



**TribalVision**<sup>®</sup>  
HELPING BUSINESS MARKET SMARTER

# The Elements of a Sound Marketing Strategy

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Chris Ciunci is the Founder and Managing Partner of TribalVision, an outsourced marketing department for hire with offices in Providence and Boston. Chris and his team develop and implement robust marketing strategies that support topline growth for well-known organizations throughout New England.

Chris holds a bachelor's degree in psychology from Swarthmore College and an MBA with a marketing concentration from the Yale School of Management. Chris was recognized by the Small Business Association (SBA) as the 2015 Rhode Island Small Business Person of the Year. Chris is also a SmartCEO Future 50 winner and a "40 Under Forty" Providence Business News recipient.

# Developing a comprehensive marketing can be broken down into six steps

1

**Research**

2

**Messaging & Positioning**

3

**Tactical Deep Dive**

4

**Asset Development**

5

**Metrics Dashboard**

6

**Tactical Implementation**



# Step 1: Execute in-depth research to direct your strategy

## Detailed audit and discovery

Conduct an **in-depth discovery** of your business. Talk to internal employees, key stakeholders, current customers and past customers. Deep dive into past and current marketing campaigns, analyze your existing assets and identify your core competencies.

## In-depth strategic market research

Gather and process **secondary data** from free and paid industry research reports and online research to develop a clear understanding of market segments, **partnership opportunities** and **market sizing**.

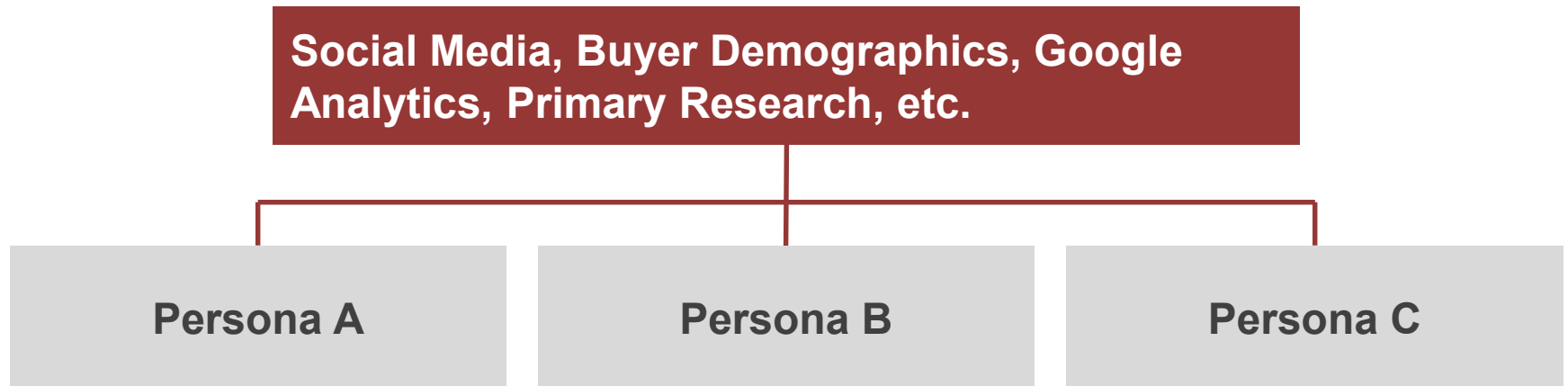
## Competitor research

Audit key players and competitors in your industry to identify **opportunities and threats** along with key **points of differentiation**.

Rigorous research enables you to have a much clearer understanding of your market positioning and the short and long-term opportunities that you find most attractive to pursue.



