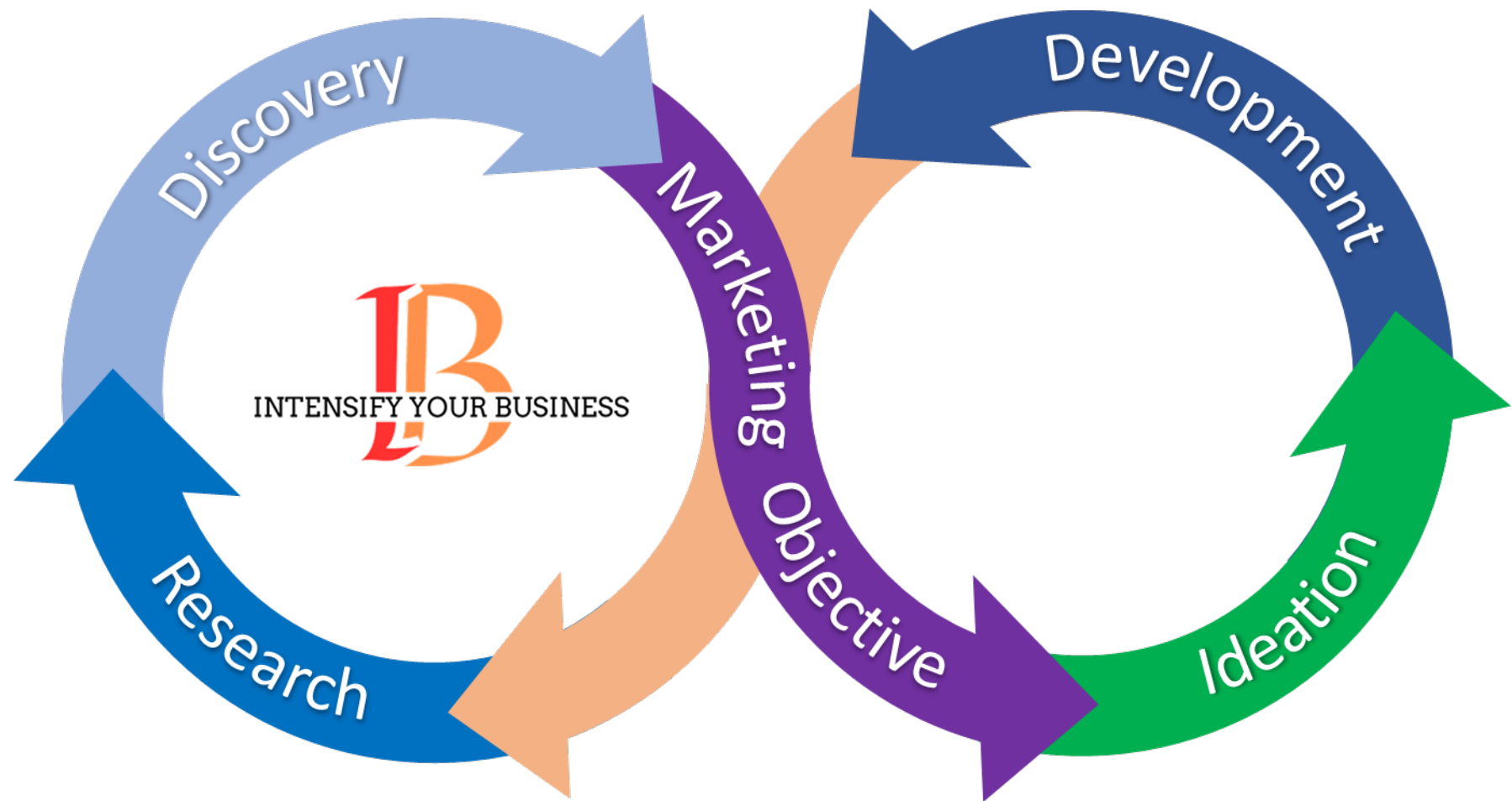
