

WELCOME TO



March 4-6, 2024



Advertising
Specialty
Institute®

“Self-Promo Campaign Workshop: Get Creative With Your Brand” ©

Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks



My Background,
Shifting Mindset,
Creating Differentiators,
Building **+** Impressions!

Today's Program Goals

- Presenting yourself on a different level, developing a mindshift
- Uncovering challenges,
- Know the elements of a unique, meaningful, and relevant self-promotion.
- Drilling Down: learn what to ask and how to ask it effectively
- Learn how to unleash your creativity and innovation.
- What “extra” components can you add to drive measurement.
- Begin the initial stages of an effective self-promotion.
- Change your mindset to think more creatively.
- Have fun

Elevating Your Game with Self-Promo



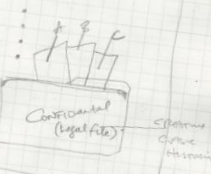
Journalize Your Ideas



THE JURY IS OUT



YOU BE THE JUDGE



are the Best Engraved 3 1/2" & 5" Miniature Gavel on it

Product Description	Price	Price	Price
Gavel: 5" Old Fashion	10.24	25.49	50.99
	\$5.25	\$5.95	\$5.00



Questions: This can be fair hearing good for any prospect.
Who is the best vendor for
- packaging
- gavel
- presentation
- Best Customer

Marketing Comments:

Speak with MKG & Chest
Best option
Chlorine can be the primary of cards & the fullness.

Vendor Notes:

Post card with case history relevant to them
www.gavelcasting.com

Prospective Vendors

- 1. Chest
- 2. MKG
- 3. Chest
- 4. MKG
- 5. Chest
- 6. MKG
- 7. Chest
- 8. MKG

Time
1. 1:30pm
2. 1:45pm
3. 2:00pm
4. 2:15pm
5. 2:30pm
6. 2:45pm
7. 3:00pm
8. 3:15pm

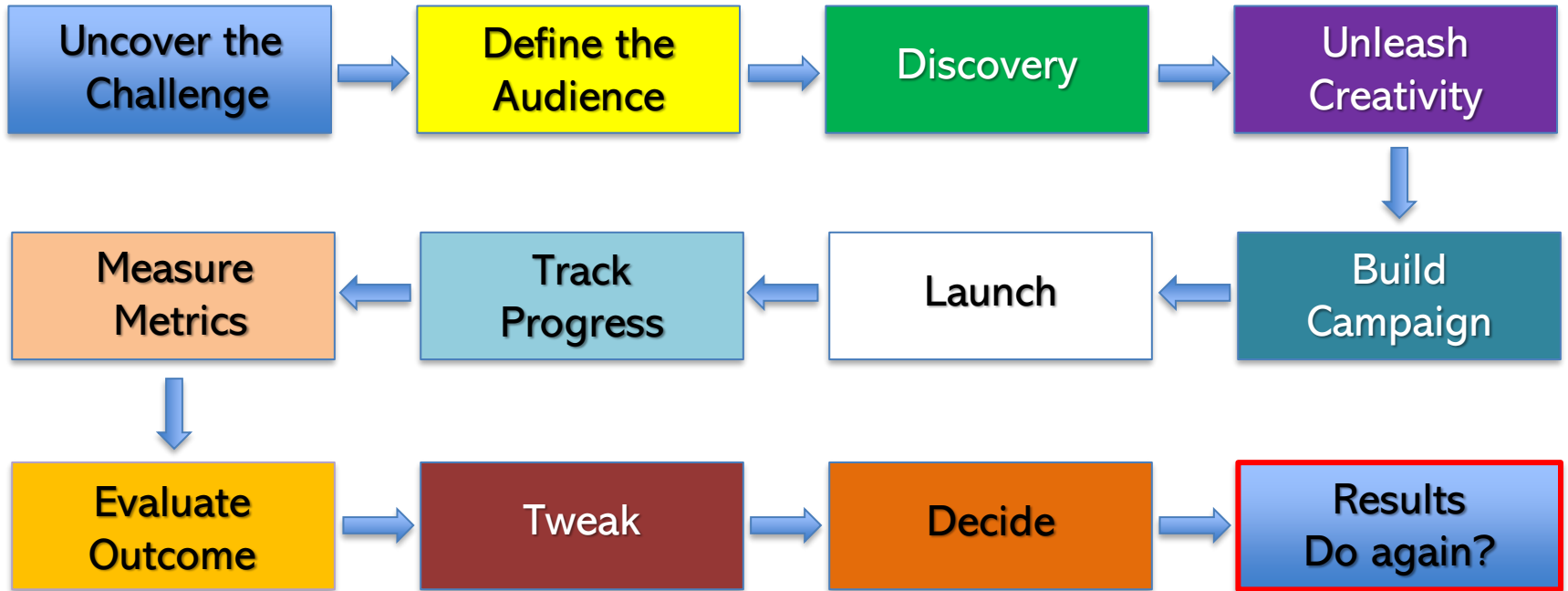
Event Date: 1/11/24
Venue: _____
Other: _____

