

go!

# MARKETING

The Driver of Profit & Enterprise Value

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## MARKETING JOURNEY

WHEN

**Lifecycle of a business**

HOW

**It all adds up**

WHERE

**Do you sit in the Sales Chain?**

WHO

**Is Your Customer?**

WHAT

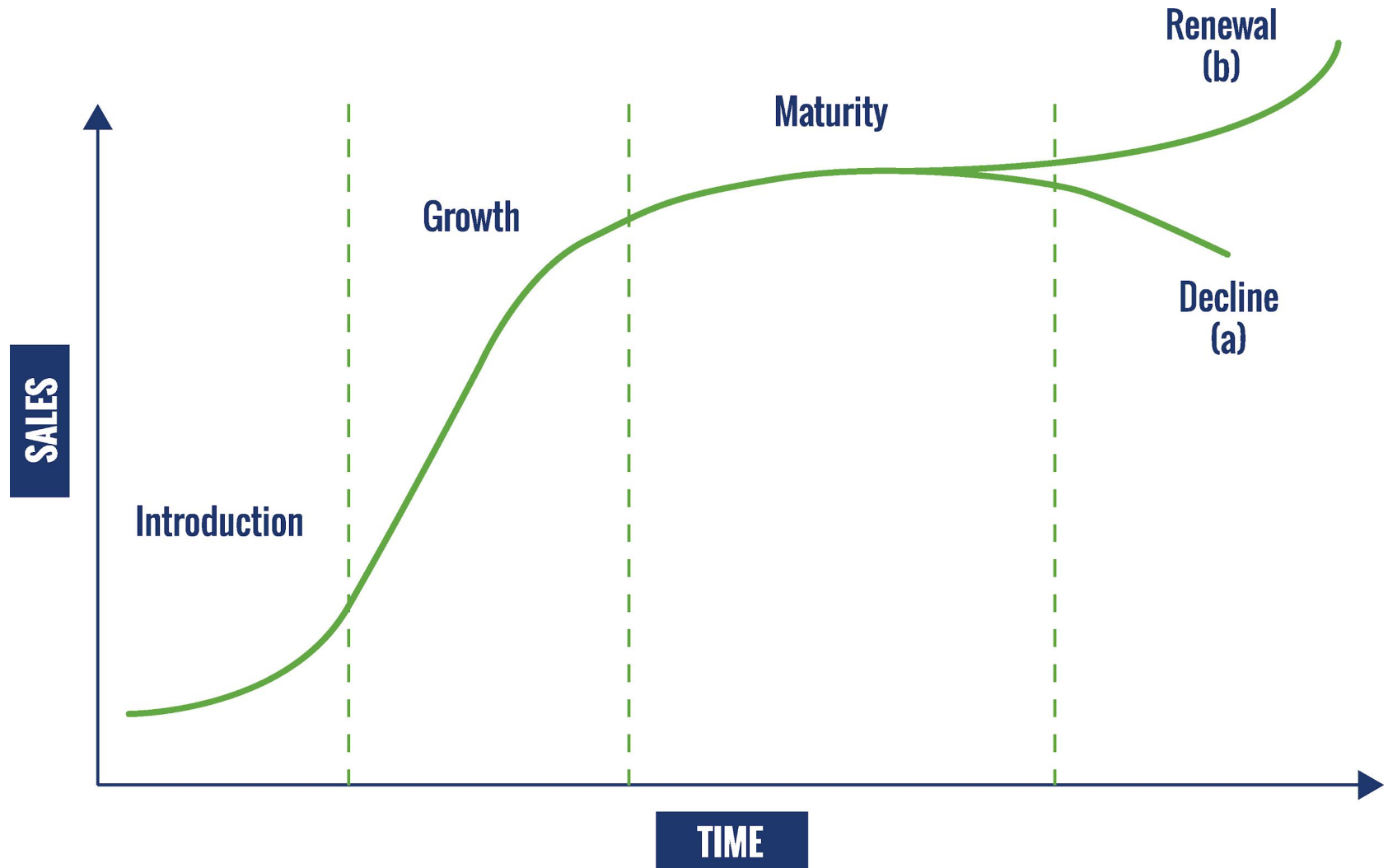
**Tactics to Reach Customers?**

WHY

**Customers Should Care?**



## WHERE IS YOUR BUSINESS





## WHY STRATEGIC MARKETING

### NOW

1. **Gross:** Sell more of what you do/make
2. **Net:** Improve margin on what you do/make
3. **Profit:** Increase EBITDA year over year

