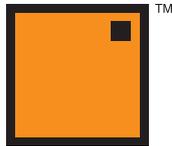




**Pips & All**

The Formidable Five



## Welcome...

Home for us is the north. Yorkshire to be precise.  
Nicely nestled at the foot of one of our seven rolling hills.

Square Orange has, shall we say a number of collective years experience in producing the collateral that supports brands and marketing strategy delivery. Having worked with major companies and small business set-ups, we are uniquely placed to deliver a full service. Our intricate and growing knowledge of both traditional print and newer digital processes, ensures that your investment meets with great knowledgeable return.

We pride our success on the customer-focused relationships we have built over the years, and can demonstrate great feedback and project success.

We would be most interested in how we can provide a down to earth appraisal of your current marketing assets, with a view to reaching new grounds with fresh creative concepts so that you can really stand out in the market place.

If you want to work with an honest, hardworking and creative group of people, we'll help you seize the moment a grasp opportunities that are out there.

# Square Orange: The Formidable Five



Since a brand creates an experience, we can brand almost anything – a concept, an action, a product, a service or a company.

The first step in defining brand strategy is to define the type of brand you're building: An individual product or service brand, a company brand, a family brand, or an idea brand.

To get to the best method by which you can align your brand to deliver value to the marketplace, is identifying the theme for your brand. For example; discover whether your brand is innovative, creative, cool, authoritative, essential, supportive, friendly, warm, caring, kind, gentle, matter-of-fact, competitive, aggressive, comforting or blunt..

Ultimately, we will assist you in making an impression – positive, negative or neutral – with your market at every touch point. To deliver a consistent brand experience. It is good practice to ensure that every interaction with your market supports your brand strategy.

A significant part of that results from your brand's visual imagery and associated copy. The rest of it results from your people' interactions with the market. By identifying every touch point your customers and prospects have with your company and the people who represent your brand, we'll have an understanding of the customer journey, how well your people support your brand: Positioning, promise and experience.

We will assess the structure behind your brand and your aspirations so that they become the backbone of your marketing collateral and business development strategy.

You can contact us directly on:

t: **0114 303 2500** or

e: **[zest@square-orange.com](mailto:zest@square-orange.com)**

to get the conversation going.



# Welcome to: Competitive Positioning



We get to the bottom of what sets your product, service and company apart from your competitors.

What value you provide and how is it different from the alternatives in the marketplace.

'*Competitive Positioning*' is about defining and identifying how you "differentiate" your offering and create value for your market. It's about digging out a spot in the competitive playing field, planting your feet firmly in the ground and winning/challenging mindshare in the marketplace. We help you in being known for that certain "something" in the marketplace.

We know that a good positioning strategy is influenced by the:

- **Market profile:** Size, competitors, stages of growth.
- **Customer segments:** Groups of prospects with similar wants and needs.
- **Competitive analysis:** Strengths, weaknesses, opportunities and threats in the landscape.
- **Method for delivering value:** How you deliver value to your market at the highest level.

When your market clearly sees how your offering is different to that of your competition, it's easier to influence the market and win marketshare. Without differentiation, it simply takes more time and budget to entice the market to engage with you; as a result, many companies end up competing on price - a tough position to sustain over the long term.

We will look to address key elements that can sometimes be overlooked. For example, how do you provide value at the highest level? There are three essential methods for delivering value: Operational excellence, product leadership and customer intimacy.



Here is a hypothetical example of each type of value.

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### Operational Excellence

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We discover that company A's customers don't want bells and whistles; they just want a good product at the lowest possible price.

Therefore Company A is advised to focus on operational excellence so they can continually offer the lowest price in the market yet deliver a streamlined service. For example, they just patented a new piece of equipment that dramatically lowers their manufacturing costs. The focus is not on trying to create new or better products, but to produce increased volume at a lower cost.

Company A's method for delivering value is operational excellence; it's a key driver of their long-term strategy, and their marketing positioning needs to highlight this feature.

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### Product Leadership

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Company B's customers care most about quality – they want the best stand out product.

Company B is completely dedicated to innovation and quality. They're constantly working on product improvements and new ideas to bring to market. They know what their competitors are doing and are completely focused on staying one step ahead, in order to capture a greater share of their market.

Company B's brand and culture needs to reflect product leadership so that their market recognises it and is keen to pay for quality.

