

The Advertising Shop*

Marketing Jam > Workshop

Build an actionable, comprehensive and personalised marketing plan to drive results-focused advertising.

Organisation Name

Participant Name

Date

/ /



*Where results matter

STRATEGY

FLOW

1 2 3 4 5 6 7 8 9



1. YOUR GOALS

Start by identifying which workshop outcomes are the most important for the organisation to achieve.

ESTIMATE TIME / 10 MIN



2. YOUR ENVIRONMENT

Understanding the context that your organisation operates in can guide the content of your marketing.

ESTIMATE TIME / 30 MIN



3. YOUR VALUE PROPOSITION

From video ads to website copy, your marketing needs to speak to your customers' needs.

ESTIMATE TIME / 30 MIN



4. YOUR MESSAGE INSIGHT

Create a core message that will resonate deeply with your target customers.

ESTIMATE TIME / 30 MIN



5. YOUR CHANNEL JOURNEY

Move customers from not knowing about you to advocating for you on your behalf.

ESTIMATE TIME / 40 MIN



6. YOUR TOP 3 PRIORITIES

Prioritise the top 3 marketing activities to be completed this quarter.

ESTIMATE TIME / 20 MIN



7. YOUR GROWTH BUDGET

Calculate how to measure the performance of your marketing spend.

ESTIMATE TIME / 10 MIN



8. YOUR RESULTS

Track your marketing results to enable continuous optimisation and improvement of results.

ESTIMATE TIME / 5 MIN



9. WHERE NEXT

Make a plan to execute the workshop findings.



(CAR PARK SPACE)

A space to add any new ideas that don't fit onto the other posters.

YOUR GOALS

What **outcomes** are most important to you?

The Advertising Shop believes that what matters most in marketing are results.

Oftentimes marketers can rush to quick solutions – Googles Ads, Social Campaigns, New Websites – without first taking time to plan for long-term success.

This can result in poor marketing performance. A false start that, at best, wastes time and money and, at worst, adds to the ranks of the 97% of Australian businesses that fail.

The Marketing Jam is for organisations that want to challenge the status quo. The workshop collects information, starts conversations and sparks ideas to pinpoint what customers truly want and how your organisation can accurately meet those needs.

Each organisation is unique, requiring a comprehensive and personalised marketing plan.

Let's rethink your advertising.

IMPORTANT GOALS

All journeys start somewhere. What problems are you hoping to solve along the way?

GROWTH GOALS

- ☐ More new customers
- ☐ Longer customer retention
- ☐ Higher transaction value
- ☐ Improved brand perception

MANAGEMENT GOALS

- ☐ Long-term marketing strategy
- ☐ Actionable marketing tactics
- ☐ Clarity on marketing performance
- ☐ Renewed passion for organisation

WRITE YOUR GOALS IN YOUR OWN WORDS



YOUR ENVIRONMENT

A birds eye view of **where you are.**

Your organisation doesn't operate in a vacuum. What are the key trends, customer preferences, industry forces and more that are influencing your environment?

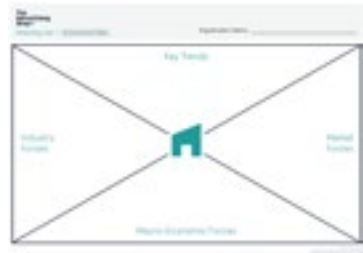
STAGE GOAL

Organisations often look to their competition to understand their place in the market, however effective marketing and disruptive offers are often inspired by a wider analysis of the environment and trends.

The objective of this stage is to take a step back to understand the broader marketing opportunities available to your organisation.

EXERCISE

Add your sticky note ideas to the Environmental Map poster.



KEY TRENDS PROMPTS

- Technology Trends
What are the major technology trends in your industry? Are they disruptive?
- Regulatory Trends
Which regulatory trends influence your industry? Are they disruptive?
- Societal & Cultural Trends
What shifts in societal values affect your industry? Which trends might influence buyer behaviour?
- Socioeconomic Trends
What are the key demographic trends? How would you describe income and wealth distribution in your market?

MARKET FORCES PROMPTS

- Market Issues
How are customer preferences changing?
- Market segments
What are the most important Customer Segments? Which are growing and declining?
- Needs and Demands
What do customers need? Are there unsatisfied needs?
- Switching costs
What binds a customer to a company and its offer? What stops a customer from switching to a competitor?
- Revenue attractiveness
What are customers willing to pay for? Where are the largest margins?

INDUSTRY FORCES PROMPTS

- Competitors (Incumbents)
Who are your main competitors? What are their competitive advantages and disadvantages?
- Competitors (Insurgents)
Who are new entrants to the market? How are they different?
- Substitute Products and Services
Which products or services could replace yours? How much do they cost compared to yours?
- Suppliers and other stakeholders
Who are the key players in your industry value chain? To what extent does your organisation depend on them?

