

## **NATIONAL COUNCIL FOR LEADERSHIP, INC.**

*"EMPOWERING PEOPLE TO CREATE THEIR OWN FUTURE!"*

### Define:

**Brand Marketing** - The purpose of branding is knowing and consistently living from a true identity, from a real story, so that executive leadership, sales, marketing, product, support, operations, and corporate culture all align and mature in a compelling manner that is meaningful to anyone who encounters the collection of people who make up a brand. A brand is the story of people headed in a direction, inviting you to journey with them.

**Strategic Marketing** - is the way an organization effectively differentiates itself from its competitors by capitalizing on its strengths (both current and potential) to provide consistently better value to customers than its competitors. Armed with a thorough understanding of the organization's capabilities and aspirations, the customer market and the competitive landscape, the Goal of Strategic Marketing is to maximize a firm's positive differentiation over competitors in the eyes of its target market.

### Tools:

**Mass Marketing Emails** – Most effective for promotional sales ("Purchase Now") and exclusive savings/discounts to subscribers ("For Members Only") to make them feel valued

**Personal One on One Emails** – *Effective Practices to Connect:*

### Before Your Email

1. Create/Evaluate customer persona
2. Gather information to segment a lead
  - a. Business size
  - b. Revenue
  - c. Location
  - d. Job title
  - e. Etc.
3. Gather information from outside sources – like social media and CRM
  - a. Lead intelligence
    - i. Social media usernames
  - b. Behavioral information
    - i. What have they downloaded from your site
    - ii. What emails you've sent them in the past?
    - iii. Whether or not they have spoken with a rep in the past
4. Segment, Segment, Segment
  - a. Create lists of contacts based on information gathered – *examples:*
    - i. Small business vs. Large business
    - ii. More active on Twitter, FB, etc.
5. Position offers based on segmented lists

### In Your Email

1. Use a real reply-to address
2. Customize the sender's name
  - a. Must be a recognizable name in the company
3. Add personal information to the body of the email – *examples*:
  - a. "Thanks for downloading/attending/responding"
  - b. "I know you like..."
  - c. "I find you...has value at my event"

### After Your Email

1. Record all sent communication with the company
  - a. To avoid repeat information sent
  - b. To remain relevant and up to date when conversing with client
  - c. Utilize CRM
2. Track who has opened and clicked
  - a. Know how well it is performing
  - b. Further personalize content to contacts
  - c. Continue to segment based on findings/activity
3. Use information to determine proper frequency of emails to contacts, so as to not overload

**Newsletter** - Your newsletter can provide great value, beyond sales, by informing your customers with interesting content that resonates with them. People don't buy because you sell. They buy because they trust you, are loyal to you, and are fans of your business. There are many ways to build that loyalty and connection via email. *What makes a great newsletter:*

1. Informative
  - a. Informative and relevant
  - b. Comprised of useful and compelling stories
  - c. What to include in a newsletter?
    - i. Work related news
    - ii. Items about personal interests
    - iii. Events and deadlines
2. No Sales
  - d. Send offers in separate promo-specific emails
  - e. Think of a newsletter as an offer to your home for a dinner party - No Sales - Keep it personal
3. Keep Brief & Aim for a Click
  - f. Create traffic to.... website, blog, etc.
  - g. Audience has an average attention span of 51 seconds
  - h. Be mindful: you are building a relationship with your audience
4. Reliable & Consistent
  - i. We all know how we feel towards flaky friends
  - j. Same time and day (monthly, daily, weekly & morning, evening, afternoon)

5. Compelling Opening Line
  - k. First Impression
6. Respond
  - a. Always allow readers to respond to your newsletter

### Implement Plan:

\*suggested task holders displayed in red

1. Mass Marketing Emails (*the more, the merrier*)
  - a. Create – Terri
    - i. 2 per week
  - b. Send – Nydia
    - i. Tuesdays and Thursdays at noon (\*start with this time frame and evaluate in one month)
2. Personal One on One Emails (*personal touch, make the contact feel valuable*)
  - a. Create personas – Nydia
  - b. Gather information – Nydia
  - c. Gather outside information – CRM
  - d. Segment – Nydia/Carol
  - e. Create promotional offer/ad/campaign -- Terri
  - f. Record all sent information – automated in Constant Contact/CRM
  - g. Track opens and click activity – automated in Constant Contact
  - h. Re-evaluate email frequency, segmenting, and times sent – Team (after one month)
3. Newsletter (*share information & build relationships*)
  - a. Contribute useful articles, videos, any and all relevant content – Team (email directly to Terri)
  - b. Create – Terri (monthly)
  - c. Send – Team