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### Customer Intimacy

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Company C's market is flooded with products at all points of the price spectrum.

Yet, Company C's customers want more than a product off the shelf; they want customised solutions. So Company C's strategy is to know as much as possible about their customers' businesses so they can deliver the correct solutions over time.

Company C knows that they can't just promote "We offer great service." Company C needs a their strategy to reflect customer experience via testimonial, word of mouth recommendation and as much interaction with their market as feasible.

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The three examples above illustrates the reasons why you can provide the best offering, the cheapest offering, or the most comprehensive offering, but not all three.

A key factor in your positioning is your competition. Yes, you need to plant your feet firmly on the ground and claim your land. But is it land that you can own? Can you realistically beat your competition to own it?

Rather than leaving your market positioning to chance, we help you to establish a strategy. What you're ultimately striving for is to be known for something that enables you to stand out from your competitors. Identifying these areas is the backbone the competitive positioning strategy.

This is typically easier for consumer product lines than for B2B companies, because positioning a single product against three to five competitors is a simpler task than positioning a mid-size B2B company with numerous offerings in numerous markets. Owning a strong position in the market is challenging for most SME's, but you have a better chance of achieving it if you clearly define a strategy and build your brand around it.

We can assist you with a promotional positioning strategy, so that you have a thorough understanding of how you could deliver value to your target market, identify market share growth areas and how you are best placed to communicate your stand out benefits with your customers.

"The most meaningful way to differentiate your company from your competitors, the best way to put distance between you and the crowd is to do an outstanding job with information. How you gather, manage and use information will determine whether you win or lose." – Bill Gates



You may have your strategy in place, but require the creative to elevate it - do you see your company in any of these scenarios?

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### Best Case

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You provide a one-of-a-kind offering that your market needs and wants; you have strong differentiation from your competitors.

Your market knows your name and associates it with that “one thing” that you’re known for.

And you continually deliver on it – perception is reality – so you continue to win mindshare in your market, defending your land and influencing your market.

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### Neutral Case

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Your offering is somewhat different from – and better than – those of your competitors, and you communicate that difference (though probably not as consistently as you should).

Some of your market knows your name, but they describe you in different ways; you’re not yet known for that “one thing,” but at least you’re occasionally recognised.

You know that you could make a greater impact on your market with stronger positioning.

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### Worst Case

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Your market sees little difference between you and your competitors, and your name is not recognised.

Because of this, you have to spend precious budget and time educating the market at each touch point.

You often end up competing solely on price, though your business isn’t optimised to continue profitably with falling prices.

You have to fight long and hard for every sale. It’s very difficult to meet your revenue and profit goals.

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The concept of positioning is entirely strategic but essential. It’s the first element to address in strategic marketing, and everything else is aligned to it. You know what you need to work on yet you don’t have the collateral to reach out. Taking this knowledge we can work on

the creative touch points across both online and offline - producing complete campaign material and assets to support your strategy delivery.

“Don’t try to be all things to all people. Concentrate on selling something unique that you know there is a need for, offer competitive pricing and good customer service.” – Lilian Vernon

“Make your product easier to buy than your competition, or you will find your customers buying from them, not you.” – Mark Cuba



# Competitive Positioning Key Concepts and Steps to Consider

We recognise that your *'competitive positioning'* strategy is the foundation of your entire business when launching a new company or product, expanding or looking for a new edge. We address the unique facts and instill in all the collateral we produce.

## Profile your market

### We consider the Profile of your market

- The size of your market, assessing your major competitors and how they're positioned.
- Whether your market is in the introductory, growth, mature, or declining stage of its life. This "lifecycle stage" affects your entire promotional marketing strategy.

### We consider your market Segment

- We try to understand the problems that your market faces, so that this influences the collateral we produce for you, often this process comes from research that uncovers your customers true wants and needs.
- Grouping your prospects into "segments" or "personas" that have similar problems and can use your offering in similar ways is essential for effective and efficient marketing.

## Define how you deliver value

At the highest level, there are three core types of value that a company can deliver: Operational efficiency (the lowest price), product leadership (the best product), or customer intimacy (the best solution & service). Determine which one you're best equipped to deliver; Your decision is your method for delivering value.