MACRO-ECONOMIC FORCES PROMPTS

- Global Market Conditions
Is the economy in a boom or bust phase?
- Commodities & Other Resources
What is the status of resources, such as human and physical? How costly are they? Where are costs headed?

YOUR VALUE PROPOSITION

A detailed view of **what you offer.**

Shaping your organisation’s products and services in alignment with customer needs can improve the resonance of offers in market. When they align it’s called “Fit”.

STAGE GOAL

When writing marketing copy, it’s important to know what demands customers have and align your organisation’s products and services with them.

The objective of this stage is to identify new and existing value propositions based on specific customer segments. Organisations usually have at least 3 targeted customer segments, so consider completing this exercise more than once.

EXERCISE

Add your sticky note ideas to the Value Proposition Map poster.



RIGHT SIDE > CUSTOMER PROFILE

The set of value proposition benefits that you design to attract customers.

CUSTOMER JOBS PROMPTS

- Functional Jobs
Specific task or problem solving (i.e. mow to lawn, eat healthy, write a report, help clients as professional).
- Social Jobs
Look good or gain power or status, how they’re perceived by others (i.e. look trendy, perceived competence).

- Personal/Emotional Jobs
Seek specific emotional state, such as feeling good or secure (i.e. peace of mind in investments or security at workplace).

CUSTOMER PAINS PROMPTS

- How do customers define too costly? Money, time, effort?
- What makes your customers feel bad? Frustrations, annoyances, headaches?
- What are your customers’ main difficulties and challenges? Ability to understand jobs or resistance to doing them?
- What negative social consequences do you customers encounter or fear? Loss of face, power, trust, status?
- What risks do your customers fear? Financial, social, technical risks?
- What common mistakes do your customers make?

CUSTOMER GAINS PROMPTS

- What savings would make your customers happy? Time, money, effort?
- What quality levels do they expect and what do they wish for more or less of?
- What would make your customers’ jobs or lives easier? Flatter learning curve, more services, lower costs of ownership?
- What positive social consequences do your customers desire? What makes them look good?
- What are customers looking for most? Good design, high quality, guarantees, specific or more features?
- What do customers dream about? What do they aspire to achieve?
- How do your customers measure success and failure?

LEFT SIDE > VALUE MAP

The set of value proposition benefits that you design to attract customers.

PRODUCTS & SERVICES PROMPTS

- Physical/tangible Goods such as manufactured products.
- Intangible Products such as copywriting or services such as after-sales assistance.
- Digital Products such as music downloads or services such as online recommendations.
- Financial Products such as investment funds and insurances or services such as the financing of a purchase.

PAIN RELIEVERS PROMPTS

- Produce savings? Time, money, effort?
- Make customers feel better? Reducing frustrations, annoyances and headaches?
- Fix under-performing solutions? New solutions, better performance, enhanced quality?
- Wipe out negative social consequences your customers encounter? Loss of face, power, trust, status?
- Eliminate risks your customers fear? Financial, social, technical risks?
- Limit or eradicate common mistakes customers make? Help them use a solution the right way?

GAIN CREATORS PROMPTS

- Create savings that please your customers? Time, money, effort?
- Produce outcomes your customers expect or exceed their expectations? Quality levels, more of something or less of something?
- Make your customers work or life easier? Better usability, accessibility, more services or lower cost of ownership?
- Create positive social consequences? By making them look good or producing an increase in power or status?
- Fulfill a desire customers dream about? Helping achieve aspirations or getting relief from hardship?
- Help make adoption easier? Lower cost, fewer investments, lower risk, better quality, improved performance or better design?

ADDED ADVICE

B2B Customer Segments

B2B organisations typically need to sell to several stakeholders with each having its own set of pains and gains.

Ensure your marketing message takes into account each of these customer profiles by completing a Value Proposition Map for each:

Influencers

The people whose opinions weigh into the decision.

Recommenders

The people carrying out the search and evaluation process.

Economic Buyers

The people who control the budget and make the purchase

Decision Makers

The people who are ultimately responsible for the choice.

End Users

The people who will benefit from the product or service.

Saboteurs

The people who can obstruct or derail the buying process.



EXERCISE

Fill out the below Value Proposition sentence to summarise your work.

