



Technology that Delivers

Strategic Marketing Fundamentals

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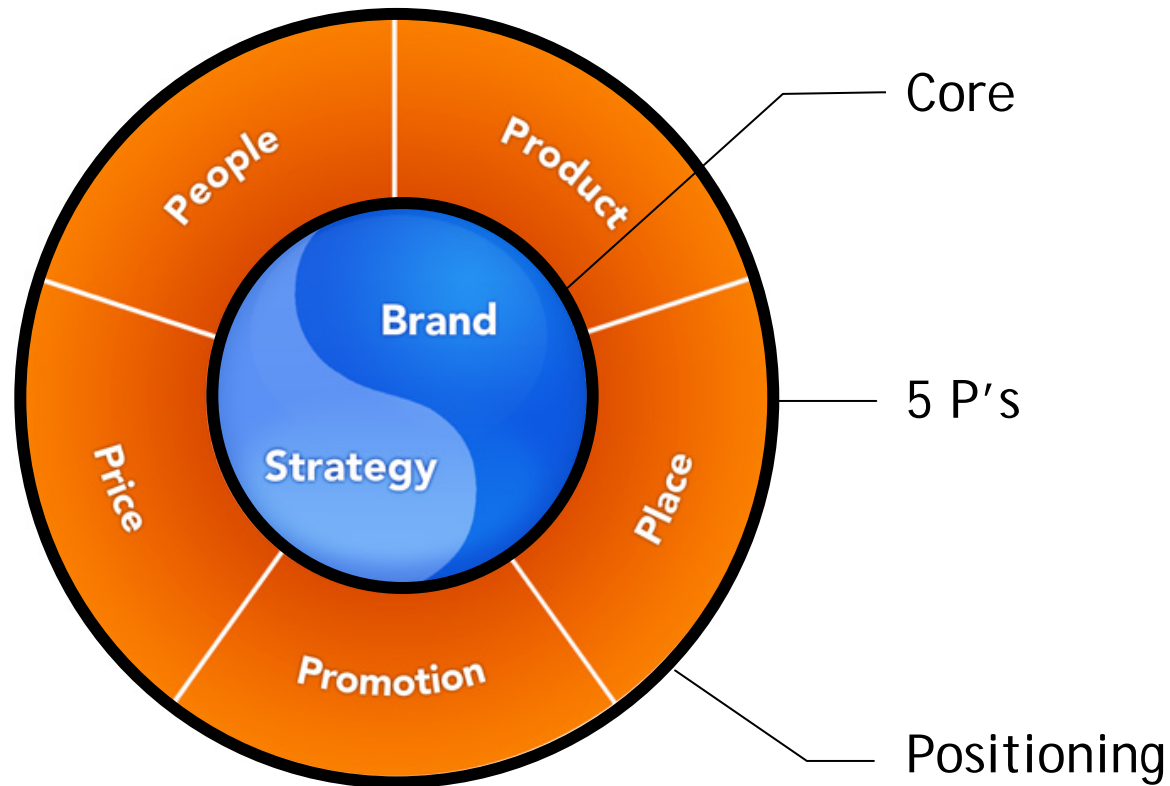
Introduction

- **Competitive Pressure has never Been Greater**
- **Management Expectations are High**
 - Annual Growth
 - Wins/Losses
 - Visibility
- **Budgets are Tight**
- **Must Do More With Less**
- **Produce Results Right Away**

Strategic Marketing can Help...
... We'll Show You How!

