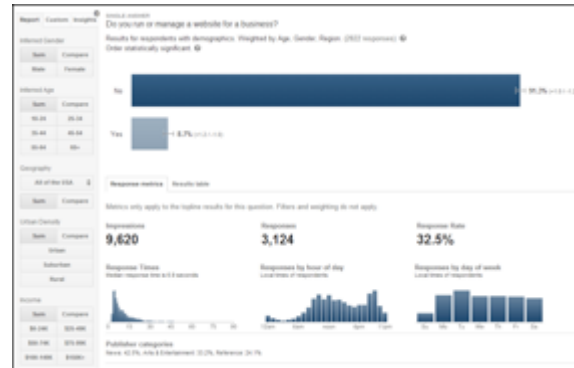
How to gain meaningful information from your current customers:

Quantitative Research

1. Develop a link to a online survey of 15-20 questions
2. Deploy to your customer database



Google Surveys



1. TALKING TO YOUR CURRENT CUSTOMERS

How to gain meaningful information from your current customers:

Quantitative Research



Google Surveys

Questions:

- Demographic
- Psychographic
- Product-focused questions
- Media Usage / Information Consumption

1. TALKING TO YOUR CURRENT CUSTOMERS

Quantitative Research

Demographic

- Age
- Gender
- Location
- Marital Status
- Occupation
- Household Income

Psychographic

- Hobbies / Spare Time
- What do you do on weekends?
- Products you love
- Brands you love
- What media do you consume the most?
- What media do you consume to learn about products and services?

Product

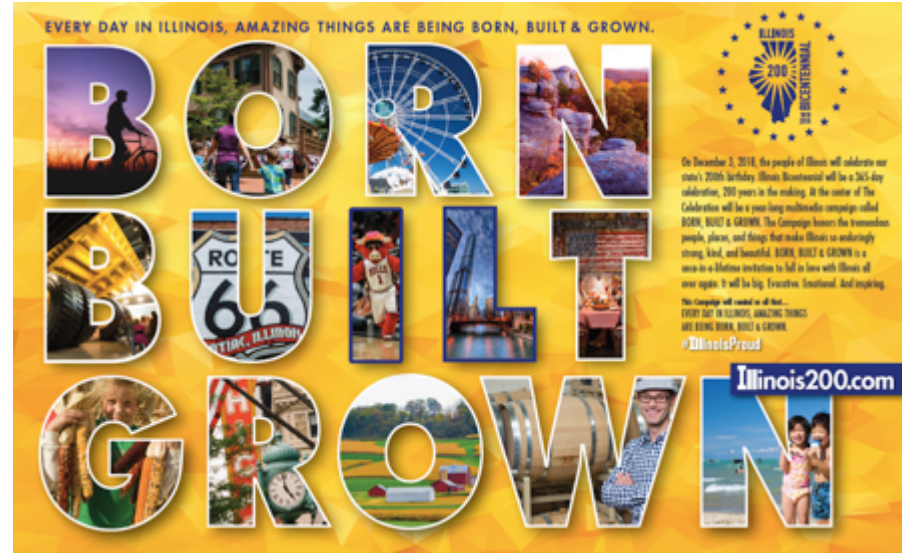
- What did you buy?
- For whom did you buy?
- Why did you buy?
- What problem does the product solve for you?
- What do you like about it?
- What don't you like about it?
- How did you hear about it?
- How likely are you to recommend the product to friends and family?

1. TALKING TO YOUR CURRENT CUSTOMERS

QUANTITATIVE RESEARCH

Example:

<https://illinois200.com>



Review the panel:

https://www.surveymonkey.com/analyze/FjTSTuBbCD4nyK2NTmclgyu5xRstBRWsq8D_2BYkewBmA_3D

1. TALKING TO YOUR CURRENT CUSTOMERS

Qualitative Research

A 30-minute phone call or in-person meeting



1. TALKING TO YOUR CURRENT CUSTOMERS

Qualitative Research

Discussion Guide

Send to interviewees in advance

THE MARKET'S PREMIUM ODOR ELIMINATION PRODUCT



\$9.95

PER BOTTLE

SHOP NOW

TACKLEBOX

**• HIGH •
PLAINS
PACKAGING**

BRAND QUESTIONNAIRE

Hello,

Thank you for taking time to complete this brand questionnaire.
It's completely fine to lean on opinions, hunches and "I think"s for this exercise.

Let us know if you have any questions.

ABOUT YOU

- Age?
- City/State?
- Occupation?
- Hobbies?

