



Advertising
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“Elevate Your Brand With Creative Self-Promos”

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Today's Outcomes...



- Determining Your Marketing **WHY!**
- Knowing the difference between basic and amazing self promos
- Process to develop a successful creative self-promo;
- Importance of being targeted, engaging, and specific.
- Multiple case histories: objectives and outcomes
- How this process opens opportunity with clients

Today, my goal is to help you think differently about yourself



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EVERY STEP OF THE WAY™

“Elevate Your Brand With Creative Self-Promos” © revised 2022 – Cliff Quicksell Associates

Start with your Marketing WHY...



- **WHY** are you doing a particular self promo?
 - **What is the purpose?**
- **What do you hope to gain?**
- **What does success look like?**
- **How will you measure the outcome?**
- **What is the idea?**
- **Who will produce?**
- **How will it be implemented?**

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Typical Self-Promos



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Basic Vs. Amazing Self-Promo



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The Process – Discovery Brief

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Discovery Creative Brief is designed to set the expectation levels and goals up front, so everyone is on the same page as it relates to a specific project. Excellent way to streamline the process. If you have questions on its usage, refer to the detail sheet that give further explanation.

(Name of the Company)
Discovery & Creative Brief

Client Organization: _____ Contact Number: _____
Contact Name: _____
Contact Email: _____ City: _____ State: _____ Zip: _____
Address: _____

Project Summary:
Clear, concise description of the project – keep it brief

Target Audience:
Specifically, who are you trying to attract?

Key Message:
What one or two key points important to the success of the program?

Key Benefits:
What specifically is in it for the audience?

Competitive Positioning:
Discuss the competition, market realities, obstacles, hurdles.

Communication Strategy:
Additional media, or specific logos, mascots, key contacts.

Desired Message Tone:
Perception of the message...creative, innovative, fun, raucous; conservative, reserved, serious.

Page 2, Client Discovery, and Creative Brief© 2021
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Project Timeline:
Indicate and determine major milestones.

Anticipated Budget:
Consulting, art & graphics, deliverables, packaging, printing, freight

Area(s) of Concern:
Things, ideas, topics, colors, messaging that need to steer clear of.

Other:
Any additional information that will aid in the success of the program.

Prepared by: _____
Approved by: _____ Date: _____
Client Name(s): _____

Approval Signature: _____
Date Approved: _____

Reference Points

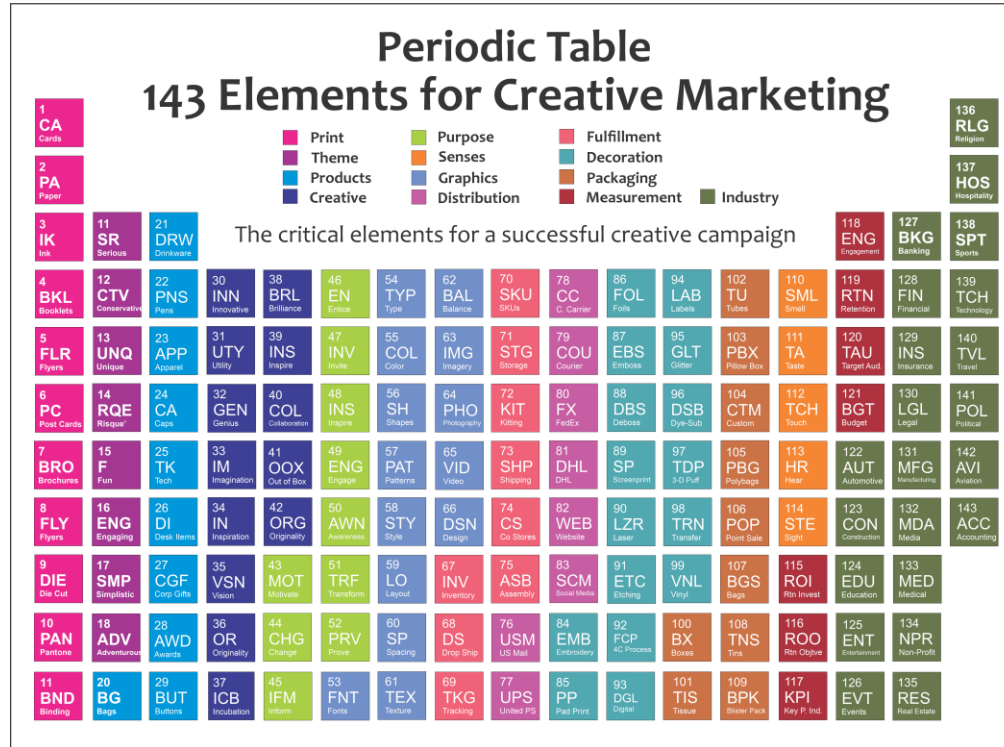
- Full Contact Information
- Project Summary
- Target Audience
- Key Message
- Key Benefits
- Competitive Positioning
- Communication Strategy
- Message Tone
- Project Timeline
- Projected Budget
- Areas of Concern
- Other: **KPI / Metrics**



