

JWI 518 Assignment 2: Campaign Slide Deck - Tutorial

Slide #: Title	Topic Description
1: Cover Slide	<p>Include your Company name, Campaign name, and the Product / Service name.</p> <p>You are assuming the role of the Marketing Director, creating this presentation for your CMO, your Professor.</p> <p>Include your submission date.</p>
2: Product / Service and Features	<p>A good product or service description provides consumers with information on product features, problems it solves, and the benefits it provides to the customer. Some students find it hard to determine the difference between features and benefits. Features are defined as factual statements about your product, such as what it can do, its dimensions, specifications, etc. Benefits show the end result of what a product can actually accomplish for the customer (what's in it for the customer?). Here are some examples (Source: <i>Printwand.com</i>).</p> <ul style="list-style-type: none"> • The gas mileage on a car is a feature; the amount of money you can save on gas is a benefit. • Having pockets on the front of a sweater is a feature; having a place for your keys and keeping your hands warm in the winter are both benefits. • Home delivery is a feature; not having to interrupt your schedule to go to the store is a benefit. <p>Note: Be sure to add a graphic for your Company's Logo.</p> <p><i>RESOURCES:</i></p> <p>https://www.bigcommerce.com/blog/perfect-product-description-formula/</p> <p>https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell</p> <p>https://www.printwand.com/blog/benefits-vs-features-the-crucial-key-to-selling-your-product</p> <p>https://www.creativeblog.com/features/best-logos</p>
3: Marketing Goals	<p>Your Marketing goals should support your overall business goals. For this assignment, marketing goals represent what you want this specific marketing campaign to accomplish.</p> <p>Think of it like planning a trip. You need to select a destination first, otherwise you won't know how to get there or when you have arrived. Once you know where you want to go (your goal), you can map out how you want to get there (your campaign elements). Do you want to take a car, train, bike, bus or airplane? Which route do you want to take? In this analogy, your destination is your campaign goal and the vehicles and routes are like your campaign elements.</p>

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	<p>Goals provide a clear understanding of what you want to accomplish and guide you as you build your campaign. With clear goals in place, you can then go about constructing your campaign proposal elements. As you build your campaign proposal, continually ask: "Will this element help me achieve my marketing goals?"</p> <p>Be sure to make your Marketing Goals SMART (Specific, Measurable, Attainable, Relevant & Recorded, and Time bound). You want to quantify them, so that they can easily be measured. By doing that, you will know if you were successful or not at attaining your goals. The goal is expressed like this:</p> <ul style="list-style-type: none"> • Doing (X) by (how much) by (when). <p><u>Examples:</u></p> <ul style="list-style-type: none"> • Attain 100 new influencers on Instagram in the first quarter. • Increase Facebook followers by 25% in the month of January. • Increase customer testimonials and advocacy by 10% in the first half of next year. <p><i>RESOURCES:</i></p> <p>https://www.impactbnd.com/blog/how-to-set-marketing-goals-based-on-business-goals</p> <p>https://www.dummies.com/business/marketing/6-goals-digital-marketing-campaign/</p> <p>https://corporatefinanceinstitute.com/resources/knowledge/other/smart-goal/</p> <p>https://www.atlassian.com/blog/productivity/how-to-write-smart-goals</p>
4: Target Audience, Differentiation, and Competition	<p>Target Audience: Your target audience segments are those prospects who have the highest tendency to buy your product. By clearly defining your target audience, you can enhance your messages to resonate with them.</p> <p>Differentiation: Jack Welch stated: "If you don't have a competitive advantage, don't compete." Differentiation is the way in which you demonstrate your competitive advantage. It shows how your product or service differs from similar offerings from your competitors.</p> <p>Understanding your Points of Differentiation (PoDs) is paramount. PoDs are those features that are relatively distinct from the offerings of similar competitors. PoDs make your brand unique and they define your competitive advantage.</p> <p>What special capabilities, awards, accolades, or expertise set you apart?</p> <ul style="list-style-type: none"> • Are you faster / cheaper / smarter / better? • Are you the most luxurious or the most exclusive? • Is your service better? Are you the most reliable? • Are you the most available in multiple distribution channels?