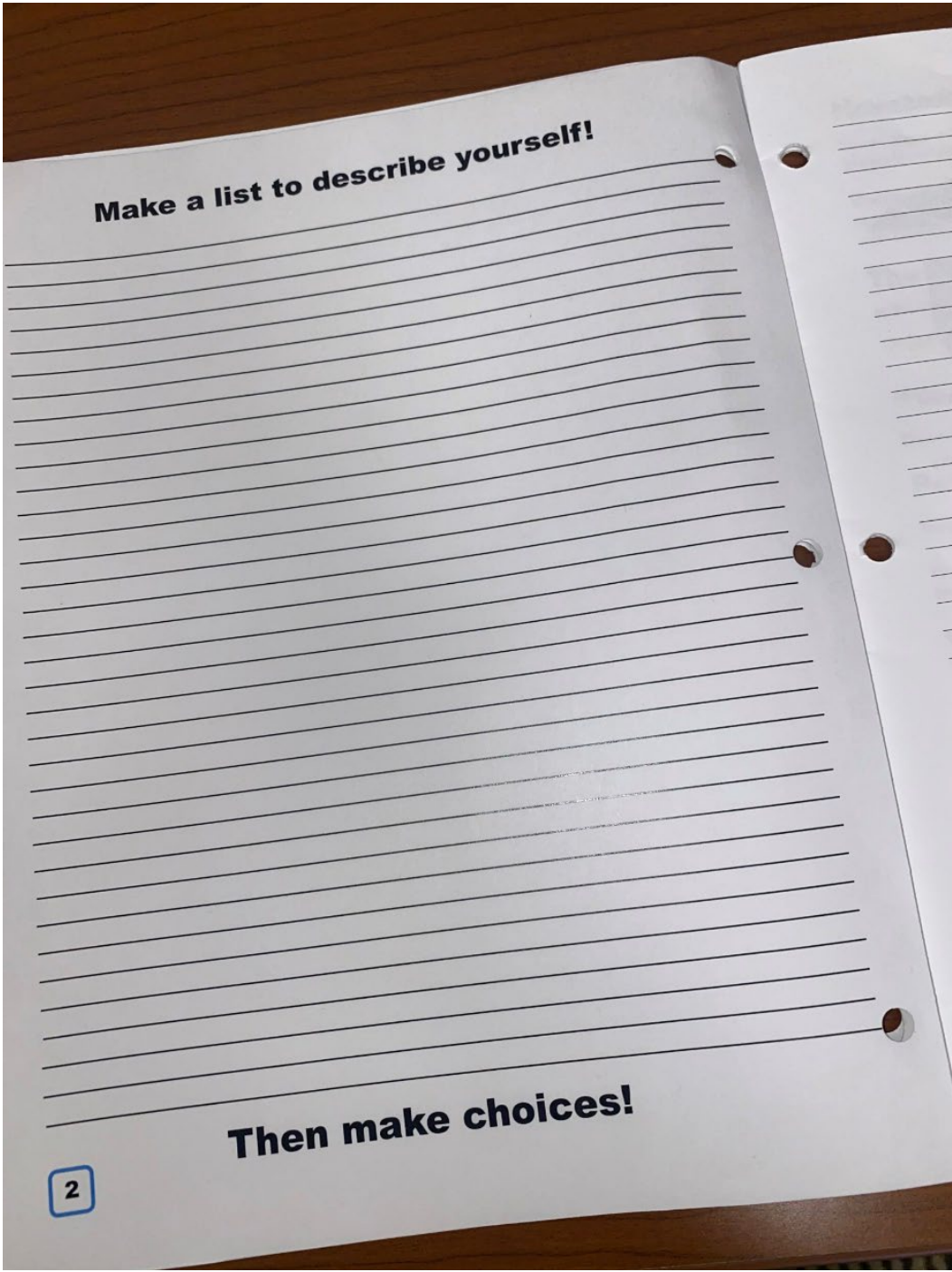