Our _____
products and services

help(s) _____
customer segment

who want to _____

jobs to be done

by _____
your own verb (i.e. reducing, avoiding) pain

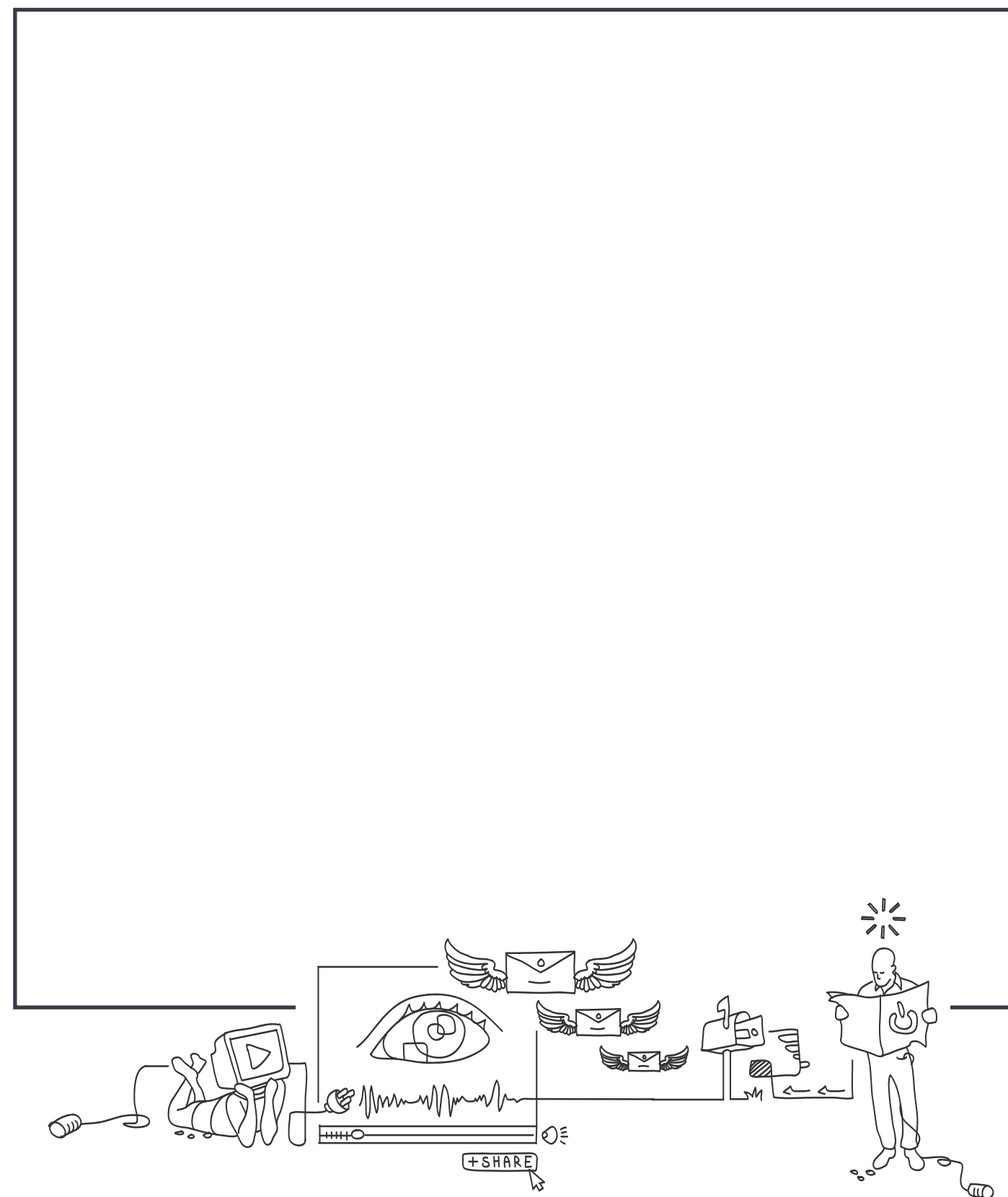
and _____
your own verb (i.e. increasing, enabling) gain

Unlike _____
competing value proposition



EXERCISE

Roughly sketch the core idea or direction of a value proposition. This is an exploratory exercise to quickly communicate and trial a series of ideas before making a final decision.



YOUR MESSAGE INSIGHT

A creative idea showing how you solve a problem.

The message strategy is the creative idea that inspires customers to take action. It demonstrates how a problem is solved and how it will resonate with the customer.

