

About Me



- 37 years old
- Worked in medical devices, music, and education
- Kendall College Professor of the Year 2014
- Florida A&M University alum
- Midwest roots
- 2 brothers, 1 sister
- Gladiator
- Love Hip-Hop/Beer/Soccer
- Instagram & Twitter: @Generalspeaks
- WhatsApp: +1-312-342-5445

My Style

A little about the way I teach

Victims or volunteers – I hate talking the whole time!

Not a lot of PowerPoint.....except for today!

Shadowed a student for 12 hours – What did I learn?

This isn't about me, it's about you - that's the theme of the day it's not about me...it's about you

YO!

What have I learned?

- We are all pretty much the **same!**
- Why value proposition is so important?
- See the world through the eyes of you customer!
(Says easy....does hard)
- The world of digital marketing is evolving and more competitive than ever = survival of the fittest.
- Digital marketing is **NOT** the next big thing, it's here, right **NOW!**



What is a value proposition?

- What is a value proposition?
- I want to hear from you?
- What products do you love? Why?
- Technical definition- unique benefit you gain from product or service
 - Important things to know
 - Value proposition and value in general relates to a deeper connection
 - Value proposition is not just ONE thing you do
 - Value proposition is based on meeting customers' needs and solving problems

Value Proposition

- Some are better than others...why?
- How well they understand the customer
- Don't PUT your eyes on the product...put your eyes on the job(s) your customers need to do....

Marketer's spend millions on:

Billboard

Your Ad Here

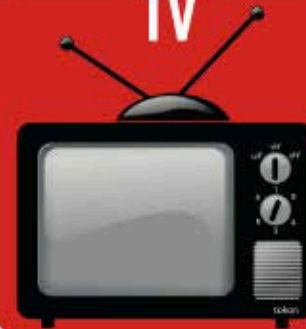
Radio



Newspaper



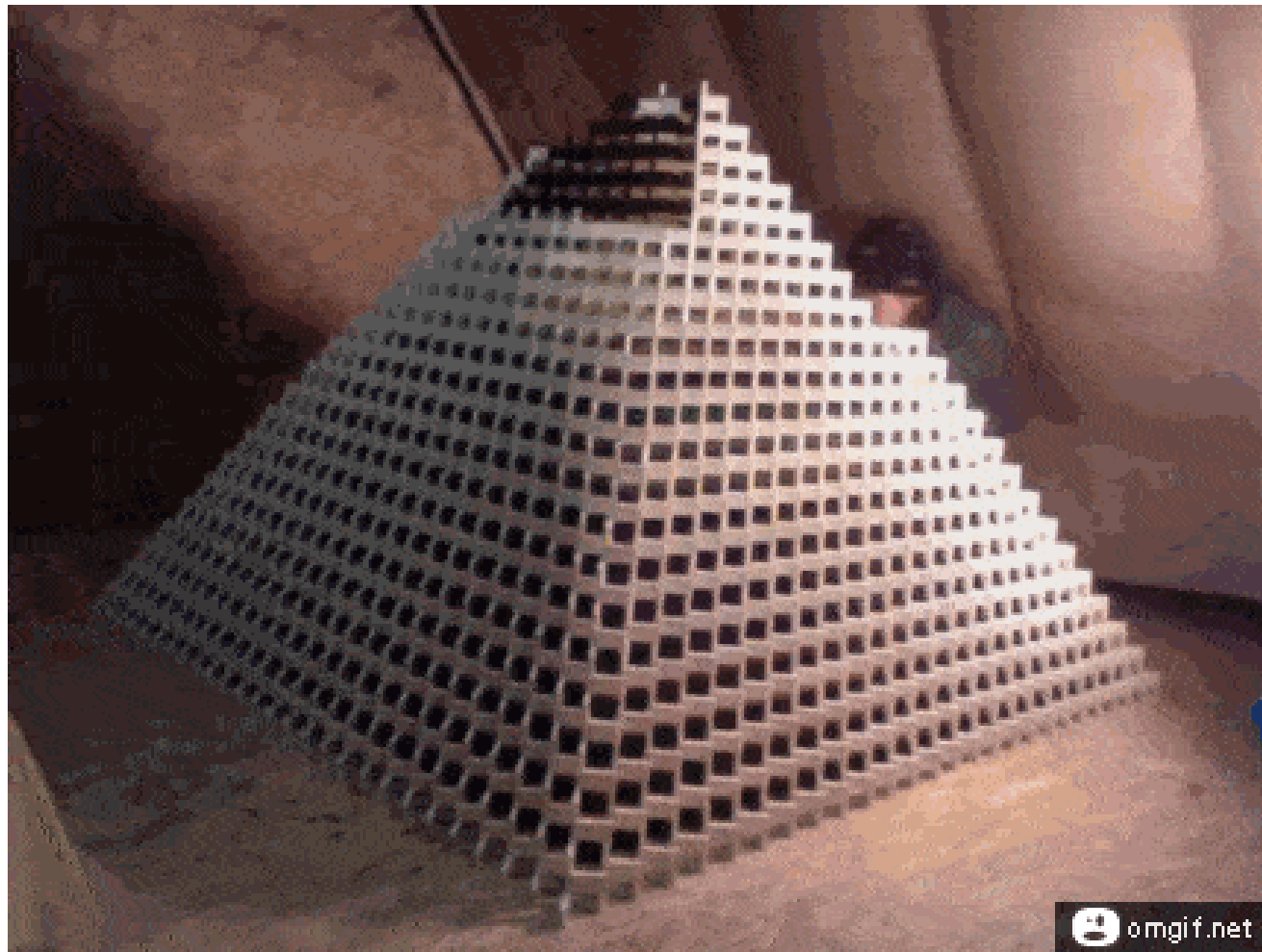
TV