## Evaluate your competition

- List your competitors. Include any that can solve your customers' problems, even if the competitors' solutions are much different from yours – they're still your competition.
- Rate yourself and your direct competitors based on operational efficiency (price), product leadership and customer intimacy. It's easy to think you're the best, so be as impartial as you can be.

## Stake a position

- Identify areas where your competition is vulnerable.
- Determine whether you can focus on those vulnerable areas – they're major opportunities.
- This all builds a picture for how to position your offering or company.

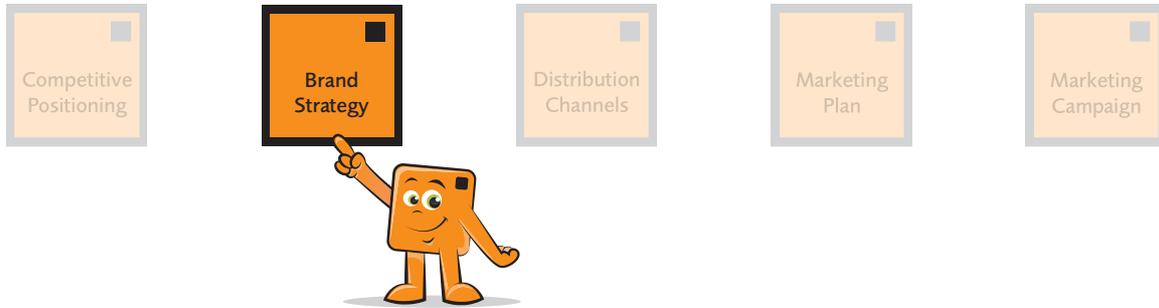
## Select the mindshare you want to own, and record your strategy

- Review the components of your market and evaluate what you want to be known for in the future. Condense all your research and analysis into the "one thing" that you want to be known for, and design your long-term strategy to achieve it.

## What's Next...

Once you have a *'competitive positioning'* strategy, let's look at developing a brand strategy to help you communicate your positioning and solidify your value every time you touch your market. Together, these two strategies are the essential building blocks for your business.

# Welcome to: Brand Strategy



Your brand is more than your logo, name or strapline and it should never ever be the first letters from a family member of your pets (you get our drift) - it's the entire experience your prospects and customers have with your company's products or services.

It's what you stand for, a promise you make, and the personality and character you convey. And while it does include your logo, colour choice, font and strapline, those are only creative, visual elements (corporate identity) that convey your brand. Instead, your brand lives and grows in every day-to-day interaction you have:

- The images you convey.
- The messages you deliver on your website, proposals and campaigns.
- The way your employees interact with customers.
- A customer's opinion of you versus your competition.

Branding is crucial for products and services sold in huge consumer markets. It's also important in B2B because it helps you stand out from your competition. It brings your competitive position and value

proposition to life; it positions you as a certain “**something**” in the mind of your prospects and customers. Your brand consistently and repeatedly tells your prospects and customers why they should buy from you.

Think about successful consumer brands in the market place. You probably know what each brand represents. Now imagine that you're competing against one of these companies. If you want to capture significant market share, start with a strong and unique brand identity or you may not get far.

In your industry, there may or may not be a strong B2B brand. But when you put two companies up against each other, the one that represents something valuable will have an easier time reaching, engaging, closing and retaining customers. A strong brand strategy can be a big advantage.

Successful branding also creates “brand equity” – the amount of money that customers are willing to pay just because it's your brand. In addition to generating revenue, brand equity makes your company itself more valuable over the long term.

By defining your brand strategy and using it in every interaction with your market, you strengthen your messages and relationships.



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### Best Case

Prospects and customers know exactly what you deliver. It's easy to begin dialogue with new prospects because they quickly understand what you stand for.

You close deals more quickly because your prospects' experience with you supports everything you say.

You can charge a premium because your market knows why you're better and is willing to pay for it.

### Neutral Case

The market may not have a consistent view or impression of your product and company, but in general you think it's positive.

You haven't thought a lot about branding because it doesn't necessarily seem relevant, but you admit that you can do a better job of communicating consistently with the market.

You're not helping yourself but you're not hurting yourself either.

### Worst Case

You don't have a brand strategy and it shows. It's more difficult to communicate with prospects and convince them to buy. They don't have an impression of your product or why it's better.

What you do, what you say and how you say it may contradict each other and confuse your prospects.

Competitors who communicate more strongly have a better shot at talking with and closing your prospective customers.

