



THE 4TH P SEALS THE DEAL

Jackie Deutsch
<Brand & Content Guru>

June 22, 2010
MBA*Research* Conclave



marcomsolutionsguru.com

O 770.916.0811 M 404.313.0286 F 530.323.8252 E jackie@marcomsolutionsguru.com A 4050 Columns Drive Marietta, GA 30067

Messaging with a Point and Brand & Content Guru are service marks of MarCom Point.Solutions
© 2010 MarCom Point.Solutions

The 4 Ps of Marketing

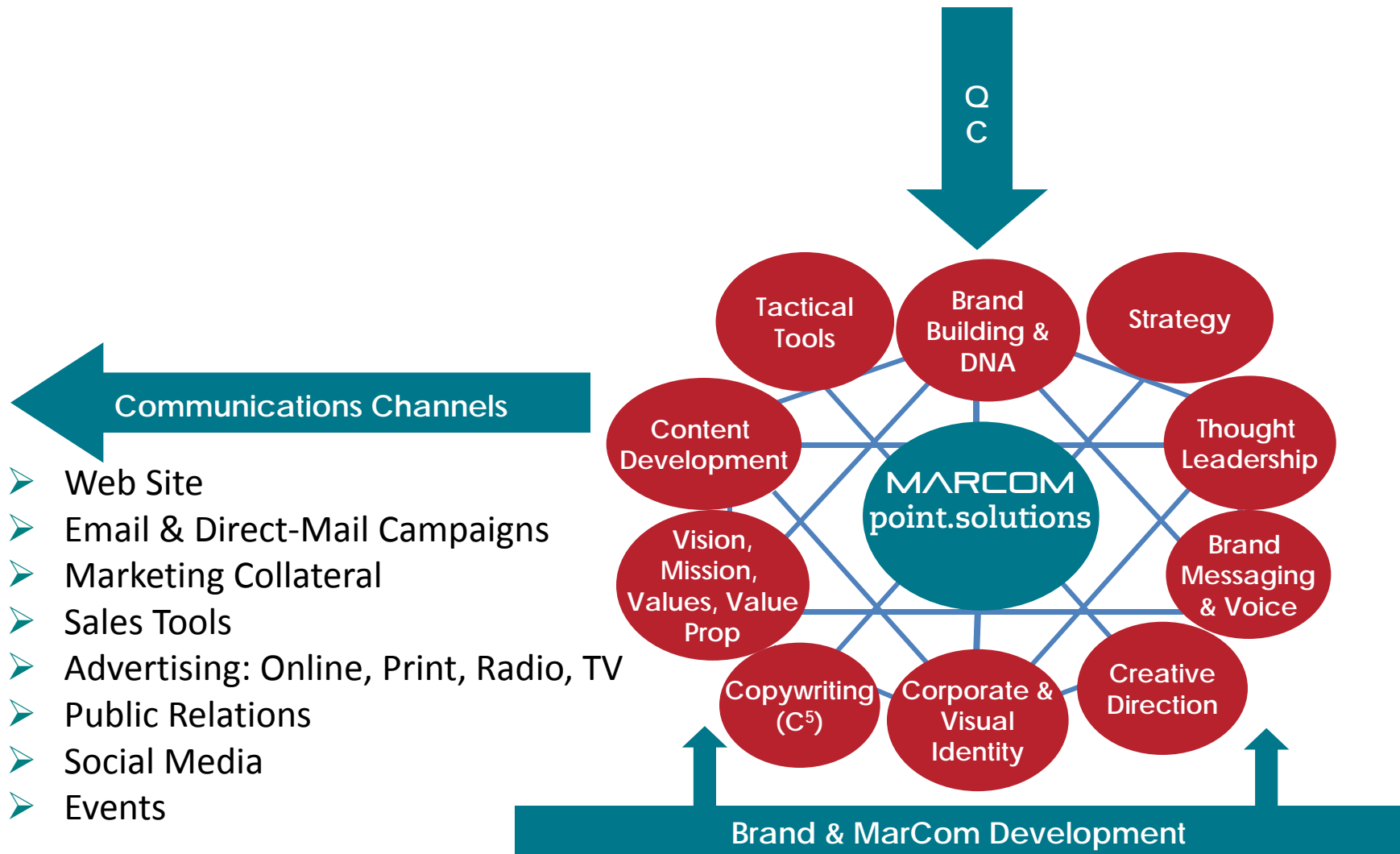
- > **Product (Service/Solution)** – to go to market
- > **Price** – targeted to the right market to deliver the most profit
- > **Placement** – positioning in the right place to make the sale
- > **Promotion** – getting the message out regarding product, price and location

If they don't know about it...they can't make the purchase—
that makes promotion the key to the 4 Ps—to seal the deal.

