






## JWI 518 Assignment 1: Campaign Brief - Tutorial

Section	Topic Description
<b>A.</b>  <b>Product or Service Description</b>	<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.</p> <p>A well-crafted description not only helps customers make an informed decision but also improves the likelihood of purchase.</p> <p>Good descriptions provide customers with information on the product or service features and benefits, so that customers are compelled to buy.</p> <p>Using the right keywords in your product or service descriptions can help optimize Search Engine Optimization (SEO).</p> <p><i>RESOURCES:</i></p> <p><a href="https://www.bigcommerce.com/blog/perfect-product-description-formula/">https://www.bigcommerce.com/blog/perfect-product-description-formula/</a></p> <p><a href="https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell">https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell</a></p> <p><a href="https://www.oberlo.com/blog/write-epic-product-descriptions">https://www.oberlo.com/blog/write-epic-product-descriptions</a></p> <p><a href="https://www.bigcommerce.com/blog/perfect-product-description-formula/#writing-a-product-description-to-grow-sales">https://www.bigcommerce.com/blog/perfect-product-description-formula/#writing-a-product-description-to-grow-sales</a></p> <p><a href="https://www.wordstream.com/blog/ws/2019/06/26/product-descriptions">https://www.wordstream.com/blog/ws/2019/06/26/product-descriptions</a></p>
<b>B.</b>  <b>Buyer Problem</b>	<p><b>Consumer Need:</b> Typically, customers are looking for something to solve a problem or fill a need that they have.</p> <p>The consumer need statement <i>should not be about your product or service; it should be about the <u>customer's</u> problems, needs, and wants.</i></p> <p>As illustrated in the chart below, Maslow's Hierarchy of Needs describes five types of human needs (and wants).</p>































Section	Topic Description
	<div data-bbox="634 331 1179 705" data-label="Diagram"> <p style="text-align: center;">Self-actualization Esteem Love/belonging Safety Physiological</p> </div> <p data-bbox="386 764 1419 858">A need can be triggered internally, such as hunger (physiological). Needs can also be triggered externally, through advertising or other exposure, such as a desire to “keep up with the Jones” (self-esteem).</p> <p data-bbox="386 892 1341 953">Marketers use market research to better understand the needs and wants of their customers. <b>You</b> should conduct research to better understand your customer.</p> <p data-bbox="386 987 855 1016"><b>A reference is required for Section B.</b></p> <p data-bbox="386 1050 547 1077"><i>RESOURCES:</i></p> <p data-bbox="386 1110 1414 1138"><a href="https://courses.lumenlearning.com/boundless-marketing/chapter/the-consumer-decision-process/">https://courses.lumenlearning.com/boundless-marketing/chapter/the-consumer-decision-process/</a></p> <p data-bbox="386 1171 1372 1199"><a href="https://productcoalition.com/how-to-write-a-good-customer-problem-statement-a815f80189ba">https://productcoalition.com/how-to-write-a-good-customer-problem-statement-a815f80189ba</a></p> <p data-bbox="386 1232 1430 1283"><a href="https://www.professionalacademy.com/blogs-and-advice/marketing-theories-maslows-hierarchy-of-needs">https://www.professionalacademy.com/blogs-and-advice/marketing-theories-maslows-hierarchy-of-needs</a></p> <p data-bbox="386 1316 841 1344"><a href="https://menwithpens.ca/maslow-marketing/">https://menwithpens.ca/maslow-marketing/</a></p> <p data-bbox="386 1377 1362 1428"><a href="https://blog.marketresearch.com/6-tips-for-understanding-your-customer-and-your-business-competition">https://blog.marketresearch.com/6-tips-for-understanding-your-customer-and-your-business-competition</a></p> <p data-bbox="386 1461 1295 1488"><a href="https://www.conductor.com/blog/2017/07/understanding-customers-needs-and-wants/">https://www.conductor.com/blog/2017/07/understanding-customers-needs-and-wants/</a></p> <p data-bbox="386 1549 1333 1579"><b>Core Results:</b> How your product or service meets the needs of your customers.</p> <p data-bbox="386 1612 1390 1673">By deeply understanding the customer's needs and problems, marketers can position their product/service as the solution to those problems.</p>

