

Sales Overnight, Brand Over Time

The importance of brand and how to implement a successful lead gen campaign along with brand enhancement

By Yvonne Tocquigny, Chief Creative & Strategy Officer, Archer Malmo Austin



Most CEOs want increased predictability from their marketing budgets.
A marketing program that doesn't perform is equivalent to a parachute that won't open.

Predictability can be achieved by using data, analytics and technology to create customer acquisition programs that drive revenue.





Yet if the message and offer don't resonate,
the investment will not provide a return. If the right people aren't
contacted at the right time for the right reason, **they won't respond.**

A recent study by Harvard Business Review found that high-performing marketers integrate data on what consumers are doing with knowledge of **why** they're doing it. This yields new insights into customers' needs and how to best meet them. Yet these capabilities are now considered table stakes.

The **highest** performing marketers today excel in three additional areas.

1.

They know what their customers are doing where and when. They also **understand a customer's basic drives** — such as the desire to achieve, to find a partner, and to nurture a child.

2.

The highest performing marketers excel at **purposeful positioning** and deliver all three manifestations of brand purpose:

1. **Functional benefits**, or the job the customer buys the brand to do (think of the pick-me-up Starbucks provides)
2. **Emotional benefits**, or how it satisfies a customer's emotional needs (drinking coffee is a social occasion)
3. **Societal benefits**, such as sustainability (when coffee is sourced through Fair Trade)

In addition to engaging customers and inspiring employees, a powerful and clear brand purpose improves alignment throughout the organization and ensures consistent messaging across touch points.

3.

The highest performing marketers enhance the value of their products by **creating customer experiences.**

They deepen the customer relationship by leveraging what they know about a given customer to personalize offerings. And they focus on the breadth of the relationship by adding touch points. This provides a “total experience.”

The HBR study predicts that the most important marketing metric will soon change from “share of wallet” or “share of voice” to “share of experience.”

The challenges with updating a brand and improving experience:

1. Requires time and attention from senior stakeholders
2. Diverts budget from marketing that has a more predictable ROI
3. No reliable way to predict the impact of brand enhancement
4. Most in-house marketers have few branding skills and limited branding experience
5. Most CEOs prioritize revenue growth above brand enhancement

Marketers must deliver a stream of leads that produce predictable revenue.

At the same time, to ensure long-term success, they must:

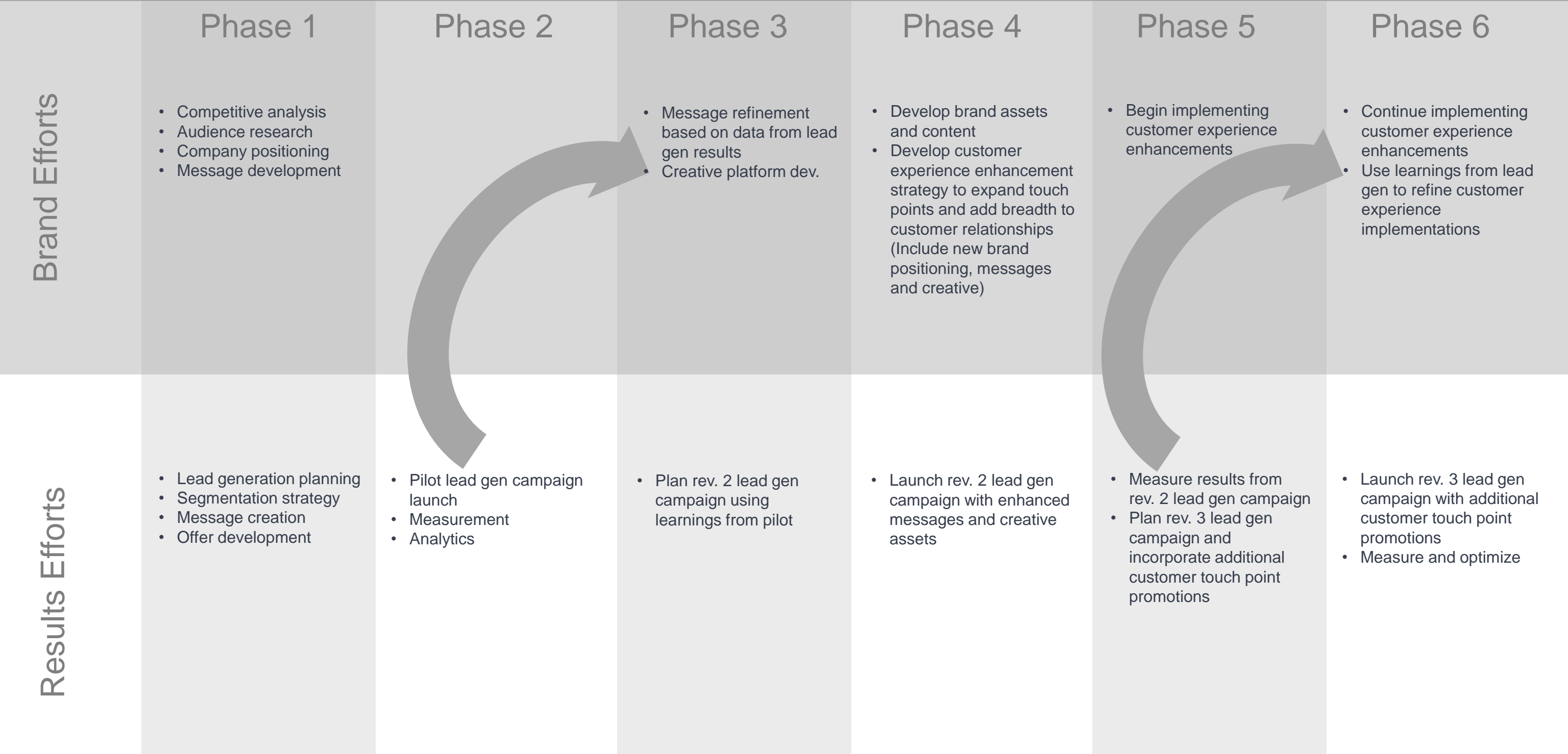
1. Develop customer insights that allow for personalized marketing at a granular level
2. Develop purposeful positioning with corresponding messages and offers
3. Enhance and broaden customer experiences

For companies that cannot do everything at once, we recommend a work stream that we call **Sales Overnight, Brand Over Time**.

