

marketing sider

ISSUE 01 | 2019

NEWS AND KNOWLEDGE FOR
TODAY'S MARKETER

HOW TO BE A
Standout
BRAND

“ Before your customers can become your cheerleaders,
you have to make them feel like a part of your team. ”

— SHEP HYKEN, BEST-SELLING AUTHOR

Dear Fellow Marketer:

The road from “prospect” to “advocate” can be a bumpy one, with many potential missteps along the way for business owners and marketers. While target audiences and sales cycles differ, there are some common qualities that people want from the companies with whom they choose to give their business.

Consider a few insights from the *2018 Customer Service Expectations Survey* sponsored by Gladly:

- 71% of consumers say they want a consistent experience across channels, but it’s a reality for only 29%.
- Consumers value one thing even more than speedy service (53%) and that’s being treated like an individual (59%).
- 76% want companies they’ve done business with to remember who they are.

In this issue, we’re highlighting the start of the customer journey. Before a sale is made or loyalty earned, your potential buyers first need to know who you are and what you do.

Building brand awareness is challenging in today’s crowded and competitive marketplace. And it cannot be done in a vacuum. Early exposures to your brand and its messages are just as important as later interactions when interest grows and relationships form.

Beginning on **page 6**, learn how to lay a solid organizational foundation by defining your brand purpose which goes much deeper than a brand promise to your prospects, customers and employees. Bonus: When your team fully understands your purpose, the payoff is greater job satisfaction. Trust in the leadership and belief in the organization are two of the factors most highly linked to employee engagement. (See **page 4** for others.)

Of course, nothing is more personal than face-to-face conversations. According to the Event Marketing Institute and Mosaic in their *2018 Benchmarks and Trends* report, 84% of event attendees say that they have a more positive opinion about a company, product or service being promoted after the event. (Check out **page 12** before planning your next event.)

We’d love to hear what has worked for you and what may have fallen short when building awareness of your organization. We might be able to help!

Happy Marketing!

From your friends at Allegra

P.S. Visit AllegraWebinars.com today to register for FREE marketing training.



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ROAD TRIP!

Meet Your Customers
Where They Are on the
Buyer's Journey

Thanks to the simplicity of web searches and the omnipresence of smartphones, today's buyers have assumed a position in the driver's seat, challenging marketers to meet them where they are with what they need on their decision-making journey toward purchase.

If you're unsure how to connect most effectively with your prospects or drive loyalty from your current customers, you're not alone. Less than half of senior marketers (45%) are confident in their company's understanding of the customer journey.¹ And just 19% say their organization has the optimal mix of traditional and digital channels.²

Here's a simple roadmap to follow to help you plan the right channels and content to reach your buyers:

Lay the groundwork. Have foundational tools in place, such as buyer personas, that are documented profiles of your targets. This will help shape relevant marketing messages and offers. Internally, ensure your entire team knows and understands your organizational mission, values and purpose, so that it is communicated externally to prospects and customers consistently. *Learn more on pages 6-9.*

Define what you do and don't know. Chances are, you have plenty of valuable customer data across your organization that may be in isolated pockets. According to Gartner, more than 40% of all data analytics projects will relate to an aspect of the customer experience by 2020. Don't know where to start? *Check page 10 for tips.*

Identify touchpoints. Most businesses have adopted a multi-channel approach to their marketing for several reasons: Audiences can be fragmented, and you can't be certain where people are going to encounter your brand first. Plus, it takes an average of eight touches to make a sale.

Identify all the touchpoints where interactions can occur at each stage on the journey: awareness, consideration, purchase, retention and advocacy. And know that it

may not be a linear path. Some may go straight to purchase from awareness while others spend more time researching and comparing their options.

Be strategic-minded. Choose your strategies and tactics based on where your targets are on their journey.

Be strategic-minded. Choose your strategies and tactics based on where your targets are on their journey. Online display ads, sponsorships, public relations activities and vehicle graphics are just a few ways to drive awareness early on. Satisfaction surveys, referral programs and appreciation activities help to foster advocacy among established customers.

Align your content. Seven out of 10 marketers say they always or frequently consider how their content impacts the overall experience a person has with their organization, and that they prioritize quality over quantity.³

Like the idea of video marketing? Not all are created equal. Explainer videos are often short, animated and can simplify complex messages. Early in the buyer's journey, they help a viewer define their need and possible solutions.