## Step 2: Define your messaging and positioning based on your market research by creating buyer personas

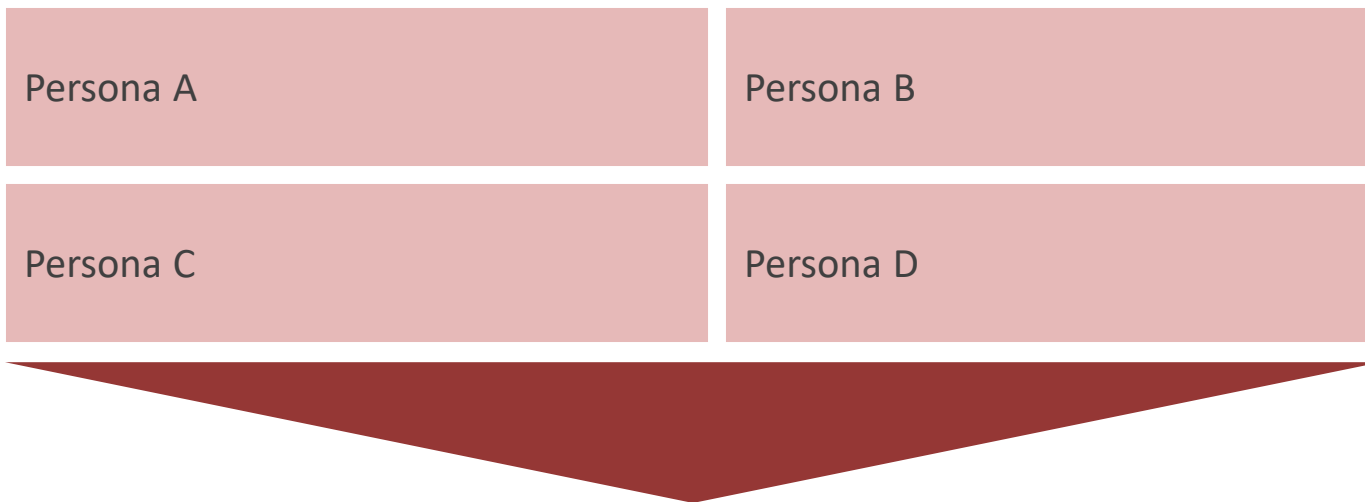


Upon the completion of research, develop buyer personas of your audience to deliver content that resonates with their unique needs and pain points



# Once you've created personas, customize and personalize your message accordingly

Segmented messaging will appeal to different types of personas.



Messaging created for specific buyer personas can be featured in group-specific assets, such as brochures, landing pages, and flyers. In the era of engagement, customers expect a personalized experience.



# Step 3: Identify and narrow the list of marketing channels you will pursue upfront



# Step 4: Develop assets with your new message to support your marketing channels

|                                |  |
|--------------------------------|--|
| Website & Messaging            | Improving design and incorporating new messaging to transform your company's current site into a dynamic platform for fresh content and a lead generation tool |
| Videos                         | Leverage client testimonial and overview videos to strengthen relevancy and prospect conversion  |
| LinkedIn                       | Build out LinkedIn company page with associated service offerings and company information  |
| Case studies & white papers    | Build out white papers and case studies to position your company as a thought leader   |
| Email Templates                | Build out custom email templates to strengthen e-newsletter credibility and any client touch point   |
| Sales pitch decks              | Design and build out modular sales deck with Company X branding and story to strengthen credibility and to communicate value proposition                       |
| Custom trade show booth panels | Leverage custom booth panels to improve relevance to target audience   |