This interjects discreet branding efforts into a series of results-driven marketing programs over the course of a year or more.

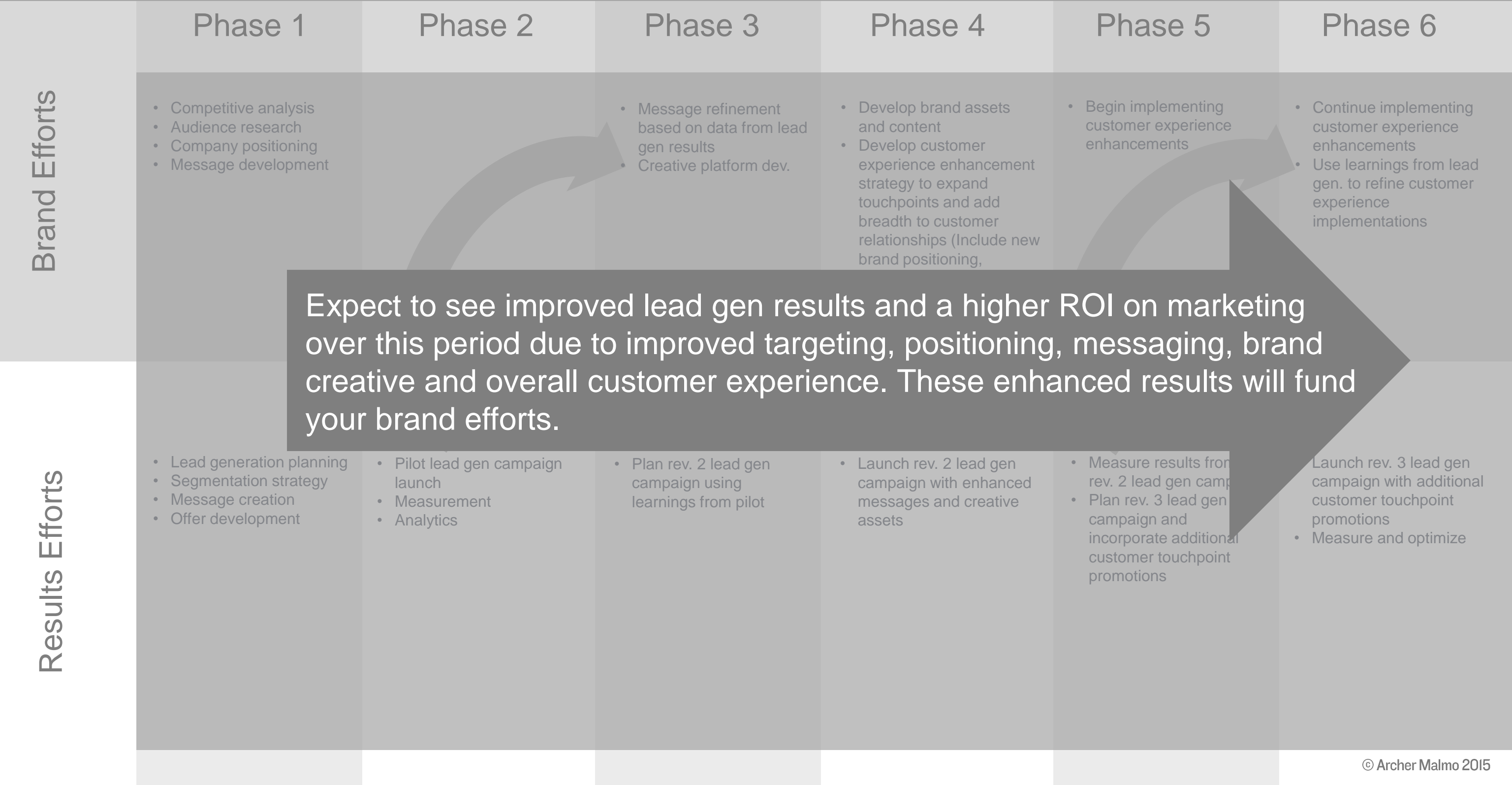
The brand efforts are broken down into phases that can each be used to enhance results-driven marketing, while also moving toward progress with the overall brand.

“Sales Overnight, Brand Over Time”: Sample Program Illustration*



* This is an example of how a program can be structured. Each program of this type is customized based on budget, timing and needs. Each phase takes at least 4 – 8 weeks. Timing is customized for each company’s needs. Product launches, trade show schedules and fiscal goals can all influence the cadence of timing.

“Sales Overnight, Brand Over Time”: Sample Program Illustration



Expect to see improved lead gen results and a higher ROI on marketing over this period due to improved targeting, positioning, messaging, brand creative and overall customer experience. These enhanced results will fund your brand efforts.



Interested in a white board session to see if this approach might work for you?

Contact Yvonne Tocquigny at YvonneT@ArcherMalmo.com

Or call 512-532-2822

ARCHER▶MALMO