

MARKETING | WORKSHOP

HOW TO PRIORITIZE YOUR MARKETING EFFORTS THE MOJO 7 STEP CAMPAIGN MARKETING PLAN



OUR TEAM

About Mountain Mojo

BIG ENOUGH TO BRING RESULTS,
SMALL ENOUGH TO CARE

Our Philosophy and Mission

"We strive to work with partners, businesses and organizations that we believe in; that we want to fight everyone on the internet for, that share our passions, and that share our mission in making the world a happier place."

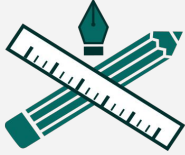
Serving northern Arizona since 2016



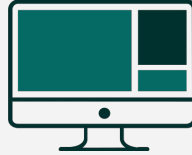
WE ARE
MOJO



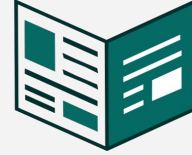
OUR SKILL SET



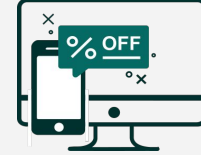
GRAPHIC
DESIGN



WEB DESIGN



PUBLICATION &
PRINT ADVERTISING



PAID SEARCH
AND SOCIAL



SEARCH ENGINE
OPTIMIZATION



SOCIAL MEDIA
MANAGEMENT



PHOTOGRAPHY



VIDEOGRAPHY



TV & RADIO
ADVERTISING



MARKETING
STRATEGY



PUBLIC RELATIONS &
INFLUENCER MARKETING



MARKETING
RESEARCH

MOJO CLIENTS





WHO WE ARE



Silvia Dieter

Lead Strategist, Project Manager,
Branding Expert, Data Analyst

Rand Jenkins

Founder, Digital Strategy, Social Media,
Content Creation, Serial Entrepreneur





WHY WE'RE HERE

“Give me 6 hours to chop down a tree, and I will spend the first 4 sharpening the axe.”

-Abraham Lincoln

How does this apply to marketing?

OUTLINE FOR **TODAY**

The Workshop Agenda

What we're going to cover in this workshop:

1. Marketing Pain Points
2. Marketing Trends
3. 7 Steps to Campaign Building
 1. Committing to Your Campaign Goal
 2. Choosing Your Team & Identifying Your Assets
 3. Buttoning up
 4. Identifying Your Audience
 5. Defining Your Branding & Messaging
 6. Choosing Your Channels
 7. Executing, Reviewing, Adjusting & Measuring





TOP 3 MARKETING PAIN POINTS

#1: Try everything, **track nothing**

This is like shooting blind with your marketing budget. By not tracking the return on your investment, you're likely spending \$\$ in places that aren't working and missing other important opportunities.





TOP 3 MARKETING PAIN POINTS

#2: Marketing Overload

Whether you're using too many platforms or just have too many marketing agencies/partners, marketing overload can be a headache-inducing reality if your systems are overly complex.





TOP 3 MARKETING PAIN POINTS

#3: Stuck in the Status Quo

"I've been doing it this way for years." Marketing continues to evolve at a rapid rate, and it's important to keep up-to-date with everything that's available for your brand.



So, what's happening in marketing?



MARKETING TRENDS IN 2021

CONTENT IS KING

In 2021, aim to create high-quality, shareable content that speaks to your target audience. This may include:

- Blog articles
- Video content that tells your story
- Infographics
- Personalized emails
- Engaging or relevant content
- Magazine articles

*Traditional advertising talks
at people, content marketing
talks with them.*

@DougKessler





SO, NOW WHAT?

GET READY TO SHARPEN YOUR MARKETING AXE:

“Give me 6 hours to chop down a tree, and I will spend the first 4 sharpening the axe.”

-Abraham Lincoln



POLL QUESTION:
**Who has run a marketing
campaign before?**





SO, NOW WHAT?