Direct Mail



WHY?



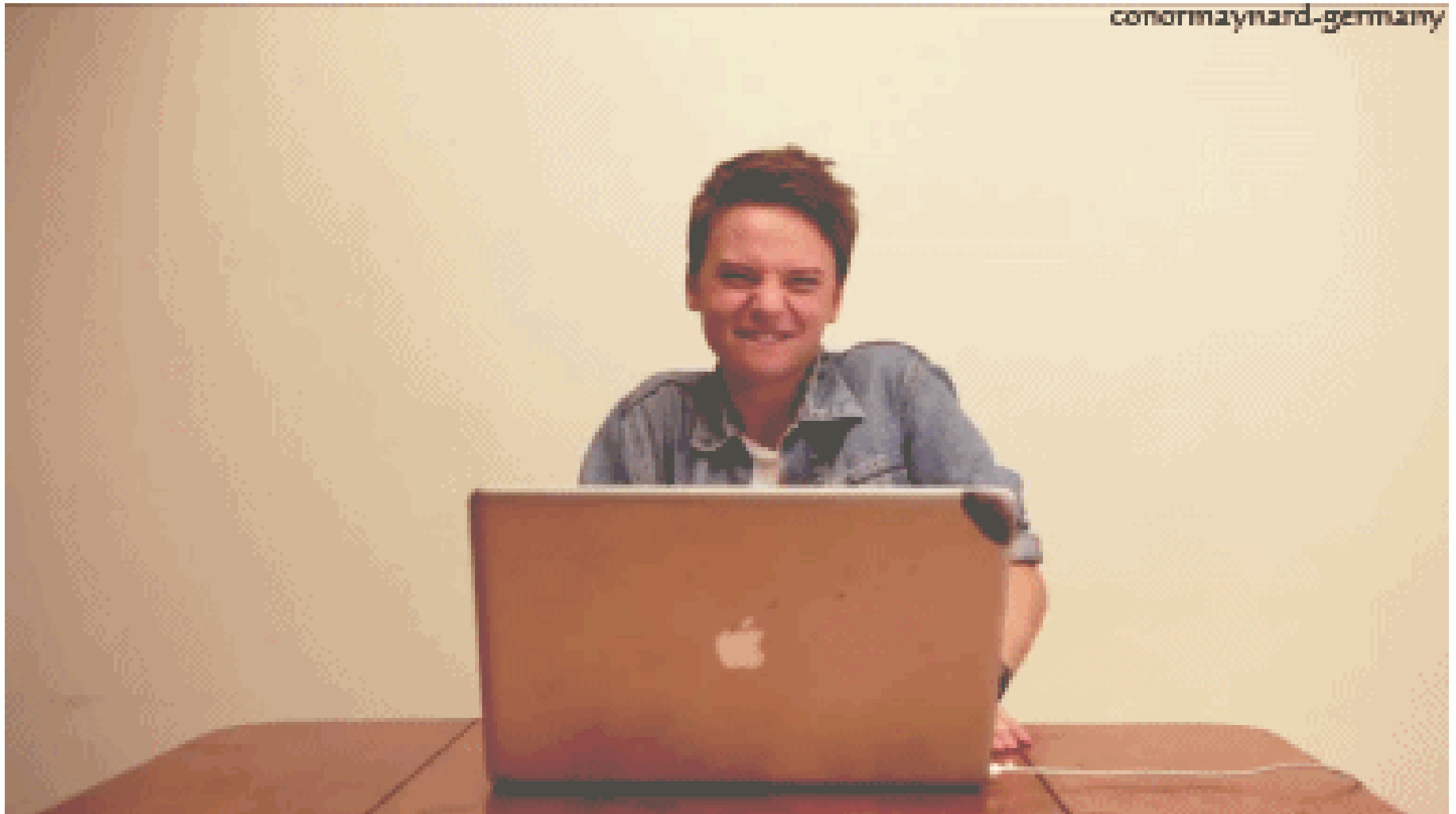
Many of these are collapsing in terms of attention from the user.

