





Focus for Today

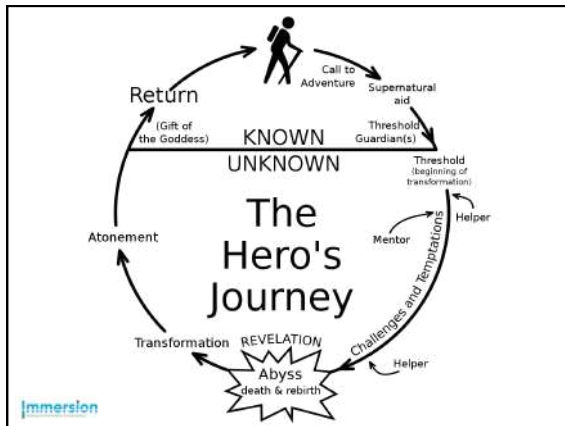
- Demystifying Marketing
- Creating your Brand & Value Proposition
- How to communicate to Potential Clients
- How to navigate 'the Social Dilemma'
- Roadmap for next 3 months

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<p>'Opportunity Knocks'</p> <p>Summercamp US '86/'87</p>	<p>'Jim'll Fix it'</p> <p>'Troubleshooter'</p>
<p>immersion</p>	







Client Businesses

<ul style="list-style-type: none">• Security Systems• Dog Grooming• Frozen Food• Food Imports• Waste Management• Trophy/Awards• Kitchens• Accounting	<ul style="list-style-type: none">• Auto Repairs• Landscaping• Engineering• Mortgages• Vegan Café• Protection Services• Food safety• Tattooing
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Client Challenges

<ul style="list-style-type: none">• Sales• Marketing• Finance• People• Strategy• Growth• Exit• Sustainability	
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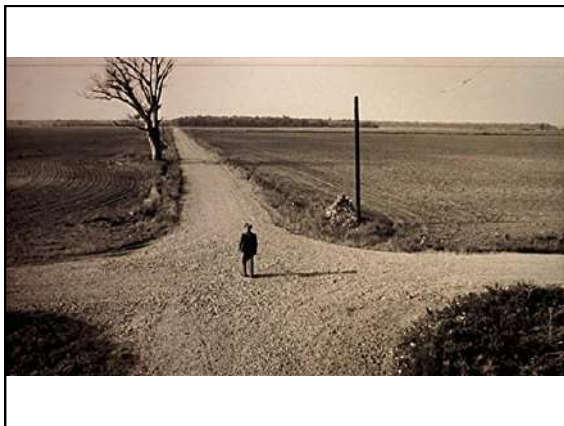
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Client Challenges

<ul style="list-style-type: none">• Sales• Marketing• Finance• People• Strategy• Growth• Exit• Sustainability	<ul style="list-style-type: none">• Self Worth• Age/Relevance• Drug addiction• Relationship issues• Limiting Beliefs• Value limitations• Family• Finding a voice
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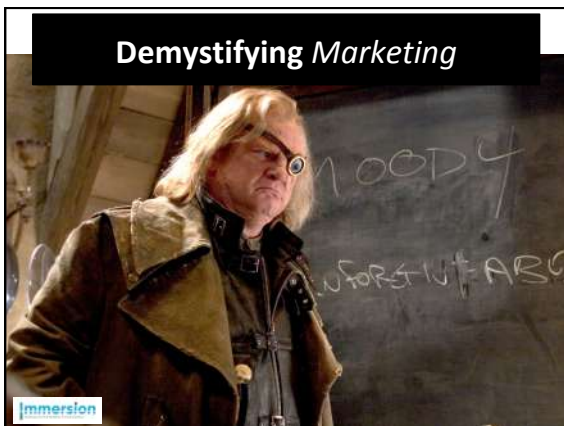
















1. External Marketing Audit

- Macro: *Economic, Social/Cultural, Technological, Political/Legal, Ecological*
- Customers: *Who, Choice, How, Where, When, Benefits they seek*
- Competition: *Who, What do they offer, Strengths, Barriers to Entry*

