

CASE ANALYSIS: MARKETING STRATEGY VISION

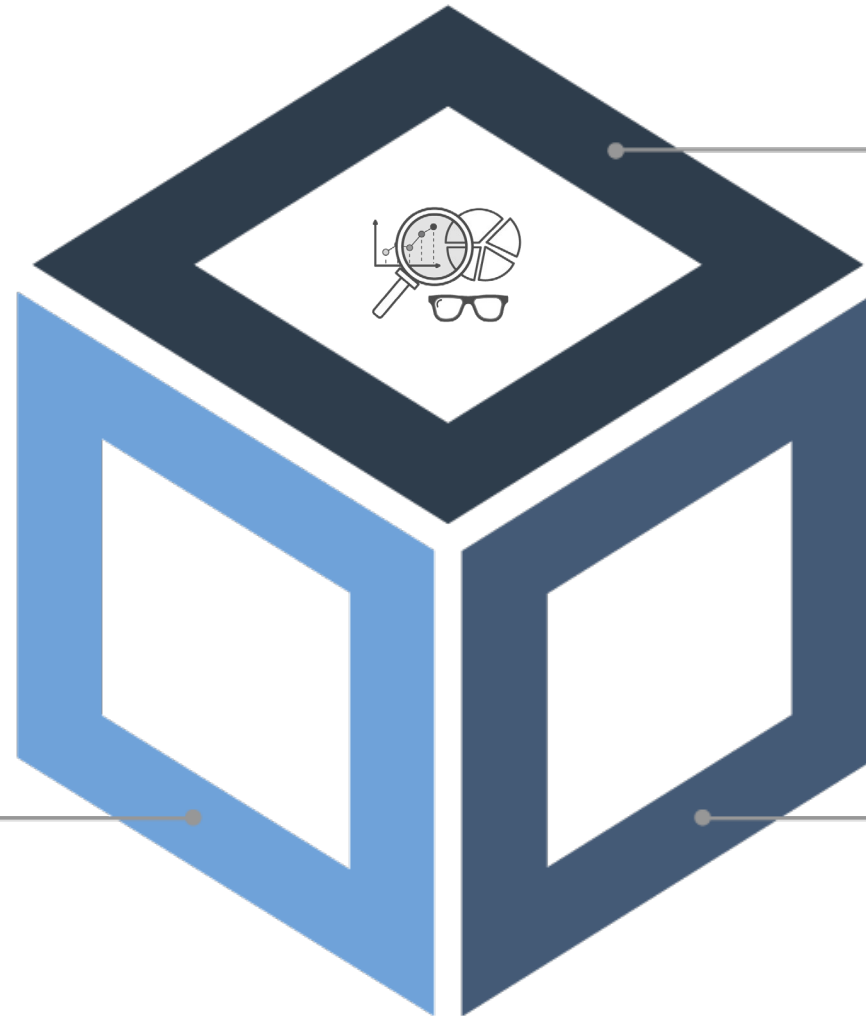
PRESENTED BY CHERYL MANN

11.07.22

Missing icons,
adjust colors

ANALYZE. EXECUTE. TRACK. REPEAT.

An onboarding audit should yield a baseline framework for executing a perception study and an evidence-based marketing plan. The outcome from these is a strategy a) steeped in growth marketing methodologies and b) anchored by “always-on marketing communications” efforts, that speaks to multiple audiences while leveraging data.



Step 1: Analyze

existing data in-house to understand what has worked (well), across marketing channels, by audience target