Let's play a game called "When's the last time..."





When's the last time you stopped to look at billboard?



When's the last time you were excited to open an email...from a company?



When's the last time you logged onto a social network?



TIME & ATTENTION are the most valuable thing to a marketer



Most marketer's are missing the fact that social media is the first-ever two way conversation platform. You can't just blast people with the same stuff.



Think of social media as a cocktail party....



The way to win is by telling your story, natively on each platform.

Social Media



SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

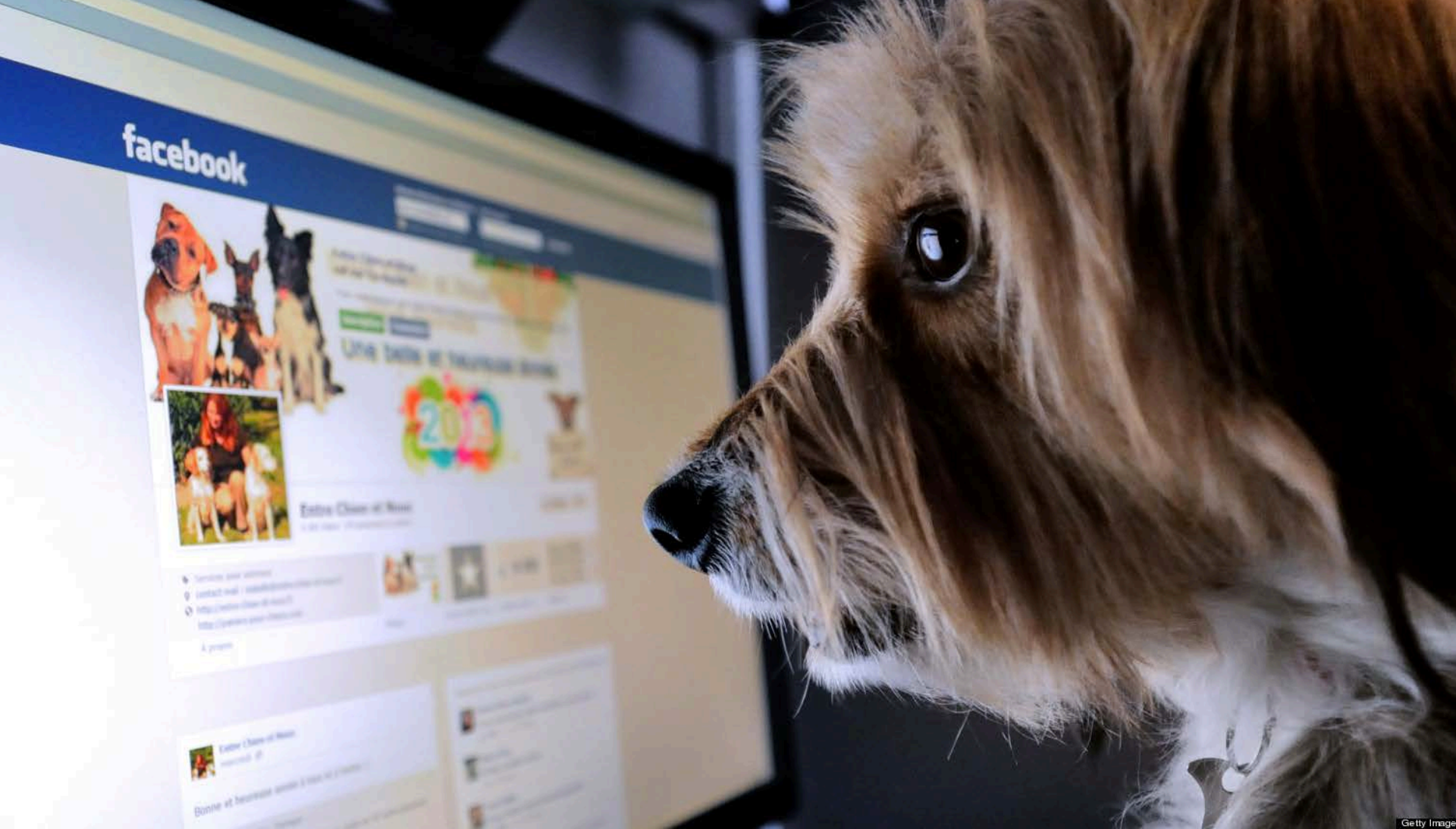
PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

SOCIAL MEDIA FAIL

TWITTER	I SELL DONUTS
FACEBOOK	I SELL DONUTS
FOURSQUARE	I SELL DONUTS
INSTAGRAM	I SELL DONUTS
YOUTUBE	I SELL DONUTS
LINKEDIN	I SELL DONUTS
PINTEREST	I SELL DONUTS
LAST FM	I SELL DONUTS
GOOGLE+	I SELL DONUTS



POV: AUTHORITY

A place to highlight your brand and mission. Voices addresses consumers as “you.” Influenced by your brand mission and data about how your brand is perceived.

