Business Bollox®

HELP TO GROW
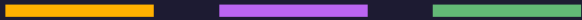MANAGEMENT ALUMNI

Marketing Matters:
Moving on from
Modules 4, 5 & 6

Emma Easton
The Chief Bolloxologist®

Agenda

- **Introduction**

- **Understanding your Target Audience**

- **THE THINK MATRIX**

- **Building your Unique Value Proposition**

- **Bringing them together**

BUSINESS STRATEGY

GO TO MARKET
STRATEGY CREATION

SME MARKETING

MARKETING MENTORING

SME ACCOUNTABILITY

FACILITATION

PUBLIC SPEAKING
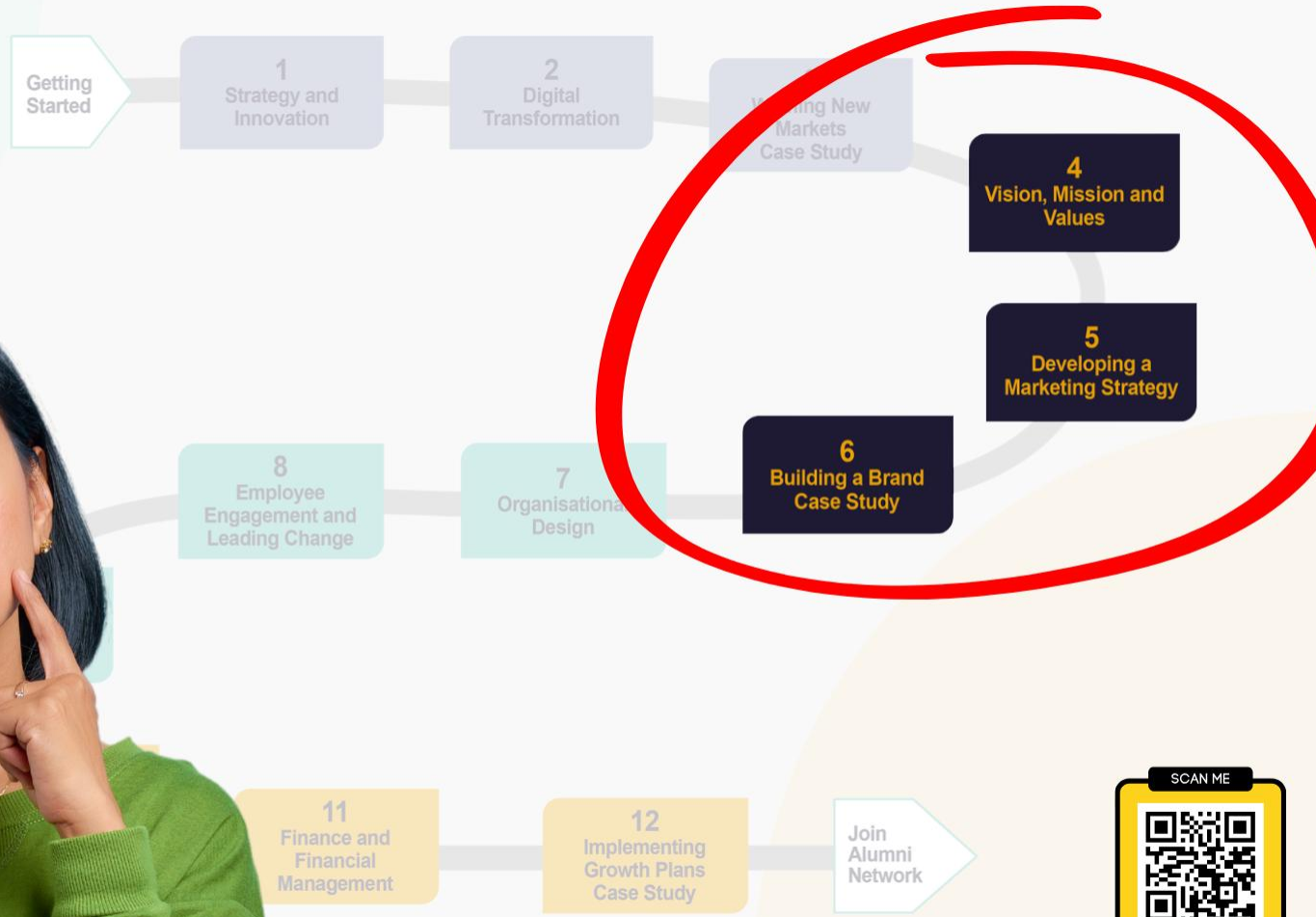
LECTURING / TEACHING

DEVELOPING A NEW
MARKETING MODEL

HELP TO GROW.
MANAGEMENT COURSE

Your Journey Through the Program

Getting Started

1 Strategy and Innovation

2 Digital Transformation

3 Winning New Markets Case Study

4 Vision, Mission and Values

5 Developing a Marketing Strategy

6 Building a Brand Case Study

7 Organisational Design

8 Employee Engagement and Leading Change

11 Finance and Financial Management

12 Implementing Growth Plans Case Study

Join Alumni Network

SCAN ME

STEP

1
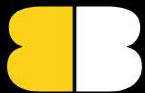
46% 5%

54%

Understanding Your Target Audience
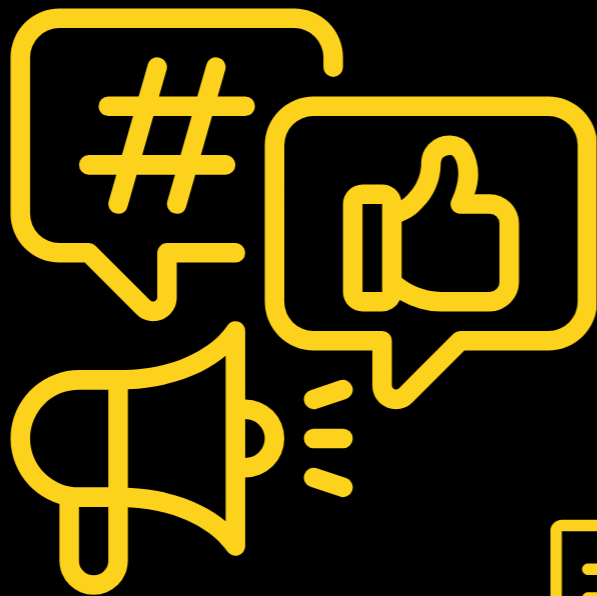
STEP
1

THINK

THINK
