

A woman with glasses and a man are looking at a whiteboard. The woman is on the left, wearing glasses and has her hand to her chin. The man is on the right, holding a blue marker and pointing at the whiteboard. The whiteboard has several sticky notes and hand-drawn diagrams, including a box with wavy lines and arrows. The background is a soft, purple-tinted image of the two people.

Aligning your brand and your messaging for growth

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What you will know by the end of this talk

1. Understand why purpose matters - more than you think
1. How to create your core values
1. Harnessing the power of the Persona
1. How to develop messaging that connects and converts to propel growth
1. Tying it all together
1. Proof that this works

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Alignment for growth

PURPOSE, PERSONAS, MESSAGING, BRAND, PERFORMANCE
MARCH 2021

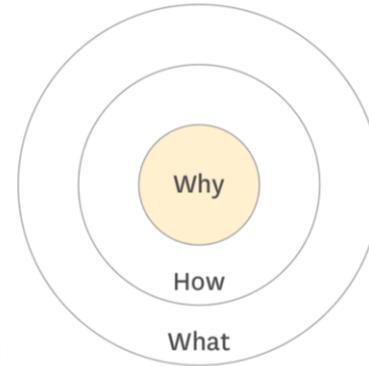
What is your why? Clarify your purpose

Find space and quiet and start writing about....

1. Why are you in business?
1. Why did you start your business? Go beyond the \$ and the success.
1. What is the difference you want to make in the world?

Why do this?

- When you are clear on your why, your brand, your messaging and your creative become easier to do and clearer.
- You are emotionally invested in your success and your energy increases, your passion flows and success follows.



Why - Your Purpose

What is your cause? What do you believe?

How - Your Process

Specific actions taken to realise your Why.

What - Your Process

What do you do? The result of Why. Proof.

*Source: Simon Sinek's
"Start with Why".*

Core Values exercise

Core values are the basis of how we live our lives, whether you understand them or not. They are values and beliefs you carry with you that inform your work, relationships, how you make decisions and how you live.

Knowing what those core values are help you stay aligned to your 'self' and achieve happiness and success.

Applying values to your business helps align your team, connected to your purpose or your mission and sets the tone for how you roll.

Exercise

- Identify times where you've loved or hated a work environment and note why.
- From a list, circle as many words as you want that stand out
- Group them into themes

Abundance	Compassion	Freedom
Acceptance	Control	Friendship
Accountability	Consistency	Fun
Achievement	Contribution	Fun-loving
Advancement	Cooperation	Generosity
Adventure	Courage	Godliness
Advocacy	Creativity	Grace
Alone Time	Credibility	Grit
Ambition	Curiosity	Growth
Appreciation	Daring	Happiness
Attractiveness	Decisiveness	Hard Work
Autonomy	Dedication	Healing
Balance	Dependability	Health
Beauty	Determination	Honesty
Being Supported	Diversity	Humility
Being the Best	Drive	Humor
Being Visible	Education	Inspiration
Benevolence	Empathy	Impact in the world
Boldness	Empowerment	Independence
Brilliance	Encouragement	Individuality
Calmness	Enthusiasm	Inner Peace
Caring	Environment	Innovation
Challenge	Ethics	Inspiration
Charity	Excellence	Intelligence
Cheerfulness	Expressiveness	Intimacy
Cleverness	Fairness	Intuition
Collaboration	Family	Joy
Comfort	Financial	Kindness
Commitment	Fitness	Knowledge
Community	Flexibility	

The power of the Persona

Marketing without a Persona is the equivalent of throwing spaghetti at the wall.

Once defined, your messaging and targeting become so much more effective.

Build up a picture of WHO you are talking to beyond simply demographics.

Don't forget who you WANT to be working with.

Where do I research?