STAGE GOAL

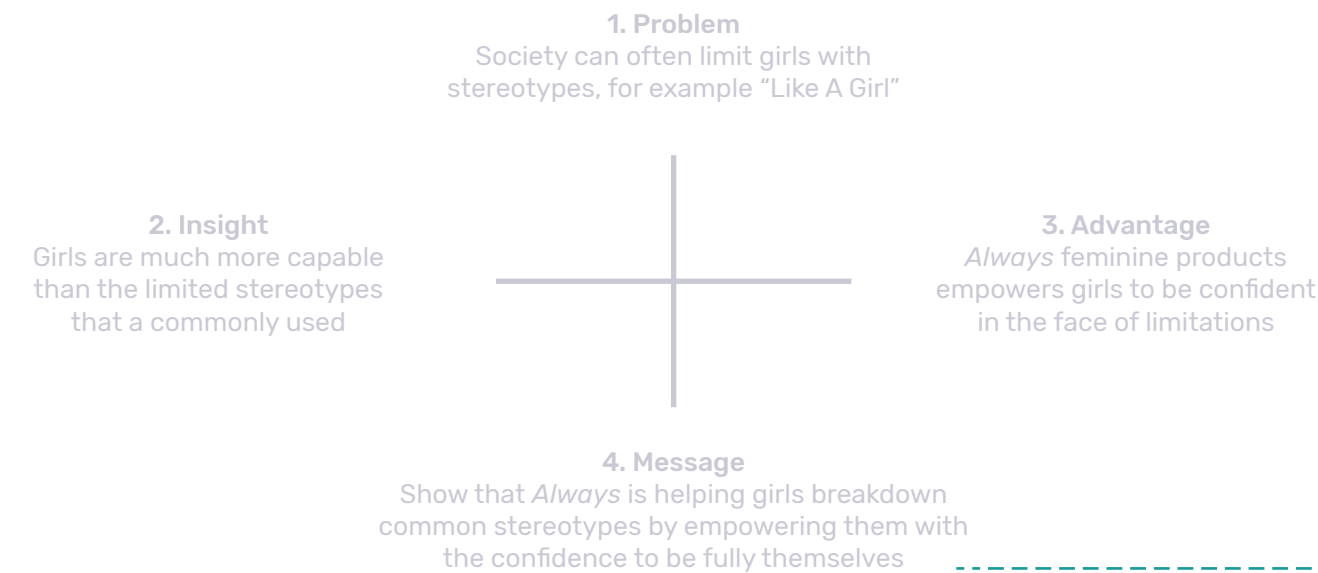
All marketing and advertising uses a core message to tell the story of an organisation's relationship with the customer. Effective messaging elicits strong emotions, shifting the perception of the brand and driving customer action.

The objective of this stage is to try your hand at crafting your own core message based on the new customer problems identified in the Environmental and Proposition Maps. It's not an easy task. Communication Strategists make a career out of writing great advertising messages, however learning the building blocks can significantly improve the effectiveness of your marketing performance.

MESSAGE MAP

- The message map has four key points which should be completed in order:
- 1. Problem**
The human problem behind the business problem
 - 2. Insight**
An unspoken human truth that sheds new light on the problem
 - 3. Advantage**
What makes your organisation unique in solving the problem
 - 4. Message**
A new way of seeing your organisation based on the Insight and Advantage

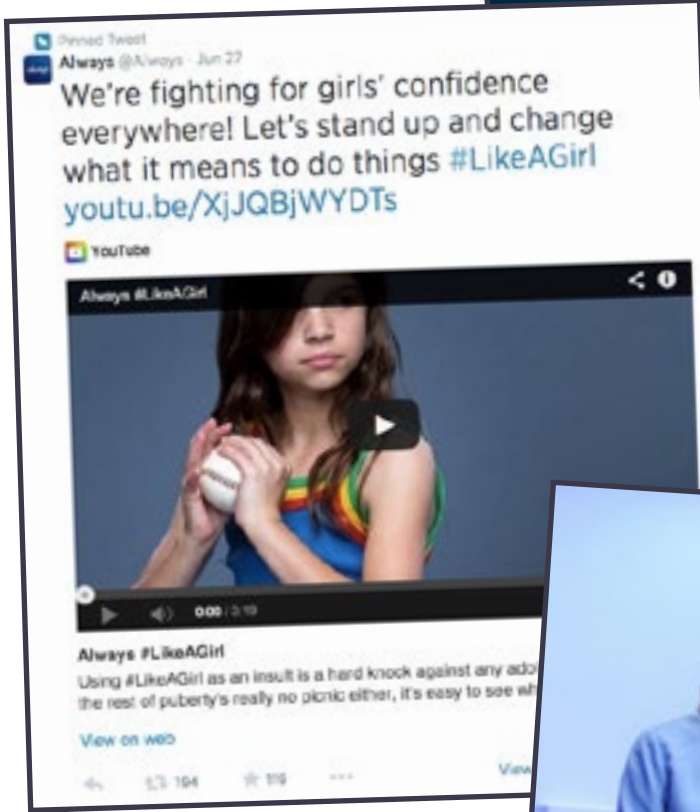
EXAMPLE MESSAGE MAP



Core Message



Creative Execution



Digital Advertising



Message Ambassadors

MESSAGE AS A CAMPAIGN

WHAT ARE IDEAS IN ADVERTISING?