On the other hand, interviews or behind-the-scenes videos can help someone decide between providers when they get a sense of your mission and values. ■

Ready to talk about new ways to reach your target audiences? Our marketing pros can help with research, planning and execution.

^{1,2} *Getting Digital Right*, Milward Brown Digital, 2016

³ *B2B Content Marketing 2018 Benchmarks, Budgets and Trends – North America*, Content Marketing Institute

Employee Engagement is Tied to Trust ... and More



Factors Most Highly Linked to Employee Engagement



★ The Advantage Goes to **Smaller** Organizations ★

Percentage of workforce believed to be engaged:



OF ORGANIZATIONS WITH 70%+ ENGAGEMENT

53%
OF ORGANIZATIONS
MEASURE
EMPLOYEE
ENGAGEMENT.

TRUE or FALSE?

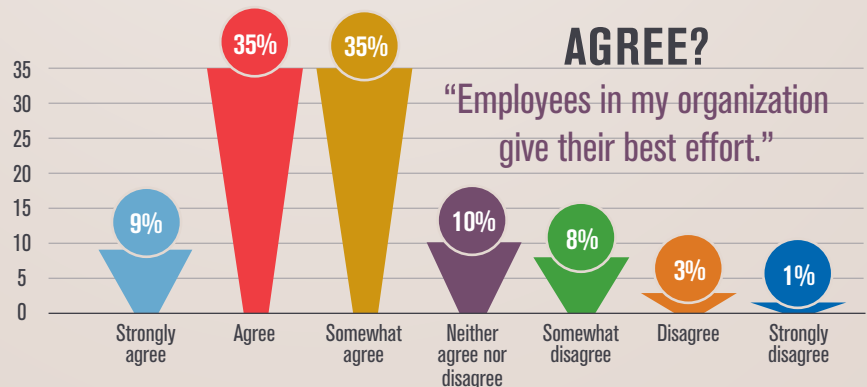
There is Solid Evidence Linking Engagement with Performance.

91% TRUE



9% FALSE

Over 60% of highly engaged organizations report being in the top quartile of financial performers in their industries.



High Fives for a High School Signage Revitalization Project



Challenge

A high school was planning a three-year project to update more than 1,000 pieces of wayfinding and display signage throughout its 62-acre campus.

With the school as a cornerstone of a tight-knit community, project leaders were balancing their excitement about the renovations with a bit of uncertainty. Would they be able to find a local printing and signage solutions provider who could work within their budget, meet an aggressive timeline and possess the “intangibles” that can bring a project of this scope down to size?

Solution

First came extensive research followed by comprehensive proposal development, ensuring that all recommended solutions would meet project specifications.

One of more than a dozen providers invited to bid, our team acknowledged an eagerness to partner with a designated design firm, also offering a unique solution to engage the school community to help with the project, instilling a sense of pride and ownership.

The bidding companies were plentiful, and the competition for the contract was fierce. Eventually, proposals were whittled down from 15 to one: ours.

Results

After more than a year of budget-setting and design approvals, the production and installation got underway.

Two of our biggest differentiators and strongest selling points? First, proposing that students be involved. Some of the school’s technical-track programs helped with the sign installations. This gave them real-life experiences in building operations and maintenance, and the opportunity to be invested in their school’s future. The second was turnaround time. The original three-year project plan was completed over one summer.

Overall, the results were met with accolades from the school and district, including a standing ovation during a school board meeting. ■

Contact us for signage, banners, displays or large graphics that can help a business or nonprofit get noticed.

HOW TO BE
Standout
BRAND



The Difference Between BRAND PURPOSE, VISION AND MISSION



By Carla Johnson

The ability for a brand to separate itself from the rest of the market and rally employees to deliver distinguishing experiences for customers is a challenge for every company. Taking care of the daily details of running a business of any size is demanding. Add to that, the fact that more customers want to do business with companies that stand for something beyond just making money, and that's a lot to balance. ➔

“The very fact that purpose can never be fully realized means that an organization can never stop stimulating change and progress.”

– DAVID PACKARD

While nearly every organization has put together its mission, vision and values, few have gone beyond to look at brand purpose. The need for building a brand on “purpose” is becoming more and more important, not only for customers but also for a new wave of employees. While a brand promise lets people know what to expect — think of FedEx’s promise of reliability “when it absolutely, positively has to get there overnight” — a brand purpose goes much deeper.