Step 2: Execute

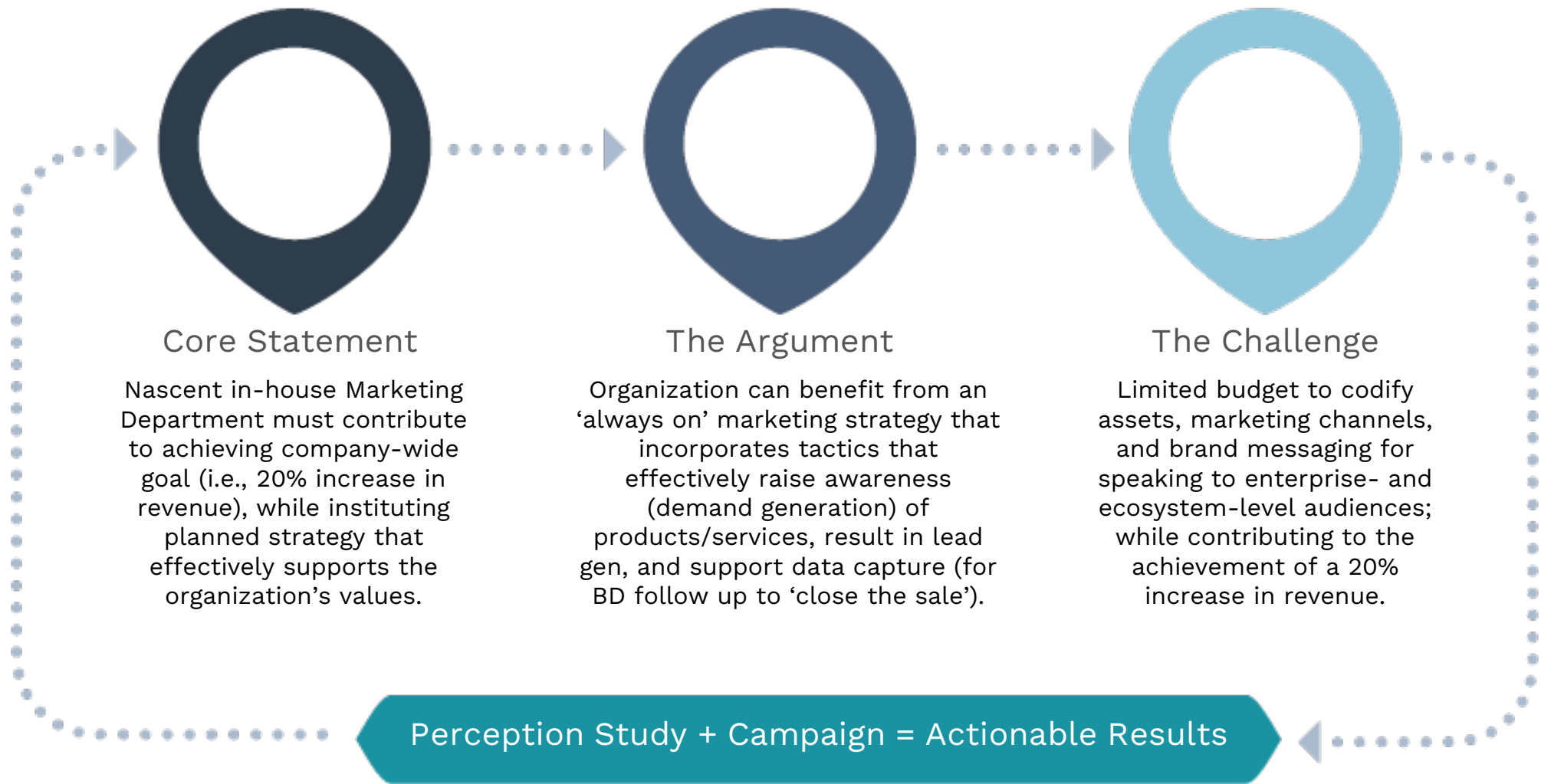
a campaign that incorporates tactics for raising awareness (demand generation), driving lead gen, and capturing data (for BD follow up)

Step 3: Track

how campaign results and spend reach enterprise- and ecosystem-level audiences, while optimizing

Missing icons and text, adjust colors

UNDERSTAND THE “WHAT” AND “WHY,” WHICH DRIVES “HOW”



