



THE 4TH P SEALS THE DEAL

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The 4 Ps of Marketing

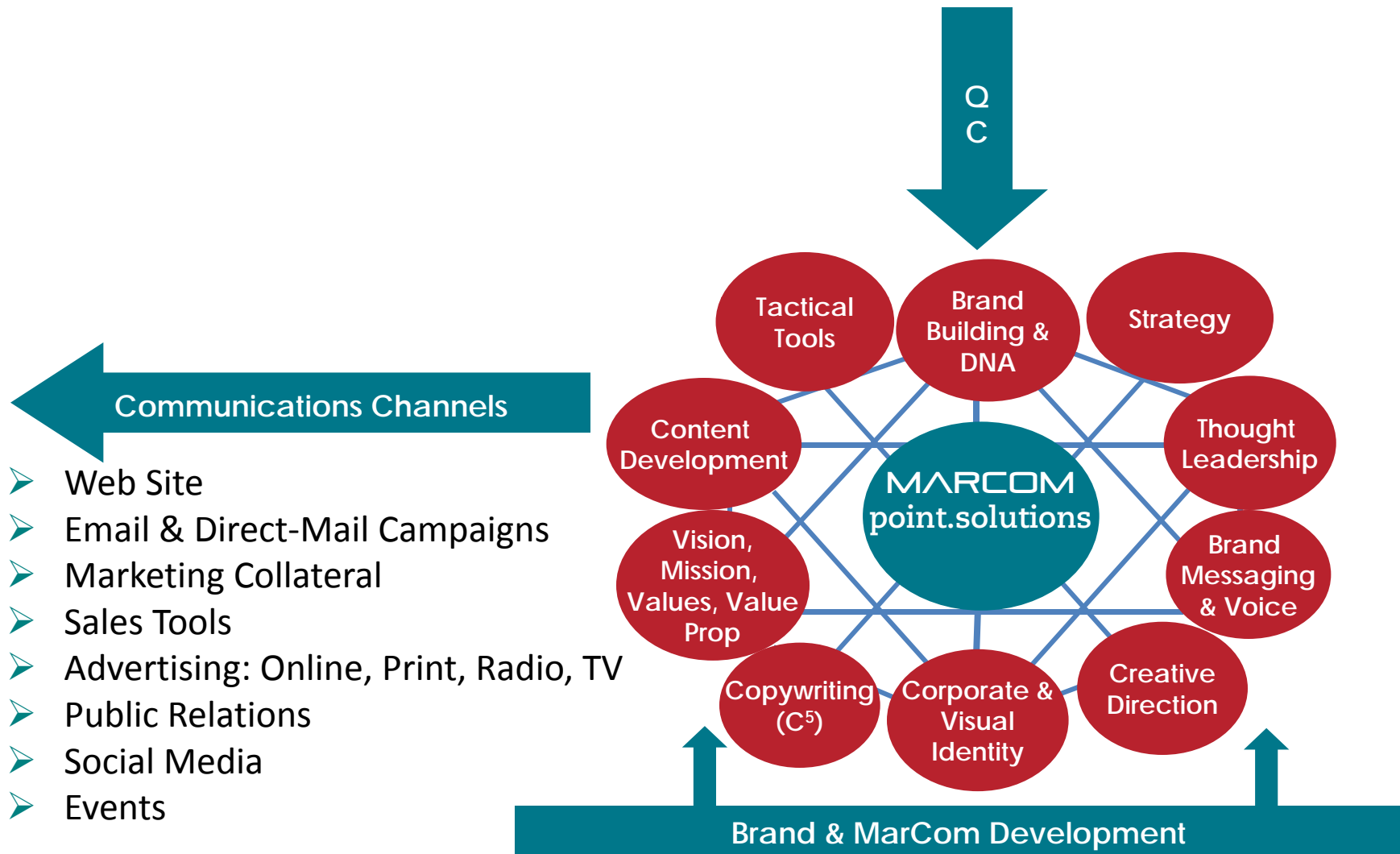
- **Product (Service/Solution)** – to go to market
- **Price** – targeted to the right market to deliver the most profit
- **Placement** – positioning in the right place to make the sale
- **Promotion** – getting the message out regarding product, price and location

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.