THE MOJO 7 STEP CAMPAIGN MARKETING PLAN

STEP 1 - IDENTIFYING YOUR GOAL

STEP 2 - CHOOSING YOUR TEAM & IDENTIFYING YOUR ASSETS

STEP 3 - BUTTONING UP

STEP 4 - IDENTIFYING YOUR AUDIENCE

STEP 5 - DEFINING YOUR BRANDING & MESSAGING

STEP 6 - CHOOSING YOUR CHANNELS

STEP 7 - EXECUTING, REVIEWING, ADJUSTING & MEASURING



CHAT QUESTION:
**What is the goal of
your marketing?**





7 STEP CAMPAIGN PLAN

STEP 1 - IDENTIFYING YOUR GOAL

- Why are you marketing? What does your dream client look like?
- S.M.A.R.T. Goals - Specific | Measurable | Attainable | Realistic | Time Bound
- You can have multiple goals for your marketing plan
 - However, your message must be clear and concise
- You must be able to track all efforts against goals
- How can you track your marketing performance?
 - Google analytics
 - Social media analytics
 - Call tracking
 - Form conversions
 - Landing page views
 - Coupon redemption

POORLY-DEFINED GOALS:

- Increase brand awareness
- Drive online sales
- Improve foot traffic in stores
- Increase search engine ranking
- Sell specific products or services
- Generate referrals
- Improve customer loyalty

DID YOU KNOW: ?

The average American sees between 4k-10k ads each day.

How does your brand stand out?

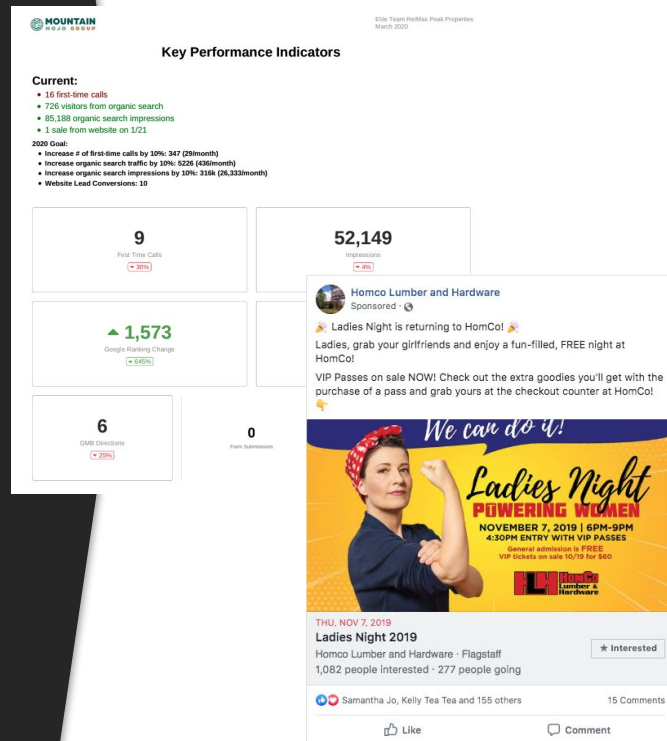


7 STEP CAMPAIGN PLAN

STEP 1 - IDENTIFYING YOUR GOAL

- Sample Goals from Local Flagstaff Businesses
 - Service Industry
 - Obtain 20 monthly Flagstaff real estate buyer and seller phone call leads for the Elite Team at RE/MAX Peak Properties.
 - Retail Industry
 - Increase revenue of units sold by 10% YOY in main departments at Homco Lumber and Hardware.
 - Increase number of daily tickets by 10% YOY

SAMPLE MONTHLY KPIS:



A low-angle, upward-looking photograph of several tall, slender trees, likely birches, reaching towards a dark sky. The image is overlaid with a semi-transparent dark grey filter. Two bright green diagonal lines cross the frame: one from the top-left towards the center, and another from the bottom-center towards the top-right. The text is centered in a clean, white, sans-serif font.

POLL QUESTION:
Does everyone have a goal?