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1. Internal Marketing Audit

- **Operating Results**
- **Strategic Issues** – *Competitive Advantage, Core Competencies, Positioning*
- **Marketing Mix:** *Product, Price*, Promotion**
- **Marketing Systems:** *Information*

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2. Business Model Canvas

The diagram shows a Business Model Canvas with the following sections: Key Partners (pink), Key Activities (pink), Key Resources (pink), Value Propositions (light blue), Channels (light blue), Customer Relationships (light blue), Customer Segments (light blue), Cost Structure (orange), and Revenue Streams (orange). Each section contains a small icon representing its function.

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What PAIN do you solve?

This diagram is identical to the previous Business Model Canvas, but the 'Value Propositions' section is highlighted with a red border. The other sections (Key Partners, Key Activities, Key Resources, Channels, Customer Relationships, Customer Segments, Cost Structure, and Revenue Streams) are in their standard colors.

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Therapist/Smerapist

- Anger Management
- Anxiety/Stress
- Depression
- Improving my Life
- Addiction
- PTSD
- Relationship
- Fear/Phobia
- Weight Loss
- Resilience


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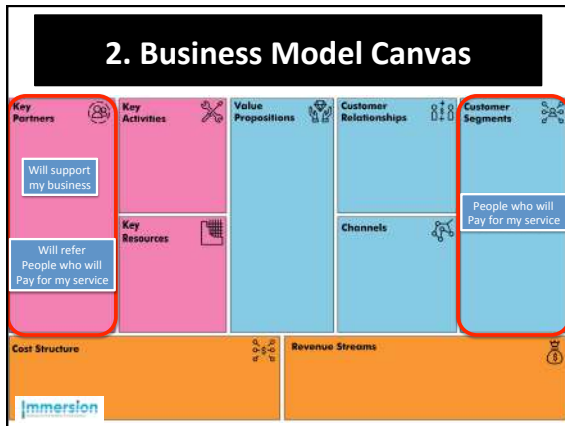
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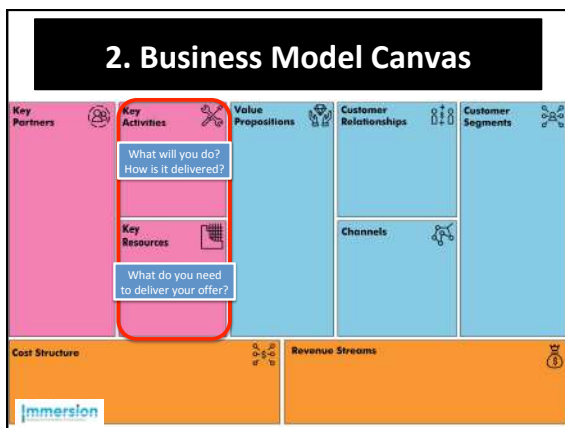
start with why

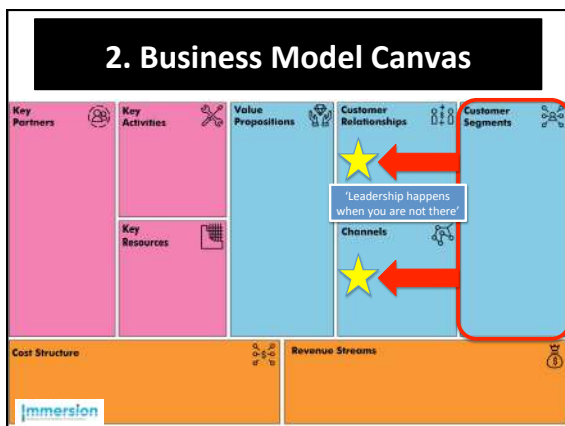
People don't buy what you do, they buy why you do it.