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	<p>If you know the needs and wants of your customers, then you can influence their purchase decision-making by aptly defining how your product or service will fill the gap or solve their problem.</p> <hr/> <p><b>Demographics:</b> Groups can be divided according to age, gender, income, education, religion, race, nationality, social class, occupation, and so on.</p> <p>Stage in life can also be specified, such as singles, newly marrieds, parents, empty nesters, and retirees.</p> <p>A company trying to sell a new running shoe might order a mailing list of those who are male, ages 25 to 40, who make more than \$60,000 a year and have a college education.</p> <p>The closer you can define a market segment to fit the profile of those customers most likely to buy your product, the greater the chance that your offer will get attention.</p> <div data-bbox="592 856 1227 1398" data-label="Diagram"> </div> <p><b>RESOURCES:</b></p> <p><a href="https://www.linkedin.com/learning/marketing-for-small-business/identifying-and-segmenting-your-target-market?u=57878161">https://www.linkedin.com/learning/marketing-for-small-business/identifying-and-segmenting-your-target-market?u=57878161</a></p> <p><a href="https://www.linkedin.com/learning/search?keywords=audience%20demographics&amp;u=57878161">https://www.linkedin.com/learning/search?keywords=audience%20demographics&amp;u=57878161</a></p> <p><a href="https://www.thebalancesmb.com/what-is-a-target-audience-2295567">https://www.thebalancesmb.com/what-is-a-target-audience-2295567</a></p> <p><a href="https://www.investopedia.com/terms/d/demographics.asp">https://www.investopedia.com/terms/d/demographics.asp</a></p>

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	<p><a href="https://simplicable.com/new/demographics">https://simplicable.com/new/demographics</a></p> <p><a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2005-demographic-segmentation.html">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2005-demographic-segmentation.html</a></p>
C.  Target Audience	<p><b>Segmentation</b> You take an overall target market and divide it up into smaller groups, or segments, based on similar characteristics, needs, wants, fears, or desires. This enables you to deliver something of value to each unique group of customers.</p> <p>Segmentation offers many benefits, particularly compared to mass marketing. Marketing messages can be specifically tailored to fit each segment, in terms of product design, packaging, price, and delivery method. Its most obvious advantage is in the design of advertising messages.</p> <div><div>Market Segmentation</div><div><div><div></div><div>Geographics</div><div>Country City Density Language Climate Area Population</div></div><div><div></div><div>Demographics</div><div>Age Gender Income Education Social Status Family Life Stage Occupation</div></div><div><div></div><div>Psychographics</div><div>Lifestyle AIO: Activity, Interest, Opinion Concerns Personality Values Attitudes</div></div><div><div></div><div>Behavioral</div><div>Benefits Sought Purchase Usage Intent Occasion Buyer Stage User Status Life Cycle Stage Engagement</div></div></div><div></div></div> <p><i>Example:</i> Imagine that you sell jeans. Your target market might include children all the way up to seniors. What if you could only use one ad to reach all of these people? The marketing message would have to be so general that it wouldn't have much of an impact. But what if you just write an ad specifically for teenage girls. You could focus on how the jeans make them look, show boys and other girls admiring them, and emphasize the brand's coolness. This kind of segmentation allows marketers to tailor their message to a group's specific motivations.</p>