Strategic Marketing Model

Components & Relationship

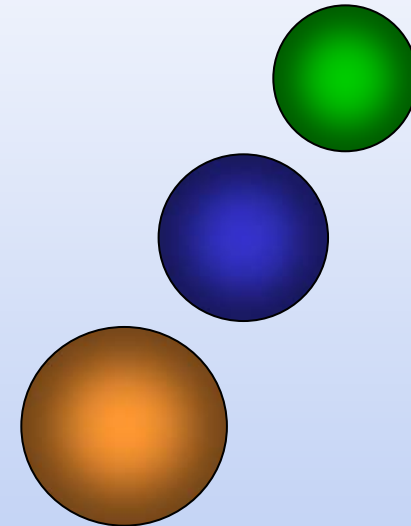


Brand & Strategy

Align Organization, Brand, Goals



- **Organizational Foundation**
 - Vision/Mission
 - Corporate Values
 - Goals/Objectives (short/long-term)
 - Guiding Function
- **Brand(s)**
 - Concise Description
 - Market Segment(s)
 - Brand Strategy
 - Visibility
 - Noise
- **Organizational Structure**



Tune Elements to Assure Alignment

Brand & Strategy

Supporting Research



- **Environmental Analysis**
 - Industry Research, Analysis, & Trends
 - Strengths, Weaknesses, Opportunities, Threats (SWOT)
 - Competitive Analysis (significant competitors)
 - Relative size and growth
 - Pricing & positioning
 - Win/loss record
- **Historical Information**
 - Financial Results & Analysis (3-5 years)
 - Performance by product/segment
- **Current Sales Materials**
 - Corporate brochures
 - Product brochures
 - Promotions
 - Web site

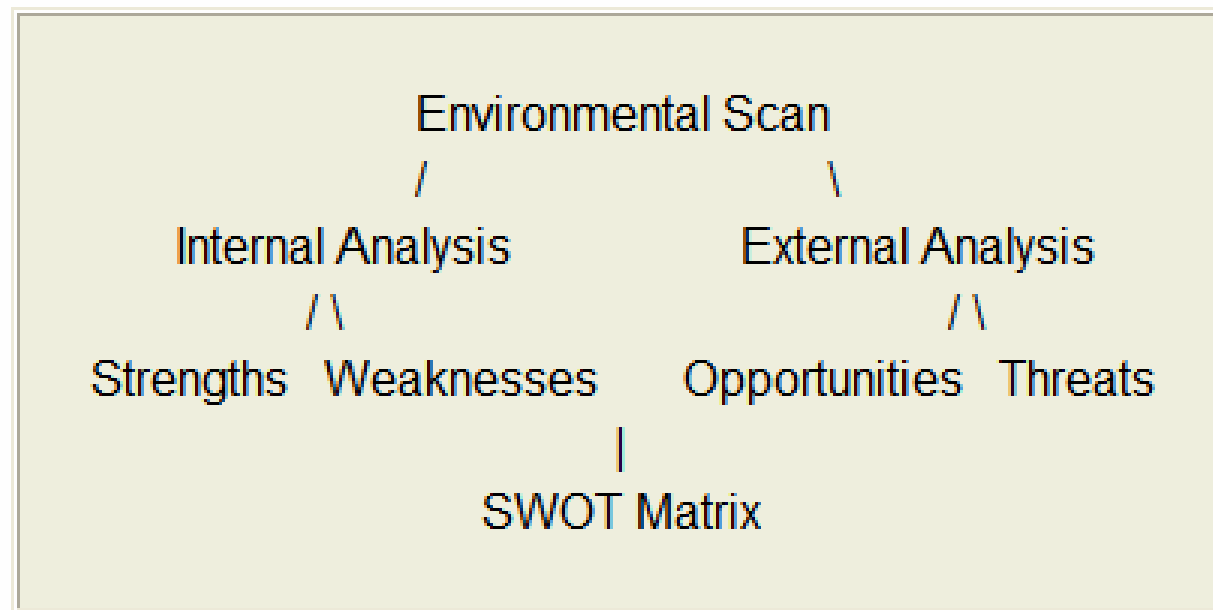
Importance Varies by Size, Stage, Market, ...

