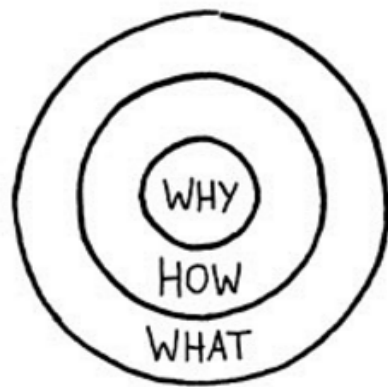


## The Golden Circle



© 2013 Simon Sinek, Inc.

### What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

### How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

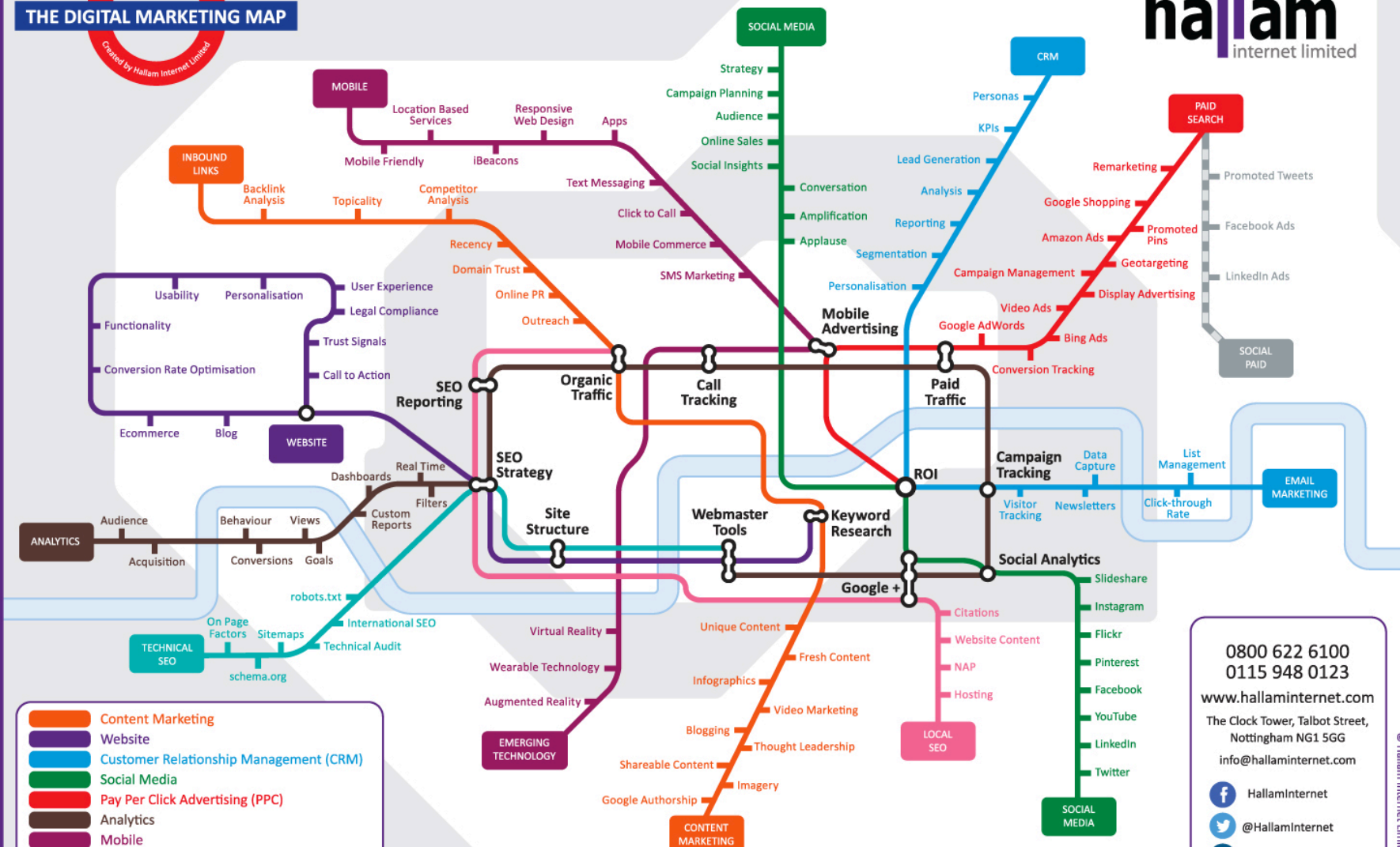
### Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