TOBACCO

- When did you start smoking cigarettes?
- Have you been smoking ever since?
- Do you use any other tobacco products? If so, which ones?
- How many packs per week?
- Where do you smoke?
 - In your home?
 - At work? If so, where?
 - In the car?
 - Only outside?
 - Other?
- How often do you find the need to cover up the odor of your cigarette smoke?

WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Qualitative Research – non-customers

Lead with common sense

Recruit a panel of customers that you THINK align with your target audience.

What problem does your product solve?

Who is most likely going to benefit from the problem that your product solves?



In action:

[https://www.surveymonkey.com/collect/audience/preview/?
ut_source=topbar&ut_source2=upsell rotation audience](https://www.surveymonkey.com/collect/audience/preview/?ut_source=topbar&ut_source2=upsell_rotation_audience)

WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Qualitative Research – non-customers

Work with a professional research firm.

1. Kickoff meeting
2. Survey development
3. Results and findings
4. Customer profiling
5. Persona development, including media usage



WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Digital Research – See what your competitors are doing.



Audience Interests ①

Categories ①



Computer And Electronics >
Software



News And Media



People And Society



Career And Education > Jobs
And Employment

Also visited websites ①

- builtinchicago.org
- 1871.workable.com
- angel.co
- crunchbase.com
- app.hubspot.com

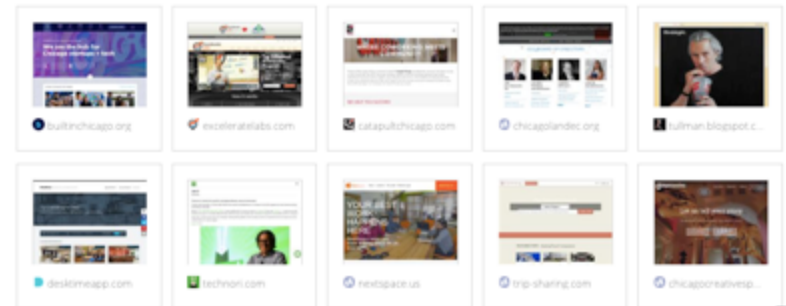
Topics ①

business news startup
finance built angel investors view
business angels angel jobs chicago
news tv news events startups tweet
entrepreneurs

Competitors & Similar Sites ①

Similarity

Rank



WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?


Digital Research – See what people are talking about.

Quora


Quora Home Answer Spaces Notifications Search Quora Add Question or Link

Link · Technology

Apple now sells a 18W USB-C charger that brings fast-charging to iPhone XS and iPhone XR

 BGR
Published 7h ago


The iPhone XS, XS Max, and XR all support fast wireless charging, just like their predecessors. But when you buy one of Apple's 2018 iPhones, you only g...




Upvote Share

Answer · Technology

What was very useful when it first came out but is useless today?

 Jay Bazzinotti, An average plan executed today is better than a perfect plan executed tomorrow.
Answered Sun

There are so many things. Here is a spill plane. This device was incredibly common back in the day. Before matches were invented around 1820 - 1835 carpenters manufactured a long curlicue shaving of... [\(more\)](#)



WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Digital Research – See what people are talking about.



[Home](#)
[Moments](#)
[Notifications](#)
[Messages](#)
[Twitter](#)

[Search](#)
[Tweet](#)

Discover the year in streaming. Spotify has #2018Wrapped for you.
Promoted by Spotify

Spotify
493K Tweets

#wrapped2018

#ThursdayThoughts
Lauren Colialto-Rieske is Tweeting about this

#GoldenGlobes
Here are all the 2019 Golden Globes nominees

#CenteringCare18

#PitMad
22.9K Tweets

#TitleThisChapterOfYourLife
9,010 Tweets

#CPASummit

St. Nicholas
7,630 Tweets

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Meghan Lapides @MeglethNY · Oct 24
Given that I'm out in #Chicago this week, I thought it was worth mentioning that we are hiring and the team out here is amazing! #Foursquare medium.com/foursquare-dir... #engineers #tech #startup #techjobs #techchicago

Chicago Engineering Update – Foursquare – Medium
In January, we shared an announcement that Foursquare was opening a new Midwest engineering hub. We are pleased to update that 7 months... medium.com

1 3

Pierre DeBois - Zimana Digital Analytics Services @ZimanaA... · Sep 19
Join us TOMORROW, Sept 20th for a #GoogleAnalytics workshop at @BlueLacuna. Cost: just \$35. Click below to RSVP or share with a #business in the #Chicago area.