First Steps to 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 delivers 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 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
- Make your point—and you make money

Content Development / Copywriting Best Practices

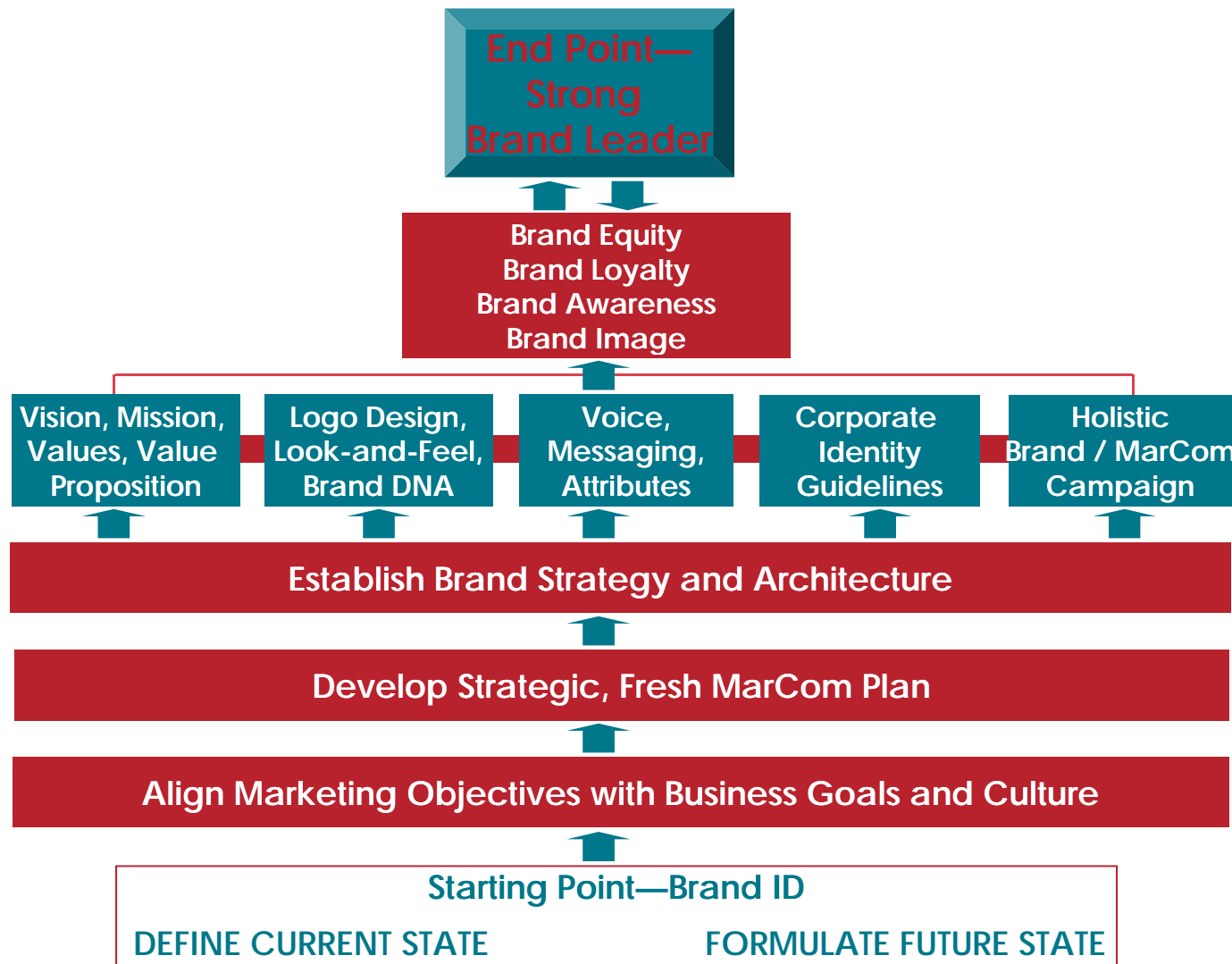
It's what you say—and how you say it



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 target to keep reading/listening
- The copy must be targeted, on point, action oriented
- The message should motivate through a creative story