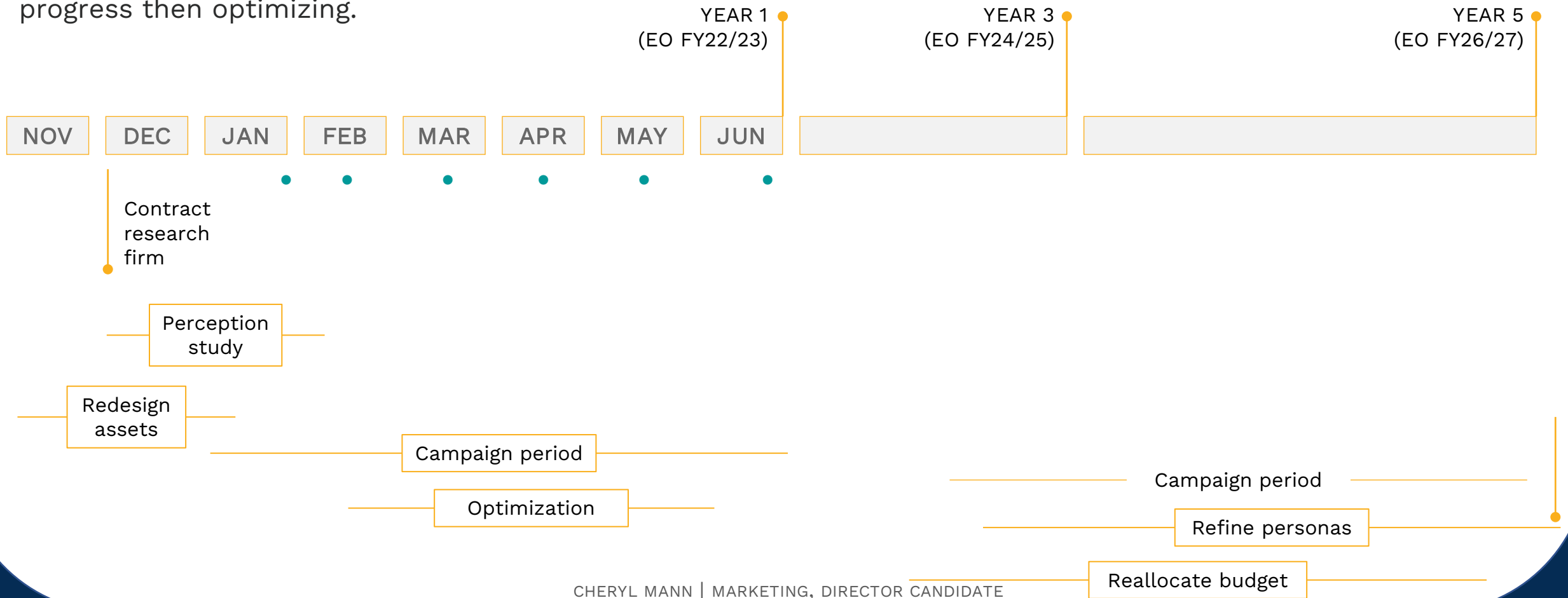
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KNOW THE TIMELINE. ADJUST ACCORDINGLY.

Perception study findings should inform persona development and audience-specific messaging. A campaign affords opportunities to test, learn, and refine; while tracking progress then optimizing.

LEGEND

- Campaign results analysis
- ✓ Track website visits, email activity



STAND UP THE MARKETING DEPARTMENT

- Known Variables
 - = Team of two
 - = Annual Budget: \$200,000
- Presumption(s)
 - = Next Street's "organizational strategy" is **INSERT HERE**, with these core tenets top-of-mind:
 1. **INSERT HERE**
 2. **INSERT HERE**
 3. **INSERT HERE**
 - = Marketing Department's Top three goals
 1. **INSERT HERE**
 2. **INSERT HERE**
 3. **INSERT HERE**
- Recommendation(s)
 - = **DESCRIBE DEPARTMENT'S OVERALL STRATEGY TO COMPLEMENT THE COMPANY'S ORGANIZATIONAL STRATEGY?**
 1. Base the overall strategy on growth marketing methodologies
 2. Use Growth Marketing strategies comprise the methodology the Marketing Department would employ to help Next Street reach the 20% increase in revenue goal
 - = Employ a "divide and conquer" approach to the workload for the Marketing Department
 - = **Are the streams a mix of contractual/subscription engagements and one-offs? THEY ARE A MIX**

DEVISE AN EXTERNAL CAMPAIGN. THEN, EXECUTE.