4 Points for Marketing Communications Success

- > **Define the marketing strategy** – benefits to highlight and the channels to use to connect with customers
- > **Identify audience/primary market** – the B2B, B2C targets who will buy your product/service/solution and what will make them responsive to a call to action
- > **Establish brand identity** – who you are, how you're different from the competition and why a buyer would want to do business with you and your employees (B2E) want to act as brand ambassadors
- > **Create targeted, on-point messaging** – clear, concise, compelling, consistent copy (C⁵)—C to the 5th power—which communicates why your brand is the right choice

MarCom, Brand Building, Corporate ID Elements



Reaching Your Audience

- > Identifying where and when you communicate your marketing messages to your target market
- > Selecting the best channels to get your message out
- > Determining the best time to promote your product/service/solution
- > Strategizing to maintain a competitive edge to be the leader in your category

The Little-Known 5th P *and* Secret Ingredient— Messaging with a Point

It's a clear message, fostering no questions.
It's succinct. It's sharp...communicating with impact.
It's getting your point across—clearly.
It takes listening...and understanding.
It takes synthesizing complex information.
It takes wordsmithing, finesse, and nuance.
It means that the person you're communicating to gets it—
and takes the action you want.

The 5th P & C⁵ deliver results.

The Critical Point of MarCom

- > **Marketing** is about selling
- > **Communicating** is about getting your message out
- > **MarCom** is the intersection point that delivers a call to action

The result: Make your point—and you make money.

Content Development / Copywriting Best Practices

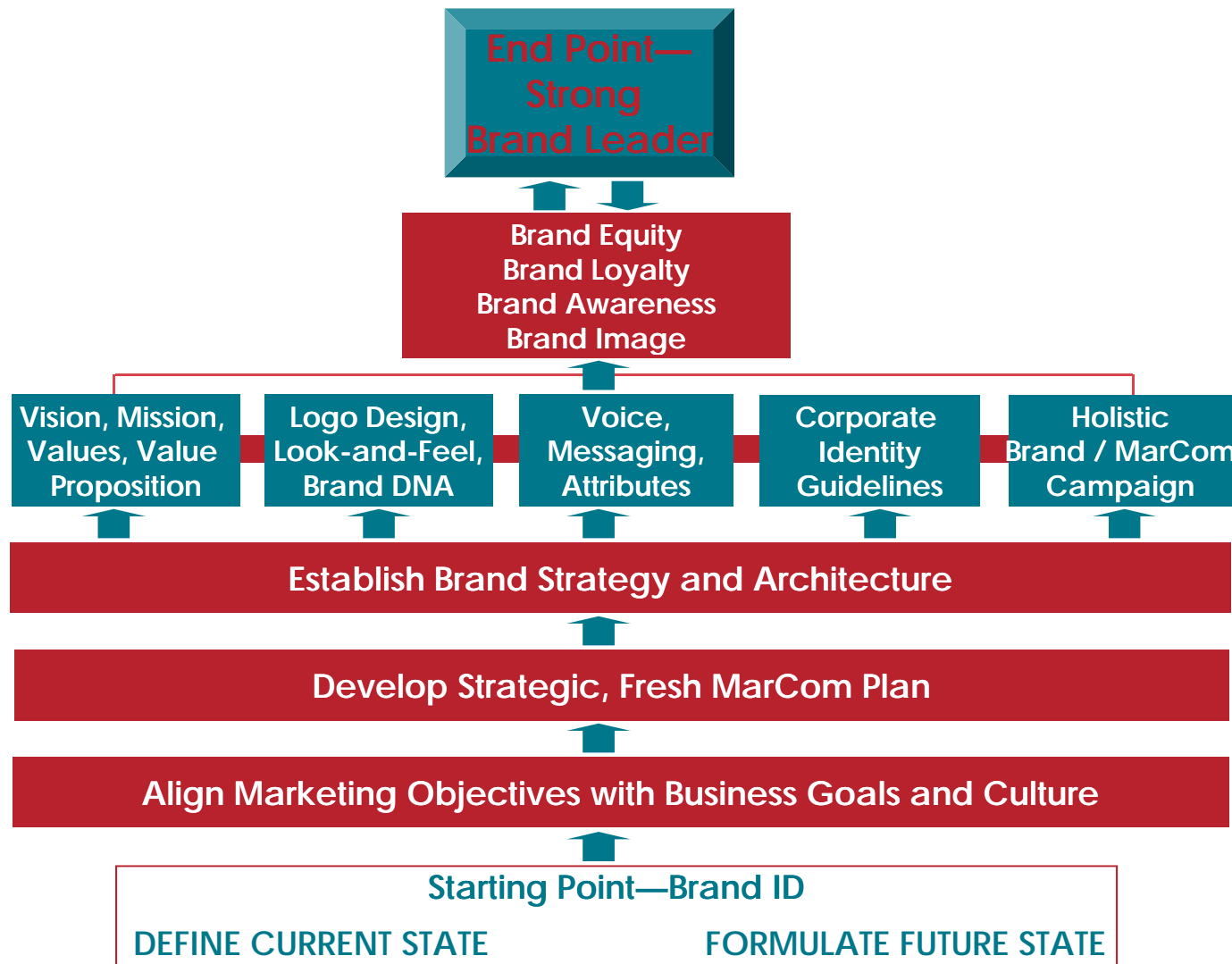
It's what you say—and how you say it.