LEVERAGE WHAT YOU'VE LEARNED TO BUILD CONSUMER PERSONAS

BUILDING PERSONAS

DISCOVERY



- Audience Identification
- Understanding your audience



Why personas?

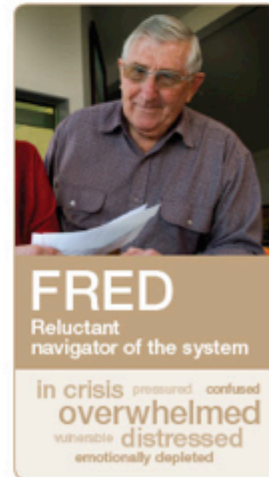
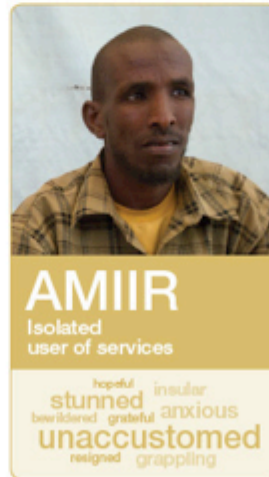
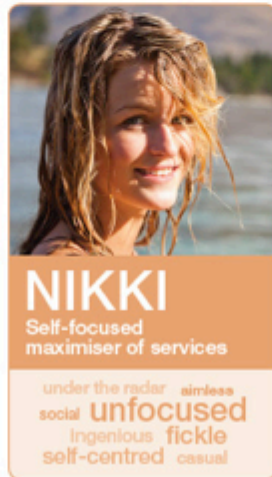
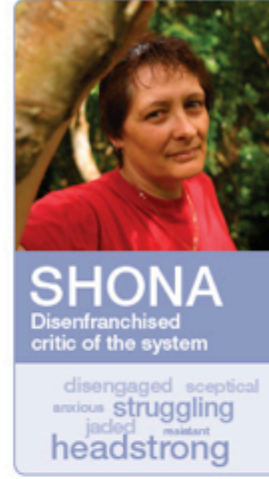
Personas make marketing actionable

More efficient use of your marketing dollars

Higher response rates

Lower cost per acquisition

BUILDING PERSONAS



Who matters the most?

Who is most likely to purchase?

BUILDING PERSONAS



LEARN: Creating Buyer Personas

629 views

9 0 SHARE



Marketo
Published on Jul 6, 2017

SUBSCRIBE 7.1K

Want to make sure your content marketing is engaging prospective buyers and generating leads? Creating buyer personas will help you determine what kind of content you need and how buyers will find and consume information.



<https://www.youtube.com/watch?v=d4jPp2NdDYY>

B2C PERSONA – GOOD EXAMPLE



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances


WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

B2B PERSONA – GOOD EXAMPLE

	Technical Decision Maker: The Transformational Leader
	<ul style="list-style-type: none"> • CIO • Technical decision maker • Develops IT strategy and roadmap • Leads technology team that evaluates technology options
Key Attributes	40-55 years old; Masters in Science, Executive MBA; at least 15 years experience in enterprise leadership roles
Attitude	Leader, business savvy, frugal, skeptical of vendor claims
Reputation	Visionary, decisive, well regarded within industry, egotistical
Job Focus	Creating enterprise-wide change, shifting perception of technology from utilitarian to strategic
Pain Points	<ul style="list-style-type: none"> • Identifying most promising technology • Getting company-wide buy-in for new software initiatives • Finding ways to make measurable impact
Keywords Used to Search for Information	enterprise software ROI, strategic software investments, breaking down departmental silos, increasing enterprise-wide productivity
Values	<ul style="list-style-type: none"> • Leadership: Ability to see and convey the "big picture" • Knowledge and expertise: Broad IT knowledge but not interested in technical details • Innovation: Follows latest trends; seeks proof of how others have applied new technologies • Expectations: High expectations of IT team and vendors/solutions to make strategic roadmap a reality
Fears	Making bad purchase decision, tarnishing reputation
Pet Peeves	Self-serving vendors who don't do their homework to understand his focus; vendors who disappear after implementation
Internal influences	Board of directors, CEO, CFO
Motivators	Bonus structure, ego, industry recognition
Information Sources	Peers; online search; Gartner, Forrester; Gartner CIO Leadership Forum; CIO Magazine; Fast Company magazine
Content Preferences	In-depth white papers, podcasts

RECAP

Use research to create a persona

Use online tools to understand what your personas care about

Start creating content

Get the content in the right places.