A Marketing Approach to Problem Solving





- Research
- Discovery
- Marketing Objective
- Ideation
- Development
- Analysis





A list of facts about YOU!

- Career
- Growing up
- Passions
- Little known facts
- People

Select 3 things from your list to introduce yourself.

Introductions

Tell everyone your name.
Three quick facts about yourself.



Manager

Business Development

- **1 yr. – SCAC Board President**
- **4 yrs. – SCAC Board**
- **4 yrs. – Vice Chairman Pickens County**
- **4 yrs. – Chairman Pickens County**
- **20 Yrs. – Spectrum (Currently Mgr. Business Development)**
 - **14 Yrs. – LSM**
 - **1 Yr. – AE (Spectrum)**
- **10 Yrs. – LSM/GSM (Radio)**
 - **3 Yrs. – AE (Radio)**

What's Going on in Your World?

Resource

Partner

Trust



Resource

Partner

Trust

Products Service





business 10 Critical Components
new conversations
research opportunities
research challenges opportunities marketing
ideas marketing challenges research business ideas
10 Critical Components
ideas business opportunities new conversations
business 10 Critical Components
marketing challenges ideas
new conversations



Brand-Building

To persuade a target consumer to **BELIEVE** a valuable point of difference about a product or service.



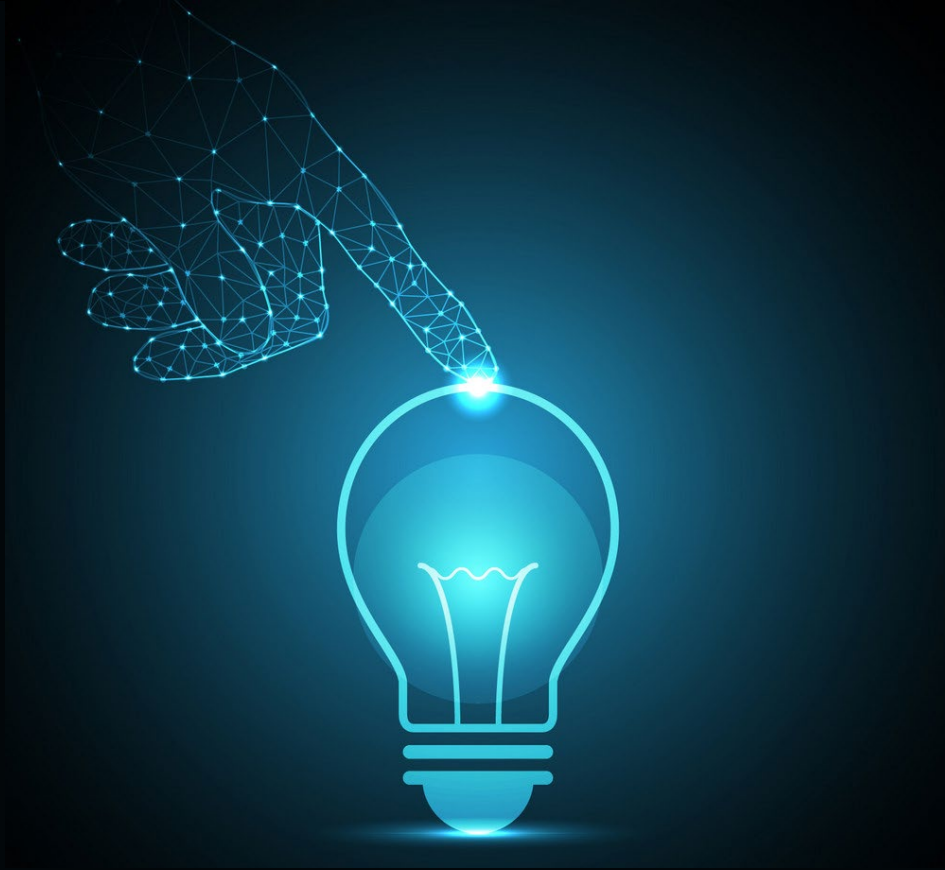
To persuade a young man to believe that drinking Dos Equis beer will get attractive women to like you because you are a sophisticated beer drinker.