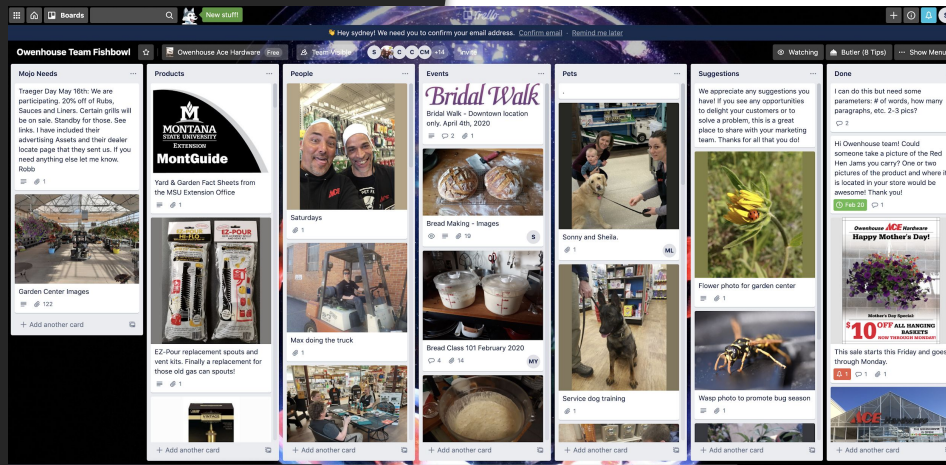
7 STEP CAMPAIGN PLAN

STEP 2 - CHOOSING YOUR TEAM & IDENTIFYING YOUR ASSETS

- What resources do you have currently available?
 - Employees
 - Agencies
 - Family / friends
 - Existing network of customers
 - Finances / budget
- Take inventory of marketing assets
 - Social profiles
 - Business directory listings
 - Traditional marketing
 - Digital advertising
 - Brand kit
 - Email list
 - Websites
 - Domain names

SETTING A BUDGET:

- 3-12% of annual revenue
- Too Low - Potential lost revenue
- Too High - Unnecessary risk





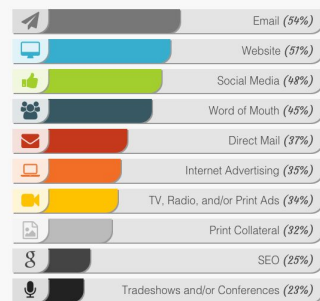
7 STEP CAMPAIGN PLAN

STEP 2 - CHOOSING YOUR TEAM & IDENTIFYING YOUR BUDGET

- Sample Teams and Budgets from Local Flagstaff Businesses
 - Retail Industry
 - Team and Budget*
 - Professional agency - \$2000
 - In house: social media mgr - \$500
 - Advertisements - \$500
 - Total Monthly Expense - \$3,000
 - Total projected monthly revenue increase - \$25,000
 - Total projected ROI pre unit cost - 733%
 - Services Industry
 - Team and Budget*
 - Social media mgr, graphic designer, photographer, content writer and website developer - \$1500
 - Advertisements - \$500
 - Total Monthly Expense - \$2,000
 - Total projected monthly revenue increase - \$20,000
 - Total projected ROI pre unit cost - 900%

*Budgets changed for privacy and ease of calculation

The Top 10 Marketing Tools Used by Small Businesses



Small businesses use a mix of online (56%) and traditional marketing tools (44%).



Word of Mouth is the top marketing tool (59%) used by businesses with 5-10 employees.



Internet advertising increases once businesses reach 51 or more employees. 25% of larger small businesses use these ads.

DID YOU KNOW:

64% of B2B organizations have a formal marketing plan.

When did you review yours last?

MARKETING ASSETS

How Much Should I Spend Overall?