- Conversations or surveys with customers
- Chat transcripts
- Online Reviews

Rank the Top 10 Criteria

they understand their business and what they want to do	1
they have a good marketing budget	2
They see the value in digital marketing	3
They see our value	4
They are willing to do the work too, they are improving processes, offerings, & customer service	5
They are open and transparent about where they are at	6
They have a good growth mindset	7
pay on time	8
they want results, they want measurement and feedback because powerful personality and a good working relationship because of the playful	9
Nationwide but not multi-corporate chain	10
They are progressive with a can-do attitude	
They are willing to change	
They are grateful	
travel, retail	
They work with us collaboratively - we chat weekly and use Trello type services to work collaboratively	
They will not tolerate fluff and waffle	
they want transparency and stats and honest conversations about what is working and what is not	
they want to be able to trust that we are expert	
they want case studies that show results - you could use Typeform for this	
They send messages of thanks	
They let us be the expert	
they come through referral and google ads, SEO	
They are willing to work with us and do what we ask	
They are willing to put in the work to grow	
They are willing to let us do the Webdesign (but it is not a dealbreaker)	
they are too busy for social media	
Target international markets	
some marketing knowledge - not so much digital	
progressive	
playful and powerful personality	
physical and online	
NZ based business	
look forward to working with them	
Fun and to the point conversations	
big picture thinkers and they want us to flesh in the details	
A real partnership, we are all on the same team	

Resources

<https://www.hubspot.com/make-my-persona>

<https://sparktoro.com/>

Creating powerful messaging

This is the tricky part! Connection and Conversion are the goal.

How?

Ask your customers questions. Chat transcripts. Sales calls.
Support tickets. Reviews.

Understand the EMOTIONS of your customers.

No more we, we, we.

Use the Persona to help you.

→ You will need to refine, refine, refine and TEST your message.

Magic Questions to ask customers

- What was going in for you that made you look for our product or service?
- Did you try anyone else's service before ours?
- What made you choose our product/service?
- Did you have any hesitations about signing up?
- How has it changed your life?
- What would you tell a friend about our product or service?

Resources: <https://wynter.com/>

Moving from one feeling to another

BEFORE & AFTER GRID DIGITALMARKETER HQ		
<p>BEFORE </p> <p>HAVE: Disorganized team</p> <p>FEEL: Frustrated, Scared, Overwhelmed</p> <p>AVERAGE DAY: "Coaching up" under-performers</p> <p>STATUS: Disrespected. Behind the times.</p> <p>GOOD VS. EVIL: Victim of traditional university model</p>	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Small business owners • Marketing Executives • Agency owners/managers 	<p>AFTER </p> <p>HAVE: Well-oiled machine</p> <p>FEEL: Confident, In Control</p> <p>AVERAGE DAY: Focus on strategy. Out of details.</p> <p>STATUS: Respected and up for a promotion.</p> <p>GOOD VS. EVIL: Helping train the leaders of the future</p>
	<p>PRODUCTS/SERVICES</p> <ul style="list-style-type: none"> • Digital marketing training • Hiring guides / Job board • What else? 	

Bringing it all together

When you have

- no 'why'
- no defined persona
- no clear and consistent messaging
- poor creative

You don't really have a Brand that builds trust and authority and it's harder to leverage success beyond organic growth.

AND YOU WILL WASTE TIME & MONEY ON BORING MARKETING THAT DOESN'T CONVERT.

As an agency it's super hard to run ads without a strong message, a strong brand and weak creative.

Bringing it all together

Set yourself up for success with

1. A clearly defined 'why' behind your business
2. A brand identity and brand assets with consistent messaging
3. A defined audience with clear needs/wants/problems
4. A digital marketing strategy
5. The right mind set

When you understand 1-3 it's easier to determine where to invest and what activity is going to resonate with your audience.

- Facebook or LinkedIn
- Blog or podcast
- Webinar or in-person workshop

02

CASE STUDY

RESOLUTION PROJECTS

Case study 1

Background

When Resolution Projects approached Touch they had a website which was ranking well for some important keywords and they were getting referral work – but they wanted to take their brand to the next level and develop an online strategy that would better represent their brand, inform clients, get to the heart of customer questions and what they represented. They weren't doing any other marketing aside from SEO and a small Google Ads campaigns and results were ok – they were getting leads but weren't hitting it out of the park.