Collateral

Website

Social Media

Public Relations

Advertising



Profile Setup

Strategy

Management



MVMP: PR & INFLUENCER OUTREACH

Collateral

Website

Social Media

Public Relations

Advertising

MEDIA KIT TO USE AS INFLUENCER-OUTREACH VEHICLE, ADDITION TO WEB SITE

<https://www.dropbox.com/home/Brand%20Manifestos>



2. MEDIA KIT & INFLUENCER OUTREACH CAMPAIGN

COLLATERAL

WEB SITE

INFLUENCER OUTREACH

ADVERTISING

DEMAND GENERATION

1



2



	A	B	C	
1	twitter_handle	name	url	bio
2	@hanscoach	Hans Bergmeier	http://HansMarketingSecrets.com	https://t.co/4YGuV9khl -- t
3	@smexaminer	Social Media Examiner	http://www.socialmediaexaminer.com/	Join 5,000 fellow marketers
4	@richysantoro	Richard Santoro	http://www.socialmedia-authority.com	Entrepreneur, writer, digital
5	@martinjonesaz	Martin Jones	http://www.linkedin.com/in/martinjonesaz	create #socialmedia, #cont
6	@bsteingraeber	Burt Steingraeber	http://www.burtsteingraeber.com	Business Coach Helping Bu
7	@ruhanirabin	Ruhani Rabin	http://linkedin.com/in/ruhanirabin	#Tech Enthusiast for almost
8	@mike_stelzner	Michael A. Stelzner	http://Facebook.com/stelzner	Founder: Social Media Exam
9	@evankirstel	Evan Kirstel	http://evankirstel.com	#influencer #ThoughtLeader
10	@sam_hurley	Sam Hurley	http://optim-eyez.co.uk	The Guy Who Went From 'Nc
11	@edaccesible	Eduardo Meza-Etienne, MSc	https://about.me/eduardomezaetienne	Yan's Husband Nicki & Val
12	@groomap	Gail Gardner	http://GroomMap.com/groomap-services	Map Your Path To Grow Your
13	@ctrappe	Christoph Trappe	http://christophtrappe.com	Public Relations leader Ken
14	@meloniedodaro	Melanie Dodaro	http://TopDogSocialMedia.com	Keynote Speaker Author, T
15	@biz_tips	Biz Tips	https://EasyToRetire.com	Expert in #SocialMedia Mark
16	@berriepelser	Berrie Pelsler - ber-art.nl	https://www.ber-art.nl	Berrie Pelsler 'ae' https://t.c
17	@jeffreypjacob	Jeff Jacobs	https://www.linkedin.com/in/jeffreypjacob	Recovering Promotional Pro
18	@blondishnet	Nile Flores	http://blondish.net	Sassy WordPress Designer &
19	@tinacook	Tina Cook	http://tina.media	Web Designer, Social Media
20	@techgeekrebel	TECH GEEK REBEL	https://about.me/techgeekrebel	WELCOME Tech Aficionados,

3



1. PRESS RELEASE & DIGITAL DISTRIBUTION

COLLATERAL

WEB SITE

INFLUENCER OUTREACH

ADVERTISING

DEMAND GENERATION

1



2



92,000 journalists
89,000 media outlets



30,000 journalists
Strong SEO benefits



3



WABC New Release Type: Television Affiliates Location: Lodi, NJ Audience: 881,879	KUTV New Release Type: Television Affiliates Location: Salt Lake City, UT Audience: 540,528	KHBS New Release Type: Television Affiliates Location: Houston/Clearwater/Spring, TX Audience: 887,324
KSRD New Release Type: Television Affiliates Location: Las Vegas, NV Audience: 987,388	KHAR New Release Type: Television Affiliates Location: Indianapolis, IN Audience: 580,148	WUAB New Release Type: Television Affiliates Location: New Orleans, LA Audience: 880,981
KHNS New Release Type: Television Affiliates Location: Tallahassee, FL Audience: 540,750	KPRQ New Release Type: Television Affiliates Location: Youngstown/Mahoning Valley, OH Audience: 811,181	WFE New Release Type: Television Affiliates Location: Cincinnati/Cleveland/Dayton, OH Audience: 780,987