Activation

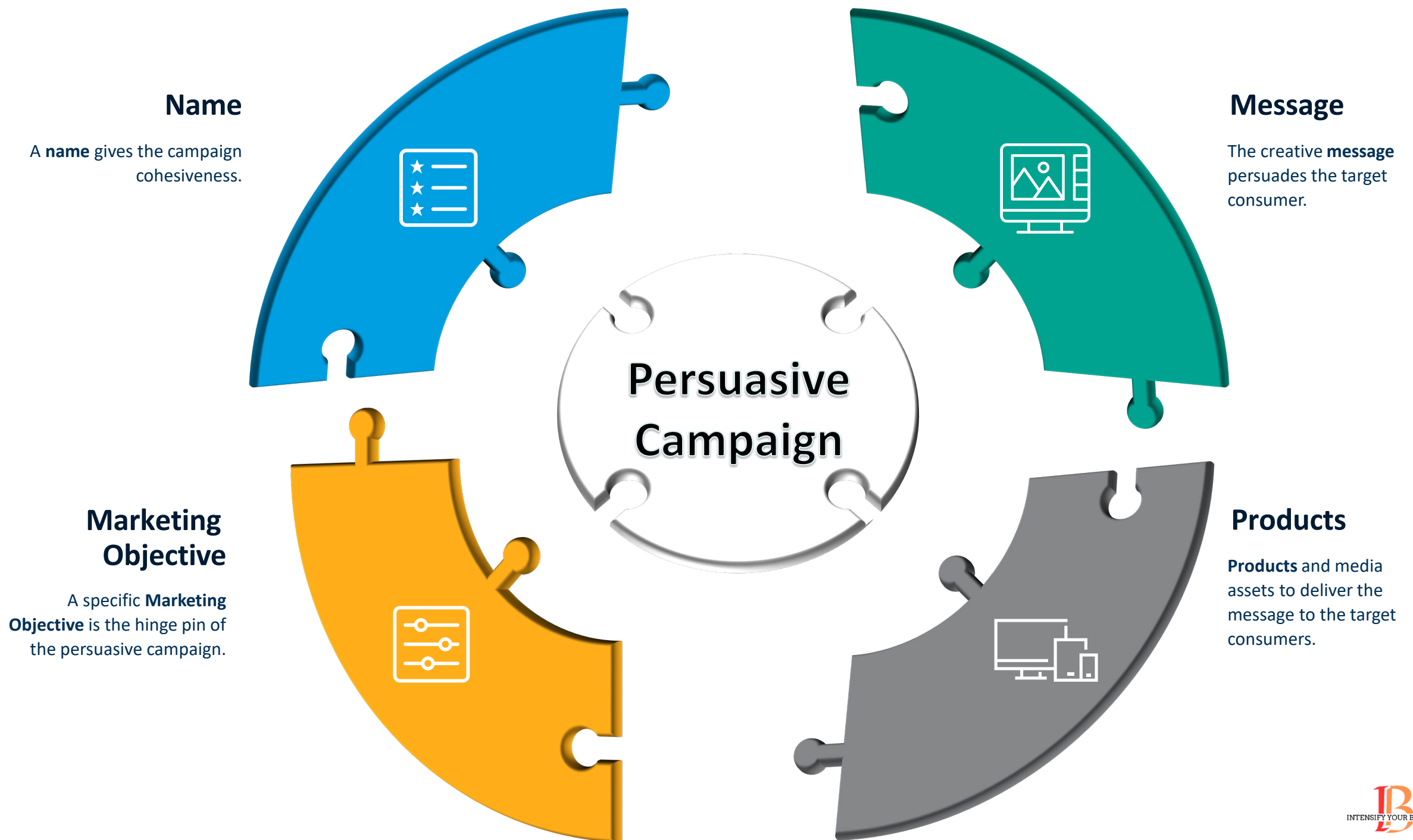
To persuade a target consumer to DO something with a product or service.



To persuade that same young man to enter the Dos Equis sweepstakes to win tickets to the National Championship game before September 21, 2024.



