

How to Position Your Company For Success When Business Returns

*Webinar with Ewelina Zajac-Holdrege, Founder/Creative Director
& Chris Olsen, Partner/Digital Media of Idea Kraft*



Otsego County
Chamber of Commerce



IDEA KRAFT



WHO WE ARE

A creative agency that specializes in branding, design, and digital marketing.



WHERE WE ARE

Binghamton, New York
New Orleans, Louisiana



WHO WE WORK WITH

All size businesses: manufacturers, non-profits, educational institutions, food & beverage companies.



CONTACT

hello@idea-kraft.com

@idea_kraft

WHY BRAND MATTERS

”People do not buy goods and services.
They buy relations, stories, and magic”

Seth Godin

“Your brand is what other people say about you
when you’re not in the room”

Jeff Bezos



UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business

IDENTIFY OR REVISIT YOUR PURPOSE

- Build foundation - create your vision, mission, and values
- Document it in Brand Guidelines

CREATE YOUR BRAND MESSAGING

- Articulate your proposition, tagline, and messaging pillars to help tell a consistent brand story
- Position your brand in a way that helps you compete now—and tomorrow
- Origin or founder story
- Elevator pitch

YOUR TARGET AUDIENCE AND COMPETITION

- Identify your different audiences to understand how you can speak to their unique needs so you can attract the right customers
- Create marketing personas
- Perform competitive analysis

REFRESH YOUR VISUAL IDENTITY

- This is the visual expression of your brand
- Logo, color palette, typography, imagery
- Collateral, social media, website

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IDENTIFY OR REVISIT YOUR PURPOSE

- What future do we want to help create?
- What do we aspire to become?
- What are we here to do?
- How will we achieve our vision?
- What are the principles upon which we are built?



Vision Example

Our vision is to create a better everyday life for many people.



Mission Example

To design a more enlightened way of working.

UPDATE YOUR BRANDING

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BRAND MESSAGING

Value Proposition

Your value prop explains both the functional and emotional benefits your product or service provides.

Tip: Follow the format:

We help ___ do ___ doing ___.

Tagline:

Your tagline is a short, snappy summary that combines both your brand positioning and value prop.

Messaging Pillars

Your messaging pillars are the key stories you want to tell about your brand—what makes you unique and different.

UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business

ORIGIN OR FOUNDER STORY

1860

Pleasant Valley Wine Company founded



UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business

Who You're For?

Who are you trying to sell to?

What do they need/want?

How are their needs not being met?



Develop several marketing personas, fictional characters who represent sets of your actual target population.

UPDATE YOUR BRANDING

Create brand strategy that will lead and future-proof your business

COMPETITION

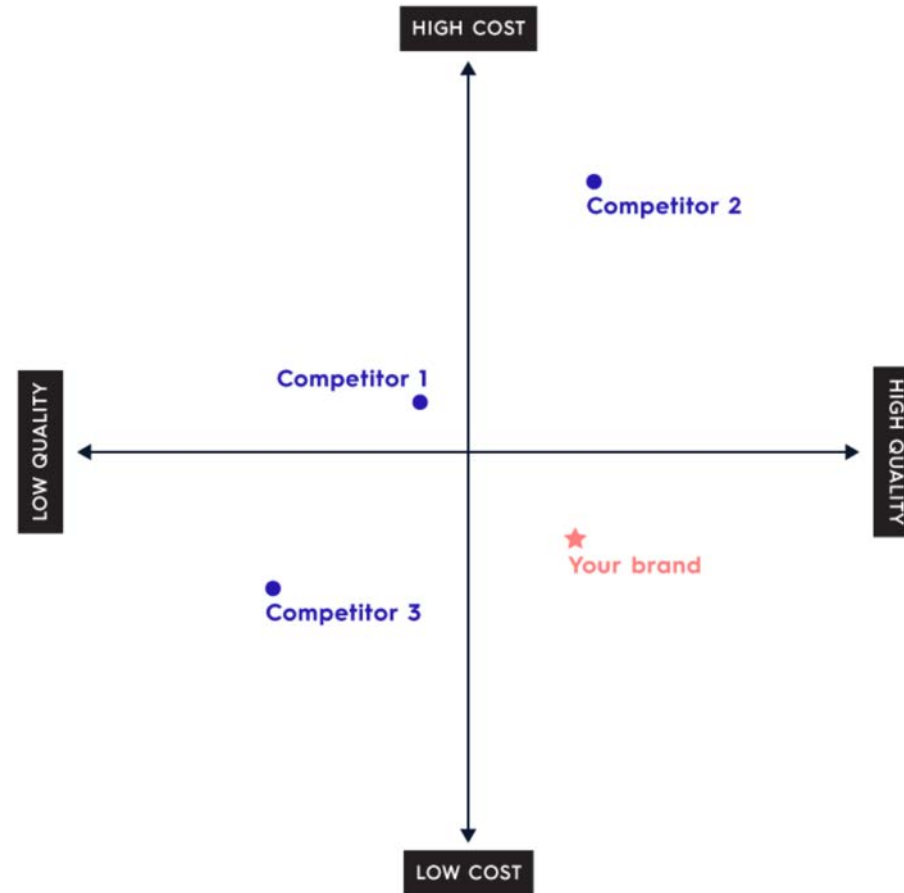
By identifying competitors, you can better differentiate your brand.