Watch the TED Talk

# THE DIGITAL MARKETING MAP

Created by Hallam Internet Limited



- Content Marketing
- Website
- Customer Relationship Management (CRM)
- Social Media
- Pay Per Click Advertising (PPC)
- Analytics
- Mobile
- Search Engine Optimisation (SEO)

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The Clock Tower, Talbot Street,  
Nottingham NG1 5GG  
info@hallaminternet.com





# chiefmartec.com Marketing Technology Landscape

## MARKETING EXPERIENCES

### Email Marketing

MailChimp, Constant Contact, LiveIntent, Campaigner, STRONGVIEW, Bronito, dotMailer, SMART FOCUS, Zeta, Stream, ReturnPath, JangoMail, Pure360, Email-aid, acxiom, Campaign Monitor, LeadSpnd, epslon, Experian, bluhornet, CaumSea, rapidmail, Mevible, Customer.io

### Mobile Marketing

airpush, mobility, Tapjoy, vibes, SponsorPay, Snap, Pad, hipcricket, delphic, ment, lead, dot, Mobi, tapad, URBAN REVOB, LeadBot, Mojiva, MARCHEX, FLURRY, tolano, mobileStorm, veiti, Trumbla, PlaceIQ, innomobi, OpenMarket, ePrize, kahuna, waterfall, mobile, VERVE

### Search & Social Ads

AdProof, KENSHOO, ACDHEMY, Marin, acquisio, matchcraft, brandnetworks, Adaptly, TRIGGIT, ADSPERT, nanigans, InsideVault, SearchForce, FINCH, sidecar, MAGNEtic, SHIFT

### Display Advertising

doubleclick, DataXu, bizo, sitesout, BRANDSCREEN, neustar, TRUSIGNAL, OPENX, FLITE, Admant, rocketfuel, kwanzoo, bluecava, OPTIMINE, Simplifi, Chango, Taykey, Adobe

### Video Ads & Marketing

OOYALA, vimeo, brightcove, eyeview, Jivox, BrightRoll, WISTIA, onescreen, pixability, vidyard, vidcaster, spot, change, Optimatic, studio, SundaySky, YuMe, Kaltura, vidmeasures, videology, mixpo, viddler

## Creative & Design

SPONGECCELL, Adobe, Fluid, persado, adacado, balsamico, affinnova, STEELHOUSE, OXURE, Mockflow

## Communities & Reviews

jiva, gigya, NING, livefyre, bazaarvoice, DISQUS, engage, satisfaction

## Social Media Marketing

SOCIALFLOW, sprinklr, brandwatch, AITENITY, Engagor, Visible, WILDFIRE, hootsuite, viralheat, shoutlet, awareness, sprout, social, Argyle, BASE, EXPION, moxie, ListenLogic, Lithium, UNIFIED, inffegy, CAMPALYST, UBERVU, conversocial, BuzzBundle, meltwater, Analytica

## Events & Webinars

CITRIX, ON24, INXPO, xertevent, FUZE BOX, InfoNeedle, InterCall, tmi, MeetingBuilder, saba, connex, LENOS, WebinarsOnAir, EventKloud, ReadyTalk

## Calls & Call Centers

keymetric, ifbyphone, liveops, twilio, Five9, INVOCAL, CallRail, Callmodo, CallFire, response, eGain, CALLSOURCE, tap, mongoose, metrics, calltracking