An Idea will become,
A Persuasive Campaign

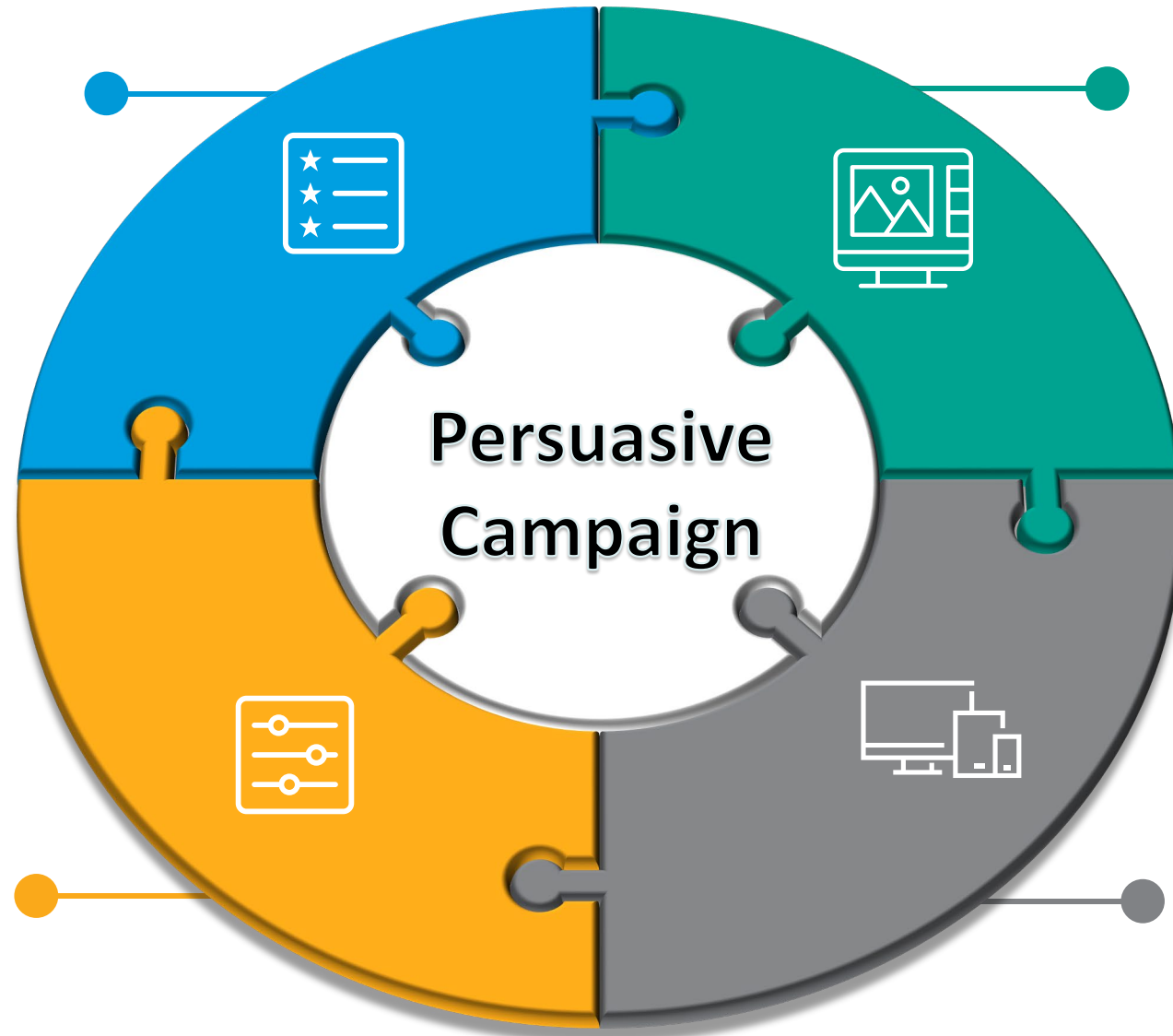


Name

A **name** gives the campaign cohesiveness.

Message

The creative **message** persuades the target consumer.



Products

Products and media assets to deliver the message to the target consumers.

Marketing Objective

A specific **Marketing Objective** is the linchpin of the persuasive campaign.

I wish I had more
energy.

I wish I had more energy.

- Brother and his family moved in with us.
- Sleeping on an old mattress.
- Hurt my knee in a fall.
- Car's transmission is bad.
- My wife is unhappy.



ingles

Low Prices...Love The Savings!™



The Ingles
Information Aisle
with Leah McGrath



Challenges & Opportunities

1. Introduce Starbucks Coffee and Ingles partnership.
2. Capitalize on the Ingles Advantage Card.
3. Increase sales of lunch buffet during the work week.
4. Create a better awareness of our Registered Dietician.

Criteria

3 "I's"

1. Impactful
2. Idea
3. Implement

ingles
Low Prices...Love The Savings!™

Critical Marketing Components

1. **Product:** Lunch buffet.
2. **Target Consumer:** young professional 30-year-old guy.
3. **Consumer Trigger:** Hungry for a quick lunch that isn't fast food.
4. **Location:** At any Ingles Location (on premise).
5. **Time:** Annual with concentration on Jan – Apr and Aug – Nov.
6. **Competition:** Other Meat and 3 restaurants, small chain restaurants like Applebee's and Chili's.
7. **Value Proposition:** farm-to-table preparations that are made fresh, homemade and ready to serve when you are ready to eat.
8. **Current Advertising:** TV Radio and Print. Interested in local events.
9. **Brand-Building messaging:** "Farm-to-Table made fresh daily."
10. **Activation messaging:** None at this point.