Who You're Against

Who shares your space?

Who will you be competing with for attention?

How might they outshine you?

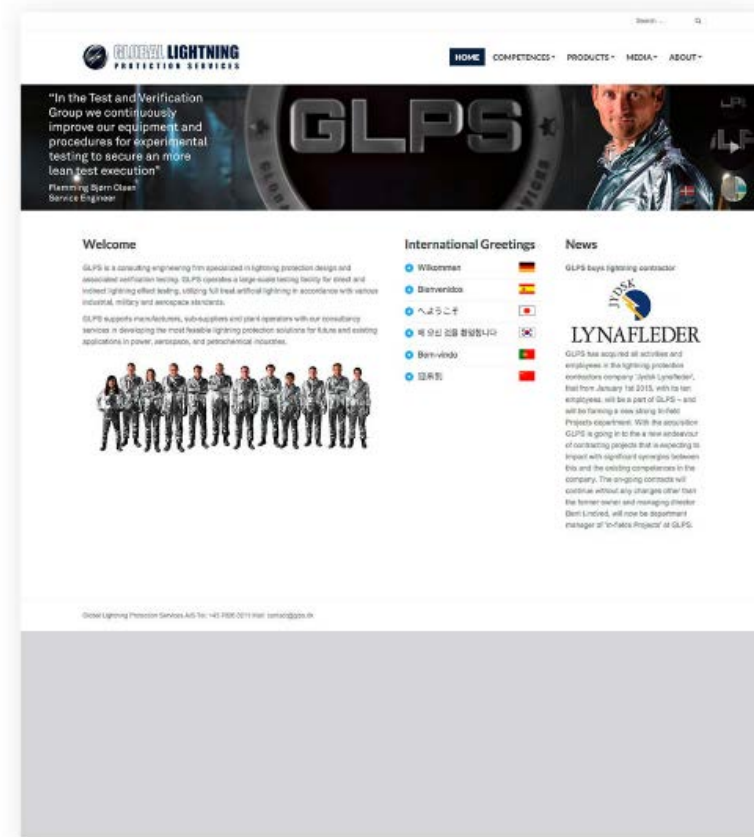


UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business

REFRESH YOUR VISUAL IDENTITY

Before & after case study- GLPS

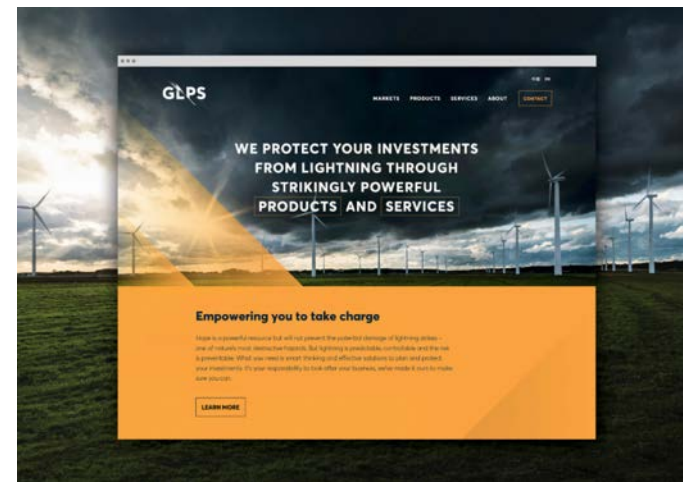


UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business

Before & after case study- GLPS

