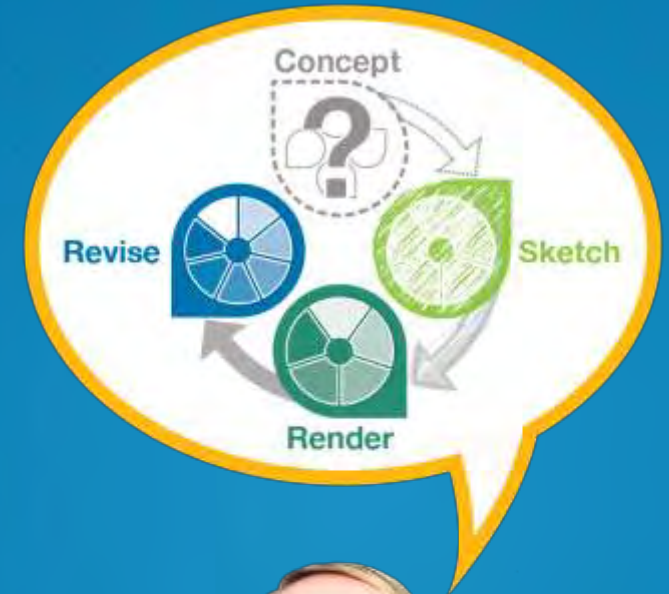




# Make Marketing Matter: BD Marketing Secrets Revealed

*Presented by:  
Mike Parkinson, PPF.APMP  
Principal at 24 Hour Company*

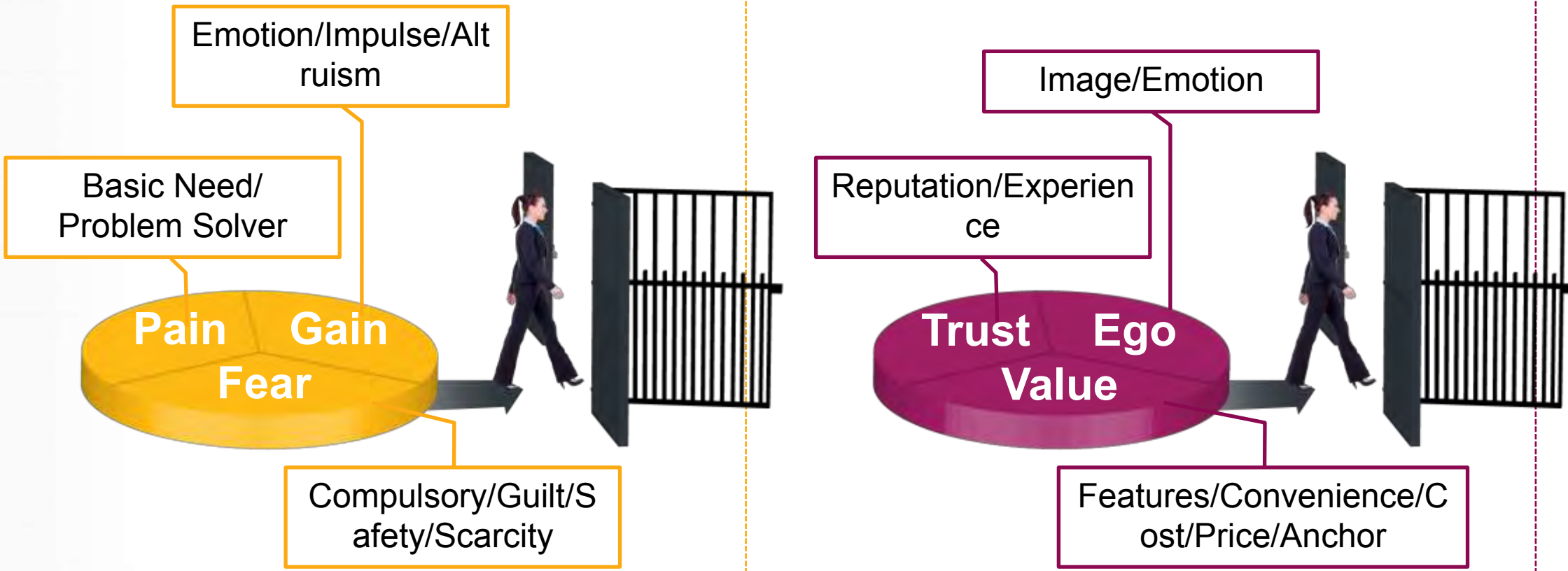


# The Buying Process

## Gate 1: The Catalyst

## Gate 2: The Choice

## Purchase



*At what gate is your target audience?*



# Marketing Plan



**BRAND**



**SOLUTION**



**AUDIENCE**



**ANALYSIS**



**BUDGET**



**MEDIA**

# **Fresh impressions on landmarks**

FROM MY 5-YEAR-OLD

# 1. Know Your Brand

- **What do you want to be known for?**  
What should be the first thing that pops into your prospect's mind—emotions, concepts, ideas?
- **Build a brand.**  
Focus on the emotion, not the solution (service or product).
- **Design is important because it affects perception and emotion.**