## Customer Experience/VOc

KANA, MEDALLIA, customerville, VERINT, perceptions, FORESEE, CLARABRIDGE, Genesys, Mindshare, gainsight, enkata, RESPONSETEK, Kamyple, SATMETRIX, Qualaroo, ALLEGIANCE, USERVOICE

## Loyalty & Gamification

Badgeville, CROWDTWIST, TIBCO, SOCIALTWIST, venmt, NextBee, REWARDSTREAM, Actionable, AUMBALL

## Personalization

insightera, evergage, Baynote, RapLeaf, DEMANDBASE, monetate, MONOLOOP, enecto, MYBUYU, APPTUS, SAILTHRU, PERSONYZE, CERTONA, PREDICTIVE EDGE, Magiq

## Testing & Optimization

webtrends, maxymiser, Google, Wingify, SITESPECT, Optimizely, APT, accenture

## Events & Webinars

Adobe, Lander, GROWTHGIANT, SYNERGENCE, Vertster, zen, convert, Marketizator, GlobalMaxer, IMPREGO, LeadPages

## Marketing Apps

wishpond, on, wizehive, SnapApp, offerpop, hontest, woobox, votigo, CONTESTFACTORY, WUFOO, SocialAppsHQ, Rafflecopter, SURVEYMONKEY, PollDaddy, SHORT SURVS, Strutta, conduit, NORTH SOCIAL, FluidSurveys, snap, surveygizmo

## SEO

BRIGHT EDGE, altruiK, SYCARA, lotusjungle, RANKABOVE, conductor, Wordtracker, AuthorityLabs, gShift, rio seo, Raven, seoClarity, colibri, UpCity, bloomreach, web ceo, traffictrivis, CAPHYON, yoast, ANALYTICS, SERPICO, MOZ, SEOlytics, searchmetrics, Linkdex, GinzaMetrics

## Content Marketing

visual.ly, kapost, curata, cadence, Zerys, springcm, DIVVY, Percolate, Skyword, COMPENDIUM, Contently, CMM, GatherContent, Zemanta, MARKETING.AI, collective bias, PAPERSHARE, Kontera, outbrain, NewsCred, atomic reach, RebelMouse, oeroo, Scoop, CrowdSource, Intweet, publishthis, cloudwords, Cooperativity, LOOKBOOK, trapit, Oberflip, vorarka, magnify, Storify, Scripted, triberr

## Sales Enablement

elastic, postwire, Bloomfire, innovation, Quidian, Yesware, scopus, SKURA, MindMatrix, clearslide, Knowledgefree, shoupad, WilbyParrat, Allnear, pipedrive, SAVO, Primary Intelligence, Velocity, Upsync, contactually, pipeliner, TappCtrl

## Marketing Data

epsilon, axiom, NETPROSPER, ALLANT, InsideView, D&B, SalesOff, leadspace, Infogroup, informatica, OneSource, LEADS Explorer, DATA LINE, datalogix, factual, LiveRamp, AccuData, Gnip, VisualDNA, salesforce.com, Firebase, IRI, Lead411, spoke, DATASIFT, STRACIRON

## Channel/Local Mktg

Teehouse, sorbus, PTCA9, Zift, solutions, GorillaTrends, distribution, Channeltivity, brandmuscle, EggZack, MarketingAdvocate, nitromojo, Bahiiho

## Marketing Resource Mgmt

infor, MarcomCentral, saepic, mti, northplains, BrandMaker, Allocadia, DIRECTIONIS, ConceptShare, marketing, Elateral, Togicmd, Meta, COE, PAPIRFLY, idnowate, Cordeo, SyncForce, MarketingPilot, BlackLink

## Digital Asset Mgmt

WIDEN, EMC, CELUM, BYNDER, Adgistics, MOSAIC, ADAM, Cognizant, mediavalet, WebDAM, DigiEyeZ, AssetBank, WebDAM, Media BEACON, brandworkz, Canio, fatware, Utrackwell, ThriveLight