Industry

Consumer packaged goods

Consumer services

Tech software or biotech

Communications or media

Mining, engineering, or construction

Service consulting

Education

Healthcare or pharmaceuticals

Retail wholesale

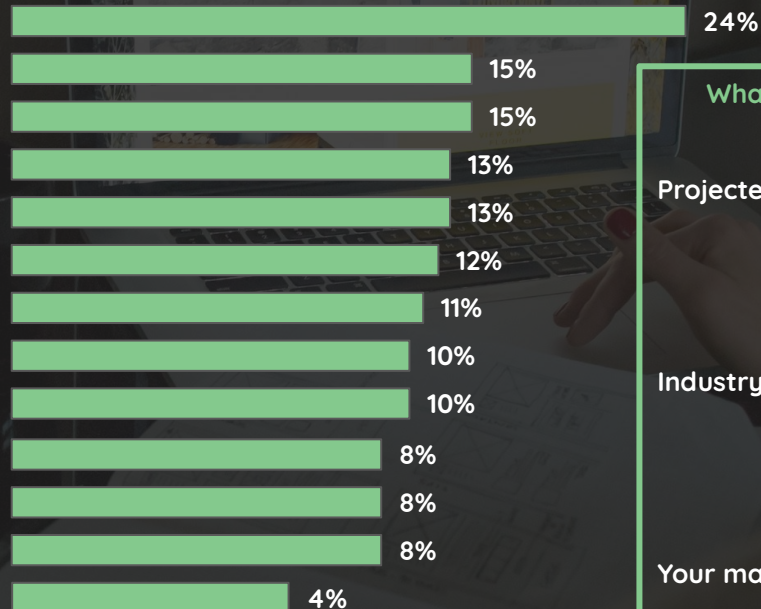
Banking, finance, or insurance

Transportation

Manufacturing

Energy

Average Percentage of Revenue Spent on Marketing



What is your marketing budget?

Projected revenue:

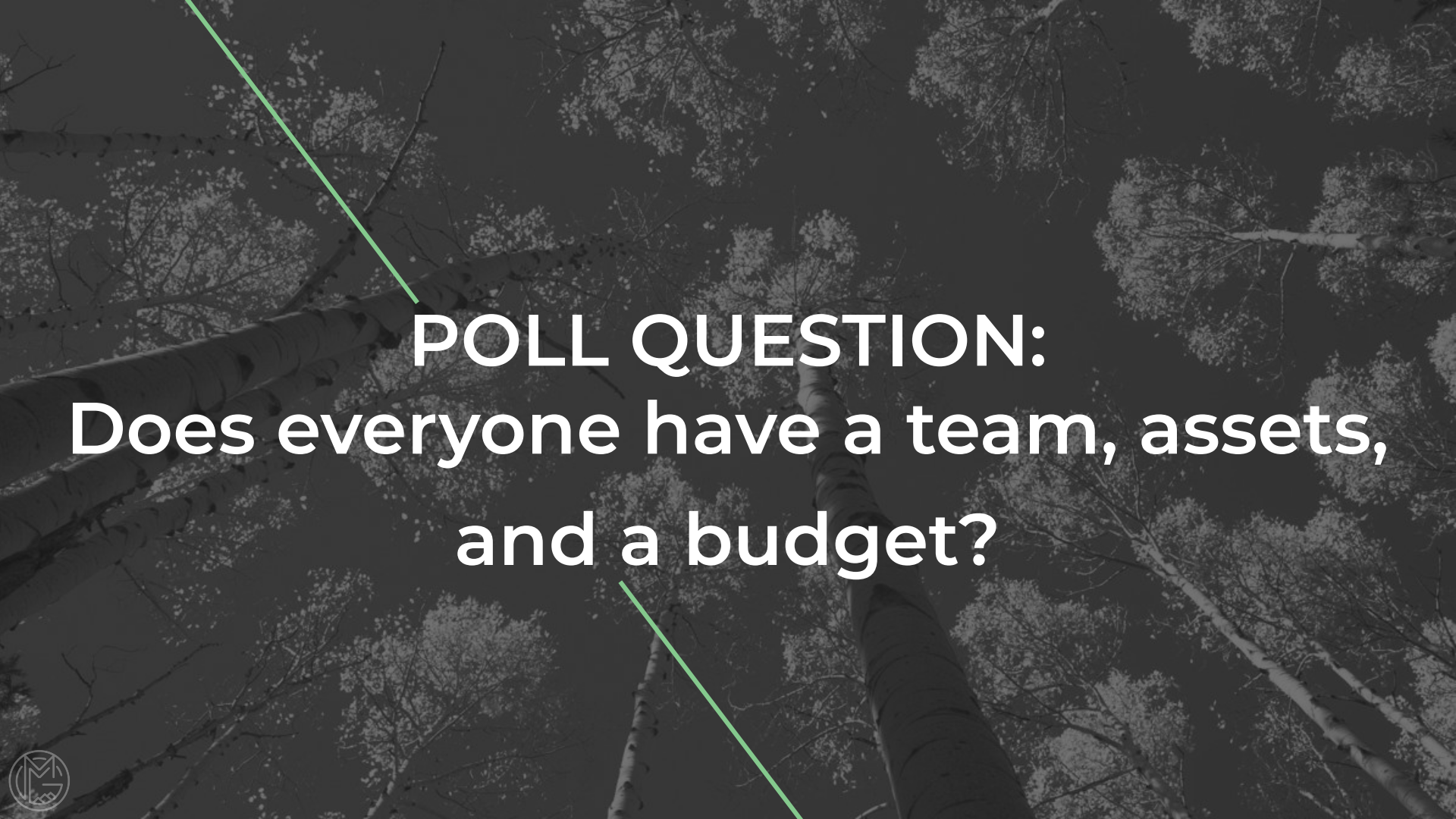
X

Industry average %:

=

Your marketing budget:





POLL QUESTION:
**Does everyone have a team, assets,
and a budget?**





7 STEP CAMPAIGN PLAN

STEP 3 - BUTTONING UP

- Time to clean up the existing inventory.
 - Anything that you are doing that isn't considered "best practice" and you can't answer "why" for.
 - Anything that you have identified as missing from your marketing efforts
 - Completing or filling out any digital profiles that are incomplete:
 - Social media accounts
 - Business directories
 - Identify potential opportunities for new investments of resources
- Benchmark status of everything after the cleanup
 - SEOptimer.com
 - GTmetrix.com
 - Google Pagespeed Insights
 - Industry Averages
 - Customer / Employee Surveys

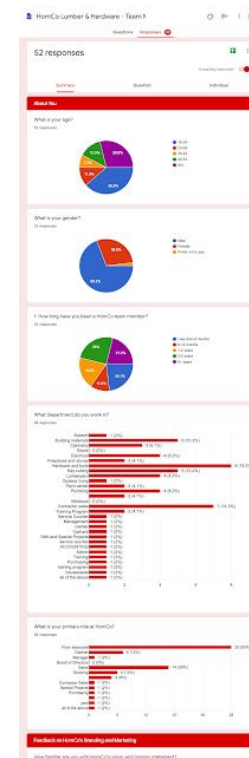
COMMON ASSETS :

- Google Ads accounts
- Branding
- SEO
 - (Business Listing)
- Websites....
- Reputation management
- Social media
- Photography
- Videography
- Brick and Mortar



STEP 3 - BUTTONING UP

EMPLOYEE SURVEY:





7 STEP CAMPAIGN PLAN

STEP 4 - IDENTIFY YOUR AUDIENCE

- What does their daily life look like?
- What kind of house, car, and family do they have?
- What is important to them?
- What do they do in their free time?
- Where do they consume their media?
- What products or services are my personas buying? Why?
 - What problem does it solve or emotion does it spark?
- What products or services are my personas not buying? Why?
- Are there any barriers preventing them from using my products or services?
- What type of messages do they respond to?
- Now describe them in detail!

WHERE TO START:

UNDERSTAND YOUR AUDIENCE.
CONNECT WITH YOUR AUDIENCE.
BUILD BRAND LOYALTY.

- Demographic
- Geographic
- Behavioral
- Psychographic

DID YOU KNOW: ?

64% consumers want personalized offers from retail brands.

Are you personalizing your messages?