Marketing Objectives

1. To persuade a young professional 30-year old guy to believe that the Ingles Supermarkets buffet has farm to table freshly made home cooked lunch that is quick and affordable.

2. To persuade a young professional 30-year old guy to try the lunch buffet at Ingles during the work week because of their freshly made home cooked lunch.

Challenges / Opportunities	Facts	Objectives	Ideas
Ingles Challenges & Opportunities	Ingles Marketing Facts	Ingles Marketing Objectives	Ingles Ideas
<ul style="list-style-type: none"> 1. Intro Star Bucks 2. Advantage Card 3. Lunch Buffet 4. Registered Dietician Etc... 	<ul style="list-style-type: none"> 1. Product 2. Target Consumer 3. Trigger 4. Location 5. Time Etc... 	<ul style="list-style-type: none"> 1. To persuade a young professional 30-year old guy to believe that the Ingles Supermarkets buffet has farm to table freshly made home cooked lunch that is quick and affordable. 2. To persuade young professional 30-year old guy to try the lunch buffet at Ingles during the work week because of their freshly made home cooked lunch. 	<ul style="list-style-type: none"> 1. 2. 3. 4. 5. Etc...

Challenges /
Opportunities

Facts

Objectives

Ideas

•

•

-

A Marketing Approach to Problem Solving

- Roy.Costner@charter.com
- 864-270-3675



BREAK

business 10 Critical Components
new conversations
research opportunities
research challenges opportunities marketing
ideas marketing challenges research business ideas
10 Critical Components
ideas business opportunities new conversations
business research marketing marketing
marketing challenges 10 Critical Components ideas
new conversations



Preparation Step

Develop a Valid Business Reason.



Marketing Approach to Communication

First Communication

- How you “get the appointment” is different for each client.
- Prepare a valid business reason to meet.

First line of communication

- Subject line
- Voice introduction
- In-person conversation.

Content of communication.

- What do you know about their business?
- Why should they meet with you?
- Who are you?

Send two forms of communication.



Valid Business Reason to Meet

- Subject lines matter!
- Don't bury the lead.
- Lead with the business opportunity or challenge – not your solution.
- Selling the meeting – tell them what you want.






Opportunities & Challenges

1. Even though they have been around for 30 years many people don't understand who they are and how they are beneficial.
2. Promoting upcoming projects (telling why these roads are needed).
3. Promote the work done on the environmental initiatives to preserve scenic beauty and healthy ecosystems.
4. Tell people about the ease and savings they get by setting up a FasTrak account to pay tolls.
5. Promote their military and veteran discount program.
6. Recruit investors.
7. Promote their gift certificate program.
8. Help with getting more retail partners
9. Promote the added value of having Fast Trak and shopping at local retail partners.
10. Drive parents with kids to download fun educational resources from their website.

The Email - Business

 Send	To	jtaylor@sanjuancapistrano.org
	Cc	
Subject		Paying my toll AND saving money shopping? This is awesome!

Dear Chairman Tayler,

I've got to be honest, I always believed that toll roads were funded through my tax dollars, but after visiting the Toll Roads website I have a new appreciation for the TCA!

What really got my attention was when I discovered that I could save even more money on my tolls just by purchasing my FasTrak transponder at Costco and shopping at Bristol Farms! Since I already shop here, and I use the toll roads every day this is a true win-win situation. I wonder if there are a lot of people like me who are missing an opportunity.

My name is Roy Costner and here at Spectrum Reach, our team helps organizations like yours to create persuasive campaigns and more importantly tell their stories. I hope that a 30-minute conversation for us to talk about the value of telling others about the incredible benefits of TCA and the significant additional savings opportunities you have with your retail partners will be worth your time.

I will follow up on Friday with a phone call about scheduling a time to meet.

Warm regards.

Roy



Roy Costner | Manager Business Development
P (864) 679-1749 | C (864) 270-3675
401 Brookfield Pkwy, Suite 200 | Greenville, SC 29607
SpectrumReach.com



The Email – Council

33



Costner, Roy B

Costner, Roy B

5:

FW: Jackson County is poised to attract a record number of new visitors.