The best book I’ve read on brand purpose is, *It’s Not What You Sell, It’s What You Stand For*, by Roy Spence. Spence is one of the main voices in articulating brand purpose, having worked with powerhouses such as P&G, Southwest Airlines and Whole Foods. He defines brand purpose in this way:

Core purpose is the organization’s fundamental reason for being. And effective purpose reflects the importance people attach to the company’s work — it taps their idealistic motivations — and gets at the deeper reasons for an organization’s existence beyond just making money.

The brand purpose is the why of the brand. Why are we in the business that we’re in? For example, here’s Zappos’ purpose: To inspire the world by showing it’s possible to simultaneously deliver happiness to customers, employees, community, vendors and shareholders in a long-term sustainable way.

It doesn’t matter the size of your brand; every company can benefit from this kind of clarity. As we expand into the relationship between brand purpose, vision and mission, we can look at Unilever as an example:

Purpose: To make sustainable living commonplace.

Vision: Double the size of the business, while reducing our environmental footprint and increasing our positive social impact.

Mission: We will work to create a better future every day. We will help people look good, feel good and get more out of life with brands and services that are good for them and for others. We will inspire people to take small, everyday actions that can add up to a big difference for the world.

PURPOSE: THE WHY

What’s your brand’s ultimate reason for being? If you went away tomorrow, what gap would there be? These are foundational questions that your purpose statement needs to answer.

David Packard described this beautifully in a speech he gave to Hewlett-Packard’s training group in 1960, saying, “I want to discuss why a company exists in the first place. In other words, why are we here? I think many people assume, wrongly, that a company exists simply to make money. While this is an important result of a company’s existence, we have to go deeper and find the real reasons for our being.

“Purpose (which should last at least 100 years) should not be confused with specific goals or business strategies (which should change many times in 100 years). Whereas you might achieve a goal or complete a strategy, you cannot fulfill a purpose; it’s like a guiding star on the horizon — forever pursued but never reached. Yet although purpose itself does not change, it does inspire change. The very fact that purpose can never be fully realized means that an organization can never stop stimulating change and progress.”

VISION: THE WHAT

If your purpose statement is your *why* then your vision is *what* you want to accomplish as a result of it. If you remain committed to your purpose, what will be the outcome of it? When Unilever is able to make sustainable living commonplace, then they see their vision of what will happen as “doubling the size of the business, while reducing our environmental footprint and increasing our positive social impact.”

MISSION: THE HOW

This is where most brands start and stop, by just describing *how* the work gets done. Both executives and marketers have an easier time getting their head around tactical things. But unless you know *why* you’re in business and what you expect to accomplish, how you get there won’t mean a thing.

The first two steps are hard to work through, but you can’t have a believable company mission without them.

Whether you develop your brand’s purpose, vision and mission all at once or in phases doesn’t matter. What does matter is that you understand the need and place for each and use them where they belong in order to succeed. ■



Over the last two decades, Carla Johnson has helped architects and actuaries, executives and volunteers, innovators and visionaries leverage the art of storytelling to inspire action through amazing experiences. Her newest book, Experiences: The 7th Era of Marketing, sets the benchmark for a powerful new way for marketing to create value for businesses. Consistently named one of the top influencers in B2B, digital and content marketing, Carla regularly challenges conventional thinking. Learn more at carlajohnson.co.

ZEROING IN ON *Brand* AWARENESS

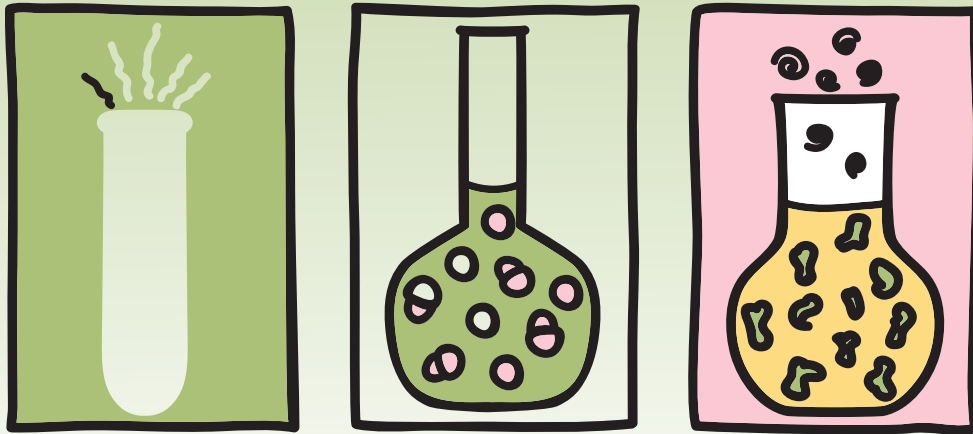
Most marketers say their content is “always or frequently” fact-based and/or credible (94%) and focused on their audience versus the brand (67%). Yet, just four out of 10 say they craft content based on specific points of the buyer’s journey.¹