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	<div data-bbox="583 310 1239 802"> <p style="text-align: center;"><i><b>Bases for Segmenting B2B Markets</b></i></p> <table> <tr> <td>Demographic</td><td>Industry, company size, location</td></tr> <tr> <td>Operating Variables</td><td>Technology, user status, customer capabilities</td></tr> <tr> <td>Purchasing Approach</td><td>Power structure, nature of existing relationship</td></tr> <tr> <td>Situational Factors</td><td>Urgency, specific application, size of order</td></tr> <tr> <td>Personal Characteristics</td><td>Buyer-seller similarity, loyalty, risk attitude</td></tr> </table> </div> <p><i>RESOURCES:</i></p> <p><a href="https://www.linkedin.com/learning/marketing-for-small-business/identifying-and-segmenting-your-target-market?u=57878161">https://www.linkedin.com/learning/marketing-for-small-business/identifying-and-segmenting-your-target-market?u=57878161</a></p> <p><a href="https://www.oberlo.com/blog/market-segmentation">https://www.oberlo.com/blog/market-segmentation</a></p> <p><a href="https://www.investopedia.com/terms/m/market-segment.asp">https://www.investopedia.com/terms/m/market-segment.asp</a></p> <p><a href="https://www.linkedin.com/learning/marketing-foundations-customer-segmentation/welcome?u=57878161">https://www.linkedin.com/learning/marketing-foundations-customer-segmentation/welcome?u=57878161</a></p> <p><b>Underlying Values:</b> These are deeply rooted ethical traits, underlying a person's worldview, which have a significant effect on their purchasing decisions.</p> <p>Start your description with "Customers value ... ". <u>This section is about your target audience's values and beliefs, not your company's.</u></p> <p>Customers are motivated to buy products and services that align with their worldview. This worldview is grounded in a person's core ethical values and beliefs, deeply rooted traits that marketers should not expect to change.</p> <p>With an understanding of the customer's values and beliefs, you can more easily determine how to connect your branding and messaging to those values and beliefs.</p> <p><i>Resources:</i></p> <p><a href="https://jamesclear.com/core-values">https://jamesclear.com/core-values</a></p>	Demographic	Industry, company size, location	Operating Variables	Technology, user status, customer capabilities	Purchasing Approach	Power structure, nature of existing relationship	Situational Factors	Urgency, specific application, size of order	Personal Characteristics	Buyer-seller similarity, loyalty, risk attitude
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<p><b>D.</b></p> <p><b>Values and Beliefs</b></p>	<p><b>Value Connection with Buyers:</b> How your company's products and services or company culture syncs with your customer's values.</p> <p>Understanding customers' values can help you uncover possible connections between your customer and your offering so you can develop a story that meets their needs and wants.</p> <p>Defining your terms and aligning messages with customer values and beliefs can help identify a clear connection between your target audience and your brand. Customers often develop a relationship with a particular brand that forms the basis for the loyalty and advocacy that digital marketers seek.</p> <p>"Forrester data shows that 41% of consumers look to buy from companies that align to their values. Further, values sensitivity does not vary by income level or geography. Consumers at all levels and locations want to buy from companies that have values aligned to their own."</p> <p><i>Example:</i> Your customers value living a healthy lifestyle and eating whole foods. Your organic yogurt connects to your customers' values in that you provide them with healthy organic food with no preservatives or additives.</p> <p><i>Example:</i> Your customers value having the latest and greatest technology. Your company's new fitness watch connects with your customers because it has the fastest speed and integrates with the most apps.</p> <p><i>Example:</i> Your customers value saving the environment. Your company connects with your customers through your corporate social responsibility recycling initiatives.</p>

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	<p><b>The Elements of Value Pyramid</b></p> <p>Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.</p> <div> <p><b>SOCIAL IMPACT</b></p>  <p>Self-transcendence</p> </div> <div> <p><b>LIFE CHANGING</b></p> <div>   </div> <p>Provides hope      Self-actualization</p> <div>    </div> <p>Motivation      Heirloom      Affiliation/belonging</p> </div> <div> <p><b>EMOTIONAL</b></p> <div>      </div> <p>Reduces anxiety      Rewards me      Nostalgia      Design/aesthetics      Badge value</p> <div>      </div> <p>Wellness      Therapeutic value      Fun/entertainment      Attractiveness      Provides access</p> </div> <div> <p><b>FUNCTIONAL</b></p> <div>        </div> <p>Saves time      Simplifies      Makes money      Reduces risk      Organizes      Integrates      Connects</p> <div>        </div> <p>Reduces effort      Avoids hassles      Reduces cost      Quality      Variety      Sensory appeal      Informs</p> </div> <p><small>SOURCE © 2015 BAIN &amp; COMPANY INC. FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016</small></p> <p style="text-align: right;"><small>© HBR.ORG</small></p>
	<p><b>RESOURCES:</b></p> <p><a href="https://www.investopedia.com/ask/answers/042215/why-social-responsibility-important-marketing.asp">https://www.investopedia.com/ask/answers/042215/why-social-responsibility-important-marketing.asp</a></p> <p><a href="https://go.forrester.com/what-it-means/ep141-cxsf-corporate-values/">https://go.forrester.com/what-it-means/ep141-cxsf-corporate-values/</a></p>

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	<a href="http://www2.bain.com/bainweb/media/interactive/elements-of-value/#">http://www2.bain.com/bainweb/media/interactive/elements-of-value/#</a>
	<p><b>Key messages</b> serve as the cornerstone of your branding. What are the key messages you want to communicate about your brand?</p> <p>What do you stand for? What value do you offer? What problems do you solve?</p> <p>Product (or service) messaging can communicate key selling points about the features and benefits that are the key selling points.</p> <p>How, what, where, when and to whom do you plan on communicating and delivering on your brand messages?</p> <p><i>RESOURCES:</i></p> <p><a href="https://www.entrepreneur.com/article/77408#">https://www.entrepreneur.com/article/77408#</a></p> <p><a href="https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-the-message/">https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-the-message/</a></p>
<p><b>E.</b></p> <p><b>Marketing Message</b></p>	<p><b>Differentiators:</b> Key characteristics of a product or service that distinguish it from similar items offered by other companies.</p> <p>How is your product (or service) different from other competitors or substitutes?</p> <p>What special capabilities, awards, accolades, or expertise set you apart?</p> <ul style="list-style-type: none"> <li>• Are you faster / cheaper / smarter / better?</li> <li>• Are you the most luxurious or the most exclusive?</li> <li>• Is your service better? Are you the most reliable?</li> <li>• Are you most available in multiple distribution channels?</li> </ul> <p>Synthesize these Points of Differentiation so that your customers can understand what value you offer compared to 'the other guy'.</p> <p>Put your differentiation into terms that customers value.</p>