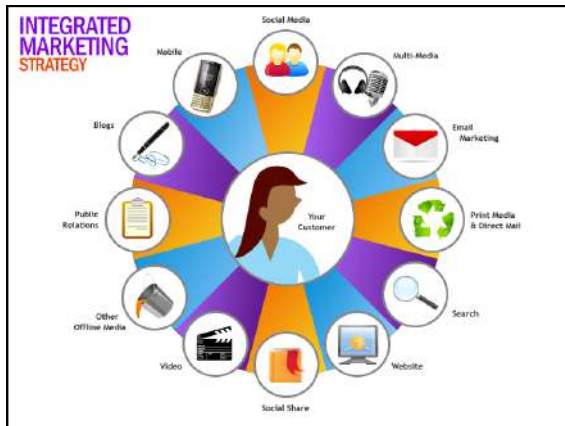


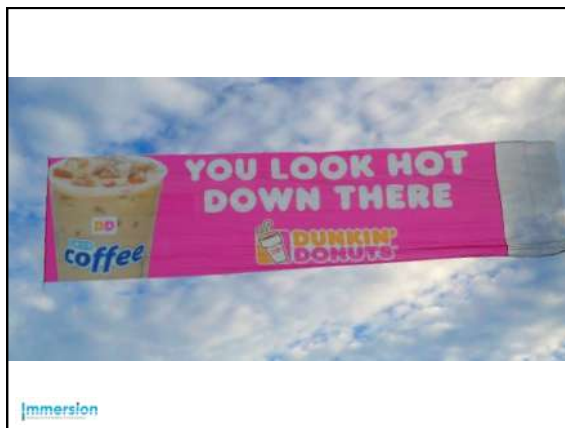
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3. Integrated Marketing Comms

1. Profile the Target Market*
2. Use Relevant Media Channels
3. Communication Synergy – ‘Speak with a Single Voice’!
4. Influence behaviour – Call to Action
5. Build Relationships (nurture database)

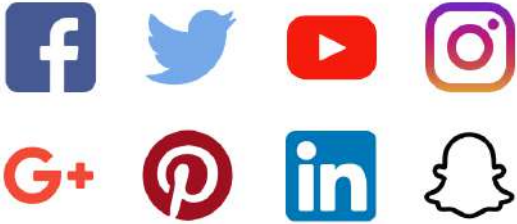
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Traditional



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Social



Segment – Target - Position

Local

- Free Paper/Local publication
- Supermarket 'cards'
- Leaflet drop
- Local radio
- Car branding
- Local signage
- 'Special interest' groups

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'the social dilemma'

"There are only two industries that call their customers 'users':
Illegal drugs and software."
Edward Tufte

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Speak with a single voice

- Branding (name) and Imagery
- Message - consistency
- You and brand - separate entities?
- Facebook - Image and message
- Instagram - Imagery (short term)
- Linked In - commercial audience
- You Tube - Tutorials/Library
- Twitter - Trump effect!?

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Influence Behavior - Call to Action

- Contact you
- Introductory conversation
- Find out more
- Jotforms on www
- Focus and offers

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Nurture your database

- CRM
- Newsletter/ongoing comms
- Inform vs. 'sell'
- Consistency
- Events

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Roadmap (6 weeks or 3 months)

- Understand the Macro Trends
- Where are your customers
- What are the competition doing – likes and dislikes
- What's happening in your 'environment'
- Get clear on your 'WHY'
- Define your offer – the 'pain' you fix
- Who can help – partners
- Detail your products/delivery/branding/imagery
- Communications strategy
- Establish digital footprint
- Consider events to create or partner on
- Target revenue/# of clients
- Be in imperfect ACTION!

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- **Google** Maps and **Google My Business** setup
- **SEO** (search engine optimisation) with **Yoast** (an SEO tool) set-up
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- Address/review all aspects of the roadmap
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* Offer available for booking by 30th Oct

Contact Jonathan: 021 817547
jonathan@immersiongroup.co.nz

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*If you build it,
they will come*



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