7 STEP CAMPAIGN PLAN

STEP 4 - IDENTIFY YOUR AUDIENCE

- Sample Personas
 - Retail Industry
 - [Owenhouse Ace Hardware Campaign Strategy](#)
 - Service Industry (B2B)
 - [Rose Capital Campaign Strategy](#)

Entrepreneurs & DIY'ers

ABBY & ALEX THE ADVENTURERS

Abby and Alex are in their mid 30's just bought their first home, a fixer-upper and own a restaurant in their small mountain town of 80,000 people. They don't have much time or money to spend shopping so they do their research first and always look for the best price and love a project!



A low-angle, upward-looking photograph of several tall, slender trees, likely pines or firs, reaching towards a dark sky. The tree trunks are light-colored and textured, while the foliage is dark and dense. Two bright green diagonal lines are superimposed on the image: one starts from the top left and points towards the word 'PERSONA', and the other starts from the bottom center and points towards the word 'PERSONA'.

POLL QUESTION:
**Does everyone have a target
persona?**

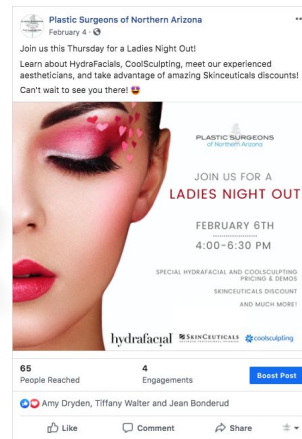




7 STEP CAMPAIGN PLAN

STEP 5 - DEFINE YOUR BRAND & MESSAGING

- Define who you are as a business. Why do you do what you do?
How do you want your customers to remember you?
 - Mission, Vision & Core Values are a good place to start.
- Do you have a brand kit and/or brand standards
 - Colors
 - Fonts
 - Logos (Full color, one color, gray scale, horizontal and vertical)
 - Photography/Videography standards
 - Social media templates
 - Business cards, letterhead, email signature, merchandise, vehicles, stickers
 - In-store signage
- Messaging- tone, cadence etc.

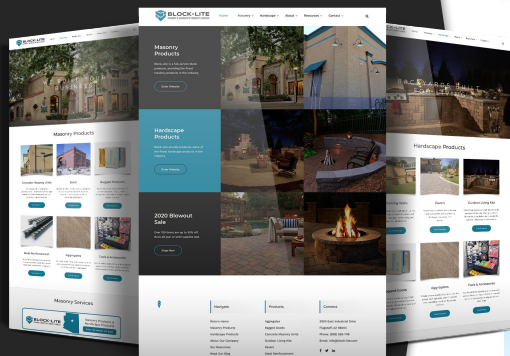




7 STEP CAMPAIGN PLAN

STEP 5 - DEFINE YOUR BRAND & MESSAGING

- Sample Mission, Vision and Guiding Principles
 - Retail Industry
 - [Owenhouse Ace Hardware Campaign Strategy](#)
 - Service Industry
 - [Rose Capital Campaign Strategy](#)
 - Municipality
 - [Town of Camp Verde](#)
- Sample Brand Identity Guides
 - Retail Industry
 - [Late for the Train](#)
 - Service Industry
 - [Building Community](#)
 - Municipality
 - [City of Page](#)
- Sample Tone
 - Retail Industry
 - [Flagstaff Mall](#)