While having a clearly defined brand is foundational to stake your place in a competitive environment, communicating how your organization can solve the challenges your

customers face is even more potent. And that information differs, based on the buyer’s journey.

For raising awareness of your brand and what makes it worthy of consideration, employ tactics like videos, infographics, live events, digital ads, direct mail, webinars and branded promotional items. And optimize every email with a link to sign up for your newsletter or follow your organization on social media.

¹B2B Content Marketing 2018 Benchmarks, Budgets and Trends – North America, Content Marketing Institute and MarketingProfs



LIST + OFFER + CREATIVE

The Proven Formula for Direct Mail Marketing Success

Having a strong and relevant offer to make, presented with compelling copy and visuals, is every direct mail marketer's goal. Yet the real potency in the formula for campaign success lies with your data.

Whether you're marketing to prospects or customers, your mailing list is responsible for up to 60% of your campaign's response. Of course, good data is a powerful business asset and essential for more than marketing campaigns.

What defines "good" data, and what makes up a data-driven organization?

Marketing Insider talked with John Loury, president of CAUSE + EFFECT Strategy and Marketing, about data's role in a small to mid-sized business (SMB), how organizations can use what they know about their customers and supporters to drive better results and how to fill in the gaps.

MI: What defines a successful direct mail campaign?

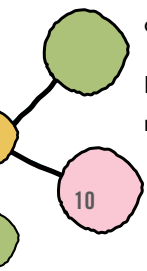
LOURY: Direct mail is a powerful marketing channel, and it behooves marketers to justify it by being data-driven. From my perspective, a successful campaign is one that is produced on time, within budget and exceeds the data-driven goals that are established prior to execution. Today, there is no reason why every campaign should not have some projections based on desired response rates or revenues generated.

Level one metrics might be website visits or event registrants resulting from a direct mail piece you've sent.

And that's great. Next level would be, did they show up to the event? And after they came, did they purchase or do the desired business action? To calculate the true ROI, you need to close the sales loop.

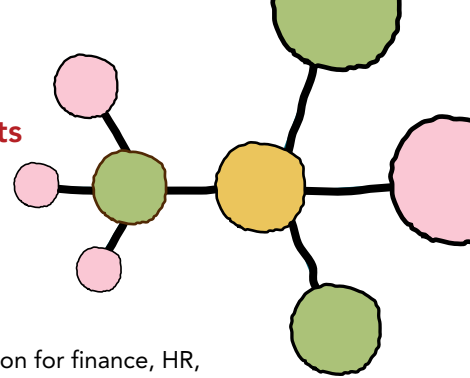
MI: How do you go about segmenting data for better response?

LOURY: Segmenting starts with identifying the goal(s) of your campaign and then building an audience to help you accomplish that goal. Start with an internal review of your current data. Once that is collected and compiled, ask yourself the following questions: Is our data set



“Today, being able to tie marketing back to actual business results has never been more important and never more possible.”

– John Lory, CAUSE + EFFECT Strategy and Marketing



complete? Is there more data that we wish we had, and where is it? Are there third-party resources that could help us fill those holes or enhance what we already have?

Then it's time to apply the attributes of the audience you think will help accomplish your goal to the data. Once that audience has been defined from a strategic sense, it's important to choose the offer or value proposition for that segment and develop creative elements that are personalized to maximize the emotional appeal and desired response. All segments are not worthwhile targets for every offer.

MI: How do SMBs typically mismanage their data?

LOURY: The biggest challenge I see is that SMBs don't have all the data they need. You might collect response data or address data for a few months. And then someone gets busy, and before you know it, there's a few months missing before someone picks it up again.