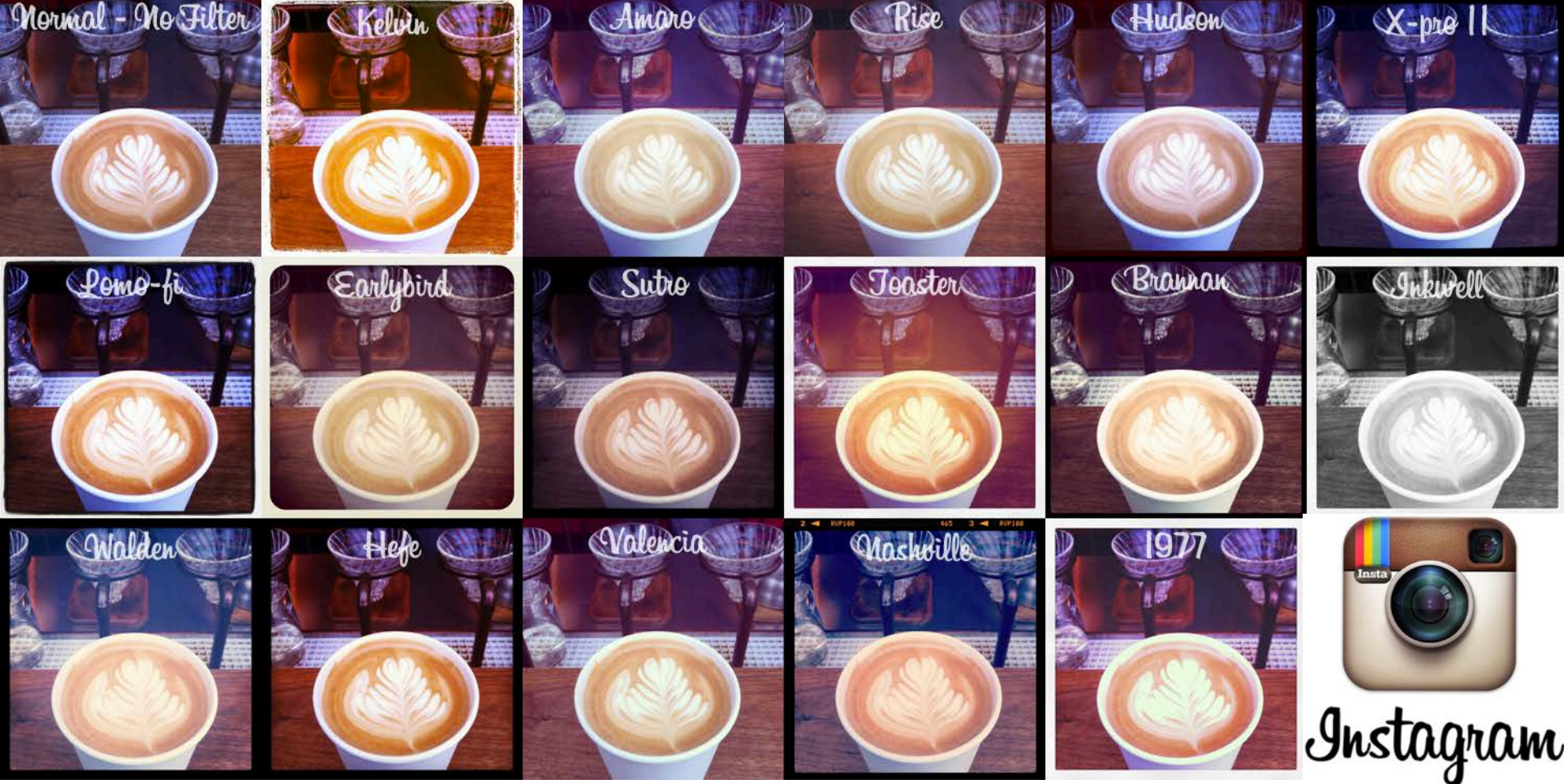
KPI's: Reach, Impressions, Video Views, Engagement Rate, Click Through Rate, Sales, etc...



POV: NEWSFEED & BEAT REPORTER

Real-time news about your brand, including events, promotions. Influenced by brand updates and data on the kind of news your consumers are interested in..