## Agile & Project Mgmt

liquid, PivotalTracker, 37signals, clarizen, ATlassian, task, Wrike, sprintly, Trello, asana, Leankit, VERSIONONE, KanbanFlow, HOMEBASE, Flow, kanbanery, telerik, smartsheet, gantter, mindjet, Scrumbase

## MARKETING OPERATIONS

### Marketing Analytics

BECKON, collective, adometry, visual, nielsen, MarketShare, Angoss, Anametric, marketing, QED, Spot.tv, ACE, biscience, MOAT, measureful

### Dashboards

Dundas, chartio, Logi, R.JMETRICS, Dashboards, sweetspot, GECKBOARD, LEFTRONIC

### Web & Mobile Analytics

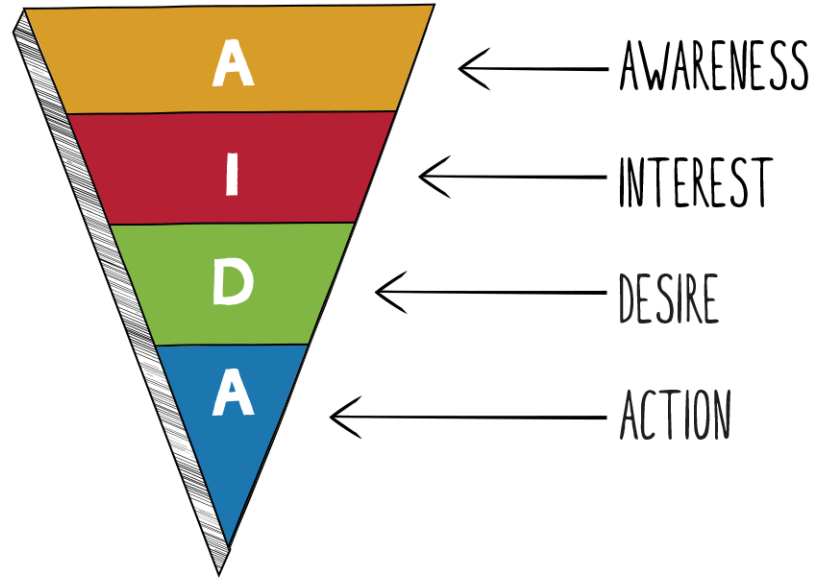
Google, CLIC, TALE, Adobe, KISSmetrics, crazyegg, webtrends, IBM, compete, Chartbeat, ServiceTick, EVIDON, spring, MOZ, mixpanel, mouseflow, Kontagent, Localytics, bitly, Clickdensity, seevaluation, G Squared, celebrus

### Business Intelligence

pentaho, alteryx, ORACLE, Information Builders, QlikView, SAP, IBM, MicroStrategy, jedox, PROGNOS, BITAM, ACTUATE, sas, Predixion, TARGIT, TIBCO, entrinsik, Microsoft, PANORAMA, spagobi, REVOLUTION, THINKMAP, JASPERSOFT, boari, Entalysis, Yellowfin

# AIDA?

## THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

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# THE PATH TO RAVING FANS – LOYALTY LADDER

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**Raving Fan** – Sells for you