REFRESH YOUR VISUAL IDENTITY



UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business



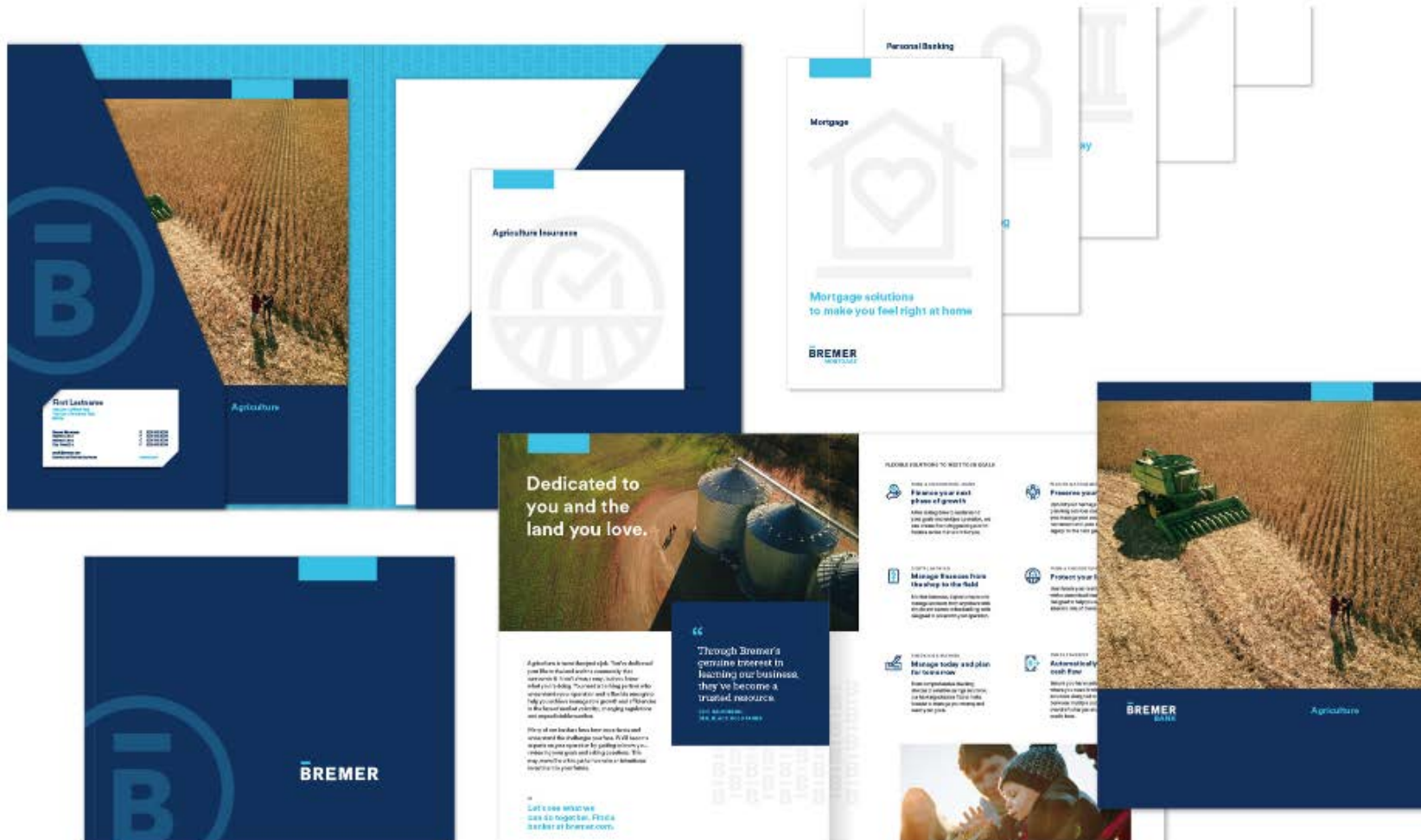
Get inspiration from

<https://www.underconsideration.com/brandnew>

<https://rebrand.com/>

UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business



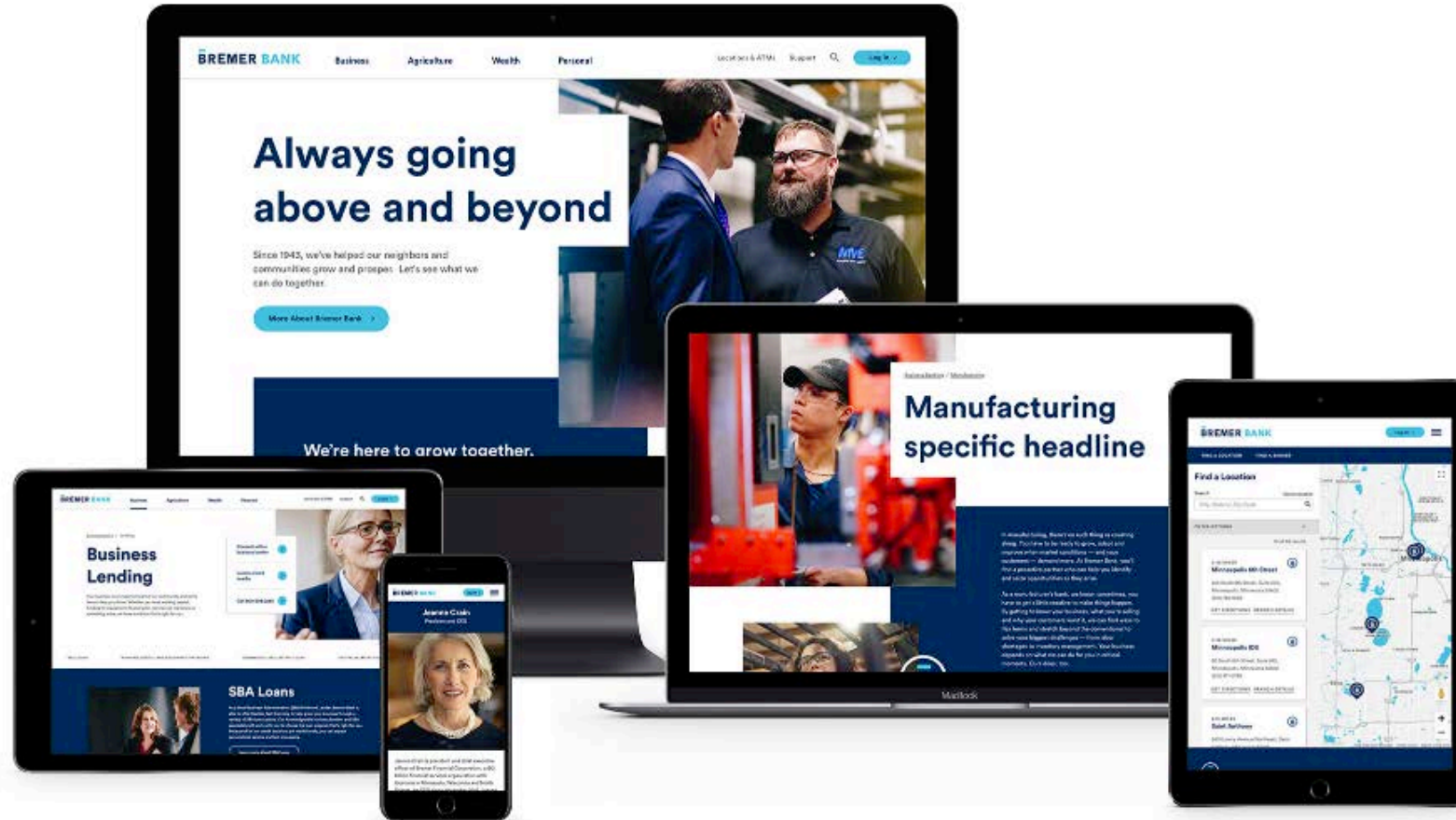
UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business



UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business



Online presence.

UPDATE YOUR BRANDING

Create brand strategy that will future-proof your business



Various applications.

UPDATE YOUR WEBSITE

YOUR ONLINE HOME

Though physical location – office or store – has often been viewed as a businesses “HOME”

We now see how quickly this can change, and the website needs to be on par with business location in:

- Representing your business
- Serving customers
- Generating revenue

IMPORTANCE OF A REFRESH

B2B

Relationship Based

- Traditionally info/history heavy
- Shift to driving contact
- Provide value to your customers:
valuable content for free

VERSUS

B2C

Direct Sales Based

- Typically location focused
- Brick & Mortar are only one channel
- Shift to eCommerce
- Discuss safety with transparency

FUNCTIONAL IMPROVEMENTS

ECOMMERCE

- Use Shopify or WooCommerce to create any size storefront
- Sync with your POS or update POS to sync with website inventory
- Develop pick-up/shipping practices to allow for business no matter the atmosphere

SCHEDULING TOOLS

- Utilize tools like [Calendly](#) to allow for customer driven appointment scheduling
- Chat boxes and automated communication allow for 24/7 support

INTEGRATIONS

- Sync website with mail programs, CRM, etc to be ready for customers to return
- Integrate Social Media into website
- Sync with shipping resources

CALL TO ACTIONS

- Add call to action buttons across websites
- Navigation bar, header, contact form
- Drive users to take an action, don't confuse users with too many options.

B2B Website for Conversion

EXAMPLE - <https://www.hirelevel.com/>



We're
HireLevel.

CANDIDATES

EMPLOYERS

SERVICES

ABOUT US

BLOG

CONTACT US

FIND A JOB

EMPLOYEE
LOGIN

I'm a candidate

**LOOKING
FOR A JOB**

From resume building to interview
etiquette, we set you up for success.