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	<p><u>Examples:</u></p> <ul style="list-style-type: none"> • All new cars come with warranties. This would be a Point of Parity (PoP), because all car manufacturers offer them. Hyundai made their warranty a Point of Differentiation (PoD) when they came out with the five-year warranty, far exceeding the industry standard 36-month limited warranty. • Target competes with Walmart and other big box stores on pricing, availability, ecommerce, etc. (PoP). In 2013, they differentiated themselves by collaborating with high-end fashion designers such as Missoni, Jason Wo, Tory, etc. This instantly made Target a hip place to shop. <p><u>RESOURCES:</u></p> <p>https://www.printwand.com/blog/zeroing-in-how-to-identify-your-target-audience</p> <p>https://blog.marketresearch.com/6-ways-to-differentiate-your-business-from-the-competition</p> <p>http://branduniq.com/2011/points-of-parity-versus-points-of-differentiation/</p> <p>https://www.segmentationstudyguide.com/understanding-perceptual-maps/points-of-difference-pod/</p> <p>https://www.forbes.com/sites/theyec/2015/03/21/4-ways-to-find-your-companys-point-of-differentiation/#5896a02f16c4</p>
<p>5: Customer Needs and Wants</p>	<p>Start your paragraphs with “Customers need...” and “Customers want...”.</p> <p>This is about understanding your customer’s needs and wants. Later we will establish how your product can fulfill those. Your product / service can’t be the ‘best solution’ if you don’t know what problems your audience has. Take the time to get to know your target audience and determine how your product or service can help them solve the problems they encounter.</p> <p>What is the difference between a need and a want? Needs represent necessities and wants represent desires. You can market to needs with rational appeals and to wants with emotional appeals.</p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> • You “need” transportation to get to work. You “want” to get there in style, so you purchased a luxury car. • You “need” to eat every day. You “want” to eat organic food to be healthier. • You “need” shelter. You “want” to live in a great school district so your kids can go to the best schools. • A hiring manager “needs” a qualified person to fill a job. They “want” a hard worker that fits in with the company culture with a degree from Harvard.

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	<p><i>RESOURCES:</i></p> <p>https://www.youtube.com/watch?v=e3jyBQ0xVYU</p> <p>https://yourbusiness.azcentral.com/need-vs-wants-marketing-20780.html</p>
6: Customer Values and Beliefs	<p>Begin this paragraph with “Customers value...”.</p> <p>Talk about the core values and beliefs of your <u>target audience</u> (not your company).</p> <p>Values are influenced by upbringing, religion, geographic region, ethnicity, etc. Values are what you hold dear and what you internally believe to be true. They are the filters through which you see the world. Godin talks about a customer’s worldview, which is informed by their values.</p> <p>Values define how customers will look at something. Underlying value systems play a driving role in what motivates customers to make a purchasing decision. Depending on the customers’ underlying values and beliefs, your campaign may resonate with them or completely turn them off.</p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> • The controversial Colin Kaepernick ad for Nike is a case in point. Depending on your beliefs and values, you either loved or hated the ad. The ad was immensely popular and critically acclaimed, winning the Emmy for Best Commercial. On the other hand, many people vowed to burn their Nikes and never buy the brand ever again. • Think about car buyers. Depending on your customers’ values, you will market your model to them differently. Do they value dependability, comfort, style or performance? Luxury car buyers value comfort and status symbols. Hybrid car buyers value reducing fossil fuel emissions and saving money. The story you tell for a Lexus and a Prius will be very different, because the customers have different values that are driving their purchase decisions. <p>Brand Connection to Values and Beliefs</p> <p>Once you understand your customers’ values, then you can relate your product/service to those values. Many consumers want to buy from companies with values aligned to their own. Millennials, in particular, seek companies who share their values. Many companies are becoming ‘purpose driven’. Unilever is an example of a brand that is purpose driven.</p> <p>“We believe the evidence is clear and compelling that brands with purpose grow. Purpose creates relevance for a brand, it drives talkability, builds penetration and reduces price elasticity. In fact, we believe this so strongly that we are prepared to</p>

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	<p>commit that in the future, every Unilever brand will be a brand with purpose.” Unilever CEO, Alan Jope (source: <i>Ethical Marketing News</i>)</p> <p>Brands must be authentic and not just espouse values; they must demonstrate them. Purpose driven marketing helps customers connect more deeply with the brand. The ultimate result is that the customer becomes an advocate for you.</p> <p>RESOURCES:</p> <p>https://courses.lumenlearning.com/alamo-sociology/chapter/values-and-beliefs/</p> <p>https://go.forrester.com/what-it-means/ep141-cxsf-corporate-values/</p> <p>https://scottjeffrey.com/core-values-list/</p> <p>https://blogs.spectrio.com/the-harvard-business-review-top-30-customer-values</p> <p>https://www.unilever.com/news/news-and-features/Feature-article/2019/brands-with-purpose-grow-and-here-is-the-proof.html</p> <p>https://business.tutsplus.com/tutorials/what-are-personal-values--cms-31561</p> <p>http://ethicalmarketingnews.com/unilevers-purpose-led-brands-outperform</p> <p>https://www.huffpost.com/entry/colin-kaepernick-donald-trump-nike-ad-creative-arts-emmy_n_5d7efe19e4b00d69059b023f</p> <p>https://www.washingtonpost.com/news/early-lead/wp/2018/09/13/colin-kaepernicks-nike-ad-campaign-gets-more-yeahs-than-nays-from-young-people/</p>
7: Marketing Messages and Story	<p>Messages:</p> <p>Messaging refers to how companies talk about their products/services and the value it provides to customers. Key messages serve as the cornerstone of your brand.</p> <p>What are the key messages you want to communicate about your brand? What are the key features you want to convey? What do you stand for? What value do you offer? What problems do you solve?</p> <p>Marketing Story:</p> <p>Stories help you convey your message to the consumer. They can help bring abstract concepts to life and humanize complex messages. You create a bridge between your brand and your customers and prospects by telling them a story that resonates with them. Creating a narrative around your brand connects you emotionally to your target audience. Stories can foster brand loyalty.</p>