Most software programs make it easy to input data. The cleanliness or inaccuracy of it is due to human error. There are free tools or inexpensive tools that can do the wrangling or manipulation of data at a basic level: fixing capitalization, eliminating extra fields or characters, and removing duplicate records.

The next level is more about completeness or being thorough and detailed about what you're collecting and who you're collecting it from.

MI: What are some ways to get more out of the data you already have?

LOURY: Most can benefit from a better understanding of their data sources, regardless of whether you think you need it now or not. Anything business related should be accounted for and categorized.

For example, it's not uncommon for finance, HR, marketing, sales and operations to have files kept in silos. You might not think you need operations data when you are measuring a marketing campaign. But, if you want to close the loop on ROI, being able to merge marketing or sales data with operations or finance data might be the linchpin to do that.

Today, being able to tie things back to actual business results has never been more important and never more possible.

MI: Behavioral data versus transactional data. How do they interact?

LOURY: Behavioral data and transactional data are the two parts that make up the how, what and when a marketing success takes place. Behavioral data is knowing that someone has visited a landing page or opened an email. Transactional data would be the purchase of a product or attendance at an event. Sequentially, we hope that behaviors lead to transactions.

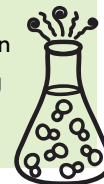
As a data-driven marketer, you set out to tie the two together, so you can duplicate this process and begin to understand the last piece, which is why this is taking place to generate more of these successes! ■

Need a hand with managing customer lists or sourcing prospect data? Let us know; we can help.



John Lory has spent more than a decade developing data-driven marketing strategy for regional and national brands. Prior to co-founding CAUSE + EFFECT Strategy and Marketing, he led client service teams and

business development initiatives. He is also an active speaker on topics related to marketing strategy and analytics.





MAXIMIZE EVENT MARKETING

Put Yourself in the Shoes of Attendees

When planning your event marketing, it's easy to focus on what you hope to gain from the experience. Generating sales leads, obtaining on-the-spot product or service orders and enhancing your brand identity will likely top your list.

Of course, fulfilling your wants will depend on meeting the needs of the audience you seek to attract and engage at your event — be it a trade show, workshop, product launch or community event. Here are four surefire ways to satisfy eventgoers:

1 Begin with individualized, relevant outreach.

Consider that a mailer addressed to you by name is much more likely to gain your attention than one that's directed to a job title. Apply this same thinking to the postcards, letters and emails you'll send when targeting participants.

You'll also want to make your offer relevant. What challenges can you help solve? If it's saving money, saying, "Come see our new widget" will miss the mark. Instead, try a relevant approach like, "See a new widget guaranteed to save on energy costs!"

2 Make your display welcoming.

Eventgoers want more than a sales pitch. Attending events offers them an opportunity to experience a product or service in-person while gaining a sense of your company's perspective and personality.

Your trade show booth often makes an all-important first impression. Through creative signage and inspired design, your display can both attract and inform visitors.

3 Give attendees a brochure and a break.

Most trade show visitors come to shop (69%) or to learn (66%).¹ You'll support their goals with printed flyers for casual inquirers and deluxe brochures for those who express genuine interest.

A chair or two — even a lounge area — will give them a chance to step off the exhibition floor, sit down and talk to you in a relaxed environment. Of course, refreshments and mobile phone chargers will promote longer stays.

4 Offer an incentive to drive engagement.

Create a reason for people to visit your display that is engaging and informative. A recent study shows 59% of trade show visitors want interactive demonstrations.²

Promotional giveaways are also a great idea. Research reveals that product samples and other branded freebies fuel attendee engagement.³

Entrepreneur magazine recommends taking it a step further: "Have a game of some type. People would rather win a prize than just have something handed to them. Plus, while they stop to play, you have a little extra time to talk to them. Everyone wins."⁴ ■

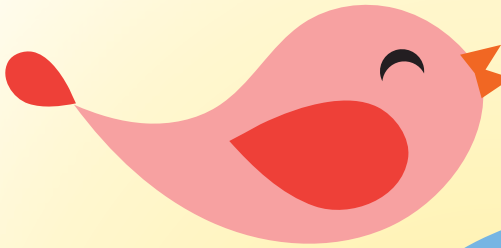
For personalized communications, signage, displays, sales materials and branded giveaways, we can help. Contact us to get started.