APPLY NOW

I'm an employer

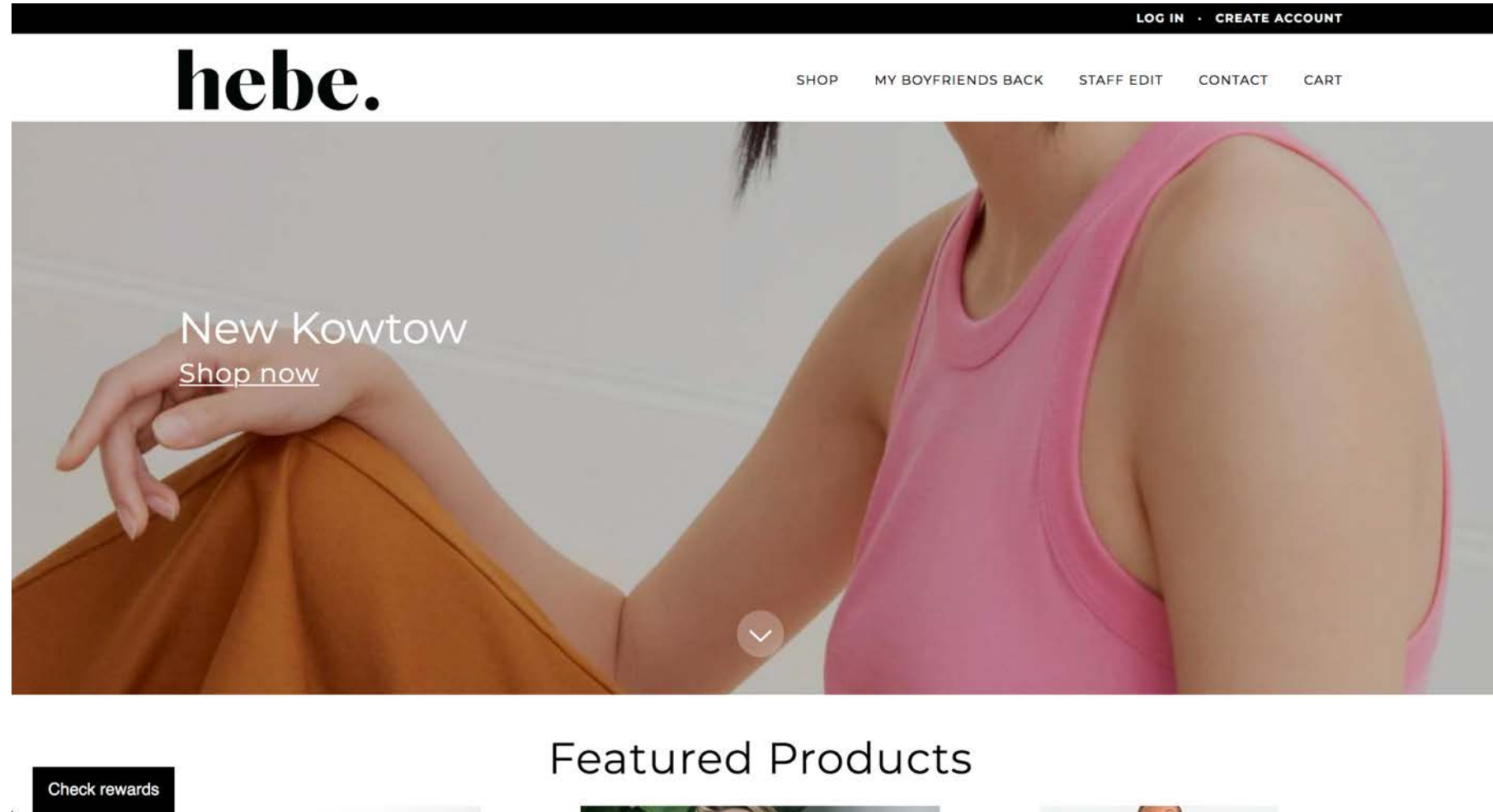
**MANAGING
A WORKPLACE**

Discover our range of services designed
to keep business booming.

OUR SERVICES

B2C Website for Sales

EXAMPLE



LANDING PAGES

- Provide specific and tailored information to each group of customers to bring value and nurture the relationship
- Segment by *industry*, *customer type* – i.e. current vs lost customers
- Use clear call to action buttons driving users to leave contact information



LANDING PAGES

HR Landing Page

The HR Landing Page features a hero section with a woman and child, a 'Request a free demo' form, and a central message: 'Extend yourself with BalanceBenefits'. Below this, the page highlights 'Manage all of your benefits, from one place' and 'Streamline Employee Communication'. It also includes a section for 'Improve Employee Enrollment & Engagement' and a 'Learn more about BalanceBenefits' section with a 'SEE HOW IT WORKS' button. The footer contains the eni logo, navigation links, and a search bar.

Executive Landing Page

The Executive Landing Page features a hero section with a blue background, a 'Request a free demo' form, and a central message: 'Grow your business with BalanceBenefits'. Below this, the page highlights 'BalanceBenefits helps lower the cost of doing business' and 'Improve employee productivity & retention'. It also includes a section for 'Lower the cost of managing benefits' and a 'Learn more about BalanceBenefits' section with a 'SEE HOW IT WORKS' button. The footer contains the eni logo, navigation links, and a search bar.

Brokers Landing Page

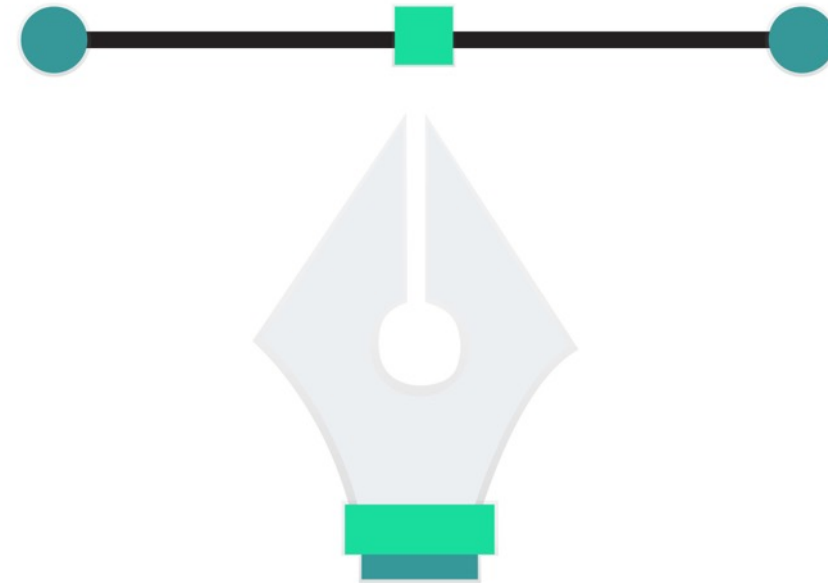
The Brokers Landing Page features a hero section with a woman in a yellow top, a 'Request a free demo' form, and a central message: 'Extend yourself with BalanceBenefits'. Below this, the page highlights 'Gain the Broker Advantage' and 'Build your customer relationships'. It also includes a section for 'Lower time spent managing accounts' and a 'Learn more about BalanceBenefits' section with a 'SEE HOW IT WORKS' button. The footer contains the eni logo, navigation links, and a search bar.