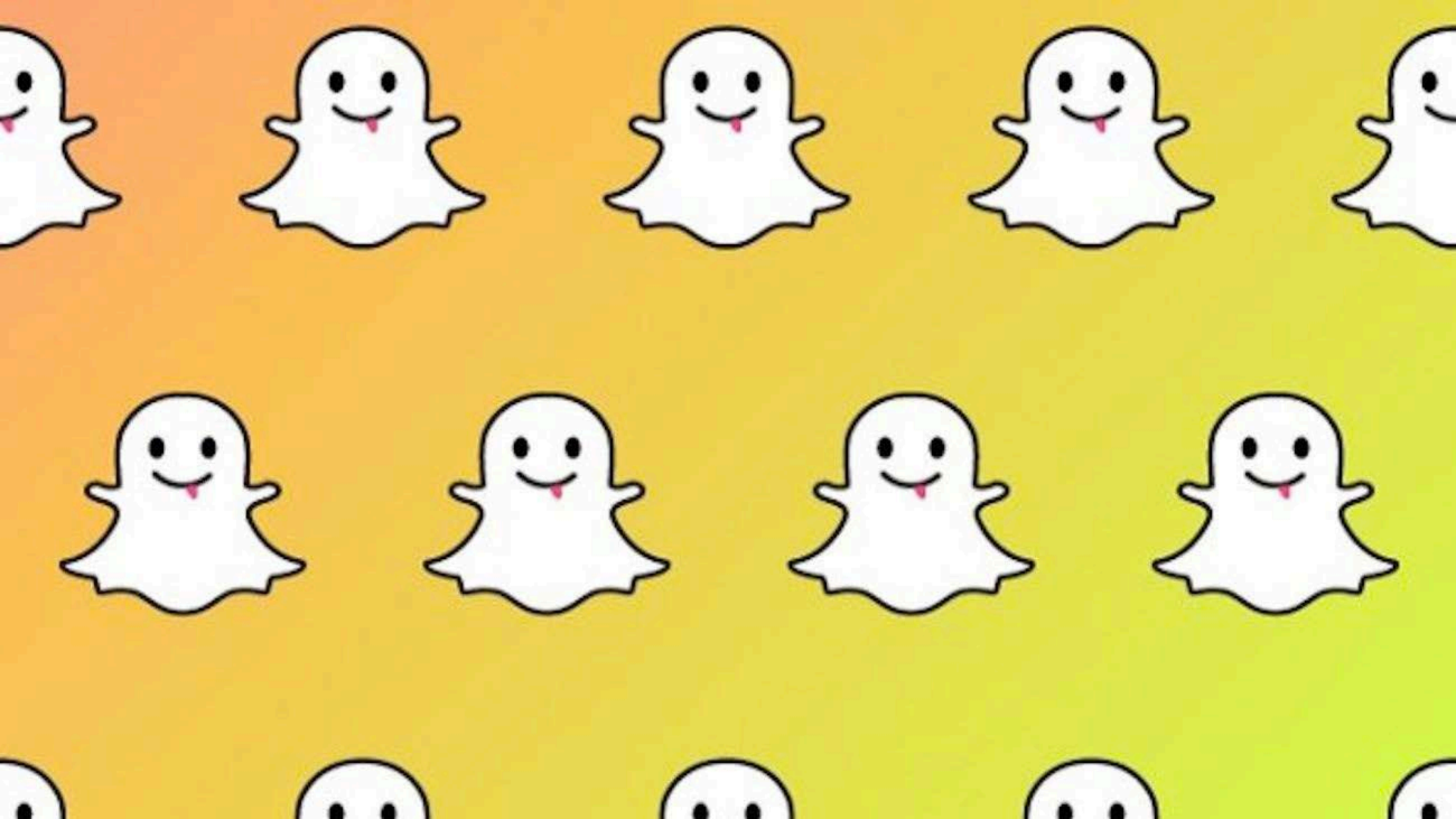
KPI's: Retweets, Favorites, Impressions, Click Through Rate



POV: CONSUMER

A place to showcase your brand through the eyes of the consumer. Voice addresses consumers as “I” or “we.” Influenced by consumer interests and data on the kind of content your consumers post.

KPI's: Likes, Comments, Impressions



POV: ACCESS & FUN

Candid, behind the scenes moments that you can't get anywhere else. Voice is playful, fun, light.