- **Use pictures and stories to tap into emotions.**
  - Familiar, related, emotional: royal wedding, symbols
  - Avoid overused: Hindenburg (we are desensitized to it; not unique to our solution)





## 2. Know Your Solution

What problem are you solving?



What are you selling that solves this problem?



# 3. Know Your TARGET Audience

- A** = attitude
- U** = understanding (of the content)
- D** = demographics
- I** = interest **and** interests (habits)
- E** = environment
- N** = needs (stated and not stated)
- C** = cares
- E** = economics (budget)





# 4. Market Analysis

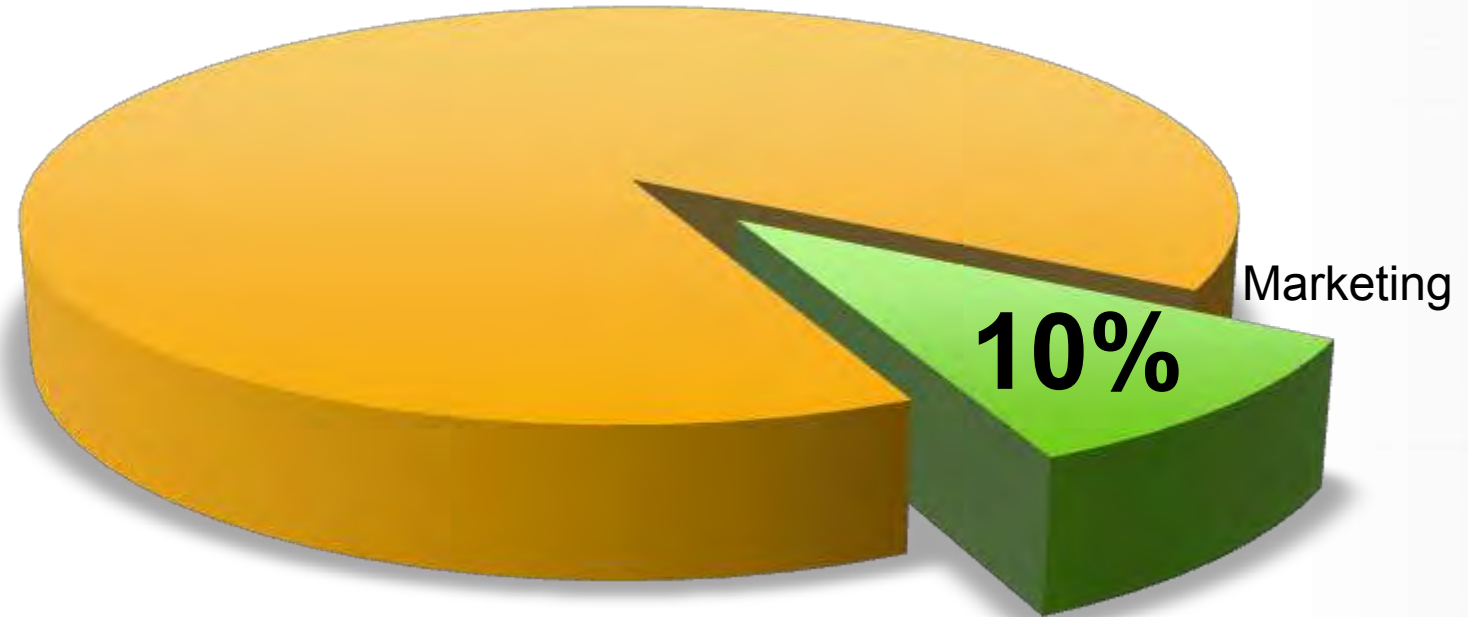
- Market SWOT analysis
- Why will people buy **you/your** solution (and not your competitor's—*unique* reasons)?
- Why won't people buy **you/your** solution?