Brand Values Workshop

We worked through their brand and their values.

Lived and breather their customer

Our team took the time to delve deeply into their customer – what they wanted, how they lived, how they made decisions, what they cared about.

ACTIONS TAKEN

Website upgrade to content, look and feel

Reset the SEO plan to improve technical content

Restructure Google Ad campaigns

Google Analytics audit and implement robust tracking

Content Marketing Strategy including; website content, blog, and downloadable content

Produce 2 downloadable Guides

Implement Facebook campaigns

157%

SESSION INCREASE
YEAR ON YEAR

8.3%

CONTACT FORM
CONVERSION RATE

-28%

DROP IN GOOGLE ADS
BOUNCE RATE

-27%

DROP IN WEBSITE
BOUNCE RATE

FREE GUIDE - How to get the most marketing bang for your buck



Are you tired of wasting your marketing dollars on tactics that get you zero sales?

Discover how you can get the most bang for you marketing buck!
Download the 7 most essential elements that you must become a master at to create digital marketing that connects to your customers and brings you sales.

- ★ Stop the stress from was wasting time on the wrong activities
- 📍 Understand why investing in multiple channels works
- 💬 Appreciate the importance of messaging copy and creative

...And start learning what you need to do to create a kick ass digital marketing strategy that puts money in your bank account!

Download the 7 essentials!

First name

Last name

Email*

Company Name

What is your biggest marketing challenge?

[DOWNLOAD NOW](#)

In this revolutionary download you'll discover the 7 essentials that can turn your digital marketing into a sales & revenue generator instead of watching your budget disappear into the ether.

Free strategic plan - worth \$1,500

What's in your strategic plan?

1. Research

- Analysis of Google Analytics
- Mini SEO Audit
- Review of existing or past strategies
- Website Conversion Audit
- Google Ads Audit
- Social Media once over

1. Expansion opportunities

- a. Website considerations
- b. Channel mix and priorities
- c. Media spend

03

THE TOUCH TEAM

DIRECTORS, DEVELOPERS, MARKETING TEAM

Our directors

As a client focused agency you deal with directors and a team who know and live your business

Katherine Steffensen

Katherine brings to Touch extensive sales and account management experience from with the digital marketing industry. She has worked with well known large New Zealand retailers including Foodstuffs, Icebreaker, Barkers Clothing, North Beach, Glassons, Beaut Utes as well as and many other known smaller local companies. With a no-fluff approach, Katherine is able to use her knowledge and experience in sizing up a company's growth capability very quickly, identifying weaknesses, areas of strength and opportunity on the digital front. She is client-oriented and likes to build relationships by articulating information and leading strategic conversations that make sense.

David Steffensen

David has been working with and leading high performance development teams from banking and finance through to high volume eCommerce websites. Consistently delivering millions of dollars of value each year to some well known brands including Sovereign, ASB Bank, EziBuy and most recently Mitre 10 utilizing Agile methodologies. He believes strongly that true business success can only be achieved with a close partnership between business strategy and technology delivery, always using a pragmatic, iterative approach.

Key strengths and capabilities

Experienced Directors across: Development, Creative and Strategy.

- Bespoke Agency - we do not use a cookie cutter, "one size fits all" approach.
- High level of client service with personal attention.
- History of success with well crafted, designed sites that have stood the test of time (well built), with high ranking sites that still rank today and history of results with marketing.
- Aligned with leading technology providers Wordpress and Hubspot and employ the latest strategies e.g. marketing automation.

A team of specialists

Touch Marketing is well supported by a team of specialists, with deep expertise and skill sets in their chosen digital marketing field.

Our team includes:

- Wordpress, Woocommerce, Shopify Developers
- Highly experience ecommerce developers
- Content and Creative Lead
- SEO Managers
- Paid Search Specialists: Google Ads, Facebook
- Professional Copywriters
- Analytics and Conversion Specialists

Team members are certified in:

- Google Analytics, Google Ads, Google Tag Manager, Hubspot.