**Advocate** – Tells others about you

**Member** – Feels belonging

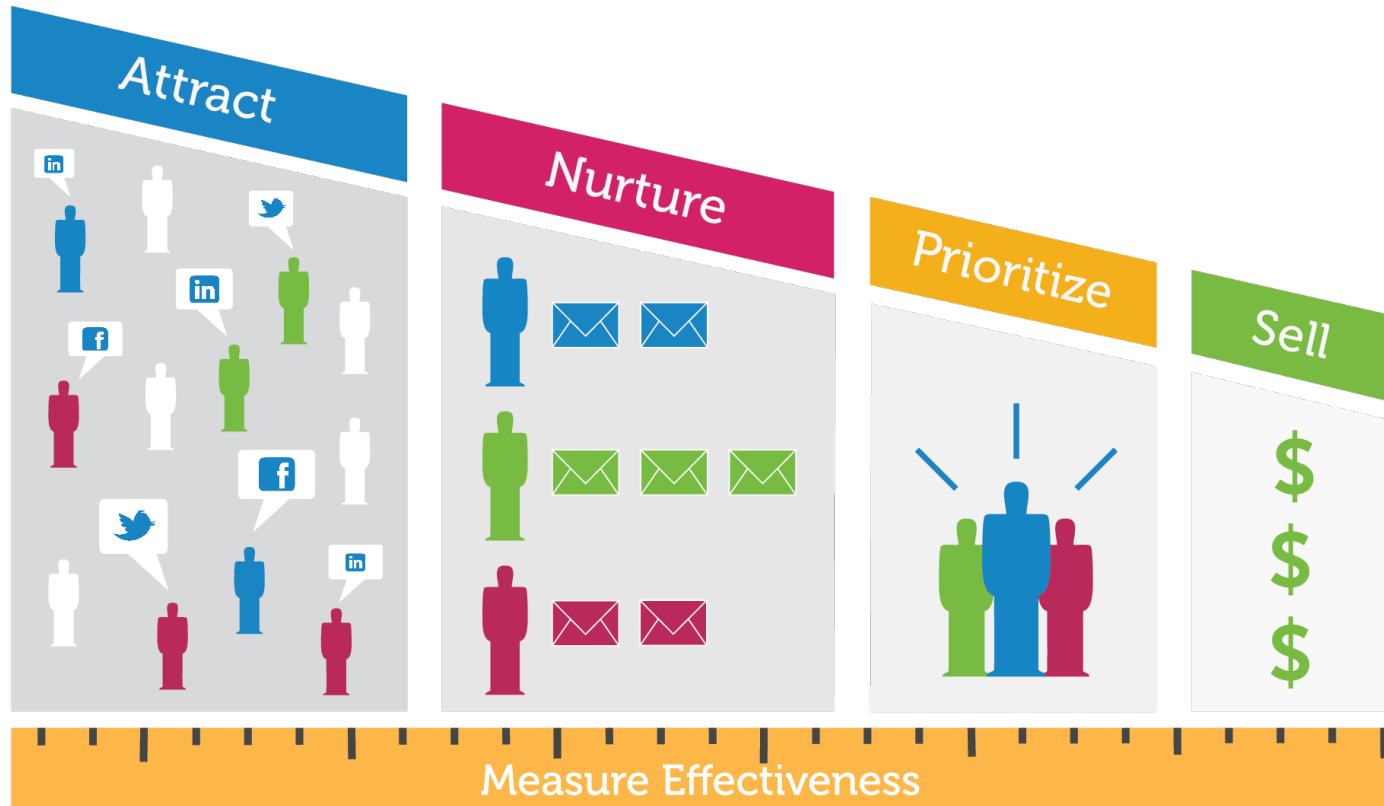
**Customer** – Bought again

**Shopper** – Bought once

**Prospect** – Supplied details

**Suspect** – Fits your market

# AUTOMATION & FUNNELS



# KNOW WHAT THEY ARE DOING



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 20% MALE  
♀ 80% FEMALE

**70**  
MILLION  
USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

**9,100** TWEETS HAPPEN EVERY SECOND

**289**  
MILLION  
ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

**1.31** BILLION MONTHLY ACTIVE MOBILE USERS

MOBILE AD REVENUE MAKES UP **76%** OF ALL AD REVENUE (\$2.9 BILLION IN Q2 OF 2015)

USERS SHARE **1 MILLION** LINKS EVERY 20 MINUTES

**f**  
**1.5**  
BILLION  
MONTHLY  
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS** AND POSTING **PICTURES**

CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

**300**  
MILLION  
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

**HANGOUTS AND PHOTOS** HAVE BEEN SEPARATED FROM GOOGLE+ BUT POSTS WILL REMAIN AS "STREAMS"

**g+** **300**  
MILLION  
ACTIVE USERS



LINKEDIN

**BUSINESS ORIENTED**  
SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**

**79%** OF USERS ARE **35** OR OLDER

**in** **380**  
MILLION  
USERS WORLDWIDE

What is

**Marketing?**



What is Marketing?