Communicating on Point

- > Each message communicated is an extension of your brand
- > The goal is to get to the point—to influence the buy and promote loyalty to deliver results
- > The challenge is to get the audience to keep reading/listening
- > The copy must be targeted, on point, action oriented
- > The message should motivate through a creative story

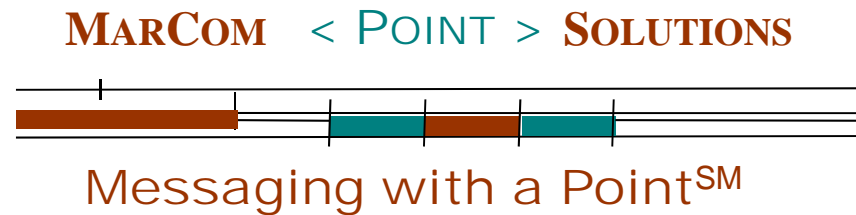
Brand-Building Best Practices



Building a Strong Brand

- Requires a systematic review and analysis as the business climate changes and needs shift
- Conduct a brand audit annually to determine if the brand image is in alignment with the next phase of the strategic marketing plan and is resonating with clients
- The challenge is to ensure that the corporate and visual identities are communicating the total brand personality
- Tweaks and nuances should play off the existing brand—unless there is a rebranding initiative to move away from the legacy
- Tell your brand story with every communication channel—internally and externally—consistently

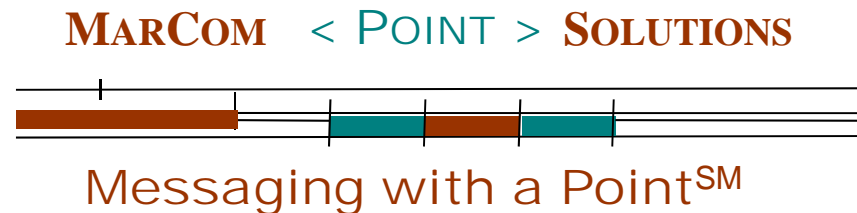
Case Study: Launch of MarCom Point.Solutions Brand



- > Emphasizes the <point> of creating targeted marCom and brand solutions
- > Multi-levels, sections and colors of framework design represent the core competencies
- > Colors selected communicate an image of a consultancy that understands corporate structure but operates with a boutique flair

The Rebranding Challenge—Case in Point

- > How to better incorporate the descriptive company name and tag line into the design to communicate the brand essence
- > How to pay homage to the heritage of the launch design with the evolution of the use of the > mark as well as the morphing of the original palette to communicate the boutique experience and respect for the bottom line—with an edge



Case Study: Rebranded MarCom Point.Solutions Corporate Identity



- > Design emphasizes the word **point** within name and tag line
- > **The > mark** represents the point—and in 2 of the 3 uses, points upward to represent the top...the best
- > **Period punctuation mark** used within name, providing a secondary visual reference to importance of being on point
- > **The two colors** symbolize the core competencies plus collaboration between the company and clients
 - > Raspberry communicates confidence & teal conveys imagination

MarCom Point.Solutions Brand Story Elements

- > The **multi-colored, stylized mark** \wedge represents marketing & communications, brand building & corporate identity, content development & copywriting
- > The **conjoining of the mark** represents that **it's what you say *and* how you say it** that makes the difference—the message & the media
- > The **unique typeface replicating the \wedge logo design** is brand reinforcement—messaging with a point
- > The **negative space** within the mark creates an apex symbolizing the point to reach for the peak of optimum performance
- > Get your point across—and get ahead

Case Study: The Evolution of a Leading Brand

Parent company



Spin-off company



Rebranded company



- > **KPMG brand:** audit • tax • advisory
- > **KPMG Consulting brand:** management and technology consulting with 100-year legacy
- > **BearingPoint brand:** breaks away from the legacy with a new name...describing the goal to set an end point for business direction and align systems for a business-empowered culture