KPI's: Story views

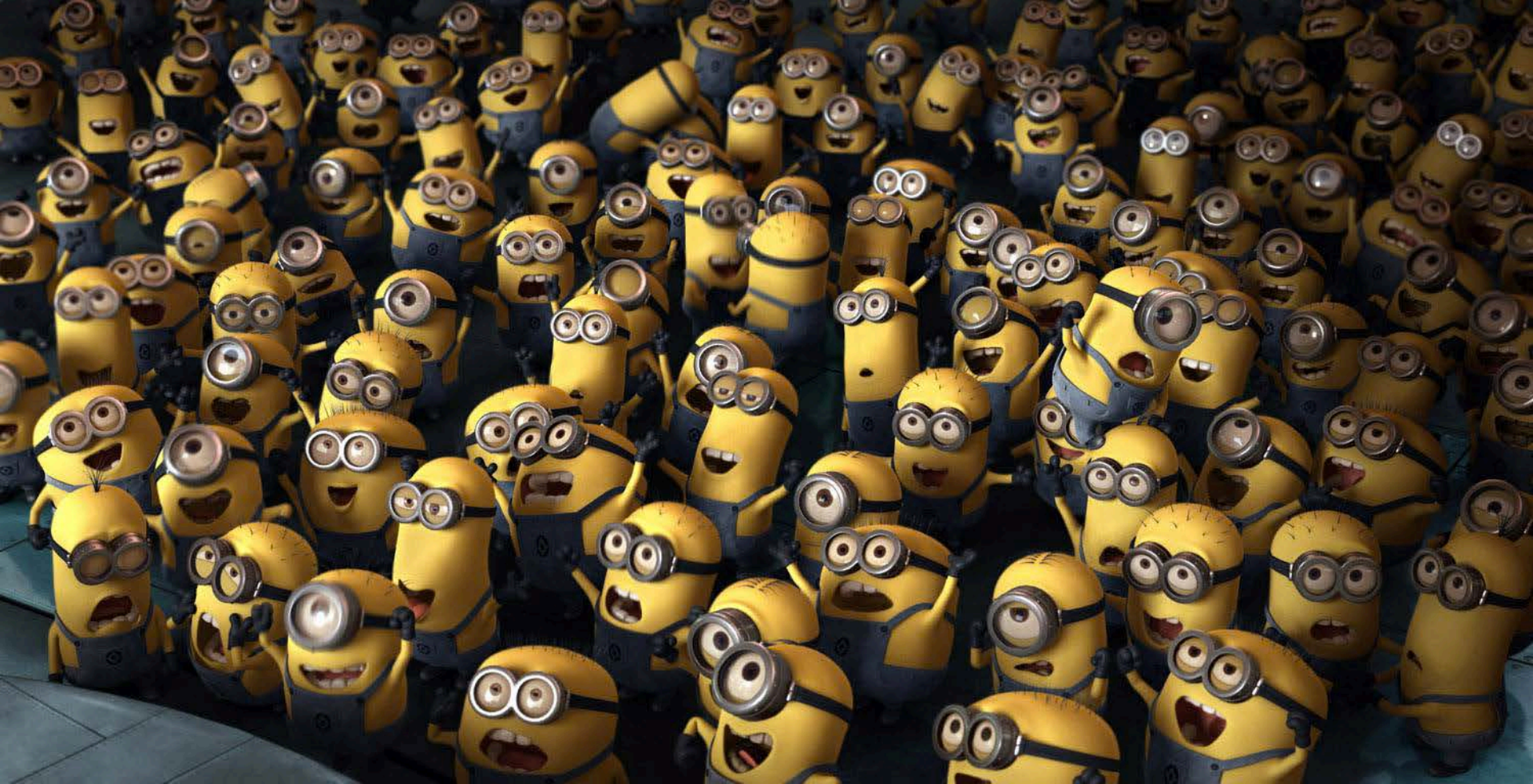




So, what's your social media strategy?



Hope, is not a strategy.



Who's your target market/audience? Where are they spending their time?



What's your brand voice on each platform?
How are you speaking to them?



What content will you use to achieve your post level objectives?



What will you measure? How will you use the data to refine your strategy?

Business Model Canvas

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Key Partners create new business models.
Key Partners can reduce risk.
Key Partners can reduce costs.
Key Partners can provide access to distribution.

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Customer Segments



For whom are we creating value?
Who are our most important customers?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

Key Resources
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost efficient?
How are we integrating them with customer routines?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Key Resources
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers
Key Resources
Key Activities
Key Partners
Key Channels
Key Customers
Key Suppliers



Business Model

- Good idea vs. Good Business
- What's the difference?
- Customer Segmentation x Value Proposition

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