Brand & Strategy

Analytical Tools: SWOT



SWOT Analysis Framework



Brand & Strategy

Analytical Tools: SWOT



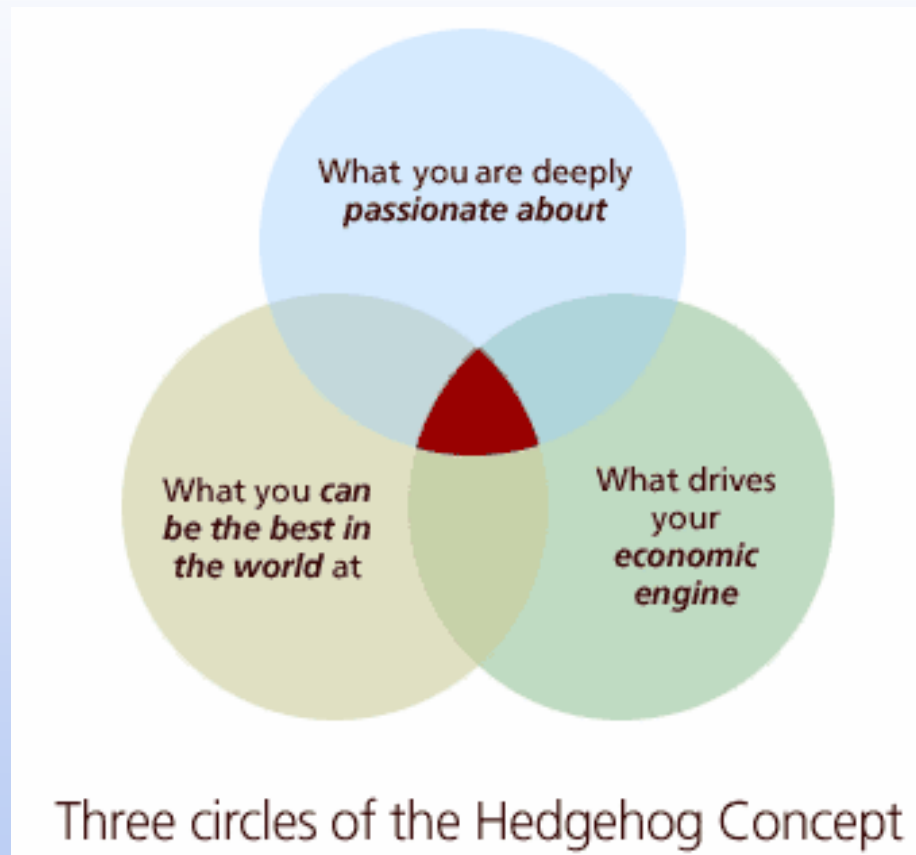
Internal*	Strengths	Weaknesses
	Opportunities	Threats
External**		

* rank based on importance

** rank based on likelihood and consequences

Brand & Strategy

Hedgehog Concept



Source: Good to Great, Jim Collins, 2001



People

Know Your Prospects



- **Who are your customers?**
 - Current customers
 - Target prospects
 - Demographics
 - Market size
- **Where is their pain?**
- **When to they need to act?**
- **Who is the decision maker?**
- **Who are the key influencers?**
- **What are their buying behaviors?**



Product

Primary Elements

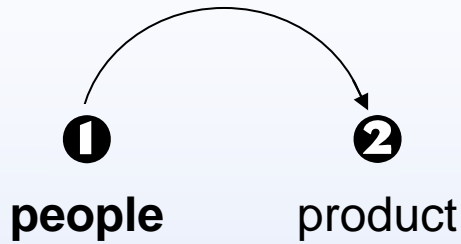


- **Product Benefits**
- **Distinctive features**
- **Competitive differentiation**
 - Unique
 - Meaningful
 - Sustainable
- **Product requirements**
- **Production cost**
- **Market window**