before
THINGS

TEMPTED TEMPTED TEMPTED TEMPTED
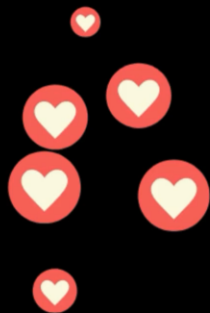
THINK *Meh*

75%

MARKETERS DON'T KNOW THIS

STEP
1

GROUP (segmentation)

CHOOSE (targeting)

ENGAGE (positioning)

Before STP

£1K pm on LinkedIn Ads
£1.5K pm on FB Ads

~30 leads pm
~1 sale pm

-**58% ROI**

After STP

£500 pm on LinkedIn Ads

~90 leads pm
~9 sales pm

445% ROI

THE
THINK
MATRIX

(meaningful x actionable grid)

	Online shoppers	Both	In-store shoppers

Premium

Online shoppers

TOP END ONLINE

XXX,000 households

£ XXX m value

Both

ANYTHING

XXX,000 households

£ XXX m value

In-store shoppers

SHOW-OFF SHOPPERS

XXX,000 households

£ XXX m value

Organic

ONLINE REGS

XXX,000 households

£ XXX m value

INSTORE ORGANICS

XXX,000 households

£ XXX m value

BUYER ORGANICS

XXX,000 households

£ XXX m value

Regular

TRADITIONAL SHOPPERS

XXX,000 households

£ XXX m value

GROUP (segmentation)

Divide up the market into groups with shared characteristics

Business Bollox®

TYPE (Just write, we'll filter in the next columns)	HEROES /10	IDENTIFY /10	NUMBERS /100

TYPES
HEROES
IDENTIFY
NUMBERS
KNOW

TYPES

HEROES

IDENTIFY

NUMBERS

NUMBERS

30
seconds

NOW YOU KNOW!