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## Brand Strategy Key Concepts and Steps

If you have a brand strategy, make sure it's as effective as possible. Poll your customers, employees and suppliers. Are their impressions consistent with your strategy? If not, work on the elements you can improve.

### Develop your brand around emotional benefits

- List the features and benefits of your product / service. A feature is an attribute – a colour, a configuration; a benefit is what that feature does for the customer.
- Determine which benefits are most important to each of your customer segments.
- Identify which benefits are emotional – the most powerful brand strategies tap into emotions, even among business buyers.
- Look at the emotional benefits and boil them down to one thing that your customers should think of when they think of you. That's what your brand should represent.

### Define your brand

- Think of your brand as a person with a distinct personality. Describe him or her, and convey these traits in everything you do and create.
- Write positioning statements and a story about your brand; use them throughout your company materials.
- Choose colours, fonts and other visual elements that match your personality.
- Determine how your employees will interact with prospects and customers to convey the personality and make sure your brand “lives” within your company.

### What's Next...

Together with your '*competitive positioning*' strategy, your '*brand strategy*' is the essence of what you represent, we can help you pull all the elements together.

A great brand strategy helps you communicate more effectively with your market, so follow it in every interaction you have with your prospects and customers.



# Welcome to: Distribution Channels



Distribution is one of the classic “4 Ps” of marketing (product, promotion, price, placement a.k.a. “distribution”). It’s a key element in your entire marketing strategy - it helps you expand your reach and grow revenue.

B2B and B2C companies can sell through a single channel or through multiple channels that may include:

- Wholesaler/Distributor
- Direct/Sales Team
- Dealer
- Direct/Internet
- Value-Added Reseller (VAR)
- Retail
- Direct/Catalogue
- Consultant
- Sales Agent/Manufacturer’s Rep

Here are three distribution examples:

## Direct to End User

You have a sales team that sells directly to high-end, high-value companies.

You have a second product line for small businesses. Instead of using your sales team, you sell this line directly to end-users through your website and marketing campaigns.

You have two markets and two distribution channels.

## Still Through a Dealer Network

You sell a product through a geographical network of dealers who sell to end-users in their areas. The dealers may service the product as well.

Your dealers are essentially your customers, and you have a strong program to train and support them with marketing campaigns and materials.

## Still Through a VAR (Value Added Reseller)

You sell a product to a company who bundles it with services or other products and resells it. That company is called a Value Added Reseller (VAR) because it adds value to your product.

A VAR may work with an end-user to determine the right products and configurations, and then implement a system that includes your product.



To create a good distribution program, focus on the needs of your end-users.

- If users need personalised service, you can utilise a local dealer network or reseller program to provide that service.
- If your users prefer to buy online, you can create an e-commerce website and fulfillment system and sell direct; you can also sell to another online retailer or distributor that can offer your product on their own sites.
- You can build your own specialised sales team to prospect and close deals directly with customers.

Wholesalers, resellers, retailers, consultants and agents already have resources and relationships to quickly bring your product to market. If you sell through these groups instead of (or in addition to) selling direct, treat the entire channel as a group of customers – and they are, since they're buying your product and reselling it. Understand their needs and deliver strong marketing programs; you'll maximise everyone's revenue in the process.

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### Best Case

You've used one or more distribution channels to grow your revenue and market share more quickly than you would have otherwise.

Your end-users get the information and service they need before and after the sale.

If you reach your end-user through wholesalers, VARs or other channel partners, you've created many successful marketing programs to drive revenue through your channel and you're committed to their success.

### Neutral Case

You're using one or more distribution channels with average success.

You may not have as many channel partners as you'd like, but your current system is working moderately well.

You devote resources to the program, but you wonder whether you'd be better off building an alternative distribution method — one that could help you grow more aggressively than you are growing now.

### Worst Case

You probably aren't hitting your revenue goals because your distribution strategy is in trouble.

With your current system, you may not be effectively reaching your end-users; your prospects probably aren't getting the information and service they need to buy your product.

Your current system may also be difficult to manage. For example, channel members may not sell at your suggested price; they don't follow up on leads you deliver; they don't service the product very well and you're taking calls from angry customers.