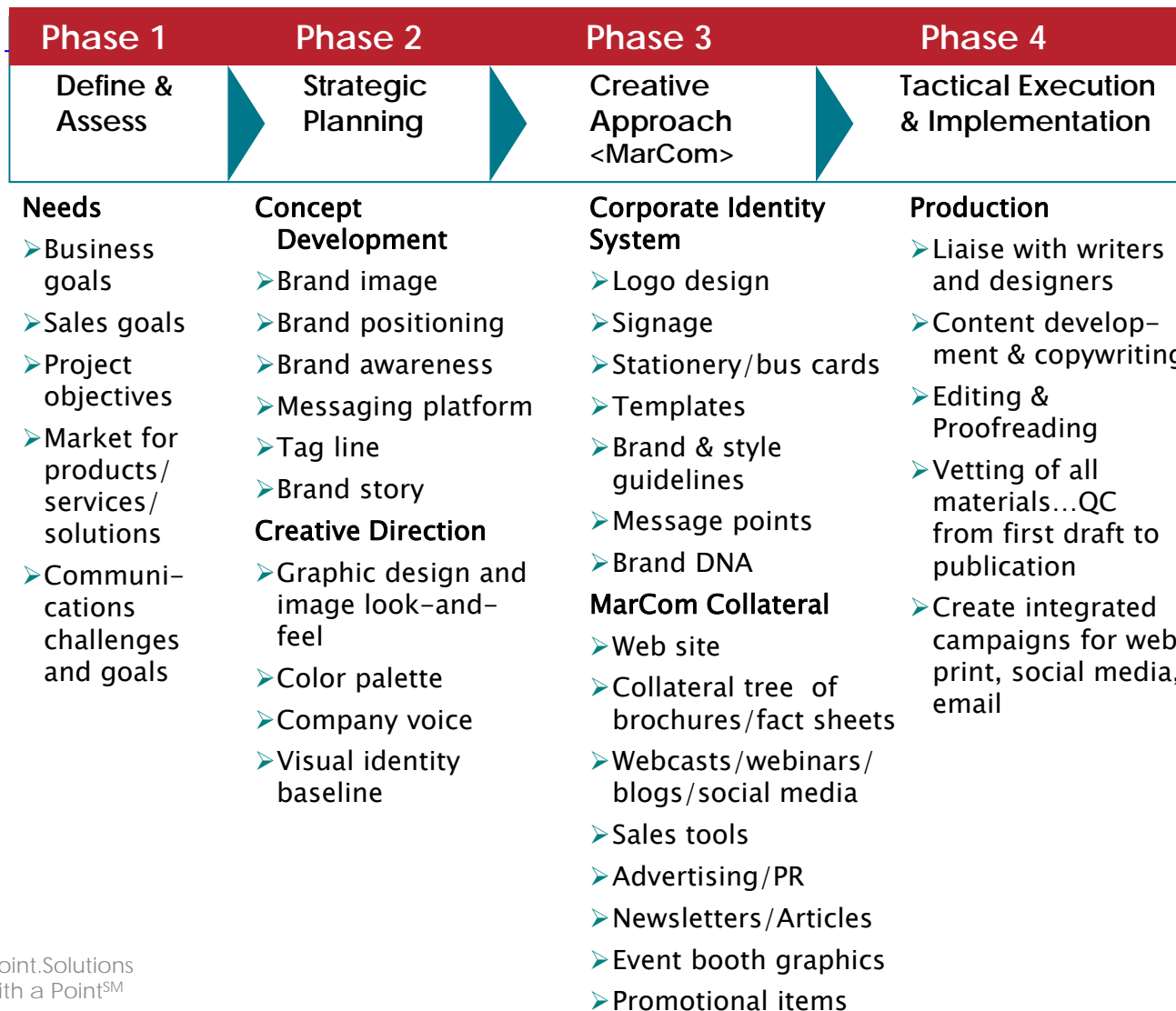
Brand-Building Best Practices



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 essence
- Tweaks and nuances should pay homage to the heritage of the 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

Adding Value—The Tipping Point



The 5th P Mantra



It's what you say...*and* how you say it: That's the point.



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