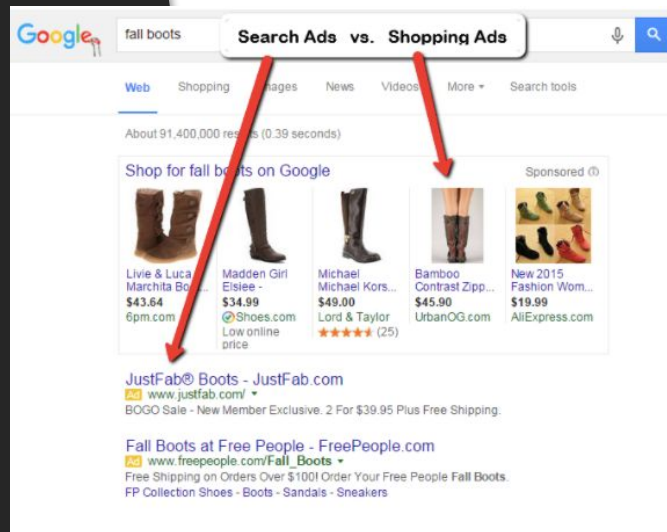




7 STEP CAMPAIGN PLAN

STEP 6 - CHOOSE YOUR CHANNELS

- Where and when are you spending your marketing dollars?
 - You have defined:
 - Your goal
 - Your target audience
 - Your brand
- Each channel has its unique feature and benefits and being able to use a mix of all will lead to the best return on your investment
 - 53% of buyers say Facebook informs their purchase decisions. (VWO)
- Make a plan and stick to it.
 - Don't forget to think holistically and be proactive
 - Community events/fundraisers
 - Events to bring people in store
 - Local celebrities
 - Don't forget the locals
 - Traditional advertising





7 STEP CAMPAIGN PLAN

STEP 6 - CHOOSE YOUR CHANNELS

- Which channel is best for your brand?
 - Social Media
 - Facebook, Instagram, Pinterest, LinkedIn, Youtube
 - Influencer
 - Email
 - Mailchimp, Constant Contact, Infusionsoft
 - Search
 - Google, Bing, Yahoo
 - Radio
 - Local, national
 - Television
 - Regional, national
 - Outdoor
 - Billboard, bus stops
 - Word of Mouth
 - Referral
 - Event Activations
 - Special Events

WHAT IS RIGHT FOR YOU?

Network Recommendations by Industry

	f	ig	p	t	in	y	s
Retail	●	●	●	●	●	●	●
Media	●	●	●	●	●	●	●
Sports	●	●	●	●	●	●	●
CPG	●	●	●	●	●	●	●
Financial Services	●	●	●	●	●	●	●
Automotive	●	●	●	●	●	●	●
Health Care	●	●	●	●	●	●	●

Best Place
for Teens



Best Place for
Millennials



Best Place to
Reach a Male
Audience



● Ideal For Industry
● Depends On Content Strategy
● Not Right For Industry



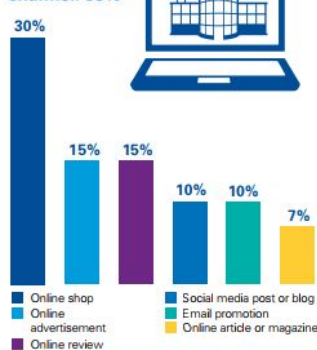
7 STEP CAMPAIGN PLAN

STEP 6 - CHOOSE YOUR CHANNELS

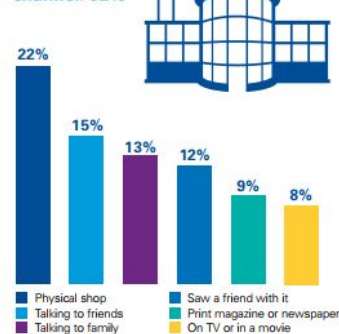
- Sample Channels
 - Retail Industry
 - [Owenhouse Ace Hardware](#)
 - Service Industry
 - [New Tough Leader](#)
 - Municipality
 - [Flagstaff Office of Sustainability](#)