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You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place. - David Ogilvy

Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.” – Sir Richard Branson



# Distribution Channels Key Concepts and Steps

Together with your *‘competitive positioning’* strategy, your *‘brand strategy’* is the essence of what you represent. We can help you pull all the elements together. A great brand strategy helps you communicate more effectively with your market, so follow it in every interaction you have with your prospects and customers.

## Evaluate how your End-User Buys

Your distribution strategy should deliver the information and service your prospects need. For each customer segment, consider:

- How and where they prefer to buy.
- Whether they need personalised education and training.
- Whether they need additional products or services to be used along with yours.
- Whether your product needs to be customised or installed.
- Whether your product needs to be serviced.

## Match End-User needs to a Distribution Strategy

- If your end-users need a great deal of information and service, your company can deliver it directly through a sales force. You can also build a channel of qualified resellers or consultants. The size of the market and your price will probably dictate which scenario is best. It will also determine how best you generate new leads.

- If the buying process is fairly straightforward, you can sell direct via a website/catalogue or perhaps through a wholesale/retail structure. You may also use an inbound telemarketing group or a field sales team.
- If you need complete control over your product’s delivery and service, adding a channel probably isn’t right for you.

## Identify Natural Partners

If you want to grow beyond the direct model, look for companies that have relationships with your end-users. If consultants, wholesalers or retailers already reach your customer base, they’re natural partners.

## Build your Distribution Channel

If you’re setting up a distribution channel with one or more partners, treat it as a sales process:

- Approach the potential channel partner and “sell” the value of the partnership.
- Establish goals, service requirements and reporting requirements.
- Deliver inventory (if necessary) and sales/support materials.
- Train the partner.
- Run promotions and programs to support the partner and help them increase sales.
- Encourage a feedback loop to keep engagement with your clients

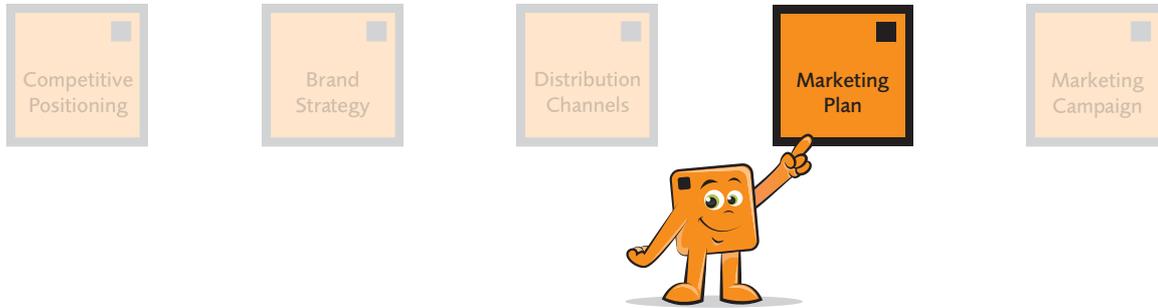
## Minimise Pricing Conflicts

If you use multiple channels, carefully map out the price for each step in your channel and include a fair profit for each type of partner. Then compare the price that the end-user will pay. If a customer can buy from one channel at a lower price than from another, your partners will rightfully have concerns. Pricing conflict is common, and it can jeopardise your entire strategy, so do your best to map out the price at each step and develop the best solution possible.

## Drive Revenue through the Channel

Service your channel partners as you’d service your best customers and work with them to drive revenue. For example, provide them with marketing funds or materials to promote your products; run campaigns to generate leads and forward them to your partners.

# Welcome to: Marketing Plan



Most business people agree that a good marketing plan is essential for success. Even so, it's surprising how many companies don't develop a marketing plan to generate revenue and to manage their customers.

Your marketing plan is a detailed roadmap that outlines all your marketing strategies, tactics, activities, costs and projected results over a period of time. This marketing plan keeps your entire team focused on specific goals – it's a critical resource for your entire company.

A good marketing plan typically includes:

- Financial goals
- Sales plan
- Positioning strategy
- Major marketing campaigns
- Brand strategy
- Detailed budget
- Product/service overview
- Dates to review progress
- Detailed goals by product, distribution channel or customer segment

It takes time to develop a marketing plan, but it's important because it ties all of your activities to tangible goals. It's also a great opportunity to focus on the future, generate new ideas, and inspire your team. Even a simple marketing plan is better than none, but when you invest more effort upfront, you'll have a better roadmap toward your goals.