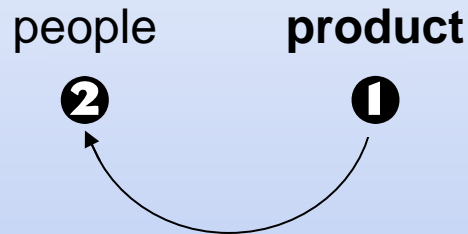
People & Product

Synchronize

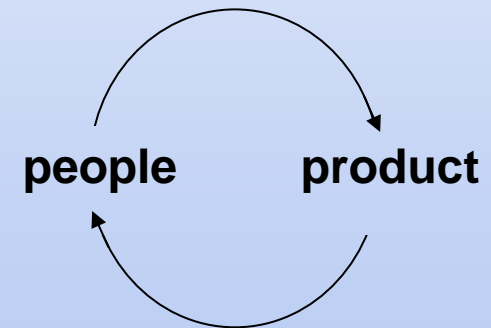


Sometimes...
Start with People

Sometimes...
Start with Product



Ultimately...
Synchronize Both





Price

Three Key Factors



- **Cost of Goods**
- **Value**
 - ROI (value produced – cost)/cost
 - reduce expenses
 - grow revenue
 - save time
 - Personal Utility
 - Intangibles
- **Competition**
 - Comparative value
 - Discounting
 - Response



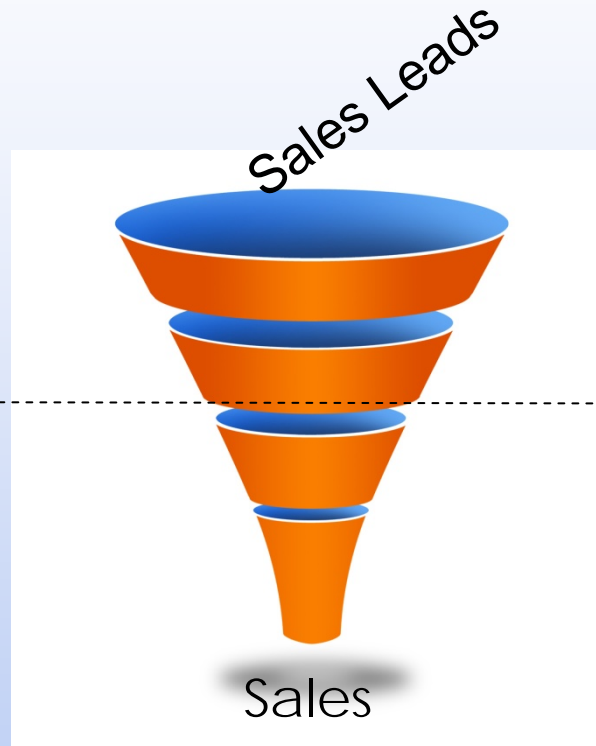
Place

“Process” of Selling



Marketing

Sales



Prospect

Qualified Lead

Opportunity

Quote

Place

Channel Selection



- Volume
- Price point
- Completeness of solution
- Complexity of sale
- Channel choices
 - Direct response
 - Inside telesales
 - Outside sales
 - Channel partners

Channel Compatible With Product and Buying Behavior

Promotion

Messaging Matrix



Audience	Concerns	Message Focus	Key Messages
CXO	Minimize Operating Cost	Reduce the cost of getting to market with high quality product	<ul style="list-style-type: none"> Acme offers lower rates than onshore resources and Indian firms with greater workforce stability Competitive forces require outsourcing; the blended model and process control reduce risk and assure high quality products
	Strategic Advantage	Become the most cost effective producer in your market segment	<ul style="list-style-type: none"> Leverage your core team to do strategic work and use low cost offshore resources for the routine Acme offers an army of experts on tasks that can support the most effective use of internal talent
	Operating Flexibility	Scale up or down quickly based on business requirements	<ul style="list-style-type: none"> Acme has a staff of thousands waiting to go to work for you on-demand Offshore staff can be reduced without any of the complications associated with actual employees

Add more rows as needed . . .