# 5. Budget

What % of your gross sales should you spend?

Gross Sales



*(Rule of Thumb for a small established company)*

# 6. Media

## How best to get in front of prospects (delivery tools):

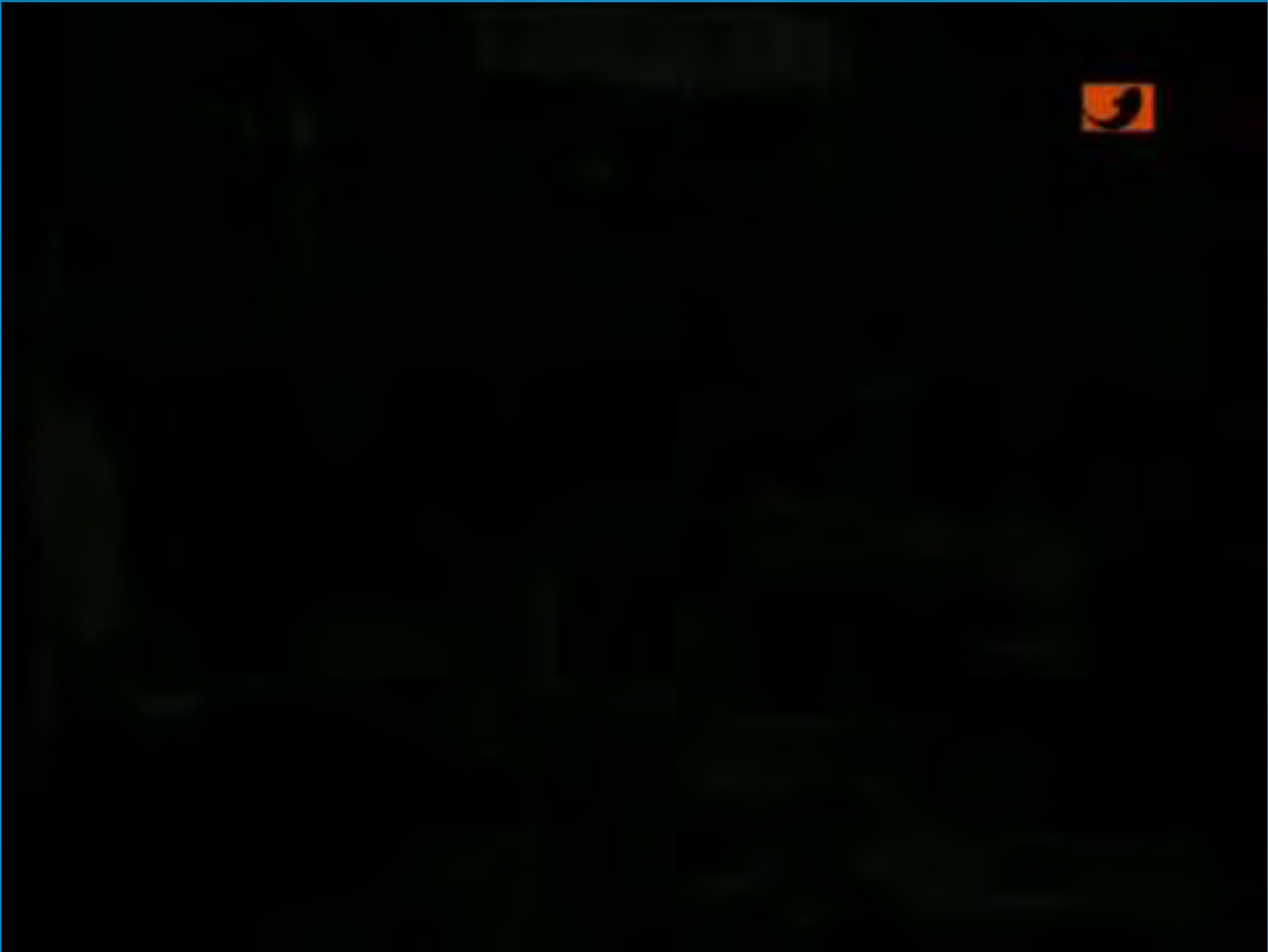
- Ads (Radio, Web, TV, Magazines, Newsletters)
- Training
- Webinars
- Websites
- Social Media (blogs rock!)
- Industry events
- Partnerships
- Books, white papers, tools