Contact: CR
Phone: _____
Email: _____

Jurys Out

Reorder Journals at www.citychest.net

The Process



Uncovering Opportunities

The challenges we face (and our clients face)
in our respective businesses are where
the opportunities lie!

A pair of hands, one wearing a blue and white plaid shirt sleeve, holds a wooden-handled pickaxe. The pickaxe is positioned over a large, textured pile of brown soil or dirt. The background is plain white.

Look beyond the product, what problems do you solve?

Starting Point for Successful Self-Promotion

List Some Marketing/Business Challenges



Budget Allocation

Where do you spend your dollars?
 Who are the recipients?
 How are funds allocated?
 What are the KPI's?



A	B	C	D	E	F	H	I	P	TOUCH POINTS
<small>Top level accounts, high sales, high profits with other positive characteristics</small>	<small>Great Client, easy to work with but potential to grow, profitable and great sales volume</small>	<small>Average client, buy regularly and reliably profitable, pay well, open a bit</small>	<small>Buy but not consistent, pay on time but rarely open to new ideas product driven only</small>	<small>Buy once or twice a year, no growth potential, but pay on time - friendly</small>	<small>No attention, marketing dollars of them will not take orders from this client</small>	<small>New clients, segmented only, not classified for 120 days</small>	<small>Inactive clients for more than 180 days unless their buying habits are as such</small>	<small>Prospects, these should only be A/B level client types</small>	<small>Consider these optional touch points, you are not limited to only these</small>
Touch	Touch	Touch	Touch	Touch	No touches, no marketing	Touch	Touch	Touch	3 D Campaign please review Affiliate trackline ID
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	EBLints: product based, content based, blogging & white papers
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Lunches
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Holiday touches
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Tradeshows
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Networking Events
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Postcard
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Catalog Mailer
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Spec Samples & Over-run samples
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Other

Marketing Budget Allocation	Calculation Area	General Comments/Questions
Gross Annual Sales \$ _____ () % of Gross Sales for Marketing Budget \$ _____ Allocation for A/B Clients \$ _____ Allocation from A/BS for Prospecting \$ _____ 40% Allocation for C/D/E Clients \$ _____ () % of C, D, E Allocation for Inactive Clients \$ _____		

Defining the Target

- Existing clients
- Prospective clients
- Inactive clients
- Referrals


				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Accounting		529.50	176.50	3	120.90	40.30	22.83%	945.65	315.22	3	330.11	110.04	34.91%
		Accounting		0.00	0.00	0	0.00	0.00	0.00%	514.24	514.24	1	209.64	209.64	40.77%
	Total Accounting			529.50	176.50	3	120.90	40.30	22.83%	1,459.89	364.97	4	539.75	134.94	36.97%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Automotive		703.99	703.99	1	260.71	260.71	37.03%	0.00	0.00	0	0.00	0.00	0.00%
	Total Automotive			703.99	703.99	1	260.71	260.71	37.03%	0.00	0.00	0	0.00	0.00	0.00%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Banking and F		55,316.76	1,843.89	30	18,828.15	627.61	34.04%	2,790.48	232.54	12	834.08	69.51	29.89%
		Banking and F		2,688.61	336.08	8	841.79	105.22	31.31%	1,258.84	419.61	3	199.66	66.55	15.86%
	Total Banking and Finance			58,005.37	1,526.46	38	19,669.94	517.63	33.91%	4,049.32	269.95	15	1,033.74	68.92	25.53%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Construction		1,428.90	1,428.90	1	586.30	586.30	41.03%	0.00	0.00	0	0.00	0.00	0.00%
		Construction		297.40	297.40	1	74.40	74.40	25.02%	0.00	0.00	0	0.00	0.00	0.00%
	Total Construction			1,726.30	863.15	2	660.70	330.35	38.27%	0.00	0.00	0	0.00	0.00	0.00%

- Where do you spend your dollars?
- Who are the recipients?
- How are funds allocated?
- What are the KPI's?