There are many message idea types in advertising and it's important to identify what the type is when brainstorming to avoid confusion. Identifying the type can clarify "What are we talking about here?". A marketing project only requires a few of these ideas to form a messaging plan - don't try to do all at once!

Types of ideas in advertising:

- 1. Business Idea: What the organisation does that's novel.
- 2. Product Idea: Something novel that people can buy from the company.
- 3. Brand Essence: A vague phrase that anchors the brand strategy.
- 4. Brand Purpose: How the organisation serves humanity.
- 5. Brand Idea: What the brand promises to deliver to its customers.
- 6. Brand Platform: An idea the brand can stand on for a good length of time.
- 7. Brand Tagline: A short phrase that brings to life what the brand stands for.
- 8. Advertising Idea: An idea that repeats in every communication across all channel.
- 9. Campaign Idea: A subset and shorter-term execution of the advertising idea within a particular campaign (in cases where the advertising idea and campaign ideas differ).
- 10. Non-advertising Idea: A concept that solves a problem and isn't advertising-centric, yet it may get advertised.
- 11. Content Idea: Agency or marketer produced media that isn't an ad.
- 12. Social Idea: An idea born from the natural behaviours and attitudes of a social network.
- 13. Platform Idea: A technology-driven idea that can become critical to the organisation.
- 14. Tactic: A short-term activity that without strategy can worsen long-term outcomes.
- 15. Execution: The critical, essential finer points of an idea (art direction, for example).

WHAT MAKES A GOOD MESSAGE?

Great ideas are commonly disobedient, starting with "No, there's another way to do this" rather than a polite statement. Polite can be boring, failing to gain the attention of customers. Is it a great idea or just an observation? Tell it to someone and see if it peaks their interest to find out.

Here are some tips on how to create a great message:

- 1. There is a combination of things that do not usually exist together. See *lateral thinking* below.
- 2. It is useful. Utility comes in many shapes, including entertainment, connection and access to resources.
- 3. It feels familiar. This may be hard to pinpoint because it requires extensive domain knowledge.
- 4. It answers a problem and does so with compassion for the people experiencing the problem.
- 5. There is something dramatic about it.

GET CREATIVE WITH LATERAL THINKING

The term "lateral thinking" was introduced by the physician and philosopher Edward do Bono in his influential 1967 book *The use of Lateral Thinking*. Ideas combine things that don't usually belong together in new and useful ways. They tell the world that there is another way to be.

When brainstorming a new marketing idea, lateral thinking can be used by combining two unrelated topics and find how they might be related.

For example, combine the below two unrelated topics to create new ideas:

Topic A (Lamp) + Topic B (Smart Phone)

With lateral thinking, these two unrelated topics can create new ideas such as:

- **Platform Idea (Lamp + Smart Phone):**
A stand that turns your smart phone into a bed reading lamp. Show that smart phones can be lamps.
- **Brand Purpose (Lamp + Smart Phone):**
Improve sleep quality by reducing smart phone use at night. Show that lamps are better bedtime companions than smart phones.
- **Advertising Idea (Lamp + Smart Phone):**
A lamp has warmer light than the cold screen of a smart phone. Show that lamps create a warm home, while smart phones create a cold and stark ambiance.