- Known Variables
 - = Many marketing functions previously handled by a PR & Communications firm
 - = “Customers are segmented as audiences: government, corporate, investors with divisions in each of those”
- Presumption(s)
 - = PR & Communications firm will remain contracted by Next Street for a minimum 6-month period
 - = Contribution by Audience toward the 20% increase in revenue target
 1. Government 45%
 2. Corporate 55%
 - Assumed to be highest margin
 3. Investors 15%
 - = Centers providing direct services are expense channels where funding is “a wash” because funding (aka revenue) for Centers is covered by grants
- Recommendation(s)
 - = HOW WOULD BEGIN TO IDENTIFY, SCOPE, AND EXECUTE A STRATEGY FOR EXTERNAL CAMPAIGNS?
 - = BRAND POSITIONING IS...
 - = BRAND STRATEGY IS...
 - = HOW/WHERE WOULD I POSITION NEXT STREET?
 - = HOW WOULD I SPEAK ON BEHALF OF THE ORGANIZATION?

PRESUMPTIONS FOR 60-DAY ONBOARDING PERIOD

???

- Interviewed internal Next Street stakeholders (e.g., leadership, Marketing Department ‘clients’) and identified
 - = How each expects to contribute to the company-wide goal: 20% increase in revenue in the next fiscal year (FY)
 - = Their top 3-5 needs
 - = Their top 3-5 pain points as well as effective tactics
 - = Their expectations of how Marketing Department can be supportive in what they’re looking to accomplish
 - = The upcoming major milestones
- Audited marketing initiatives and efforts for the last twelve months
 - = Collateral and Brand/Corporate Identity
 1. # of pieces and how used
 2. Look-and-feel, creative design of pieces
 3. Ensuring consistency across pieces as well as with the website, outbound email, and any other public-facing channels
 - = email, and any other public-facing channels
 - = Website
 1. Structure and hierarchy
- Audited CONT’D
 1. How communicates Next Street’s general value proposition (GVP)
 2. How captures data
 - = Email Marketing capabilities
 1. Platform used
 2. Templates created, deployed
- Interviewed other Marketing Department team member and PR & Communications firm
 - = Considered team member’s marketing skills, expectations for their role, what have been told are role-specific goals
 - = Received a ‘data dump’ from the PR & Communications firm
- Analyze existing data
 - = From previous campaigns
 1. Email
 2. Advertising – print, display
 - = Within Salesforce
 1. Opportunities
 2. Leads
 3. Conversions (as defined by Next Street leadership)
 - = Provided by internal Next Street stakeholders

DEPLOYMENT OF MESSAGING ACROSS CHANNELS

- Description of 1-3 User Journeys based “always on marketing”
- Integration of growth marketing tactics – audience specific

CONFIRMED BRAND AND SHORED UP ASSETS

POSITIONING NEXT STREET ASSETS

- Known Variable
 - = Many marketing functions previously handled by a PR & Communications firm
- Presumption(s)
 - = PR & Communications firm will remain contracted by Next Street for a minimum 6-month period
 - = Target audiences for the external campaigns
- Recommendation(s)
 - = HOW WOULD POSITION EXISTING MARKETING AND BRAND ASSETS EXTERNALLY
 - = HOW WOULD DECIDE WHICH ASSETS ARE NO LONGER VIABLE
 - = HOW WOULD EXISTING ASSETS NEED TO BE REIMAGINED (IF NOT DEEMED TO BE TRASHED)

FIND THE STORY IN THE NUMBERS

- Starter budget
- How allocated then optimized

- Campaign Results
 - = Contribution to 20% revenue increase goal
 - = Engagement by channel
 - = Leads generated
 - = Closed 'sales'
 - = Website traffic
 - = Advertising
 1. Paid
 2. Socials
 - = Month-over-Month performance

Additional considerations? Questions? Let's chop it up!