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Exploring Marketing Chemistry

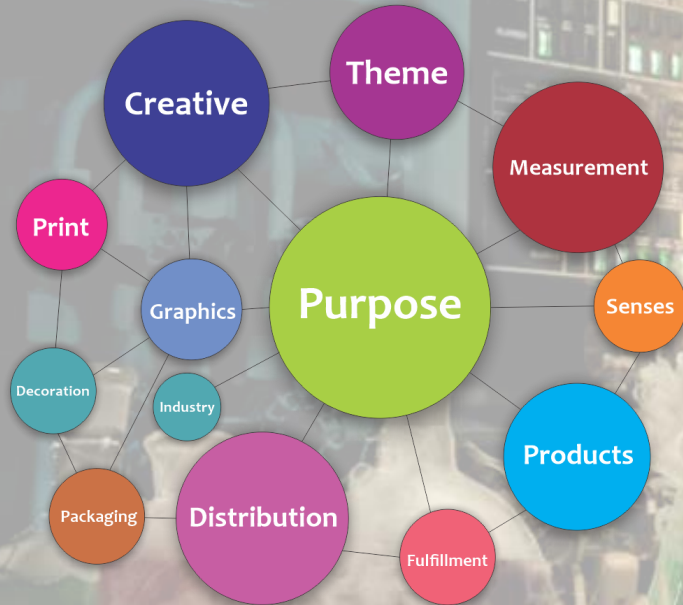


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Exploring Marketing Chemistry

Elements for Creative Marketing Campaigns



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Targeted, Engaging, & Specific



Targeted

Who
Vertical Market
Demographics
Horizontal Market



Engaging

Interactive
Involve the Senses



Relevant

Product Selection
Packaging
Messaging
Tone

“**Tell** me I forget, **Show** me and I may remember, **Engage** me and I understand”



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Creative Self-Promo



Company Store Promo

- Attention to detail
- Engaging story
- Open doors of opportunity



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Creative Self-Promo



Baseball Theme

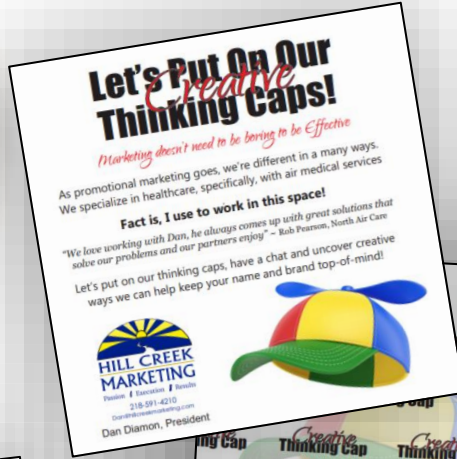
- Creative door opener
 - Timing enhances promo
 - Sound that engages the senses
- ## Brilliant Results



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Creative Self-Promo



Blending Synergies
Talent – Background – Technology –
Innovation Methodologies - Creativity



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Creative Self-Promo

Reactivation Old Accounts

- Simple
- Targeted
- Affordable
- Interactive
- Measurable



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Archive your Ideas

- Ties directly to discovery
- Find Ideas on the Web
 - Pinterest, R&D
- Sketch out
- Ask questions
- Monitor your time, accuracy
- Which vendors to use

Journalize Your Ideas



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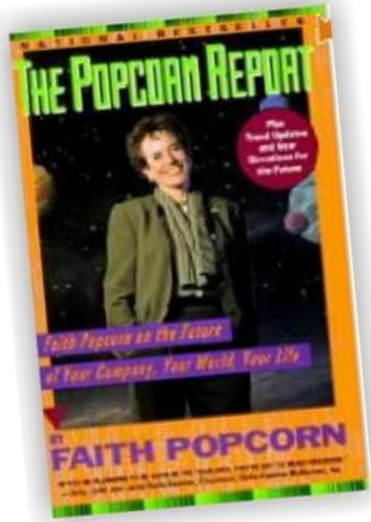
Opening Doors of



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Successful **Client** Case History



Bear in a Cast

What emotional triggers may
a
referring doctor have?
Tap into those, and you have
a winning concept!

- **46%+ Referral Rate**
- **100 targeted**
- **Excellent response rate**



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Successful **Client** Case History

Engaging HR Directors

- Targeted
- Engaging
- Interactive
- Detailed
- Measurable
- Memorable



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Wrap Up, Next Steps – **elevate your brand**

- **W.S.L.T.C**

Want Something, Leverage The Community



2 in 1 Cooler Bag

48 piece minimum

Was \$14.67

NOW 7.25

- **Packaging - Unique**
- **Graphics - Fiverr**
- **Closeouts - Vendors**
- **Ideas - Pinterest**
- **Start With YOU!**



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