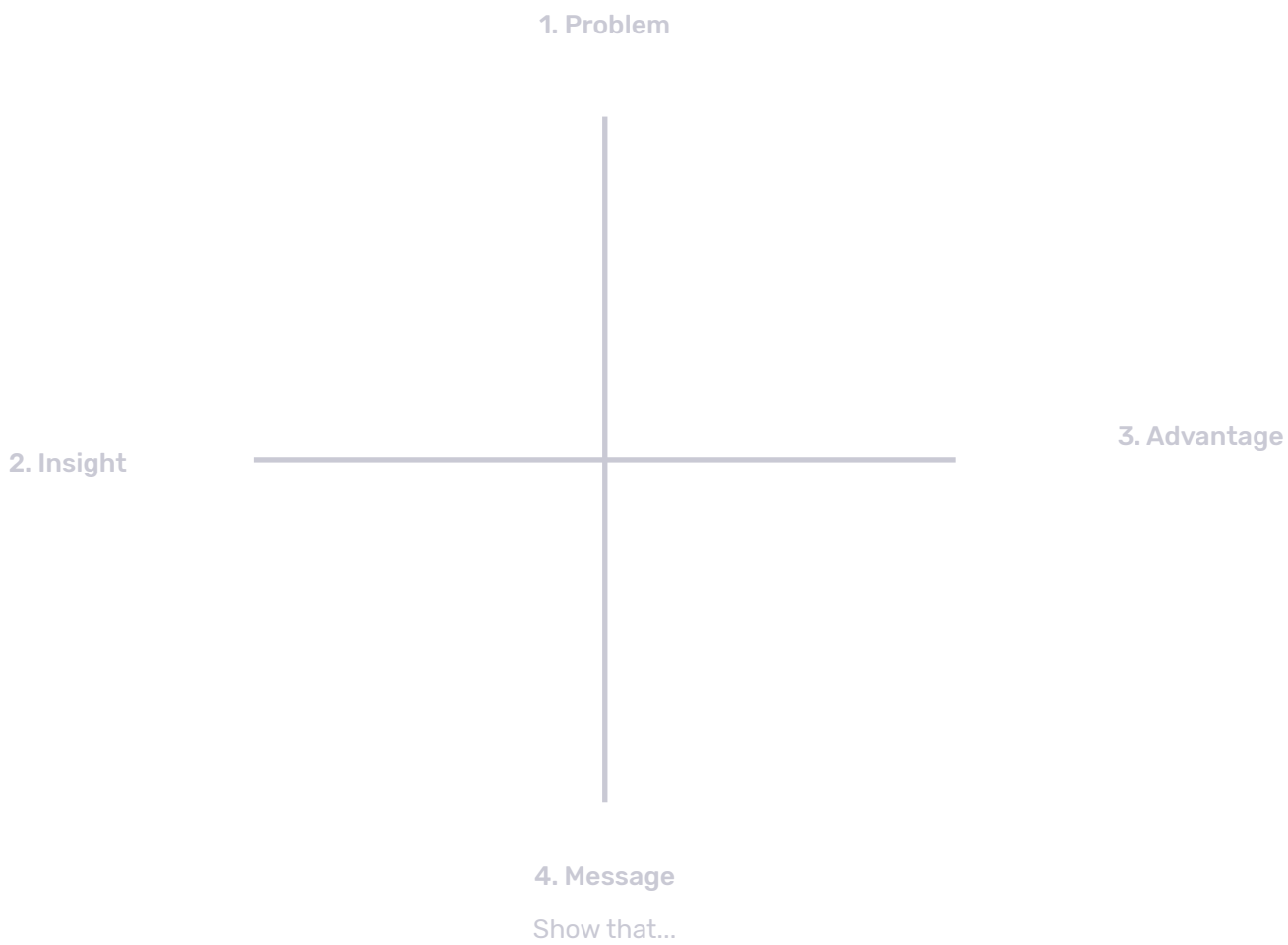
EXERCISE

Add your sticky note ideas to the Message Map poster as a group to create a message for your organisation.



EXERCISE

Now that you've created a message as a group try making your own message using the below Message Map.



YOUR CHANNEL JOURNEY

How to reach prospective customers.

Outline the marketing activities used to acquire new customers. Similar to a factory assembly line, each additional stage should move customers along the path to purchase.

STAGE GOAL

Building relationships with customers occurs over an extended period of time, over a series of progressively more committed stages. Each stage requires the organisation to communicate a set of unique messages.

The objective of this stage is to build an end to end sales engine that drives predictable growth.

EXERCISE

Add your sticky note ideas to the Channel Journey Map poster.



CHANNEL JOURNEY OVERVIEW

1. Aware

At this stage, the customer becomes aware of your organisation.

Channel examples: traditional ads, social ads, search ads, SEO, community management and blogs.

2. Engage

At this stage, the customer is building a relationship with your organisation. They don't yet know you, trust you or like you. This stage is about driving traffic to your content and offers.

Channel examples: video, audio and written content marketing, squeeze pages, email marketing and community management.

3. Subscribe

At this stage, in order to continue contact with the customer and maintain a low cost of advertising, collect their contact information and subscribe them to your organisation's communications.

Channel examples: Loyalty, newsletter and nurture email subscription, social page fan sign up, community page log in, digital ad remarketing.

4. Convert

If your subscribers remain engaged, some customers may be ready to increase their level of commitment of time or money. It is important to suggest entry-point offers which offer excellent value without forcing them to commit to too much in return. In some cases, the customer relationship may not be profitable as yet. This stage is primarily dedicated to acquiring new buyers or ramping up the commitment level of existing leads.

Channel examples: Low-cost transaction (i.e. book, loss leader product), tour of school or retirement village, conversion pages, email marketing, digital ad remarketing and search ads offering discounts.