### FUTURE

1. Open up new markets
2. Expand to new products
3. Increase market share
4. Differentiated brand in marketplace
5. Diversify products, customers, industry, and geography

### SALE OR EXIT

1. Higher EBITDA for valuation
2. Increased multiple due to diversity, Brand Position, Marketing and Sales System

*Make Money Now, Make Money along the way, Make a higher multiple on your EBITDA*

# WHERE ARE YOU ON THE SALES CHAIN

OEMs  
and/or  
Suppliers

Manufacturer

Distributor  
and/or Manuf.  
Rep

Retailer

Consumer



# SERVICE PROVIDERS, UNDERSTAND **WHERE YOU SIT**



goBRANDgo! Is a marketing firm that works with \$10-\$100 million privately held companies whose owners are in their 50's and 60's, looking to make a leadership transition in the next decade or so. We specialize in the manufacturing, distribution, and industrial industries.

**FAVORITE:**

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Client Name

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Main Product Bought

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Likability Score (1-10)

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Profitability Score (1-10)

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Service Bucket**NEWEST:**

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Client Name

---

Main Product Bought

---

Likability Score (1-10)

---

Profitability Score (1-10)

---

Service Bucket**BEST FIT:**

---

Client Name

---

Main Product Bought

---

Likability Score (1-10)

---

Profitability Score (1-10)

---

Service Bucket**MOST PROFITABLE:**

---

Client Name

---

Main Product Bought

---

Likability Score (1-10)

---

Profitability Score (1-10)

---

Service Bucket**BIGGEST REVENUE:**

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Client Name

---

Main Product Bought

---

Likability Score (1-10)

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Profitability Score (1-10)

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Service Bucket**LIST 5 CORE CUSTOMER CHARACTERISTICS:**

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1)

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2)

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3)

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4)

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5)**DESCRIBE YOUR CORE CUSTOMER (ONE SENTENCE).**

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## SAMPLE PERSONA

# Rodney, Owner of Mid-Market company

Age: 64 // Years in Career: 44

### IDENTITY

Charlie is an engineer who bought his company 25 years ago. He has since grown it selling parts and service to other manufacturers. Charlie wants to be able to sell his company in the next 5 years to someone who will take good care of his employees and provide him a solid retirement.

### BIGGEST CHALLENGES

- Balancing operations with business development
- Keeping up with the latest technology
- Finding talented tradesmen
- Understanding how to navigate selling online
- Growing business to sellable point