## Best Case

Your marketing plan is a detailed roadmap to meet your goals.

You recognise that the time you invest in researching and creating a solid plan is perhaps the best time you'll invest all year – it helps you work through new strategies, issues, ideas, and numbers.

When it's done, your team focuses on executing the plan and measuring your progress all year long. As a result, you've been able to hit your goals, grow your business, and enjoy the journey.

## Neutral Case

You're incredibly busy, so it's difficult to invest the time in a detailed marketing plan. Instead, you develop a basic plan that's based on last year's version.

You include general revenue goals, general sales strategies, and basic campaigns; you stick with proven techniques. Budgets are based on last year's numbers.

You could be more ambitious with your revenue goals if your company were willing to try new things, but each year you stick with the tried-and-true.

## Worst Case

You don't typically create a marketing plan. You have a budget, but the numbers are haphazard. Things change so quickly – why spend the time? You take a similar approach with the strategies that should drive a marketing plan. You probably don't have a positioning or brand strategy; you're missing out on distribution channels or partnerships; your campaigns are ineffective and you may not invest in customer retention. A plan is a compass. Without one, you may be traveling in the right direction, but it's incredibly difficult to stay on course.

### **Highlight your Competitive Position, Value Proposition and Brand Strategy**

- Your positioning strategy defines how you'll differentiate your offering from those of your competitors.
- Your value proposition defines the primary value you deliver: operational efficiency, product leadership or customer intimacy.
- Your brand strategy defines what you stand for and how you'll communicate with the market.

### **Outline your Major Marketing Campaigns**

You don't need to list every campaign — just outline your major promotional plans for the year. You'll need to set your budget too. So the more planning you do now, the better. Your plans should include:

- The top three campaigns you'll run to generate leads, nurture customers, close, and/or market to existing customers
- The media you'll use (for example, email, online, print, telemarketing, trade shows, publicity, etc.)
- Tools, technologies or resources you'll need — for example, a new website, an email service provider, or a new piece of software
- Your ROI and other financial goals

### **Develop a Marketing Budget**

- Budgeting can be a difficult process. Many companies just estimate, or base their budget on last year's. An estimate is better than nothing, but if you've defined your major campaigns and needs, you can develop better numbers.
- You also use ROI to determine the appropriate total budget for your marketing efforts.

### **Develop your Tactical Sales Plan**

- The number of sales reps you'll need and the markets they'll target
- Whether you'll need to develop new compensation plans, or hire and train new personnel.
- Top priority markets, industries or customer segments; if you have a list of key prospects, include them.
- Your plan for managing current customers.
- Plans for launching any new distribution channels and driving revenue through existing channels.

### **Revisit your Marketing Plan Regularly**

The planning process itself is immensely valuable, but if you don't review the plan regularly, it's easy to lose focus. Periodically revisit the plan, and measure your performance and progress.

### **What's Next...**

When you've finished your plan, it's time to execute. You may need to create new messages, literature, websites or other tools and processes for your campaigns. But after that, focus on generating and managing your customers.



# Welcome to: Marketing Campaign



A marketing campaign is a series of touches with your market to communicate a key message. The key word is “series”, since it usually takes multiple touches for your audience to recognise your message and respond.

Marketing campaigns can include many different media:

- Search Engine Optimisation, Online Ads and Banners.
- Telemarketing Online Referrals and other online marketing.
- Trade Shows and Events.
- Email, Social Media Marketing.
- Print, Radio and other more “Traditional” Media.
- Publicity, Networking and Referral Network.
- Direct Mail.

## Generate New Leads

1. Use search engines to generate traffic to your website.
2. Receive information request from prospect via landing page form.
3. Email the requested information.
4. Call the prospect; qualify the prospect further and determine next steps.

## Drive Existing Prospects to your Trade Show and VIP Area

1. Mail a postcard to attendees 3 weeks before the show, invite them to your booth with an intriguing incentive.
2. Mail a special invite to key prospects and customers for a VIP reception. Ask them to RSVP by phone, email or URL.
3. Call key prospects and customers as a second effort.
4. Send an email to all confirmed attendees 3 days before the event.
5. Email the non-respondents one last time.

## Hit your Market with a Special Offer

1. Run banner ads on industry websites and targeted email newsletters.
2. Send out a special email to your house list.
3. Create an intriguing story and tie it to your offer. Write a search-optimised press release and post it on your site; distribute release and pitch to a key industry reporter.
4. Run a series of paid search ads.



