



Intersection Point: MarCom Strategy and Tactics

MarCom Strategic Plan

- Standardized approach to establish a strategic marketing communications plan to support sales efforts. Mix includes print collateral, web site, ads, advertorials, sales tools, direct mail and e-mail campaigns—to communicate the brand message, assist the sales force and increase the win rate.
- Marketing works closely with sales team to produce tools tailored to customer needs, keep the company top of mind and help close sales.
- To ensure the right brand message is delivered to the right audience, Marketing works closely with Sales to define the pain points and create tools that respond to these needs.
- Strategic platform established to drive consistent messaging through standardized brand platform.

Go-to-Market Strategy / Brand Architecture

- The go-to-market strategy positions the company.
- The brand architecture provides a framework to communicate customer value.
- The strategy reinforces the brand characteristics: to be defined.

Vision / Mission / Core Values

- The foundation of the brand—its essence, attributes, and image—is based on the company's vision, mission and core values.
- The vision is where you want to go—where you want to be.
- The mission statement is the starting point to show how the vision becomes reality. The company will accomplish X by doing X, etc.
- To achieve the vision and mission, the core business values are established—representing the corporate culture.
- These core values are the basis of how the company does business internally and with clients.



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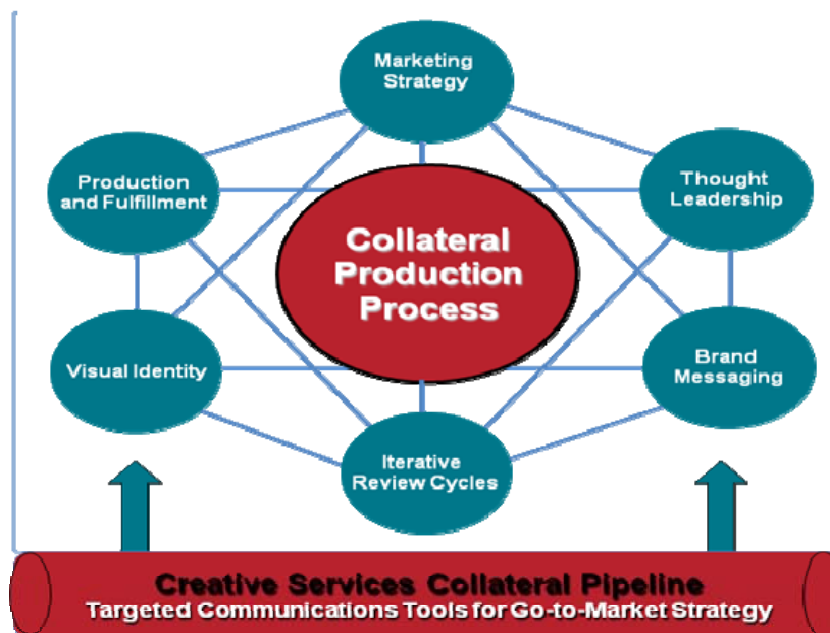
Value Proposition

- Based on vision, mission and core values, and the differentiators that set the company apart from the competition.
- Focused on consistent brand communications reinforcing the differentiators.
- Tag line: Created to support the value proposition.
- The tag line is an industry-positioning statement derived from the strategic combination of the brand essence (to be defined).

Tactical Implementation—Collateral Marketing Mix

- The collateral marketing mix consists of the different marketing communications tools developed to sell the company's products, services, solutions.
- Collateral types support corporate as well as product / service / solution communications.
- Standardized templates create a unified brand image.
- Consistent, standardized messaging, including tag line, boilerplate, and concepts, is used in all collateral to reinforce the brand image.
- Standard collateral elements, i.e.: logo, tag line, web address, phone number, company address, copyright line, trademark line (as necessary), boilerplate, etc.

Collateral Platform Overview



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Collateral Types

- Brochureware
 - Fact Sheets
 - Overviews
 - Company Magazine
 - Annual Report
- Sales Tools
 - Strategy Guides
 - Promotion
 - Reference Materials
 - Presentations
- Thought Leadership
 - White Papers
 - Newsletters
 - Point of View
- PR / Advertising
 - Press Releases
 - By-Lined Articles
 - Ads / Advertorials
- E-mail / Direct Mail
 - Client-Facing Targeted Campaigns (Products / Services / Solutions)
 - Enterprise-wide Brand Campaign
- Web Site
 - Delivers brand message
 - Correlates to all other collateral types

Collateral Framework

- Collateral development is based on defining the framework elements listed below. The goal of all collateral is to support the strategic sales goals by creating tools with consistent brand messaging that reinforce customer value. The requestor of each collateral piece is responsible for establishing the purpose and program value to gain Marketing approval to move forward with the project.
 - **Type:**
 - **Size:**
 - **Word count:**
 - **Intended audience:**
 - **Purpose:**
 - **Program Value:**
 - **Pain Points:**
 - **Messaging:**



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