¹ CEIR Reports on "What Attendees Want from Exhibitions," TSNN.com, 2013


² 6 Critical Trade Show Mistakes to Avoid, Entrepreneur.com, 2017

³ State of B2B Event Marketing, B2B Event Marketing Survey Report, Regalix Research, 2014


Let's Give Them Something to Talk About



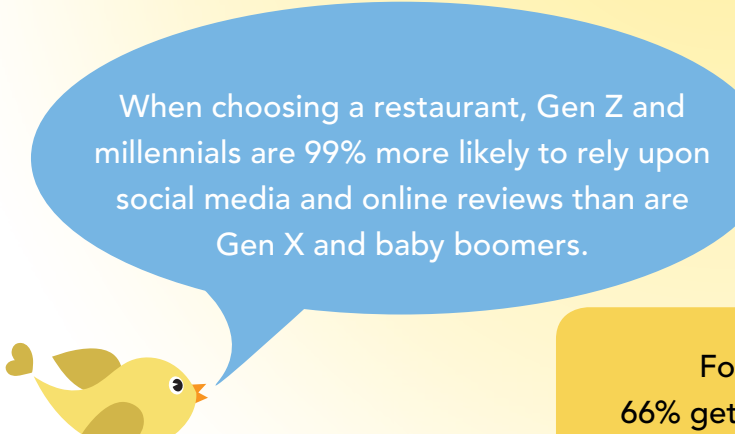
"I have made a recommendation because I've heard good things about the product, service, brand or company from a friend or family member," say 48% of Gen Z and 38% of baby boomers.



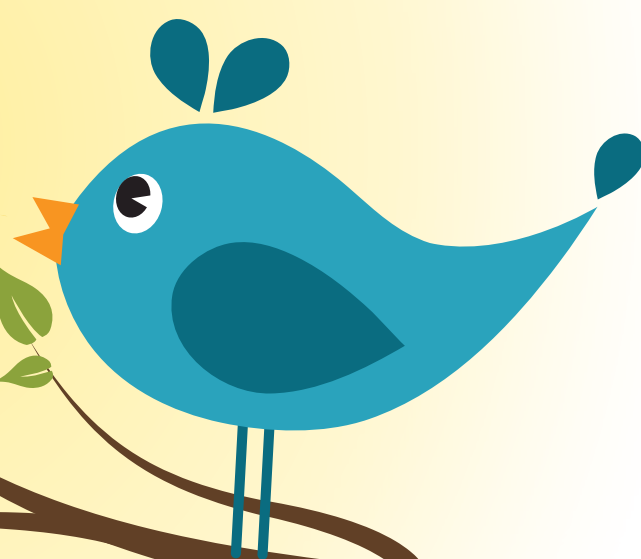
Women rely on offline word of mouth from friends and family 22% more than do men.



Recommendations from friends are valued 27% more than advertising when making a substantial purchase.



When choosing a restaurant, Gen Z and millennials are 99% more likely to rely upon social media and online reviews than are Gen X and baby boomers.



For products and services, 66% get their information from online search, 46% from family members and 45% from friends in real life.

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Be Our Guest!



Join best-selling author and branding expert Carla Johnson as she explores key goals for marketers who want to connect with customers on their buying journey: brand awareness, lead generation and customer retention.

Register Now for Our Marketing Webinar Series

IMPACT BRANDING:
Find and Amplify Your
Brand's Uniqueness

Tuesday, March 26, 12 p.m. (ET)

In this fast-paced, hour-long webinar, you'll learn the tricks the most influential people and brands in the world use to create their irresistible allure. Tap into your natural brand personality and pull out the idiosyncrasies that will make you unforgettable.

CHEMICAL ATTRACTION:
Transform Lukewarm Leads
into Loyal Customers

Wednesday, May 22, 12 p.m. (ET)

What if we focused on the smallest elements that combine to create the biggest reaction? The kind that builds loyalty? Discover the secret recipe that shortens sales cycles. Carla will show you how to create customer relationships that go well beyond mere compatibility.

BEHIND THE CURTAIN:
Inside Tips to Wow Your
Best Customers

Thursday, Sept. 26, 12 p.m. (ET)

Instead of big gestures, how about we get down to the behind-the-scenes details of building a spectacular brand experience? Learn how to empower and amplify the voice of your employees and rally the people who can make or break a customer relationship.

Go to AllegraWebinars.com
and reserve your space today!