5. Excite

At this stage, the purpose is to get customers excited about your organisation.

Channel examples: Complimentary value ads (i.e. free digital newspaper with coffee), instructional content on how to use a service or product or eye-opening blog posts.

6. Ascend

At this stage, time, money and resources have been spent to acquire customers and improve your organisations' relationship with them. It's time to monetize the relationships by suggesting your organisation's core offer, followed by other relevant offers. Upsell your products and services to maximise profit. The ladder represents multiple and escalating transactions.

Channel examples: Email marketing offering upsells, video sales letters (VSL) and eCommerce recommended products.

7. Advocate

At this stage, your organisation's customers are happy and have made several profitable purchases. The next step is to allow your fans to advocate for your business. An advocate won't necessarily promote your organisation in an active way, but they will provide positive reviews when other customer prospects ask.

Channel examples: customer video testimonial on social media ads, email and eCommerce product and service ratings, search listing ratings, free product competition for customer review submissions and affiliate sites such as Google My Business and other review websites.

8. Promote

Unlike advocates, promoters are actively seeking to spread the word about your organisation's products and services. They've either had such a good experience that they want to share it with friends and family or your organisation incentivises them to share. Word of mouth is the most effective sales channel compared to all others.

Channel examples: branded merchandise, affiliate links on podcasts, videos, articles and other content, referral programs with incentives, partnership resellers.

MARKETING ACTIVITY EXAMPLES

Use the below marketing channel ideas as inspiration while completing the Journey Map.

OWNED CHANNELS

- Brochure and eCommerce Websites
- Landing Pages
- Instore
- Content and SEO
- Organic Social & Community Management
- Email, SMS and Marketing Automation
- Events, Workshops and Webinars
- Loyalty and Referral Programs

PAID CHANNELS

- Paid Search
- Paid Social Media
- Paid Video and Display (Programmatic)
- Paid Affiliate Listings
- Paid Sponsorship and Influencers
- Traditional Print, TV, Radio and Outdoor Advertising

ADDED ADVICE

High or Low Consideration Time?

Products and services can take a high or low consideration effort and time to make a buying decision. This is important to consider when designing the Marketing Journey activities.

HIGH CONSIDERATION

Marketing for these products or services should highlight an organisation's authority, trust and feature benefits over a long period of time, building strong customer relationships.

Usually focused on driving **high value of purchases**.

Examples include: Home Builder, Bank Mortgage, Finance Advice.

LOW CONSIDERATION

Marketing for these products or services should minimise effort to transact, maximising availability and reduce friction along the path to purchase.

Usually focused on driving **high volume of purchases**.

Examples include: Pizza Order, Cinema Ticket, Phone Screen Protector.

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YOUR TOP 3 PRIORITIES

Prioritise the biggest growth opportunities.

Which channel journey stage will deliver the most value to your customer growth? For this quarter, what are the three marketing jobs that can improve the performance of this stage?

Quarterly Cycle Period (Quarter, Year)			
Marketing Journey Stage Focus			
Job 1	Job 2	Job 3	
Goal	Goal	Goal	

ADDED ADVICE

Generating Predictable Growth

Predictable, long-term growth is generated by creating new quarterly marketing priorities every 3 months. Each cycle builds upon the improvements of the last, refining the customer experience over the long-term. Don't stop at one cycle!

STAGE GOAL

The objective of this stage is to focus your organisations attention on the top 3 priorities to begin the longer process of building the predictable sales engine outlined on the Channel Journey Map

SKETCH YOUR ORGANISATION'S ANNUAL CALENDAR

While this isn't a comprehensive marketing schedule, identifying important product or service seasons and topline marketing campaign and development timelines can assist in planning upcoming activities.

Q4	JUN			
	MAY	Easter break		
	APR			
	MAR			
Q3	FEB	New calendar year		
	JAN			
	DEC			
	NOV	Christmas break		
Q2	OCT			
	SEP			
	AUG	New financial year		
	JUL			
		Seasonality & Events	Advertising Campaigns	Development & Production

YOUR GROWTH BUDGET

Calculate investment to acquire customers.

Growing your organisation through media campaigns, web development and creative production will likely require an investment of marketing budget...

...the question is, how much marketing budget should be allocated? A common method to calculate the total marketing budget is to invest 7 to 12 percent of total business revenue.

Use the below formula to calculate your Monthly Marketing Budget:

$$\frac{\$}{\text{MONTHLY REVENUE}} \times \frac{\%}{\text{INVESTMENT RATE (7\%-12\%)}} = \frac{\$}{\text{MONTHLY MARKETING BUDGET}}$$

The next most important question is, how is marketing performance measured? Tracking Return On Advertising Spend (ROAS) for marketing activity can ensure each dollar spent contributes to the growth of your organisation. To calculate ROAS, a figure for Revenue Earned Per Customer needs to be estimated.