TOOLS

Use specific tools to help with conversion on your website:

[Unbounce](#) – Landing page builder. Take the next step from manually building pages and create multiple pages to test messaging, provide variable discounts, or measure ad effectiveness.

[Buzzsumo](#) – Research and development tool for Content Marketing to help stay current in a changing landscape.



EMAIL MARKETING

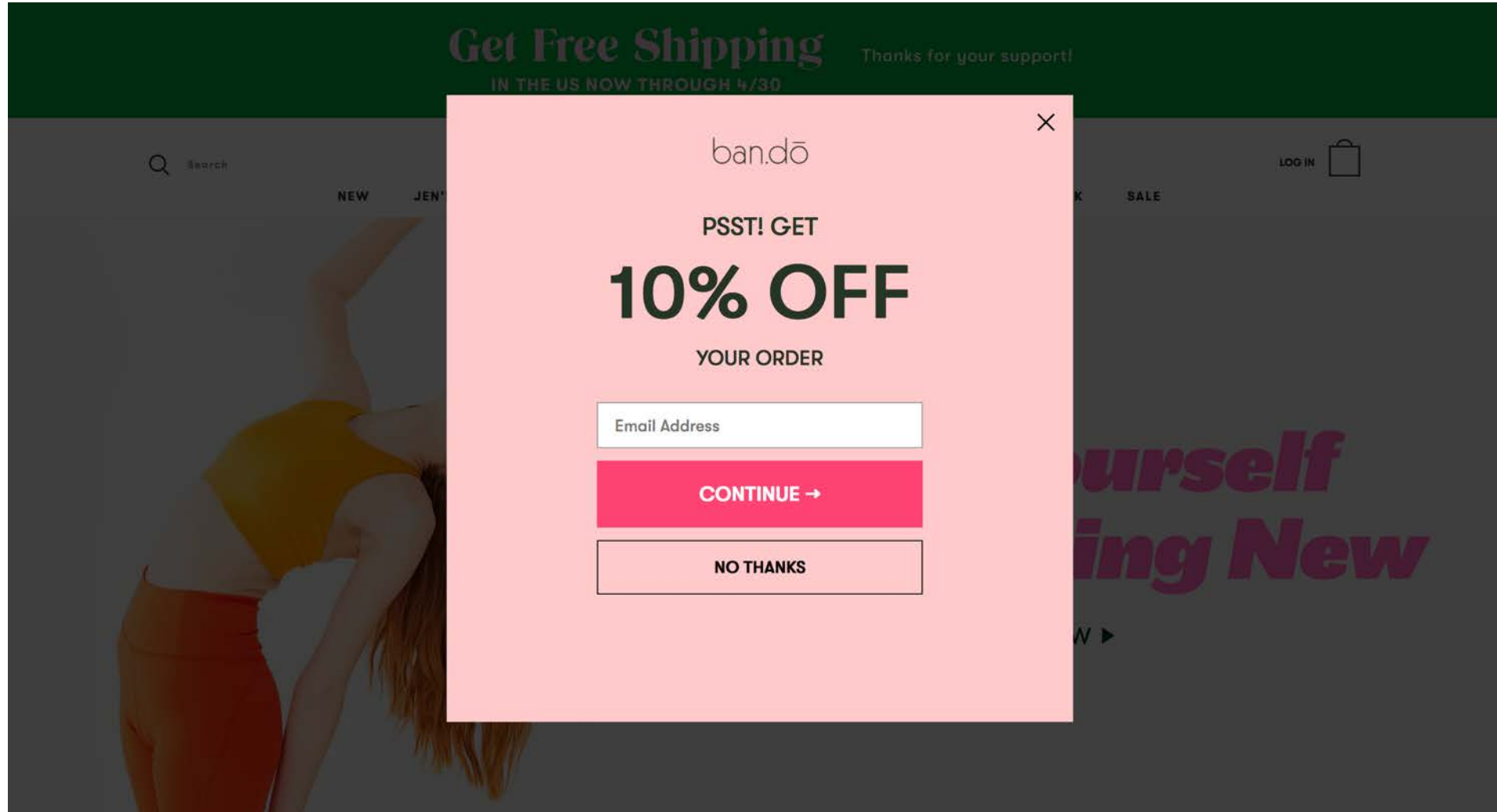
EMAIL MARKETING IS STILL INCREDIBLY IMPORTANT TO BUSINESSES

Email lists generated from customers are very high value, purchases lists low value.