Slide #: Title	Topic Description
	<p>Storytelling illustrates how your product/service helps customers overcome their problems. Stories are great building blocks to build emotional connections and positive associations. It is a way to be endearing and to create relationships. When you tell a great story, you will have provided a compelling reason for customers to buy from you.</p> <p>“Storytelling enables marketers to develop a deeper connection with the audience. Storytelling is a fundamental human experience that unites people and drives stronger, deeper connections”. (Source: <i>Forbes</i>, Jul 14, 2018)</p> <p><u>Example:</u></p> <ul style="list-style-type: none"> Suburu’s ‘Share the Love’ campaign tells stories through a series of advertisements with families and dogs that establishes the brand as a symbol for taking care of loved ones, both two legged and four legged. <p>Words and Images:</p> <p>The words and images that you select should reflect your target audience. They should appeal to your customers’ values. Customers should be able to “see themselves” easily.</p> <p>Depending on your product or service, choose whether you will want to use words and images that have rational appeals or emotional appeals. Humans are driven by feelings, and even B2B marketing should include emotional appeals. As the saying goes, ‘Sell the sizzle and not the steak.’ The key is to illustrate how your product or service will solve your customers’ needs and wants.</p> <p>If you are purpose driven, then your words and images should also reflect your purpose to connect deeply with customers. You must be authentic and honest. In one ill-fated marketing campaign, North Face hacked Wikipedia and replaced location images with North Face branded images. This tactic was intended to drive North Face to appear higher up in Google search results. It backfired when North Face was caught doing this and condemned by the media and customers alike.</p> <p>RESOURCES:</p> <p>https://www.inc.com/logan-chierotti/harvard-professor-says-95-of-purchasing-decisions-are-subconscious.html</p> <p>https://www.forbes.com/sites/kimberlywhitler/2018/07/14/3-reasons-why-storytelling-should-be-a-priority-for-marketers/#61ff5bd86758</p> <p>https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-the-message/</p> <p>https://simplicable.com/new/marketing-messages</p> <p>https://www.inc.com/geoffrey-james/7-components-of-a-brilliant-marketing-message.html</p> <p>https://blog.hubspot.com/marketing/storytelling</p>

Slide #: Title	Topic Description
	https://digitalmarketinginstitute.com/en-us/blog/6-ways-brands-can-boost-their-storytelling https://parallelprofitsreviewed.com/marketing-storytelling https://blog.smarp.com/why-storytelling-is-the-heart-of-content-marketing https://www.subaru.com/share-the-love.html
8: Social Media Strategy	<p>Social Media Marketing uses social media platforms (also called channels) to drive messaging to target audiences. Companies use content marketing to publish stories and information about their companies through these channels.</p> <p>Social Media channels are different from other forms of marketing, because these channels also provide customers with a voice. No longer is marketing a one-way street; you can't talk back to a TV ad, but you certainly can voice your opinions online. Also, unlike traditional media, social media channels provide companies with direct data to analyze the effects of their marketing campaigns.</p> <p><i>Conduct your own research to determine which channels will work the best for you to reach your target audience.</i></p> <p>Social Media Channels:</p> <p>Major social media channels include Facebook, Instagram, Twitter, Pinterest, LinkedIn, Google+, YouTube and Snapchat.</p> <p>Universe Size:</p> <p>How big is the channel <i>as it relates to your target audience?</i> How many users does it have? How many individuals or groups for your specific target audience does it have?</p> <p>Ideal Demographic:</p> <p>Just because a social media platform has lots of users, it does not mean it is best for you. If they are not the right set of users for your specific product or service, then that channel is not the right place to run your campaign.</p> <p><u>Examples:</u></p> <p>You are marketing consulting services to U.S. business startups on LinkedIn.</p> <ul style="list-style-type: none"> • <u>Universe Size:</u> LinkedIn has 630M users; 177M are in the US. • <u>Ideal Demographic:</u> Entrepreneurs. LinkedIn is most frequently used in B2B marketing and has several groups for entrepreneurs. • <u>Cons of Channel:</u> More than 70% of LinkedIn users are outside of the U.S. Only 25% of Millennials (18-24) use LinkedIn.