Case Study: Salzer Technologies Message Platform

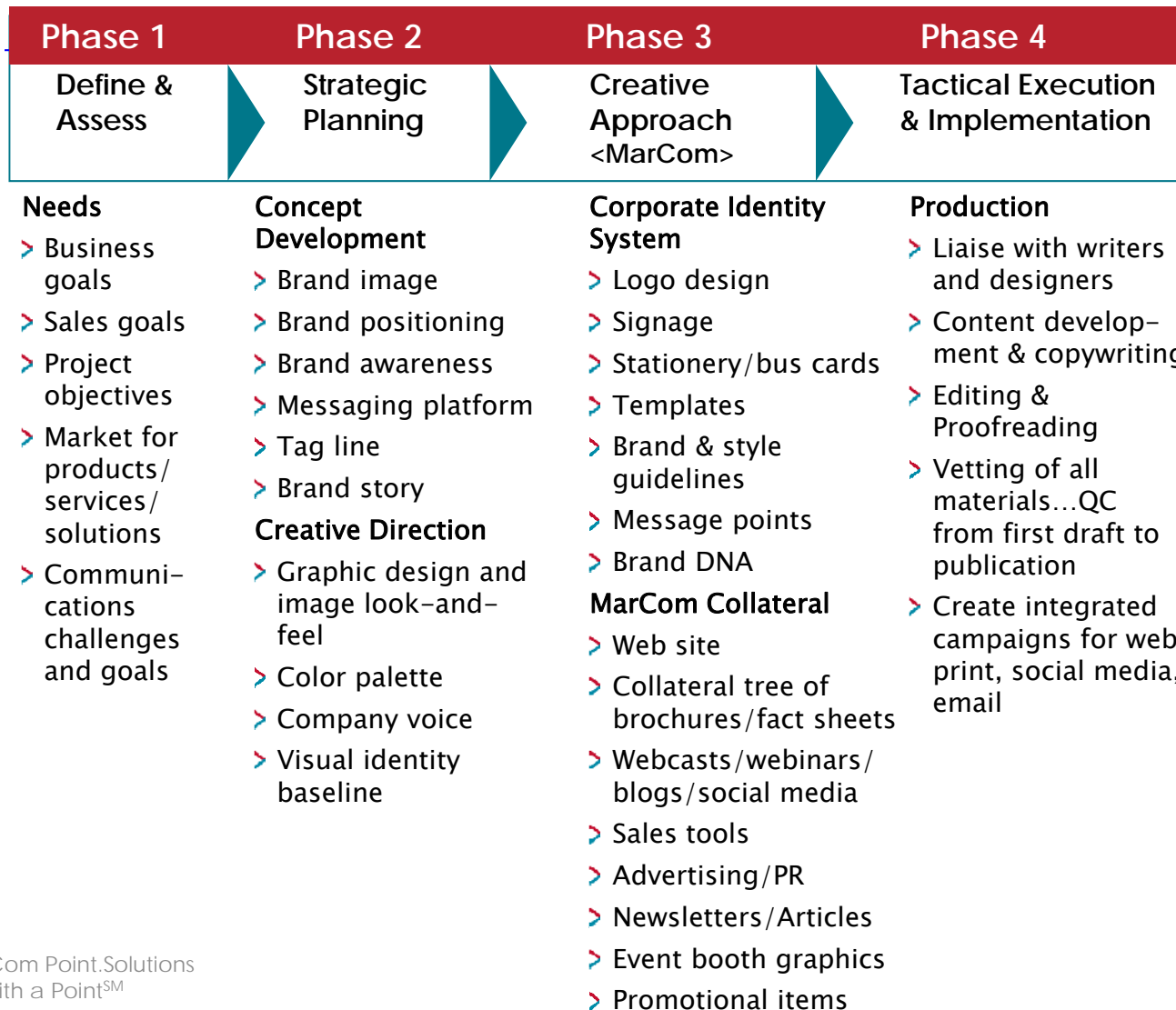
- > **The Solution Is Offshore Outsourcing
The Company Is Salzer Technologies**
- > The key is who you do your offshore outsourcing with—connecting resources with a company that knows how to satisfy client needs through an optimal combination of people, tools, technology, methodologies, and process expertise
- > Web site content supported with pull-push web site-PDF collateral: corporate overview and 4 product brochures @ www.salzertechnologies.com/resources/resources.html

Case Study: GigaTrust Message Platform

- > **Secure your content at rest...in transit...in use—all the time...anywhere**
- > GigaTrust enables secure anyone-to-anyone collaboration inside and outside the enterprise with persistent protection no matter where content travels
- > Web site content supported with pull-push web site-PDF collateral: corporate overview, company fact sheet, 4 capabilities brochures and 9 product brochures @ www.gigatrust.com/information-center.shtml



Adding Value—The Tipping Point



The 5th P Mantra



It's what you say...*and* how you say it.

That's Messaging with a Point.



- > For **MARCOM** tips, visit www.marcomsolutionsguru.com
- > For more viewpoints, contact **Jackie Deutsch** <Brand & Content Guru>
@ jackie@marcomsolutionsguru.com