Channels where consumers saw the product before purchasing

Any online channel: 59%



Any offline channel: 52%



Source: Global Online Consumer Report, KPMG International, 2017



POLL QUESTION:
**Does everyone have at least one
primary channel identified?**





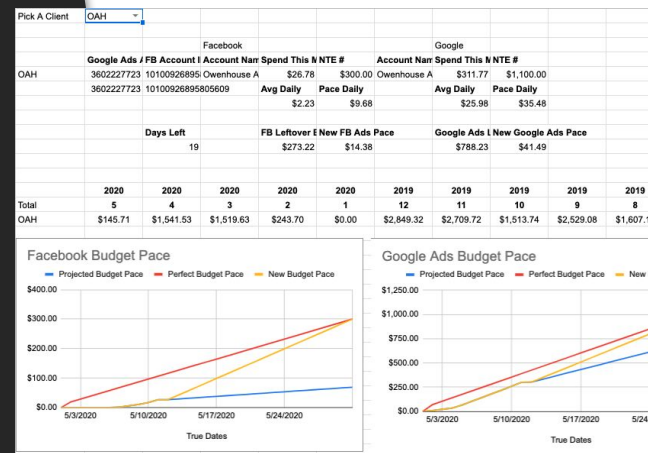
7 STEP CAMPAIGN PLAN

STEP 7 - EXECUTE, REVIEW, ADJUST & DELIGHT

- Make a plan and stick to it.
 - Give everything a chance to run
 - Daily and weekly checks on status of any paid digital advertising
 - Monthly detailed reports reviewing work done and plan moving forward
 - Quarterly benchmarking and goal review
- Dig into the analytics constantly:
 - Spend the time to analyze what is happening and adjust accordingly
 - Types of data
 - Digital analytics
 - In person sales data and feedback from employees
 - Heat mapping
 - Call tracking
 - Split testing

No goals or plans always go exactly as you draw them up. Strive to always make the best decisions using the data and personal experience. Adjust as necessary.

SAMPLE DATA TRACKING:





7 STEP CAMPAIGN PLAN

STEP 7 - EXECUTE, REVIEW, ADJUST & DELIGHT

- Sample Reports
 - Retail Industry
 - [Ace Hardware](#)
 - Service Industry
 - [Flagstaff Mall](#)

A low-angle, upward-looking photograph of several tall, slender trees, likely birches, reaching towards a dark sky. The tree trunks are light-colored with dark, horizontal lenticels. The foliage at the tops of the trees is dense and dark. Two bright green diagonal lines cross the image: one from the top-left towards the center, and another from the bottom-center towards the top-right. The text is centered in the middle of the image.

POLL QUESTION:
Who's feeling confident?





SO, NOW WHAT?

THE MOJO 7 STEP CAMPAIGN MARKETING PLAN



STEP 1 - IDENTIFY YOUR GOAL

STEP 2 - IDENTIFY YOUR BUDGET & PICK YOUR TEAM

STEP 3 - BUTTONING UP

STEP 4 - IDENTIFY YOUR AUDIENCE

STEP 5 - DEFINE YOUR BRAND & MESSAGING

STEP 6 - CHOOSE YOUR CHANNELS

STEP 7 - EXECUTE, REVIEW, ADJUST & REPEAT

QUESTIONS





THANK
YOU!

Resource links for mission, vision, and value statements:

https://www.mindtools.com/pages/article/newLDR_90.htm

<https://www.businessnewsdaily.com/3882-vision-statement.html>

<https://thethrivingsmallbusiness.com/how-to-write-a-vision-mission-values-statement/>

<https://business.tutsplus.com/tutorials/how-to-write-vision-and-mission-statements--cms-43>

<https://www.extension.iastate.edu/agdm/wholefarm/html/c5-09.html>

Resource links for brand positioning

<https://www.thebrandingjournal.com/2016/11/brand-positioning-definition/>

<https://blog.hubspot.com/sales/brand-positioning-strategy>

<https://cultbranding.com/ceo/create-strong-brand-positioning-strategy/>

Brand promise:

<https://www.powerreviews.com/blog/brand-promise-examples/>

<https://www.workfront.com/blog/the-5-building-blocks-of-an-effective-brand-promise>

<https://hingemarketing.com/blog/story/elements-of-a-successful-brand-4-brand-promise1>

Brand value prop and USP:

[Zoho](#)

<https://www.dummies.com/business/start-a-business/business-models/compare-a-unique-selling-proposition-to-a-unique-value-proposition/>

<https://focuscopy.com/building-a-unique-selling-proposition/>

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- <https://www.wordstream.com/blog/ws/2018/04/02/retail-marketing>
- <https://www.impactbnd.com/blog/how-to-set-marketing-goals-based-on-business-goals>