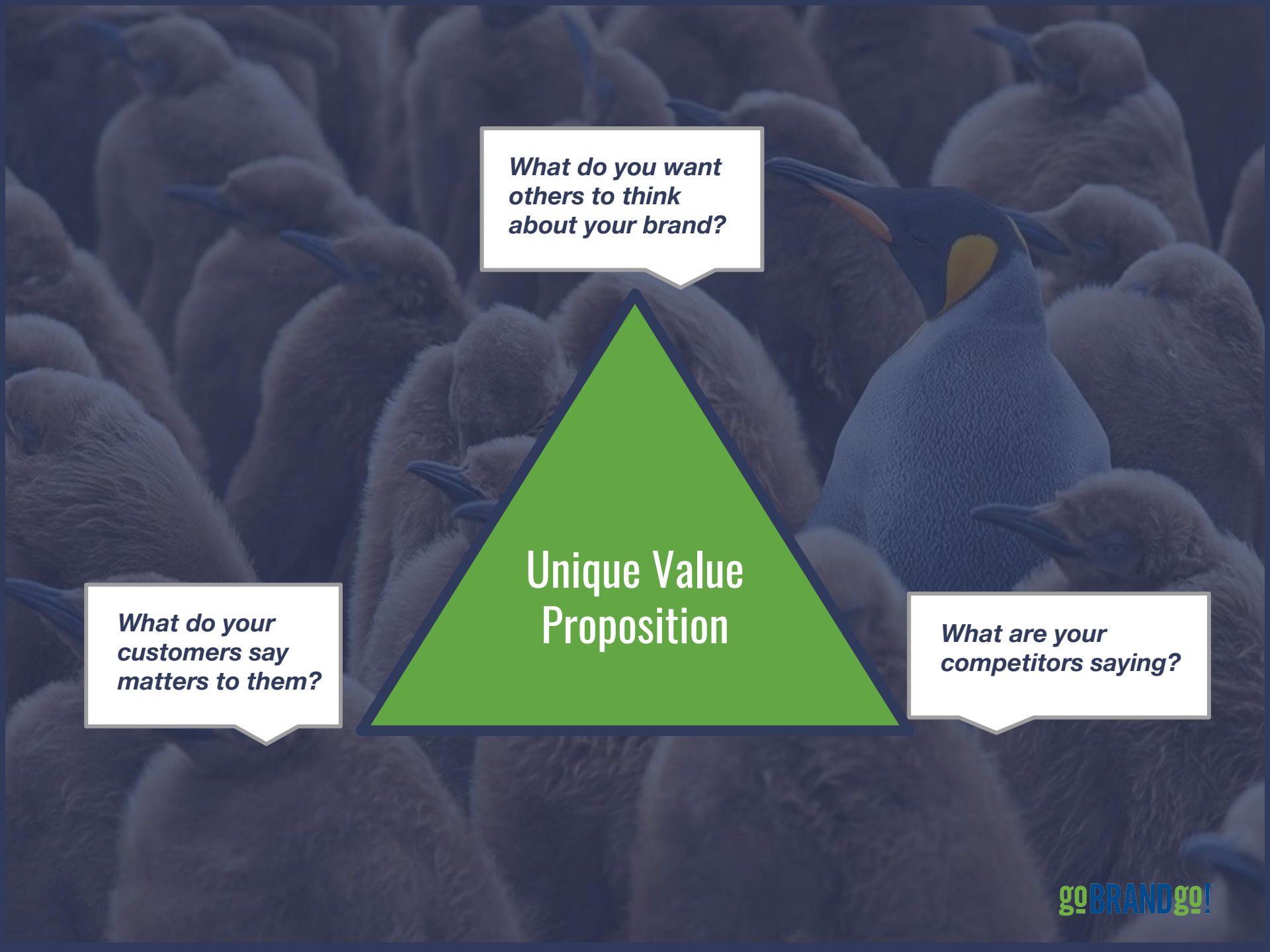
### DAY IN THE LIFE

As owner, Charlie wears a lot of hats in his business. To blow off steam he retreats to his lake house at the Lake of the Ozarks on his Harley Davidson motorcycle. His wife does not work and they spend their time traveling to visit with their kids and grandkids who live in other parts of the US.

### MOTIVATION

- Wants more quality customers
- Wants to spend more time with grandkids
- Dreams of passing his business down to his kids
- Wishes he could spend more time with his family



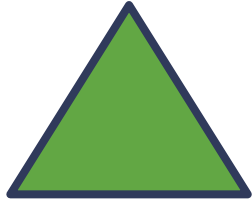
The background of the entire slide is a photograph of a large colony of King penguins. In the center of the image is a large, solid green equilateral triangle with a dark blue border. Three white speech bubble callouts are positioned around the triangle, each containing a question. The top callout is at the top vertex, the bottom-left is at the bottom-left vertex, and the bottom-right is at the bottom-right vertex. The text inside the triangle and the callouts is in a bold, sans-serif font.

*What do you want  
others to think  
about your brand?*

*What do your  
customers say  
matters to them?*

## Unique Value Proposition

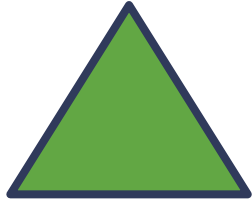
*What are your  
competitors saying?*



## UNIQUE VALUE PROPOSITION

***What do you want others to think about your brand?***

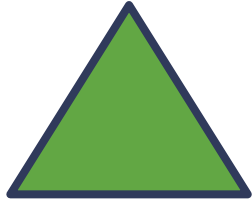
- How do you want to be known in the market?
  - Speed
  - Price
  - Quality
- What are the values of your organization that you will make decisions from?
- What is the vision of the company, it's people, it's products, and ownership long term?
- How do you want people to feel about doing business with your company?
  - People buy on emotion and justify with logic
- Do the actions of leadership, with customers and employees, match up to the type of organization you are trying to be?



#### UNIQUE VALUE PROPOSITION

## ***What do your customers say matters to them?***

- Why did your customer choose you?
- Why does your customer continue to stay with you?
- What business does your customer think you are in (get exact words! SEO)
- Who does your customer think your competitors are?
- Where does your customer go to learn?
- What trends in the industry does your customer see impacting them in the future?
- What trade shows, online resources, magazines, social media, Email Newsletters, etc. does your client pay attention to, utilize, or attend?