# Best Practices...

- **Contrast is king**
- **Be memorable**  
Link to something people already know (i.e., a saying, song, etc.—use other's repetition)
- **Repeat**  
(i.e., logos, TV Theme Songs, jingles)





# Best Practices...

- **Contrast is king**
- **Be memorable**  
Link to something people already know (i.e., a saying, song, etc.—use other's repetition)
- **Repeat**  
(i.e., logos, TV Theme Songs, jingles)
- **Tap emotions**
- **Be consistent**  
Breeds trust
- **Give free tools that people will keep and use**
- **Know what you want your audience to do**  
Ads unlikely to = sale
- **Call to action**
- **Track touches**  
7-12 touches = sale in our business
- **Make it easy to share**





great price



**EDMUNDSBUCKLE****ABOVE THE LINE CREATIVE BRIEF**

P1

Client:	Edmunds	Agency:	BBDO
Product:	Edmunds.com	Brand:	Edmunds
Campaign Title:	Edmunds.com		
Brand Positioning:	The most comprehensive and authoritative source of information on cars, trucks, and SUVs.		
Marketing Objectives:	Increase brand awareness and drive traffic to Edmunds.com.		
Target Audience:	Millennials and Gen Z.		
Key Messages:	Edmunds.com is the most comprehensive and authoritative source of information on cars, trucks, and SUVs.		
Competitive Advantages:	Edmunds.com is the most comprehensive and authoritative source of information on cars, trucks, and SUVs.		
Key Performance Indicators:	Brand awareness, website traffic, and conversions.		
Timeline:	Q1 2024 - Q4 2024.		
Budget:	\$1,000,000.		
Reporting Frequency:	Monthly.		
Approval Process:	Creative Director, Account Executive, Client.		

**Comments:**

Review and approve the creative brief for the Edmunds.com campaign.

Approved by: [Signature]

**Notes:**

Project start date: 01/01/2024

Project end date: 12/31/2024

Approved by: [Signature]

Approved by: [Signature]



# Note to self...

- **An ad gives exposure, but it takes a lot of exposure (consistent repetition) to build trust.** You may get a few “lookie loos” and *maybe* a sale or two. Not the same.
- **People *hate* to be “sold.”**
- **Track it!**  
If you can prove it works, do it more. If you can't prove it works, stop doing it.



# Do It!



**BRAND**



**SOLUTION**



**AUDIENCE**



**ANALYSIS**



**BUDGET**



**MEDIA**

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# Questions



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