Curate email lists from website subscriptions, sales, personal contacts, giveaways.

Content needs to be contextual – segment your lists for higher opens/response.

Email Marketing



DRIP CAMPAIGNS

Drip campaigns are a set of pre-written emails that are automatically sent over time.

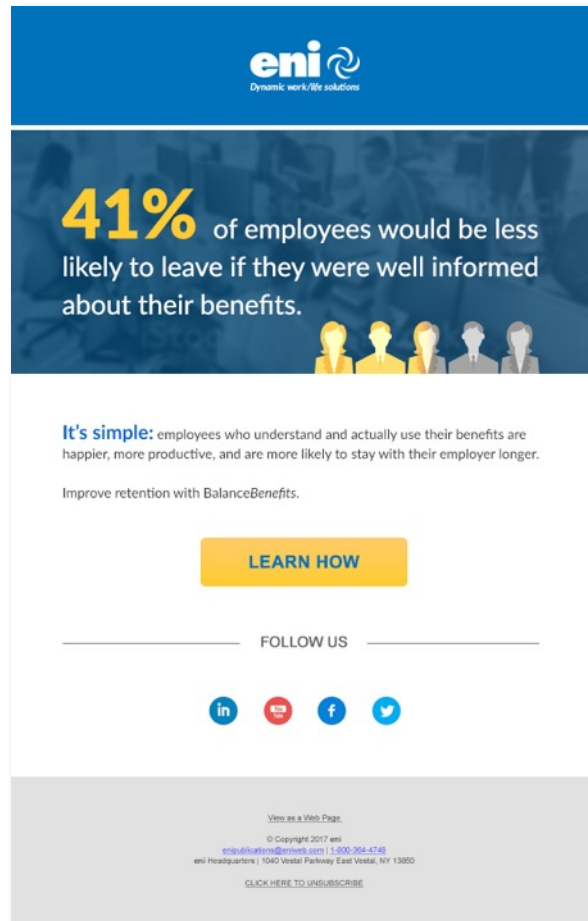
I.e. customer signs up, email one sends immediately. Email two sends in 3 days. Email three sends in week. Can also be based on triggers (didn't open #1? another email can go out).

Use this time to plan your campaigns.:
Welcome, Post Purchase, Abandoned Cart, Re-engagement, Seasonal, etc.



Email Marketing

HR Campaign Email
Retention



eni
Dynamic work/life solutions

41% of employees would be less likely to leave if they were well informed about their benefits.

It's simple: employees who understand and actually use their benefits are happier, more productive, and are more likely to stay with their employer longer.

Improve retention with BalanceBenefits.

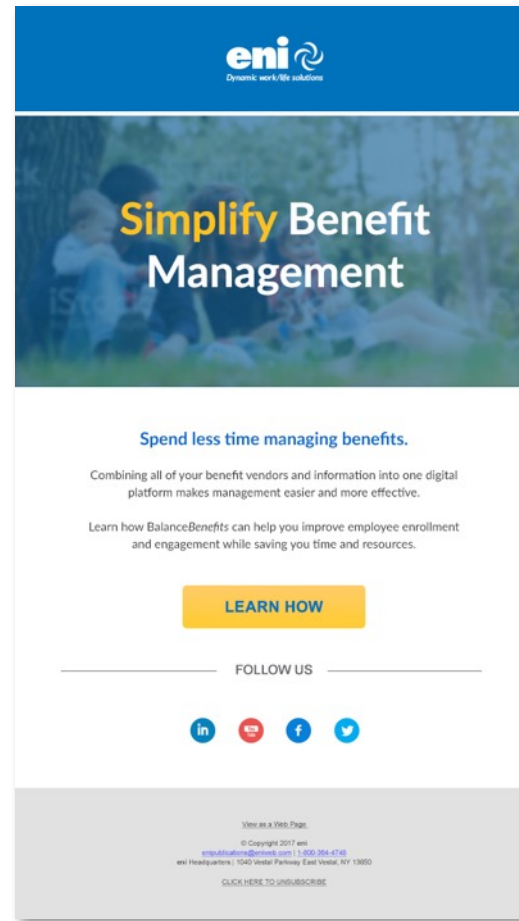
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HR Campaign Email
Simple Management



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Dynamic work/life solutions

Simplify Benefit Management

Spend less time managing benefits.

Combining all of your benefit vendors and information into one digital platform makes management easier and more effective.

Learn how BalanceBenefits can help you improve employee enrollment and engagement while saving you time and resources.