Use the below formula to calculate your Revenue Earned Per Customer

$$\frac{\$}{\text{AVERAGE PURCHASE REVENUE}} \times \frac{\text{TOTAL CUSTOMER PURCHASE COUNT FOR LIFETIME}}{\text{TOTAL CUSTOMER PURCHASE COUNT FOR LIFETIME}} = \frac{\$}{\text{REVENUE EARNED PER CUSTOMER}}$$

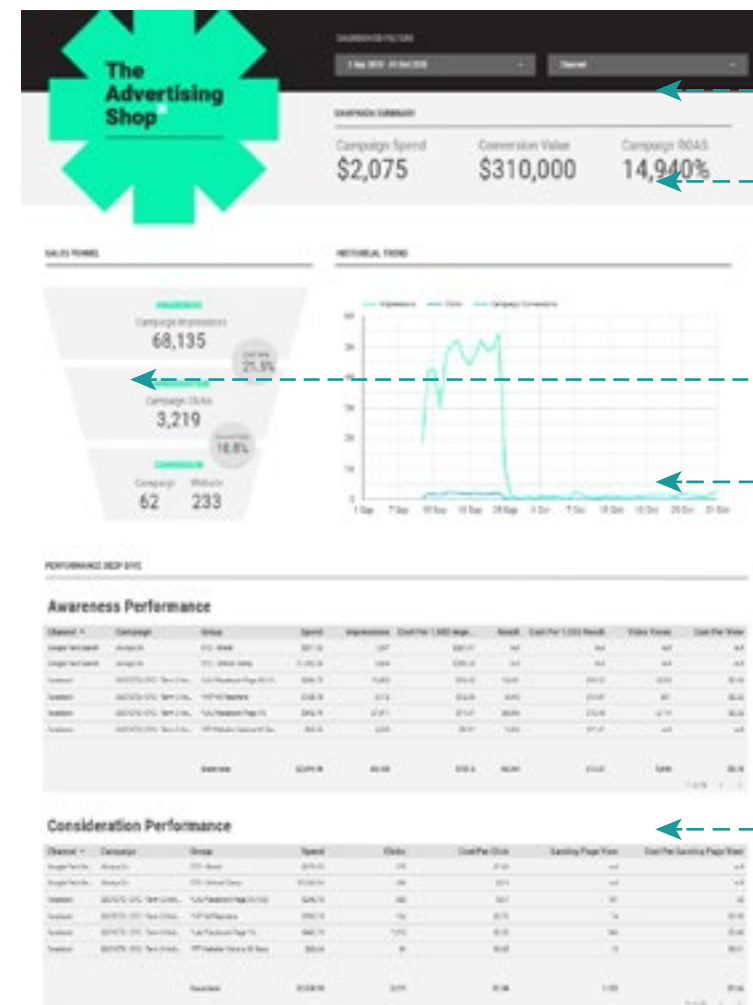
Finally, once marketing activity and campaigns have run, use the below formula to calculate campaign ROAS. While there is no standard ROAS objective, a minimum of \$5 should be targeted.

$$\frac{\$}{\text{CAMPAIGN REVENUE EARNED}} \div \frac{\$}{\text{ADVERTISING COST}} = \frac{\$}{\text{ROAS}}$$

YOUR RESULTS

Track your return on investment.

The maxim “If you can’t measure it, you can’t manage it” is especially true in marketing. It’s important to benchmark and track the performance of all marketing activity using tools such as a Marketing Performance Dashboard on a continuous basis.



AD UP PERFORMANCE DASHBOARD
Free with all paid campaigns

- Dynamic filters

- Top 3 measurements
Spend, Conversion Value & ROAS

Customer journey performance
Awareness, Consideration & Conversion

- **Historical performance**
Review the long term performance trend

- **Detailed data**
Dig down into campaign performance

WHERE NEXT

Once the insights from this workshop are collated, it's time to execute the marketing plan.

This can include:

- Produce advertising video, audio and image creative,
- Create and run a campaign schedule,
- Develop a website, eCommerce store, app or other digital asset,
- Track your return on advertising spend (ROAS) and optimise for predictable growth.

This can be done internally within your organisation or with an external agency, such as The Advertising Shop.

To put your marketing insights into action, or for any questions regarding this workshop, contact us on:

hello@theadvertisingshop.com

The Advertising Shop*

*Where results matter

Brand Identity

Website & CRO

Content & SEO

Performance Campaigns

Marketing Strategy

Print, Video & Design

Social Media Marketing

Email & Loyalty