MVMP: PR & INFLUENCER OUTREACH

Collateral

Website

Social Media

Public Relations

Advertising

RICH PRESS RELEASE DISTRIBUTED THROUGH THE WIRE



Chicago Tribune



Women'sHealth

INFLUENCER OUTREACH - ONE-BY-ONE C

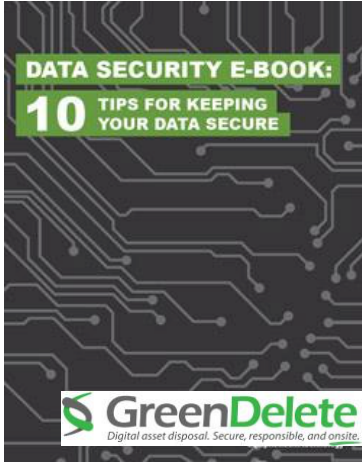
<https://app.prweb.com/Main.aspx?Entity=Home&LanguageID=1033>

CISION
HYPR



LEARN MORE

EBOOK DEMAND GENERATION -- HOW IT WORKS



1. Develop attractive content offer.



2. Promote content offer through LinkedIn ads, drive traffic to landing page.

3. Prospect downloads content offer in exchange for contact information on landing page.

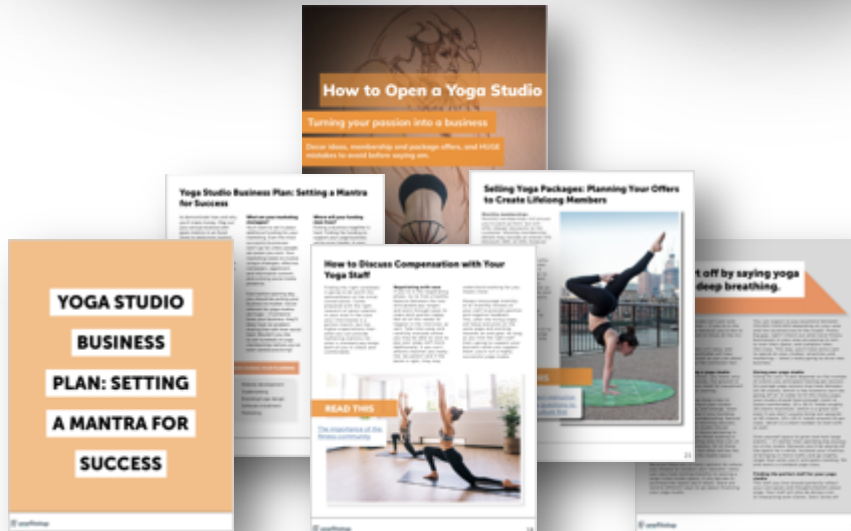


4. Automated emails engage with prospect and qualify leads further.



5. Green Delete sales team follows up when leads are fully-qualified.

EXAMPLES OF CONTENT OFFERS



ROI SCENARIO

Agency Fee	\$5,000
Target Cost Per Lead:	\$50
Media Spend:	\$1,000
Leads Generated:	20
Leads Close Percentage	20%
Leads Closed	4
Revenue Generated:	\$60,000*
ROI:	$\$60,000 / \$6,000 = 10x$ return

* Assumes \$15,000 Customer Lifetime Value / Transaction Size

Each month:

- ***1 eBook + 6 blog articles + 1 “Pillar” content page on website***
 - Pillar content page is basis for improving SEO and organic traffic. Each page is 3,500 words + in length. Improves SEO while building CompanyX as “expert” on various topics
- ***Develop Marketing Automation Workflows***
 - Nurture leads into being “sales-ready” using blog content
- ***Set Up LinkedIn Ads Campaign***
 - Design ad to drive traffic to CompanyX content offer CompanyX’s primary website domain
 - Run series of experiments to optimize cost per lead
 - Suggested budget: \$500 per experiment
- ***Landing Page Creation for Content Offer***
 - Design, write copy and publish landing page
- ***Content Offer Editing & Consultation***
 - Consult on existing content offer and offer editing or repositioning as necessary
- ***Autoresponder Workflow Setup for Content Offer Conversions***
 - Set up automated workflow to send 3 follow up emails to prospects who download the eBook, thereby increasing chances of reading the content
- ***Automated Email Writing + Buildout***
 - Write, design and publish for automation 3 autoresponder emails
- ***Set up Internal Notification Emails for Prospect Owner***
 - Contact owner receives notification 10 minutes after prospect views the content offer

THANK YOU

DAVID KELBAUGH

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@tacklebox_llc



Facebook.com/
tackleboxbrandstrategy