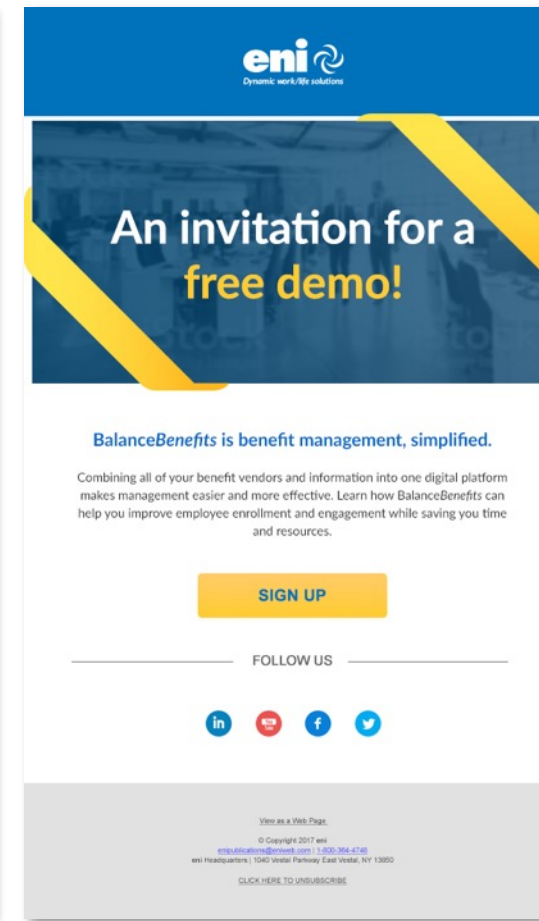
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HR Campaign Email
Demo Invitation



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Dynamic work/life solutions

An invitation for a free demo!

BalanceBenefits is benefit management, simplified.

Combining all of your benefit vendors and information into one digital platform makes management easier and more effective. Learn how BalanceBenefits can help you improve employee enrollment and engagement while saving you time and resources.

[SIGN UP](#)

FOLLOW US

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TOOLS & TIPS



MAIL SEND PROGRAMS

[Mailchimp](#) & [Klaviyo](#) are two easy to use platforms, depending on how much UI you need and how in-depth you want drip campaigns to be.



CLEAN LISTS

Whether developed in-house or purchased, make sure to clean email lists with a service like [NeverBounce](#) to ensure deliverability.



SEND FROM CRM

If you use a Customer Relationship Management tool like Hubspot or Salesforce, send you emails directly from those to enhance tracking and analytics.



NEWSLETTER

While it can seem outdated, newsletters are a great way to stay top of mind and provide value to your customers.



RELAUNCH CAMPAIGN

When businesses begin to open again, customers will want and need to know information about your new schedule, policies, products and services.

Plan a drip campaign to relaunch your business to drive initial sales.



SOCIAL MEDIA

Social media is where people spend their time – it's where your customers are.

Most of your traffic and customers will come from social media.

ORGANIC

- People liking, sharing, commenting and otherwise “engaging” with content that you post, or posting their own content about your company.
- Earned by providing value. Information, social, psychological value need to be mixed on page.
- Use for additional business updates

VERSUS

PAID

- Using in-site advertising platforms to target a social network’s users.
- Different rates per platform, but highly targeted, low cost advertising depending on industry.
- Advertise your reopen to drive traffic.

ORGANIC TOOLS

[Hootsuite](#) – manage all social media accounts in one place. Schedule in advance.

[Planoly](#) – lay out IG feed and schedule posts.

[Canva](#) – design social media posts easily.

[VSCO](#) – professional photo editing app.



SOCIAL MEDIA ADVERTISING

UNDERPRICED OPPORTUNITIES

Every social media platform has full ad capabilities baked in. A quick Google search of “how to advertise on ____” can answer the basic how-tos of getting set up and getting ads running. The key is capitalizing on the underpriced attention that still exists today and creating contextual ads for each platform.

FACEBOOK / INSTAGRAM

USE AD MANAGER

Boosting posts from feed is only a small fraction of what can be done with Facebook/IG ads. Use the full manager for granular control of targeting, ad sizes, and testing.

INSTAGRAM

IG is the one place where boosted posts work well – especially on giveaways or contests. Run a giveaway to maximize both organic and paid reach.

LINKEDIN ADS

NOT UNDERPRICED

LinkedIn has an artificial floor so use them very wisely. Have a plan in place for conversion – landing pages, a high value offer, and method of following up.

JOB ROLES TARGETING

Take full advantage of LinkedIn targeting by selecting other businesses that are in open sectors.

COMPANY TARGETING

Ads are expensive because you can carefully select employees at one specific company.

CONTEXTUAL

More than any others, content needs to be relevant to the user and provide immediate value

SEO

SEARCH ENGINE OPTIMIZATION

SEO is a long term strategy, no quick fixes.

Buying links and other old tricks will likely backfire with new algorithms.

Local SEO is likely the most easily manipulated in the short run and focuses on people near your business who will be searching for you.

LOCAL SEO



GOOGLE MY BUSINESS

Claim your Google My Business profile and include as much information as possible. Update Photos occasionally, keep hours up to date.



CLAIM & OPTIMIZE

Claim and optimize any other profiles/directory listings for your company online. YELP, TripAdvisor, Chambers of Commerce



DEEPER OPTIMIZATION

Use [Moz Local](#) to optimize even more directories and keep all your data up to date with one dashboard.



KNOW WHERE YOU STAND

Use free tools like [LXRSEO](#) or paid tools like [SEMrush](#) to analyze your rankings, competitors and more.

QUESTIONS?

THANK YOU!



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607.235.5855