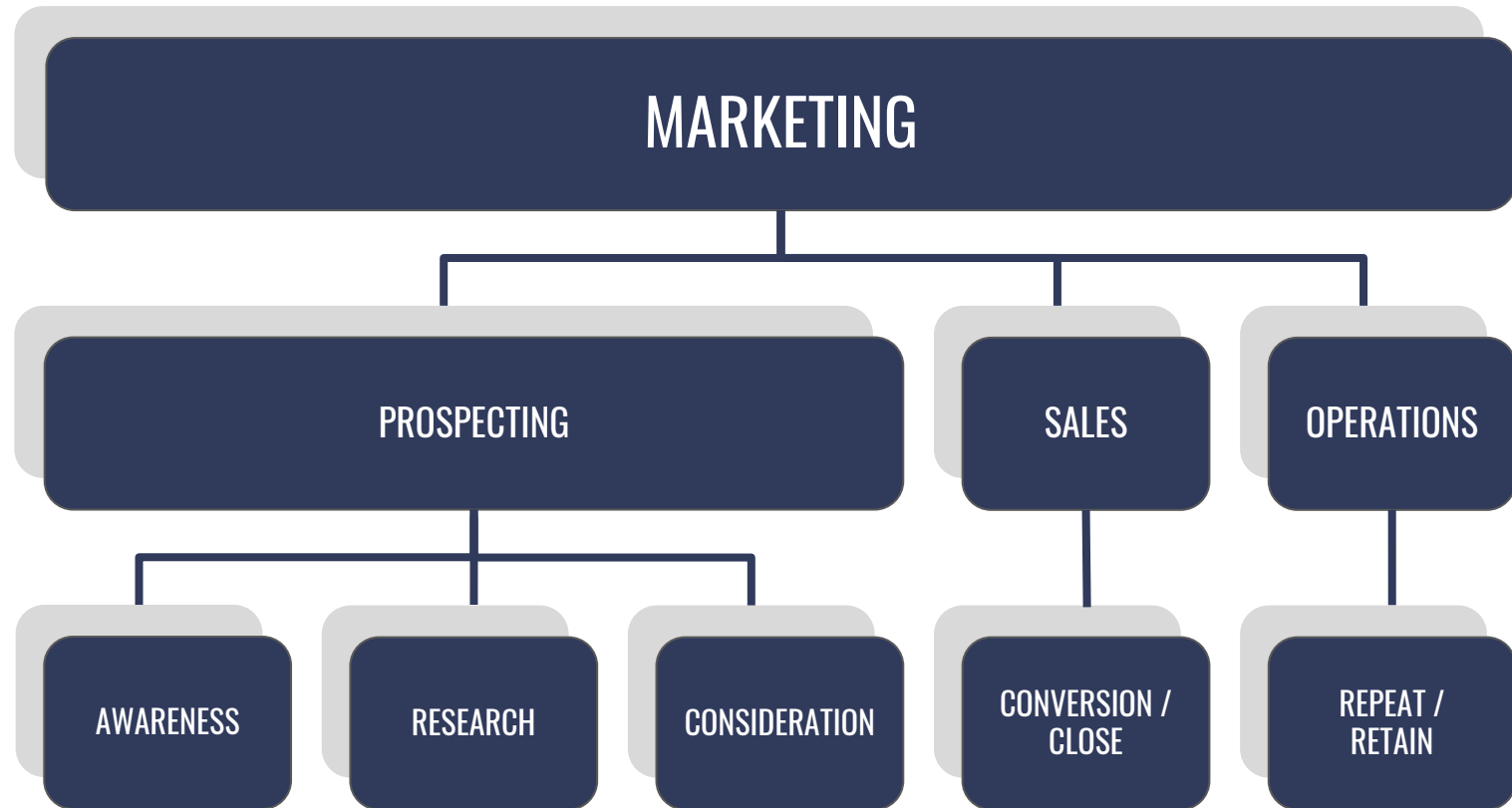
## UNIQUE VALUE PROPOSITION

# ***What are your competitors saying?***

- What words are your competitors using to talk about themselves?
- How are they going to market?
- How are your competitors pricing their products or services relative to the market?
- How are they trying to be unique?
- Where do they market- trade shows, ads, etc.
- Who are the key influencers in their organization?
- What is the their growth strategy?
- What areas are they not exploring:
  - Geographies
  - Customer Types
  - Industries
  - Online Resources



## Mapping Your Marketing Plan





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## MAPPING NEEDS

CUSTOMER JOURNEY					
PROSPECTING				SALES	OPERATIONS
	AWARENESS	RESEARCH	CONSIDERATION	CONVERSION	RETAIN/REPEAT/REFER
Buyer					
Seller					