If your client relationship is B2B, it's always best to start with your company's annual goals and develop campaigns to meet those numbers. For example, when you know how many new customers you need, you can calculate how many leads you'll need, and then design campaigns to

generate those leads throughout the year. With solid planning, a jolt of creativity and focus on measurement, you'll be in a strong position for success.

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### Best Case

You plan and execute your campaigns to hit specific goals. You don't always hit them, but you test and improve different elements; the ROI on your overall budget is above your goal. You focus on an offer and call-to-action and you touch your prospects several times, following up when appropriate. You recognise the challenges in measuring results but you do what you can; it helps you improve the next time around.

### Neutral Case

Your campaigns aren't the most creative or the splashiest but you've hit many of your marketing goals. You don't test, but your response rate is fine. You don't know your ROI but you know generally which campaigns work best. When you're faced with ambitious annual goals you have problems gaining budget approval. Since you stick with the same campaigns year in and year out, it's also difficult to figure out how to generate additional leads.

### Worst Case

Your marketing programs tend to be reactive - suddenly you're low on leads or falling short of your goals and you launch a campaign to fix the problem.

Since your programs don't seem to work, it's difficult to gain budget approval for future campaigns that could be better planned and executed.

It's a vicious cycle and you don't know how to get out of it.

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## Marketing Campaigns Key Concepts and Steps

Your brand and pricing strategies play a significant role in your marketing efforts, so by nailing down those strategies before launching any major campaigns leads to greater success. If you sell through multiple distribution channels, don't forget to create campaigns for each. You'll also refer to your sales process to estimate revenue and ROI for each campaign.

### Quantify your Goals

We can assist you with planning your campaigns to meet your annual revenue and volume goals. For example, if you're trying to generate 100 new customers, figure out how many leads you'll need and when you'll need them. Think about how you'll use different media. For example, your sales team may be able to generate 30% of your leads through prospecting; the rest may come from telemarketing, email, direct mail, search marketing, webinars, trade shows and more.

### Identify Competition

Look at your competitors and learn from their marketing campaigns it is likely that they are doing some things well but also employing tactics that aren't working for them. It may help to identify a market leading competitor in each of the areas that you look to market e.g. online, trade show, telemarketing, reputation/recognised brand etc.

### Generate Campaign Ideas and Strategies

- Identify all of the business goals that will need marketing support. You may need campaigns to generate and nurture prospects, to sell direct or through a channel, or to market to existing customers.
- Evaluate ideas and options: traditional sales activities, Internet marketing, telemarketing, direct mail, email, publicity and more.



### **Target your Audience**

- With more specific targeting, you can speak more directly to the prospect and raise your response rates in the process.

### **Deliver One or Two Key Messages and your Call-to-Action**

- If you include every detail about your product and company, it's easy for prospects to become overwhelmed. Move a prospect just one step at a time.
- Be creative — your market is bombarded with messages daily, so grab their attention and engage them.

### **Plan to Measure**

When you measure your campaigns, it's easier to gain budget approval the next time around. You'll also know exactly which programs produce the highest return.

- Establish how you'll measure each campaign. If there are variables you can't measure, decide how you will account for those results.
- Identify how you'll capture the data you need – unique phone numbers, unique URLs, etc.
- If required look for help with measuring performance

### **Plan your Fulfillment**

Your fulfillment processes can help or hurt your close rate, so be sure you outline your requirements. For example, if you're running a campaign where prospects request a software demo, and it doesn't arrive for a week, your prospects may lose interest.

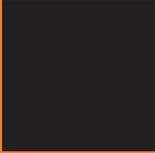
### **Continually Test and Improve**

Even on a small campaign, you can evaluate your ad, your copy, your list or other factors before you spend your entire budget. Choose a subset of your list or two versions of an ad; test them in small quantities and choose the best one for rollout. Then you can test a second variable against the winner of the first test. Keep the testing cycle going and track your results over time. You'll improve your response rates and your return on investment.

### **What's Next...**

Include your major campaigns in your annual marketing plan and budget, then implement your plans and strategies throughout the year: Email Marketing, Social Media, Search Engine Marketing, Publicity, Online Advertising, Customer Retention and more.





If you require further information,  
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