TYPE (Just write, we'll filter in the next columns)	HERO /10	IDENTIFY /10	NUMBERS /100
Home location	10	9	90
Life stage	10	8	80
Work location	9	8	72
Age	8	8	64
Diet	7	9	63
Pets	9	6	54
Household income	6	8	48
Preferred mode of transport	6	6	36
Age of kids at home	7	5	35
Digital awareness	4	4	16

TYPE (Just write, we'll filter in the next columns)	HERO /10	IDENTIFY /10	NUMBERS /100
Home location	10	9	90
Life stage	10	8	80
Work location	9	8	72
Age	8	8	64
Diet	7	9	63
Pets	9	6	54
Household income	6	8	48
Preferred mode of transport	6	6	36
Age of kids at home	7	5	35
Digital awareness	4	4	16

Student

Young family

Retired

TYPE (Just write, we'll filter in the next columns)	HERO /10	IDENTIFY /10	NUMBERS /100
Home location	10	9	90
Life stage	10	8	80
Work location	9	8	72
Age	8	8	64
Diet	7	9	63
Pets	9	6	54
Household income	6	8	48
Preferred mode of transport	6	6	36
Age of kids at home	7	5	35
Digital awareness	4	4	16

CHOOSE (targeting)

Choose the most profitable / strategic / meaningful target group

	Online shoppers	Both	In-store shoppers

Premium

TOP END ONLINE

XXX,000 households

£ XXX m value

SHOW-OFF SHOPPERS

XXX,000 households

£ XXX m value

Organic

ANYTHING

XXX,000 households

£ XXX m value

INSTORE ORGANICS

XXX,000 households

£ XXX m value

BUYER ORGANICS

XXX,000 households

£ XXX m value

Regular

ONLINE REGS

XXX,000 households

£ XXX m value

TRADITIONAL SHOPPERS

XXX,000 households

£ XXX m value

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Libraries, acorn.caci.co.uk, trade bodies...

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value** 1		**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic		**ANYTHING** XXX,000 households £ XXX m value	**INSTORE ORGANICS** XXX,000 households £ XXX m value — **BUYER ORGANICS** XXX,000 households £ XXX m value 2
Regular	**ONLINE REGS** XXX,000 households £ XXX m value		**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

Profitable Targetable Trackable

Brand aligns

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value**	**ANYTHING** XXX,000 households £ XXX m value	**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic			**INSTORE ORGANICS** XXX,000 households £ XXX m value · **BUYER ORGANICS** XXX,000 households £ XXX m value
Regular	**ONLINE REGS** XXX,000 households £ XXX m value		**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

Customer profiles

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value**		**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic	**ONLINE REGS** XXX,000 households £ XXX m value	**ANYTHING** XXX,000 households £ XXX m value	**INSTORE ORGANICS** XXX,000 households £ XXX m value / **BUYER ORGANICS** XXX,000 households £ XXX m value
Regular			**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

ENGAGE (positioning)

Position your product/service in a way that engages your target

- SEO themes
- Social posts
- Email subject lines
- Content types
- Engaging stories
- Visual / audio style
- etc etc etc

PERSONALISATION

GROUP (segmentation)

Divide up the market into groups with shared characteristics

CHOOSE (targeting)

Choose the most profitable / strategic / meaningful target group

ENGAGE (positioning)

