

Marketing and Communications Examples

By Robert Wagner

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Boost Your Company's Profitability By 21%

Kevin,

As fellow EOS leaders, we have some GOOD news for you! We have developed That 1 (T1C) solely around the **People** Component of EOS. 85% of companies struggle here.

While there are many tools to help EOS companies find people, there simply are not enough that focus on Keeping them. We believe people are our most valuable assets, and it's not enough just to keep people you've hired, they need to be **kept engaged**.

That's where T1C comes in: According to an article by Forbes, employees who are connected are 21% more profitable than those who are not. If in the next year (or less), your company was 21% more profitable, what would you like to focus on next for your company's continued growth?

Here's where we are asking for your help. We're inviting a limited number of EOS companies to participate in a **30-Day beta testing** of our program. Our products are already helping other EOS companies to:

- Maximize Employee Engagement
- Increase Productivity
- Create Highly Connected Teams
- Produce Abundant Results

We believe that Content, Connection, and Community are key and that aligning the Head and Heart of our People is critical to them engaging with their Hands.

While it's easy to point out flaws in results and continue trying different approaches, how people think and feel is far more important to them taking the right action, producing a different Result.

If you're looking to significantly increase the connectivity and trust in your organization, we're the place to do it. **Simply reply "Interested"** and we'll connect with you to answer your questions. If it looks like a good fit, we'll get started on next steps in a potential partnership.

We look forward to hearing from you.

*If you no longer wish you receive these emails from T1C, please respond "Unsubscribe" and we will update your records accordingly.

[Visit Our Website](#)

This was one of two marketing emails sent to targeted audiences, generating a 35% open rate, and 4% lead conversion.

Magnolia, TX

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Maximizing Employee Engagement

Hi,

Thank you for showing interest in our recent email about maximizing employee engagement with That 1 Company (T1C).

We'd love to hear your thoughts and discuss how T1C can help your organization achieve the goals we mentioned. Let's set up a time to chat. Please click the link below to schedule a quick call at your convenience:

[Schedule Here](#)

Looking forward to connecting with you soon!

Magnolia, TX

This is a follow up marketing email based on how prospects responded to the initial email.

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What is it like...

I volunteered to help a friend of mine raise awareness for her non-profit, which provides resources to children of incarcerated parents, so that these future leaders can participate in extra-curricular activities.

...When a child's parent is incarcerated? Imagine losing a parent, income, and football, all at once...
Help us change that. leftbehindandwithout.org



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Marketing and Growth Strategy for Cricut

By Robert Wagner, candidate | Integrated Marketing & Communications Manager

Introduction

- With 10+ years in Sales & Marketing, SaaS, Public Speaking, and customer satisfaction, I built a campaign that improved conversions by 50% in 12 months. Now I have created a market analysis for Cricut to help grow the brand in 2024 and beyond.
- I am providing this report freely to Cricut as insight into my personal Marketing and Campaign Strategy process.
- **Objective** | Leveraging Cricut's position to identify next steps for expanding market share with new demographics that are ripe for conversion, and offer a cost-effective ROI.

Market Analysis | Cricut's Current Position/Opportunities

- Cricut enjoys its strongest market penetration with middle-aged women who are into crafting and DIY projects, as well as SMB's on crafting sites such as Pinterest and YouTube.
- The Arts and Crafts Market is projected to experience a CAGR of 5.6% through 2030.
- New Market Opportunities or "low-hanging fruit" with best ROI:
 - **Millennials and Gen Z**
 - Top choice! See "Target Demographics" below for context. May already have friends/family using Cricut, creating a potential warm lead.
 - **International Markets**
 - Ripe for market growth with Cricut, but capital layout is front-loaded due to the following:
 - Initial Market Research | Geographic, Demographic, Financial, Interests, Capacity, and Initial Approach.
 - If research reveals an opportunity, test market, generate brand recognition and credibility with ongoing branding long-term.
 - **New Products/Technology**
 - May best expand market penetration by primarily focusing on deepening product(s) use with existing customer base.
 - Once new product is introduced and normalized with existing base, can leverage that momentum to capture new customer market share as well.
 - **Education | K-12 and University Partnerships**
 - Leverage STEM with K-12+, and introduce Cricut early to upcoming gens.

Page 1 of 3 for a Marketing Analysis Report provided to Cricut after the initial interview to showcase my marketing process/strategy.

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Conclusion

In conclusion, I am very comfortable providing consistent and diverse creative copywriting, content, graphics, how-to documentation, product education, and am also familiar with Sony Vegas Pro and Adobe Premier Video Editing Software to provide video editing services as needed.

I am particularly interested in partnering with in-office/hybrid tech companies in the Salt Lake City, UT area based on my positive outlook for both Utah, and tech companies in general.

Tools

- Snagit (Certified) Technical Writing / Screenshot Software
- Microsoft Suite, esp. Teams, CRM, Word, Excel, Outlook, and PowerPoint
- ChatGPT AI
- Prezi
- Sony Vegas Studio Pro
- Adobe Premier, Photoshop, InDesign, and Illustrator
- Figma
- Salesforce
- HTML, CSS, XML, RegEx, and familiar with PHP and Javascript

I look forward to hearing from the Hiring Team on possible next steps in a new Marketing and Communications role.

Robert Wagner | Taylorsville, UT | [LinkedIn](#) | [Portfolio](#) | 385.495.4015