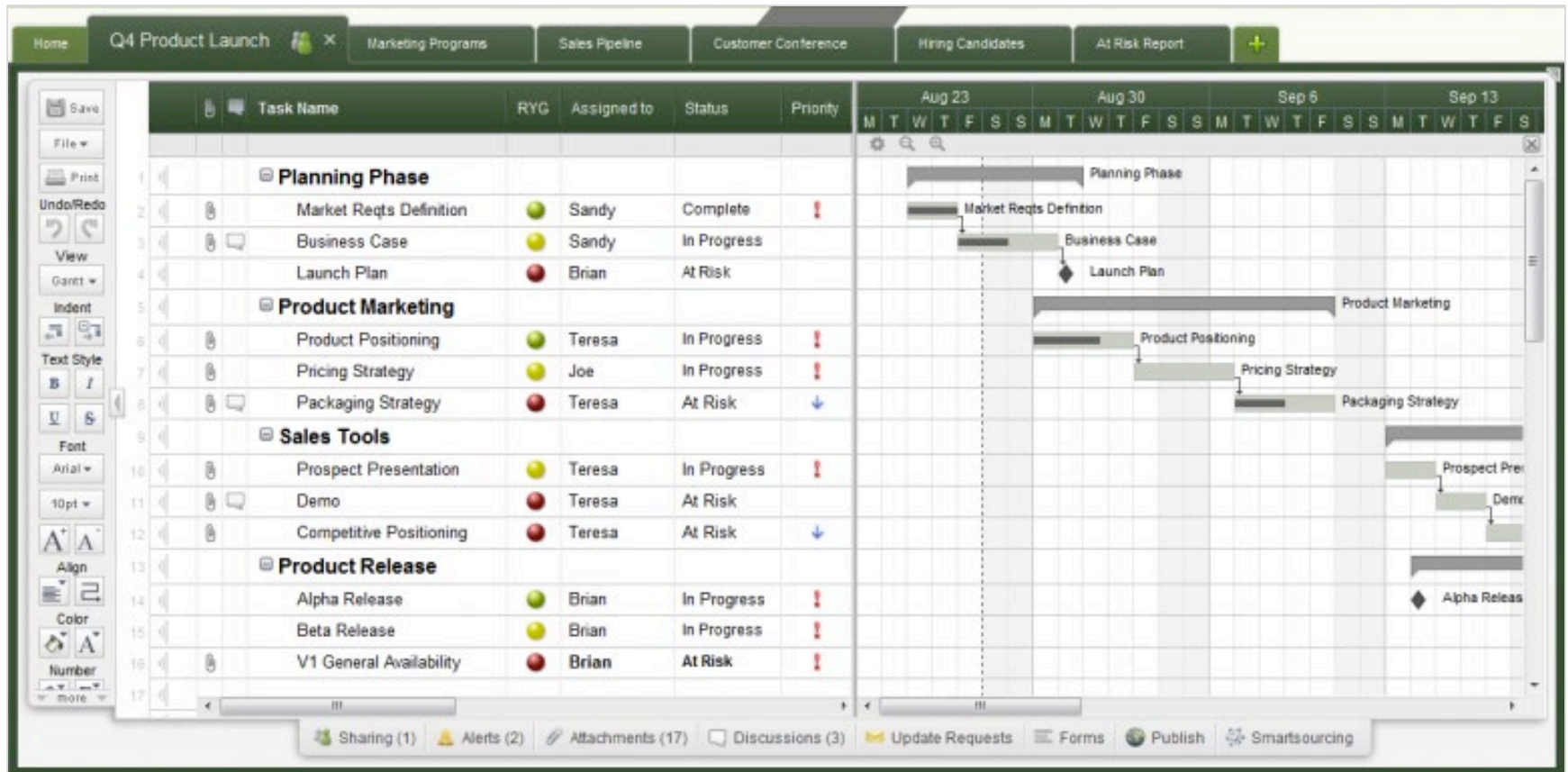
# Step 5: Develop key metrics to track and measure the impact of your marketing initiatives

| KPI                                     | Description  |
|---|--|
| # of Marketing Generated Leads          | Total number of leads by marketing tactic                                      |
| Number of In-Person New Business Visits | Number of times a salesperson goes out to meet with new potential leads        |
| Lead Close Time                         | Amount of time from lead sourcing to lead closing, lower measurement is better |
| # of Self Generated Leads               | Track the leads your sales team is sourcing through personal outside contacts  |
| # Leads Closed                          | Total number of new customers brought on for each month                        |
| Lead/ Closed Ratio                      | Ratio of marketing generated leads to the number of actual sales               |

Without KPI's that are set ahead of time and continuously monitored, marketing campaigns will fall short.



# Step 6: Create a detailed implementation plan to ensure execution takes place



Without setting a detailed timeline for your growth plan, you may have grand ideas that are never implemented.



# Creating a unified marketing calendar for your team will help ensure proper project management

- = Email
- = Event
- = Social Media

## EXAMPLE – June 2015

|    |               |                       |    |     |                  |    |
|----|---------------|-----------------------|----|-----|------------------|----|
|    |               |                       |    | TBT |                  |    |
| 30 | 1             | 2                     | 3  | 4   | 5                | 6  |
|    |               | Product Feature Email |    | TBT |                  |    |
| 7  | 8             | 9                     | 10 | 11  | 12               | 13 |
|    |               | Facebook post         |    | TBT | Networking Event |    |
| 14 | 15            | 16                    | 17 | 18  | 19               | 20 |
|    |               | Product Feature Email |    | TBT |                  |    |
| 21 | 22            | 23                    | 24 | 25  | 26               | 27 |
|    | Facebook post | Networking Event      |    |     |                  |    |
| 28 | 29            | 30                    | 1  | 2   | 3                | 4  |

Calendars were developed for all major marketing activities to tie activities to deadlines and launch dates, ensure the organization is on the same page for all lead generation projects