Hey Don,

Everyone in Jackson County, NC knows they live in an area full of lakes, rivers and unparalleled beauty of the Great Smokey Mountains. As every state and county begin to phase into finding their new normal, we all want to get out and find a way to enjoy life again. Over 50% of the population in Western NC and Upstate SC are looking for safe healthy ways to “get out of the house” and explore. Some may not be ready to hop on a plane but Jackson County has done an extraordinary job at inviting people to make the drive to visit.

Similarly Pickens County, SC has exceptional beauty and now we have explored creative ways of using ARPA funding to help keep our county beautiful.

I’m Roy Costner, County Council Chairman and I am hoping to set up a 20 minute call to share ideas. We want to learn how you market you county and we would love to share our innovative ideas on ARPA funding.

I will follow up with a phone call tomorrow to set up a time for us to meet. I am looking forward to speaking with you!

After doing some research on Jackson County, I can’t wait to share with everyone about the fly-fisherman’s paradise on the Tuckaseigee River!

Thanks!

Roy



Roy Costner | Manager Business Development |
P 864-679-1749 | C 864-270-3675





BRIGGS & RILEY

WHY?



BRIGGS & RILEY
THE ENLIGHTENED TRAVELER

**OUR
GUARANTEE
REIGNS**

Our lifetime guarantee covers wear and tear,
and even airline damage. Simple as that.®





WHY NOW?



SALE

UP TO \$300 OFF

★ LIMITED TIME ONLY ★



Crafting a Marketing Objective



Crafting a Marketing Objective

- When crafting a Brand – Building marketing objective for a persuasive campaign, you must:
 1. Identify the Person
 2. Define what it is you want them to believe.
 3. Describe the valuable Point of Difference for their...
 4. ...product or service.
- When crafting an Activation marketing objective for a persuasive campaign you must also add:
 5. Where you want the target consumer to go.
 6. When do you want the target consumer to get there with a valuable reason to do so.



To Persuade (Who? – Target Consumer) to (What? – “Believe” or “Do”) the (What? - Product) at (Where? - Place) during (When? - Timing) because (Why? -Valuable Point of Difference).

Elements of Crafting a Marketing Objective

WHO

Describe the target consumer as a person and not a demo. Give them a name.

- **Who** is the Target Consumer?
- Think of them as a real person.
- List their attributes.
- How old are they? (Avg. age)
- Give them a name.
- Note that Target Consumers and Products are related.

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand –building?

- **What** do we want the Target Consumer to believe?
- **OR:** What do we want the target consumer to do?
- Is the “belief” or “action requested” valuable to the target consumer?

WHAT

What is the product or service we are promoting?

- **What** is the priority product or service?
- Products can be individual in nature.
- Products can be an entire department.
- The product could be the company.
- Are we promoting a specific service or a department of services?

WHERE

Where do we want the Target Consumer to take action?

- **Where** are we persuading the target consumer to go?
- In the store?
- On-Line?
- In the app?
- By phone?

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

- **When** are we asking the target consumer to take action?
- Is it based on certain times during a week?
- Is it weekends, or evenings?
- Is it a particular holiday?

WHY

Define the point of difference that is valuable to the Target Consumer.

- **Why?** Define the valuable point of difference.
- What makes them different from their competitors that the Target Consumer believes is valuable?
- If the product or service is already in the consideration set why buy now?

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

Challenge: To create financial opportunities for the multiple non-profit organizations who suffered during the pandemic; and to do this without picking winners and losers.

Concept: Pay \$250 per mile for any non-profit to clean up litter on our roads throughout the county. \$75k is allocated out of ARPA funding and we begin to solve an expansive litter problem while giving any 501c3 the opportunity to do fund raising for their organization.

WHO

Describe the target consumer as a person and not a demo. Give them a name.

To Persuade Jordan to...

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand -building?

To Persuade Jordan to do something...

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

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Concept: Pay \$250 per mile for any non-profit to clean-up litter on our roads throughout the county. \$75k is allocated out of ARPA funding and we begin to solve an expansive litter problem while giving any 501c3 the opportunity to do fund raising for their organization.

To Persuade Jordan to **do something...**

WHAT

What is the product or service we are promoting?

To Persuade Jordan to **sign up for litter clean up of 1 – 10 miles....**

WHERE

Where do we want the Target Consumer to take action?