Position your product/service in a way that engages your target
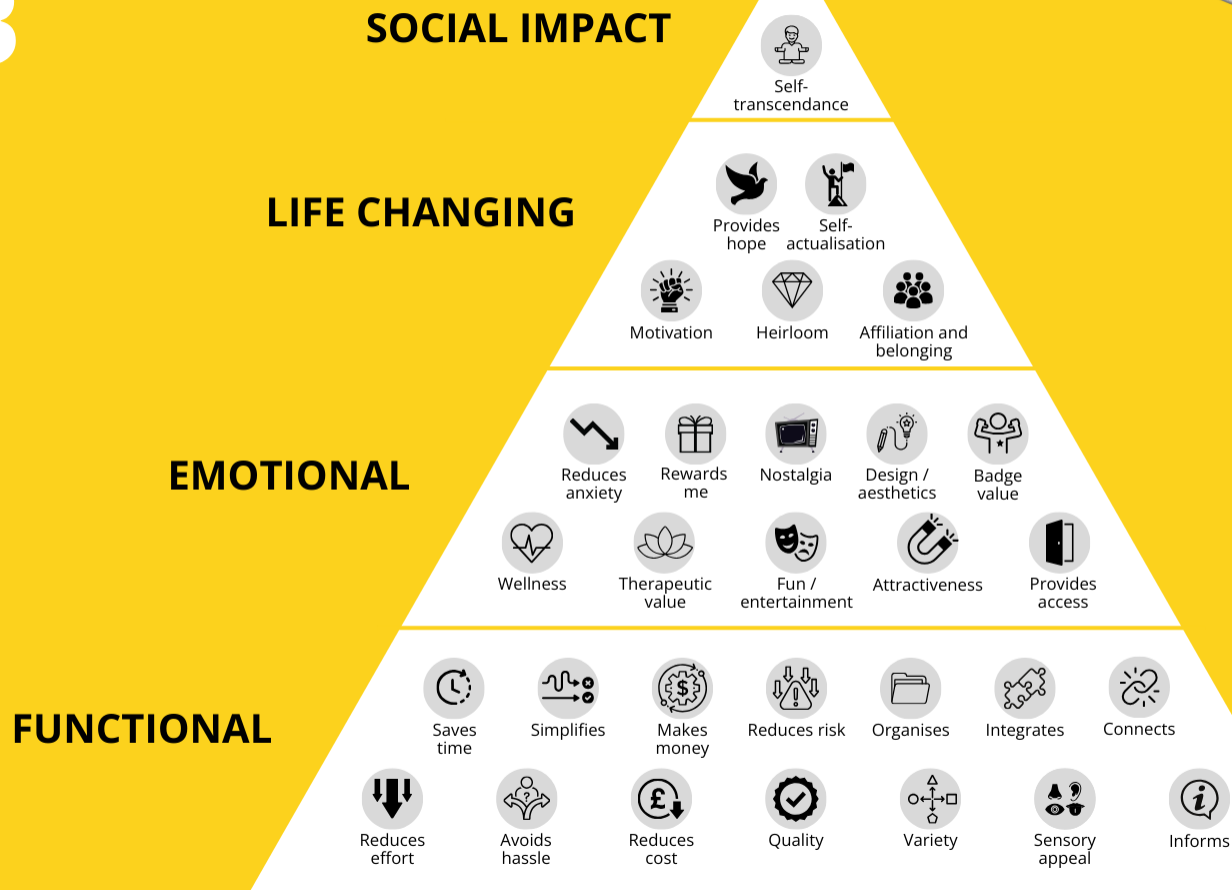
STEP

1

THINK
before
THINGS

Building your unique value proposition (UVP)

Unique value proposition (UVP)

A clear, concise statement that explains the specific benefits of a product or service, highlighting how it solves customers' problems and differentiates itself from competitors

Bain Value Pyramid

WE DO [THIS]
FOR [THIS AUDIENCE]
AND UNLIKE [THE ALTERNATIVE/COMPETITION]
WE [DO THIS UNIQUE THING]

WE HELP [THIS AUDIENCE]
TO [OUTCOME]
USING [OUR WAY OF DOING THINGS]
WITHOUT [TYPICAL THING AUDIENCE HATES]
IN [TYPICAL TIMESCALE]

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WE DO [THIS]
FOR [THIS AUDIENCE]
AND UNLIKE [THE ALTERNATIVE/COMPETITION]
WE [DO THIS UNIQUE THING]

WE HELP [THIS AUDIENCE]
TO [OUTCOME]
USING [OUR WAY OF DOING THINGS]
WITHOUT [TYPICAL THING AUDIENCE HATES]
IN [TYPICAL TIMESCALE]

THINK:
GROUP / SEGMENT
PAIN POINTS
THEIR ALTERNATIVES
WHAT THEY'RE AFTER

WE HELP B2B SME LEADERS

GET BETTER RESULTS FROM (UNBOLLOX) THEIR MARKETING

STOPPING WASTED TIME AND MONEY
ON INEFFECTIVE CAMPAIGNS

BY REALLY UNDERSTANDING THE MARKET FIRST,
TO GET CLARITY ON WHO, WHERE AND HOW TO TARGET

INDIVIDUAL / PAIRS
Work on a UVP for your business

You've done some work on this while working on your GAP, so using one of these simple frameworks, might help you get to your UVP!