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	<p>You are marketing a new heart disease drug for men on Facebook.</p> <ul style="list-style-type: none"> • <u>Universe Size</u>: Facebook has 2.5B monthly users. 66% of males use Facebook. • <u>Ideal Demographic</u>: Men who have experienced a heart attack. Heart Attack Support groups and Heart Disease Support groups • <u>Cons of Channel</u>: There are 83M fake profiles on Facebook. The most common age range is 25-34, but men in this age group are not likely to have had a heart attack. <p>RESOURCES:</p> <p>https://blog.hubspot.com/topic-learning-path/instagram-marketing?hubs_source=www.hubspot.com&hubs_cta=concierge-bot</p> <p>https://blog.hubspot.com/topic-learning-path/seo?hubs_source=www.hubspot.com&hubs_cta=concierge-bot</p> <p>https://offers.hubspot.com/an-introduction-to-email-marketing?hubs_post-cta=TLP&hubs_source=www.hubspot.com&hubs_cta=concierge-bot&_ga=2.56427115.1902704810.1575810338-1069742165.1500997812</p> <p>https://www.omnicoreagency.com/linkedin-statistics/</p> <p>https://www.businessnewsdaily.com/7185-entrepreneur-linkedin-groups.html</p> <p>https://www.entrepreneur.com/article/310531</p> <p>Strayer Online Library: select Databases, then go to the Statista database. Search on "Most popular social networks", which will bring up lots of social media usage reports.</p>
9: Marketing Metrics and Budget Allocation	<p>Budget: See the JWI 518 Assignment 2: Budget Guidance document for tips and additional guidance.</p> <p>Marketing Metrics:</p> <p>You previously stated your Marketing Goals and quantified them by making them SMART. How will you determine if you have reached your goals or not? You will examine sets of data that will tell you if you crossed the goal line. Marketing metrics assess the effectiveness of marketing campaigns.</p> <p>Purchase Action Ratio (PAR) and Brand Advocacy Ratio (BAR) are Marketing metrics that align with the Five A's model of The Buyer's Journey.</p> <p>Determine your Marketing Categories and allocate your budget across all the Categories. State why you chose the specific channel - what are the benefits of that channel? Then state how you are going to measure success in that channel.</p> <p>Your Marketing Metrics should align with your Marketing Goals. Revisit your Marketing Goals from Slide 3 - how you can measure them?</p>

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	<p>Examples:</p> <ul style="list-style-type: none"> • Attain 100 new influencers on Instagram in the first quarter. <ul style="list-style-type: none"> ◦ Measure daily influencer posts. • Increase Facebook followers by 25% in the month of January. <ul style="list-style-type: none"> ◦ Measure number of followers weekly. • Increase customer testimonials and advocacy by 10% in the first half of next year. <ul style="list-style-type: none"> ◦ Use daily social listening to determine your Brand Advocacy ratio. <p>RESOURCES:</p> <p>https://blog.hubspot.com/agency/marketing-metrics-tracking</p> <p>https://www.klipfolio.com/resources/kpi-examples/digital-marketing</p> <p>https://buildfire.com/essential-metrics-measure-digital-marketing/</p> <p>https://www.convinceandconvert.com/digital-marketing/10-simple-and-reliable-digital-marketing-metrics/</p> <p>https://www.facebook.com/business/insights/tools</p> <p>https://marketingplatform.google.com/about/analytics/?utm_medium=referral-internal&utm_source=google-products&utm_campaign=product-cross-promo&utm_content=analytics-card</p> <p>https://instapage.com/blog/key-advertising-metrics</p> <p>https://www.slideshare.net/FreddieSulivaCPM/chapter-6-par-and-bar</p>
10: Conclusion	<p>Benefits of the Proposed Campaign: State what your campaign will do for the company. How will they benefit? How will your campaign help your CMO? Companies have limited resources and multiple proposals all vying for the same marketing dollars. Executives have to allocate resources where they will see the highest return on their investments. Remember to think about: 'What's in it for them'? How will your campaign help your CMO?</p> <p>Reasons to Endorse the Proposal: What is so special about your campaign that they should choose it over competing proposals? How does it help your company meet their overall goals and objectives? Once again, put it in terms of how it helps the customers, the company, the executives, and other stakeholders.</p> <p>Thank you and Call to Action: Always thank executives for their time, as it is a scarce resource. End with a strong call to action. Ask for their support and restate the main reason why.</p>

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References	<p>Cite the references in the order that they occur in your PPT Slides. You should have some course work references and some references from your own research.</p> <p><i>RESOURCES:</i></p> <p>Use the <i>JWMI Writing Standards Guide</i> to format your list of references and sources.</p> <ul style="list-style-type: none">- You can find <i>the JWMI Writing Standards Guide</i> in the Course Documents section of your Blackboard course.