

YOUR A/E/C MARKETING TOOLBOX 2020

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“ Not since the advent of the internet has a technology forced businesses to completely rethink how they win, serve, and retain customers.

FORRESTER RESEARCH

A/E/C MARKETING THEN AND NOW

COMPANY-FOCUSED

ADVERTISING

ONE 2 MANY

INTUITION-BASED

CONSISTENT



CUSTOMER-CENTRIC

INBOUND MARKETING

ONE 2 ONE

DATA-DRIVEN

RELEVANT

FIRM SEARCH PROCESS HAS CHANGED

68%

**#1 SOURCE:
ONLINE
SEARCH**

55%

**#2 SOURCE:
FIRMS'
WEBSITES**

40%

**#3 SOURCE:
PEERS**

Demand Gen 2016 B2B Buyer's Survey Report

GENERATIONAL SHIFT: A/E/C BUYERS 2020

- + Digital Natives
- + Social
- + Purpose-Driven
- + Self-Directed
- + Customization of Everything!

“ We live in the age of B2ME marketing. Changing B2B buyers' expectations are driving the need for B2C-like experiences.

“ Firms that understand the critical role of brands and use them as complete, strategic platforms that guide and align everything they do, become industry leaders.

WHAT IS A BRAND?

It's NOT: a logo, or a tagline, or an identity system.

WHAT IS A BRAND?

Your brand is an expectation of experience and a promise delivered.

BRAND PLATFORM

BRAND PURPOSE

POSITIONING

VALUE PROP.