To Persuade Jordan to sign up **on the Pickens County Website** for litter clean up of 1 to 10 miles...

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

Challenge: To create financial opportunities for the multiple non-profit organizations who suffered during the pandemic; and to do this without picking winners and losers.

To Persuade Jordan to sign up **on the Pickens County Website** for litter clean up of 1 to 10 miles...

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

To Persuade Jordan to sign up on the Pickens County Website for litter clean up of 1 to 10 miles **before June 1st...**

WHY

Define the point of difference that is valuable to the Target Consumer.

To Persuade Jordan to sign up on the Pickens County Website for litter clean up of 1 to 10 miles before June 1st...
because their organization can earn up to \$2500 while providing a needed service to the county.

Crafting a Marketing Objective

Possible Marketing Objective for Pickens County:

To Persuade Jordan to sign up on the Pickens County Website for litter clean up of 1 to 10 miles before June 1st... because their organization can earn up to \$2500 while providing a needed service to the county.

WHO

Describe the target consumer as a person and not a demo. Give them a name.

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand –building?

WHAT

What is the product or service we are promoting?

WHERE

Where do we want the Target Consumer to take action?

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

WHY

Define the point of difference that is valuable to the Target Consumer.



Key Learning Points



Make a list of Challenges /Opportunities.

Client/Decision Maker chooses one – becomes the project.



Projects are Different from Marketing Objectives.

Marketing Objectives have specific Elements that Projects do not have.



Make a list of Marketing Objectives for the one project.

The client/decision maker chooses one Marketing Objective.

Crafting a Marketing Objective

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Challenges /
Opportunities

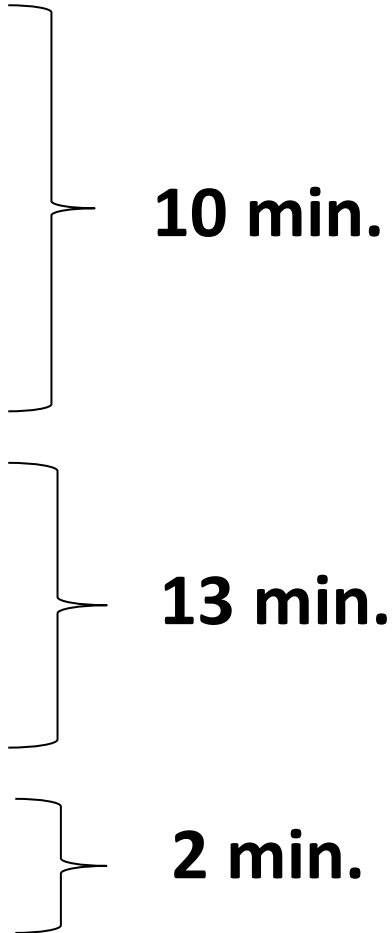
Facts

Objectives

Ideas

A marketing approach to solving problems

Instructions:

1. Decide who will be your scribe.
 2. List facts about the opportunity or challenge.
 3. Using the facts, determine potential objectives.
 4. As a group decide on the top priority objective.
 5. Work together to capture a list of ideas.
 6. Your team should plan to discuss your work with the overall group.
- 
- 10 min.**
- 13 min.**
- 2 min.**

How to make a list:

1. We will suspend all judgement of ideas during an Idea Session. No criticism or evaluation will be allowed.
2. We will encourage wild, crazy or outrageous ideas. There are no bad ideas, and any idea can help spark another one.
3. Our goal is to make a long list of ideas. We are striving for quantity because that will produce quality.
4. Detours are an important way to make new connections and add to our list of ideas. Expect to take as many detours as needed.
5. When making your list of ideas, we will make sure they are specific, clear and easily understood.
6. We will write down every idea. Choosing not to write an idea down on the list implies judgment.
7. Everyone on the IDEA team is expected to participate and is equal in “rank” to all others. There are no bosses.

Challenges / Opportunities	Facts	Objectives	Ideas
1. Managing Growth	1. Product	1.	1.
2. Fixing Roads	2. Target Consumer	2.	2.
3. Annexation legislation	3. Trigger		3.
4. Registered Dietician	4. Location		4.
	5. Time		5.
	6. Competition		Etc...
	7. Value Proposition		
	8. Advertising		
	9. Brand Messagigg		
	10. Activation Messaging		

A Marketing Approach to Problem Solving