Remember, *unique* can be your way of doing things, or your approach, your customer care, a patented algorithm, a methodology, etc...

WE DO [THIS], **FOR** [THIS AUDIENCE] **AND UNLIKE** [THE ALTERNATIVE/COMPETITION] **WE** [DO THIS UNIQUE THING]

WE HELP [THIS AUDIENCE] **TO** [OUTCOME] **USING** [OUR WAY OF DOING THINGS] **WITHOUT** [TYPICAL THING AUDIENCE HATES] **IN** [TYPICAL TIMESCALE]

5

WE DO [THIS]
FOR [THIS AUDIENCE]
AND UNLIKE [THE ALTERNATIVE/COMPETITION]
WE [DO THIS UNIQUE THING]

WE HELP [THIS AUDIENCE]
TO [OUTCOME]
USING [OUR WAY OF DOING THINGS]
WITHOUT [TYPICAL THING AUDIENCE HATES]
IN [TYPICAL TIMESCALE]

Chris James - Content 2 Clients

Bringing your
THINK MATRIX
& UVP together

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value**	**ANYTHING** XXX,000 households £ XXX m value	**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic			**INSTORE ORGANICS** XXX,000 households £ XXX m value — **BUYER ORGANICS** XXX,000 households £ XXX m value
Regular	**ONLINE REGS** XXX,000 households £ XXX m value		**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value**	**ANYTHING** XXX,000 households £ XXX m value	**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic	**ONLINE REGS** XXX,000 households £ XXX m value		**INSTORE ORGANICS** XXX,000 households £ XXX m value **BUYER ORGANICS** XXX,000 households £ XXX m value
Regular			**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

In-store shoppers

Independents
Large chains
Pop-up shops
Dog Shows
etc

	Online shoppers	Both	In-store shoppers
Premium	**TOP END ONLINE** **XXX,000 households** **£ XXX m value**	**ANYTHING** XXX,000 households £ XXX m value	**SHOW-OFF SHOPPERS** XXX,000 households £ XXX m value
Organic			INSTORE ORGANICS XXX,000 households £ XXX m value BUYER ORGANICS XXX,000 households £ XXX m value
Regular	**ONLINE REGS** XXX,000 households £ XXX m value		**TRADITIONAL SHOPPERS** XXX,000 households £ XXX m value

In-store shoppers

Independents
Large chains
Pop-up shops
Dog Shows
etc

And what about...
Partners
Referrers
Collaborators
etc

In-store shoppers

Independents
Large chains
Pop-up shops
Dog Shows
etc

And what about...
Partners
Referrers
Collaborators
etc

WE DO [THIS]

FOR [THIS AUDIENCE]

AND UNLIKE [THE ALTERNATIVE/ COMPETITION]

WE [DO THIS UNIQUE THING]

And that means...
[make relevant for that market group/ partner/ etc]

Wrap Up

HELP TO GROW.
MANAGEMENT ALUMNI

NATIONAL CONFERENCE

#helptogrow

STRATEGY AND BUSINESS SUCCESS
ROOM 1

- STRATEGY BEST PRACTICE
- FORCES THAT SHAPE STRATEGIC DIRECTION

SALES MADE EASY
ROOM 2

- BUILD AN OPTIMAL PIPELINE
- LEAD GENERATION TOOLS
- NURTURING RELATIONSHIPS

EMPLOYEE ENGAGEMENT
ROOM 3

- CULTIVATE MOTIVATION AND PRODUCTIVITY
- BUILD PURPOSE AND TRUST

FUNDED BY

HM Government

DELIVERED BY

SMALL BUSINESS CHARTER