BRAND VALUES



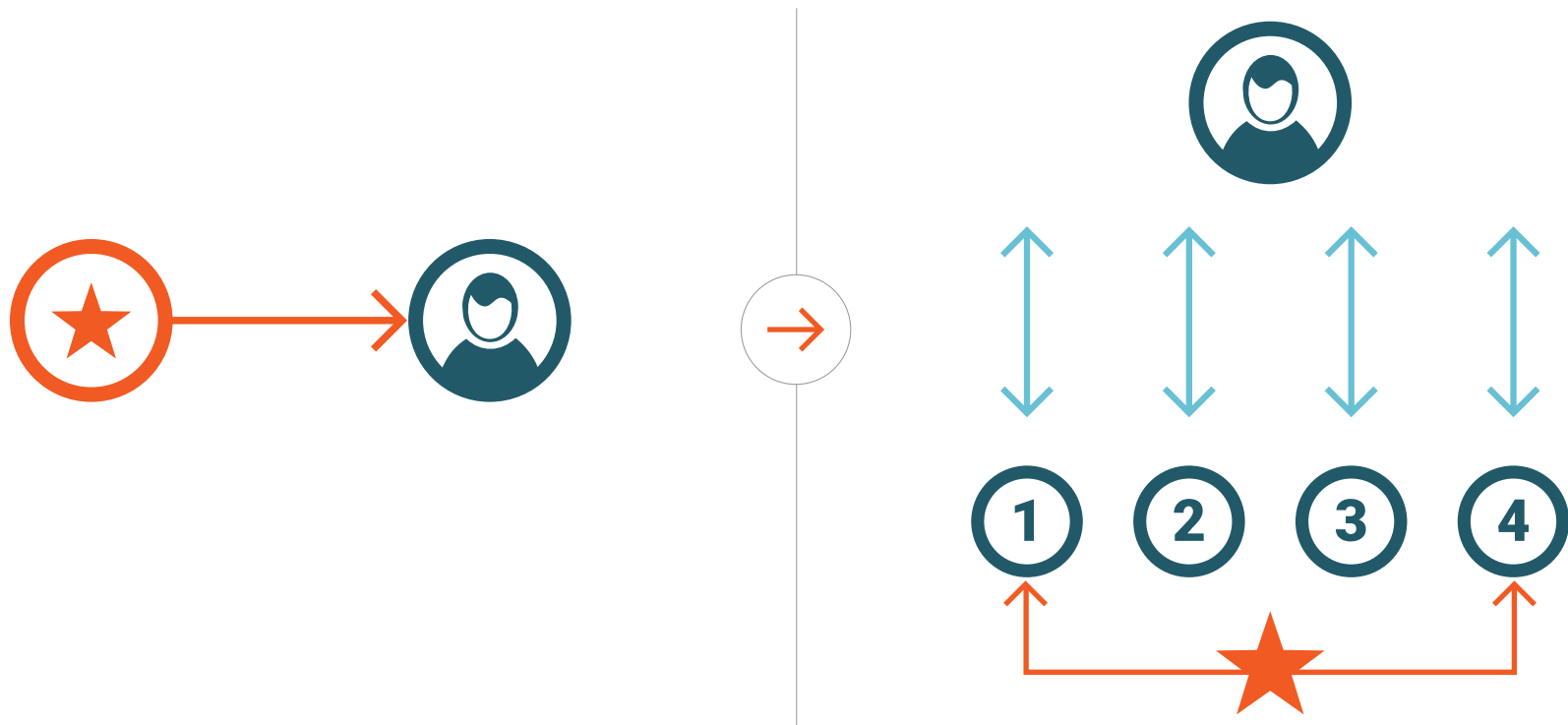
BRAND PROMISE

BRAND ESSENCE

PERSONALITY

BRAND STORY

FROM LINEAR TO MULTICHANNEL MODEL



BRAND PERSONALITY VS. BEHAVIOR

- + Your brand personality must be in alignment with your culture and attract the “right” customers (and employees)
- + Your brand behavior must adapt to what’s expected for each communication channel

BRAND PERSONALITY WORKSHEET

Casual	1	2	3	4	5	Corporate
High Energy	1	2	3	4	5	Thoughtful
Edgy	1	2	3	4	5	Traditional
Fun	1	2	3	4	5	Serious
Accessible	1	2	3	4	5	Exclusive

PERSONALITY

VISUAL & COPY STYLE

Casual, Accessible, Fun

Informal, open, approachable,
personable

Edgy, High-Energy

Modern, trendy – needs to be
refreshed more often

Corporate, Traditional

Symmetrical, conservative,
timeless

Exclusive, Smart

Sophisticated, high-end, formal

BRAND BEHAVIOR

LinkedIn: A business networking event

Facebook: A happy hour attended by professionals

Twitter: An NPR and The Daily Show sandwich

YouTube: A TED talk with a Sundance Film festival after-party

Blog: A summit designed to provoke debate

Email: A workshop series hosted by your firm and financed by your audiences

TOP DIGITAL CHANNELS BY USE (B2B)

93%

EMAIL

89%

LINKEDIN

77%

FACEBOOK
& TWITTER

59%

YOUTUBE

2017 B2B Content Marketing Trends: Content Marketing Institute/MarketingProfs

SOCIAL CHANNELS BY EFFECTIVENESS (B2B)

63%

LINKEDIN

55%

TWITTER

48%

YOUTUBE

Source: Content Marketing Institute

“ The Future of Marketing is Experience.



VS.



COMPANIES THINK:

80%

**OF COMPANIES THINK
THEY'RE PROVIDING A
SUPERIOR EXPERIENCE**

CUSTOMERS THINK:

8%

**OF CUSTOMERS FEEL
THAT ONLY 8% DELIVER
ON THAT LEVEL**

Source: Bain & Company

CUSTOMER

Does your firm:

- + Collect customer feedback and share it firm-wide?
- + Know the actual people behind your CRM data?
- + Understand its customers' communications habits and preferences?



Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Prince Charles



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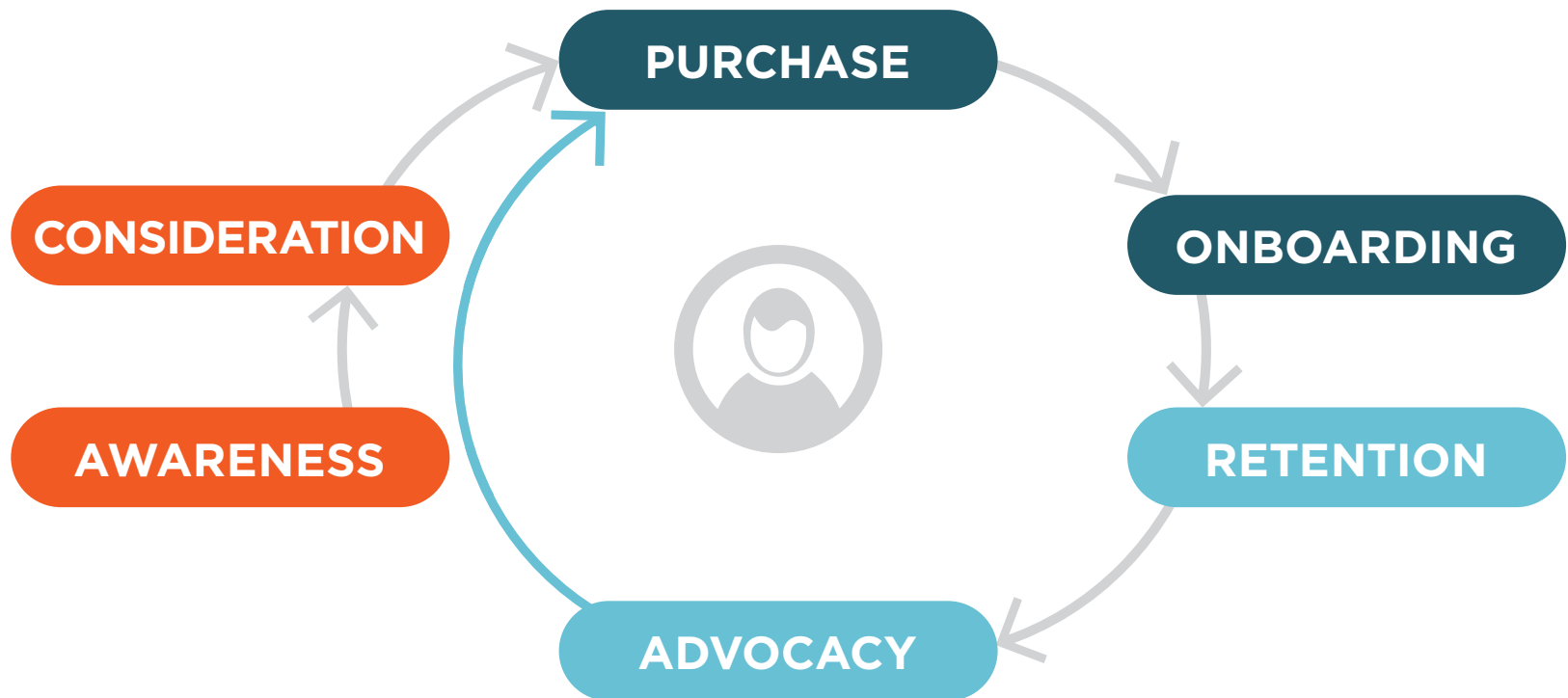
Vacations in the Alps

Wealthy

Likes Dogs

Ozzy Osbourne

CUSTOMER LIFECYCLE JOURNEY



ALIGN MESSAGE AND CONTENT TO JOURNEY

PRE-SALE		SALE	POST-SALE	
Awareness	Consideration	Purchase	Retention	Advocacy
<p>Educate</p> <p>Increase Visibility</p> <p>Prove Expertise</p>	<p>Confirm & Reinforce Understanding</p> <p>Provide Solution(s)</p> <p>Prove It's the Best Solution</p>	<p>Reassure That Your Firm Is the Right Choice</p>	<p>Deepen Relationship</p> <p>Create Additional Value</p> <p>Upsell and Cross-Sell</p>	<p>Delight</p>

“ In God we trust, all others must
bring data.

EDWARDS DEMING

MARKETING TECHNOLOGY MUST-HAVES

- + Content Management System (CMS)
- + Email Marketing Software
- + Customer Relationship Management (CRM)
- + Marketing Automation Platform
- + Analytics and Social Listening Tools
- + Digital Asset Management (DAM)

MARKETING AUTOMATION	WEB CMS
<p data-bbox="144 372 770 466">EMAIL TOOLS</p> <p data-bbox="266 515 504 554">Contact List</p> <p data-bbox="266 604 649 642">Email Management</p> <p data-bbox="266 692 446 731">Analytics</p>	<p data-bbox="813 515 1300 618">Email / Landing Pages / Web Forms</p> <p data-bbox="813 672 1238 711">Lead Gen / Nurturing</p> <p data-bbox="813 761 1190 799">Custom Workflows</p> <p data-bbox="1435 515 1721 618">Content Administration</p> <p data-bbox="1435 668 1647 706">Workflows</p> <p data-bbox="1435 756 1765 859">Landing Pages / Web Forms</p>
<p data-bbox="144 851 813 945">MAILCHIMP, EMMA</p>	
<p data-bbox="144 958 1435 1058">HUBSPOT, MARKETO, INFUSIONSOF</p>	
<p data-bbox="732 1065 1787 1159">WORDPRESS, DRUPAL</p>	

MARKETING TRENDS TO WATCH

- + Customer Experience (CX)
- + Hyper-Personalization
- + Account-Based Marketing (ABM)
- + AR/VR

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