**Communicat  
Educate**

Y.O.U

**WHY . OH . YOU**

7 Steps to Crush it

**A B C D E F G**

A is for

**Audience**

B is for

**Business Goals**

C is for

**Content**

D is for

**Dominate**

E is for

**Engage**



F is for

**Follow Up**

G is for

**Growth**

Click Click Click

**Word of Mouse...**

# USER PERSONA

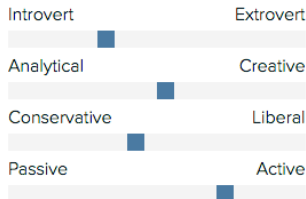
## Full Name



"A quotation that captures this person's personality."

Age: 1-100  
Work: Job title  
Family: Married, kids, etc.  
Location: City, state  
Character: Type

### Personality



Trait Trait Trait Trait

### Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

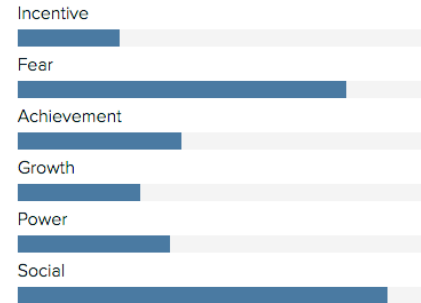
### Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

### Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

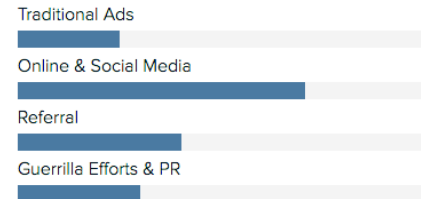
### Motivations



### Brands



### Preferred Channels












# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Distribution and economy Reduction of fixed asset uncertainty Acquisition of particular resources and activities</p> <p><b>CHARACTERISTICS</b> Production Product/Service Platform/Network</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>CHARACTERISTICS</b> Production Product/Service Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS</b> Innovative Performance Customizable "Turning the Job Done" Design Brand/status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our Business Model? How costly are they?</p> <p><b>EXAMPLES</b> Personal assistance Qualified Personal assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p><b>EXAMPLES</b> Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>																								
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand/patents, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>CHANNEL PRICES</b></p> <ol style="list-style-type: none"> <li>Awareness How do we raise awareness about our company's products and services?</li> <li>Evaluation How do we help customers evaluate our organization's Value Proposition?</li> <li>Purchase How do we allow customers to purchase specific products and services?</li> <li>Delivery How do we deliver a Value Proposition to customers?</li> <li>Aftersales How do we provide post-purchase customer support?</li> </ol>																									
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL</b> Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>SCALE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable Costs Economies of scale Economies of scope</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <table border="0"> <tr> <td><b>TYPES</b></td> <td><b>FIXED PRICING</b></td> <td><b>DYNAMIC PRICING</b></td> </tr> <tr> <td>Asset sale</td> <td>Cost-plus</td> <td>Regulation (bargaining)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Risk Management</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment dependent</td> <td>Real-time Market</td> </tr> <tr> <td>Licensing/Leasing</td> <td>dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Franchise Fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			<b>TYPES</b>	<b>FIXED PRICING</b>	<b>DYNAMIC PRICING</b>	Asset sale	Cost-plus	Regulation (bargaining)	Usage fee	Product feature dependent	Risk Management	Subscription Fees	Customer segment dependent	Real-time Market	Licensing/Leasing	dependent		Licensing	Volume dependent		Franchise Fees			Advertising		
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Advertising																												



DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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# PROJECT

THE ONE PAGE BRANDSCRIPT



I've learned that people **will forget** what you said, people **will forget** what you did, but people will **never forget** how you made them feel.

Maya Angelou

**PROMOTE THE  
EXPERIENCE**

**NOT THE PRODUCT - aka - apple**



**Q & A**