One Matrix for Each Decision Maker or Influencer



Promotion

Select Optimal “Mix”



- **Advertising**
 - Online (Web site)
 - Direct response
 - Print
 - Broadcast
 - Outdoor
 - Events
- **Public Relations**
- **Viral**
 - “Word of mouth” on steroids
 - Online or offline
- **Other...**



Promotion

Online: Factors to Consider



- **Reach**
- **Active vs. Passive**
- **Objective**
 - Build rapport
 - Generate leads
 - Close sales
- **Choose tools**
 - Web site
 - email
 - Webinars
 - Affiliates
 - Articles
 - SEO/PPC
 - Banners
 - Blog's/RSS
 - newsgroups



Promotion

Assign Budget to “Mix”

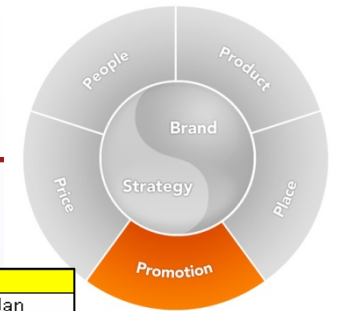


- Sales Collateral (3 pieces) \$ 10,000
- Sales presentation \$ 5,000
- Assessment campaign depends on capacity
- Speaking engagements time & materials
- Web site (optimized) \$12,000
- SEO/PPC \$ 3,500 + \$1,000/mo
 - Optimized press releases
 - Whitepapers (placement & linking) *content developed internally*
 - Articles (placement & linking)
- Newsletter \$ 1,000/mo
- Webinar(s) opportunistic



Promotion

Formal Marketing Plan



		2006					
		Sep	Oct	Nov	Dec	Jan	
	owner	7-Sep	17-Oct	14-Nov	12-Dec	16-Jan	
eMail Newsletter	Rick F.						
New Product Roll-out	Sue. P	started 8/23 2-Oct 30-Oct 30-Oct 20-Nov 20-Nov 4-Dec 11-Dec 11-Dec 11-Dec 11-Dec 8-Jan 8-Jan 8-Jan ongoing					8-Jan
- software project delivery	Rick F.						
- Acme internal usage	John N.						
- reviewer usage	John N.						
- documentation	Steve P						
- beta customers	Jim F						
- customer collateral	Sue P.						
- testimonials	Jim F						
- analyst briefings	PR Co.						
- editor interviews	PR Co.						
- online demo	Jim P						
- Web site changes	John N.						
- press release	PR Co.						
- email release	PR Co.						
- Webinar(s)	Rick B						
- other promotions	staff						
SEO/PPC		ongoing	-	-	-	-	
- monthly report	SEO Co	ongoing	-	-	-	-	
- adjust budgets	Sue P	ongoing	-	-	-	-	
- optimize keywords	SEO Co	ongoing	-	-	-	-	
Public Relations							
- feature releases	PR Co						
- editor interviews	PR Co	ongoing	ongoing	ongoing	ongoing	ongoing	
- case studies	Sue M.		15-Oct			15-Jan	
Other projects							
- Webinar quote	Rick B.	26-Sep					
- Direct mail program	Rick B.		15-Oct				
- context specific toll-free numbers	Qwest		15-Oct				
- online lead qualification	Sue P.			5-Nov			
- online affiliates	Sue P.						

Assign Owners, Execute, and Track Progress!



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Wilson is the CEO of Cendix (www.cendix.com) the leading provider of Web-to-print solutions that increase sales both online and offline. Cendix also provides strategic and tactical marketing consulting services for emerging growth companies in the Pacific Northwest. In addition, Wilson serves on the faculty for the School of Management at Concordia University, Portland, Oregon (www.cu-portland.edu).

Wilson Zehr has 25 years experience in high technology and telecom – over a decade of experience working with Internet-related products and services. He has created numerous new products/brands and successfully brought them to market. In addition, he has crafted and managed strategic alliances with many (20+) of the largest technology and communications firms in the world. Mr. Zehr is a serial entrepreneur who has raised over \$60 million from investors; returned over \$160 million; and bought/sold a number of enterprises.

More detailed background information on Wilson can be found at <http://www.cendix.com/about/management.html>

References are available on request