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	<div style="text-align: center;">  <p><i>Figure 1. Ways to Differentiate</i></p> </div> <p>Chart retrieved from MarketResearch.com</p> <p><b>RESOURCES:</b></p> <p><a href="https://www.investopedia.com/terms/p/product_differentiation.asp">https://www.investopedia.com/terms/p/product_differentiation.asp</a></p> <p><a href="https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-positioning-and-differentiation/">https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-positioning-and-differentiation/</a></p> <p><a href="https://blog.marketresearch.com/6-ways-to-differentiate-your-business-from-the-competition">https://blog.marketresearch.com/6-ways-to-differentiate-your-business-from-the-competition</a></p>
	<p><b>Value Proposition:</b></p> <p>A value proposition is a succinct paragraph that summarizes the value your product (or service) provides to the customer and why customers should buy your product. It should be in terms of “what’s in it for the customer”.</p> <p>Value propositions should describe how your product (or service) solves or improves customers’ problems, what benefits customers will achieve, and why they should buy from you instead of your competitors.</p>

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	<p>It is the promise of what value customers will derive from buying from you.</p> <p>Your Value Proposition should be 2-4 max, otherwise you will lose your audience's attention. Less is more.</p> <ul style="list-style-type: none"> <li>• What is your product (or service)?</li> <li>• What issues does it solve or improve for the customer?</li> <li>• Who are your customers or target market?</li> <li>• What is your advantage over competitors?</li> </ul> <p><b>Example:</b> Less Accounting is Small Business Bookkeeping Without the Hassles. Less Accounting provides high quality accounting software primarily for U.S. small business owners with more than 25 employees and \$5 million in annual sales who want to reduce their overall cost of doing business. Unlike the competition, Less Accounting improves customers' account receivables.</p> <p><b>Example:</b> Paperless Plus is a new Printing Service for Tax Preparers seeking compliance with new IRS regulations. Our new service reduces accountants' overall cost of printing while reducing their physical footprint and ensuring IRS compliance unlike other competitors.</p> <p><b>How to Build a good Value Proposition:</b></p> <table border="1"> <thead> <tr> <th>VALUE PROPOSITION ELEMENT:</th><th>SAMPLE RESPONSE (for Paperless Plus)</th></tr> </thead> <tbody> <tr> <td><i>Organization Name</i></td><td>Paperless Plus</td></tr> <tr> <td><i>For (Target Customers)</i></td><td>Tax Preparers seeking to gain compliance with IRS regulations</td></tr> <tr> <td><i>What Are They Dissatisfied with? (i.e., what problem does the customer have?)</i></td><td>High costs of hard printing and physical footprint of printing</td></tr> <tr> <td><i>Our product is a (new product or service)</i></td><td>A New Printing Service</td></tr> </tbody> </table>	VALUE PROPOSITION ELEMENT:	SAMPLE RESPONSE (for Paperless Plus)	<i>Organization Name</i>	Paperless Plus	<i>For (Target Customers)</i>	Tax Preparers seeking to gain compliance with IRS regulations	<i>What Are They Dissatisfied with? (i.e., what problem does the customer have?)</i>	High costs of hard printing and physical footprint of printing	<i>Our product is a (new product or service)</i>	A New Printing Service
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<b>F.</b>  <b>References</b>	<p>You should <u>conduct research to understand the concepts</u> necessary to complete your Campaign Brief, and to illustrate how you apply these concepts to your specific product or service.</p> <p>At a minimum, references are required for:</p> <p style="padding-left: 40px;">Section B – Buyer Problem Section C Target Audience</p> <p>References are recommended for all sections.</p> <p><i>RESOURCES:</i></p> <p><a href="#">Course Materials</a></p> <p><a href="#">References provided within this Guidance document</a></p> <p><a href="#">Use the Strayer online library</a></p> <p><a href="#">Conduct Google searches</a></p>				