- Manufacturing
- Hospitality
- Banking and Finance
- Healthcare
- Construction
- Fitness & Wellness
- Aviation
- + 23 others & subsets

- **A** – class act
- **B** – above average
- **C** – middle tier
- **D** – low tier
- **E** – questionable
- **F** – FAIL / Dump

Discovery


Cliff Quicksell Associates
www.CliffQuicksellSpeaks.com
Cliff Quicksell, MAS+, MASI
301.717.0615

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, risqué, conservative.

Page 2, Client Discovery, and Creative Brief# 2021
Cliff Quicksell Associates

Project Timelines:
Indicate and determine major milestones.

Anticipated Budget:
Consulting, art & graphics, deliverables, packaging, kitting, 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: _____ Date: _____
Approved by: _____
Client Name(s): _____

Approval Signature: _____
Date Approved: _____

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?

Discovery

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, risqué, conservative, reserved, serious.

Project Timelines:

Indicate and determine major milestones.

Anticipated Budget:

Consulting, art & graphics, deliverables, packaging, kitting, 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.

Creative Elements for Dynamic Marketing

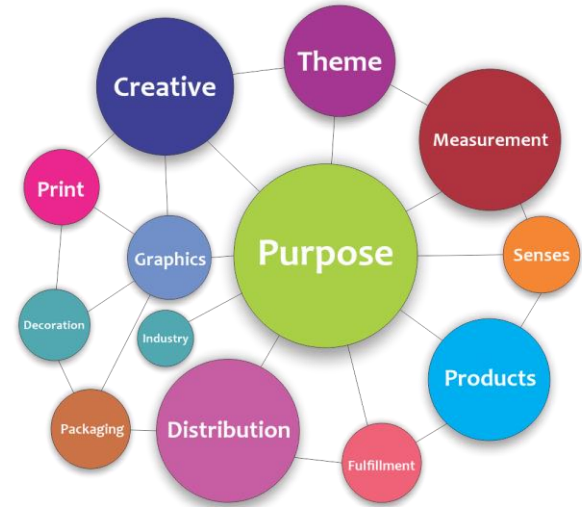
Periodic Table Elements for Creative Marketing

1 CA Cards	12 SR Service	21 DRW Drawings	30 INN Innovation	38 BRL Brilliance	46 EN Entice	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Corner	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 RTL Retail	137 HOS Hospitality
2 PA Paper	13 CTV Conservative	22 PNS Pens	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Courier	87 EBS Emboss	95 GLT Gilder	103 PPD Pillow Box	111 TA Taste	119 RTN Retention	128 FIN Financial	138 SPT Sports
3 IK ink	14 UNQ Unique	23 APP Appeal	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Killing	80 FX FedEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	120 TAU Target Aud.	129 INS Insurance	139 IT Technology
4 BKL Booklets	15 RQE Risk	24 CA Caps	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patterns	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Screenshot	97 TDP T-D Put	105 PBG Protobags	113 HR Hearing	121 BGT Budget	128 FIN Financial	140 TVL Travel
5 FLY Flyers	16 FN Fun	25 TK Tech	34 IN Inspiration	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co. Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POS Point Sale	114 STE Sight	122 CON Constructive	130 LGL Legal	144 POL Political
6 PC Post Cards	17 ENG Engaging	26 DI Desk Items	35 VSN Vision	43 MOT Motivate	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SOM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	123 CON Constructive	131 MFG Manufacturing	142 AVI Aviation
7 BRO Brochures	18 SMP Sympathetic	27 CGF Corp Gifts	36 VSN Vision	44 CHG Change	52 PRV Pride	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP 4C Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objctve	124 EDU Education	132 MDA Media	143 ACC Accounting
8 CAT Catalogs	19 ADV Adventures	28 AWD Awards	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy
9 DIE Die Cutting	20 BND Binding	29 BUT Buttons	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy
10 PAN Panthers	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy
11 BND Binding	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy

- Print
- Theme
- Products
- Creative
- Purpose
- Graphics
- Fulfillment
- Distribution
- Decoration
- Packaging
- Senses
- Measurement
- Industries
- Ask Cliff

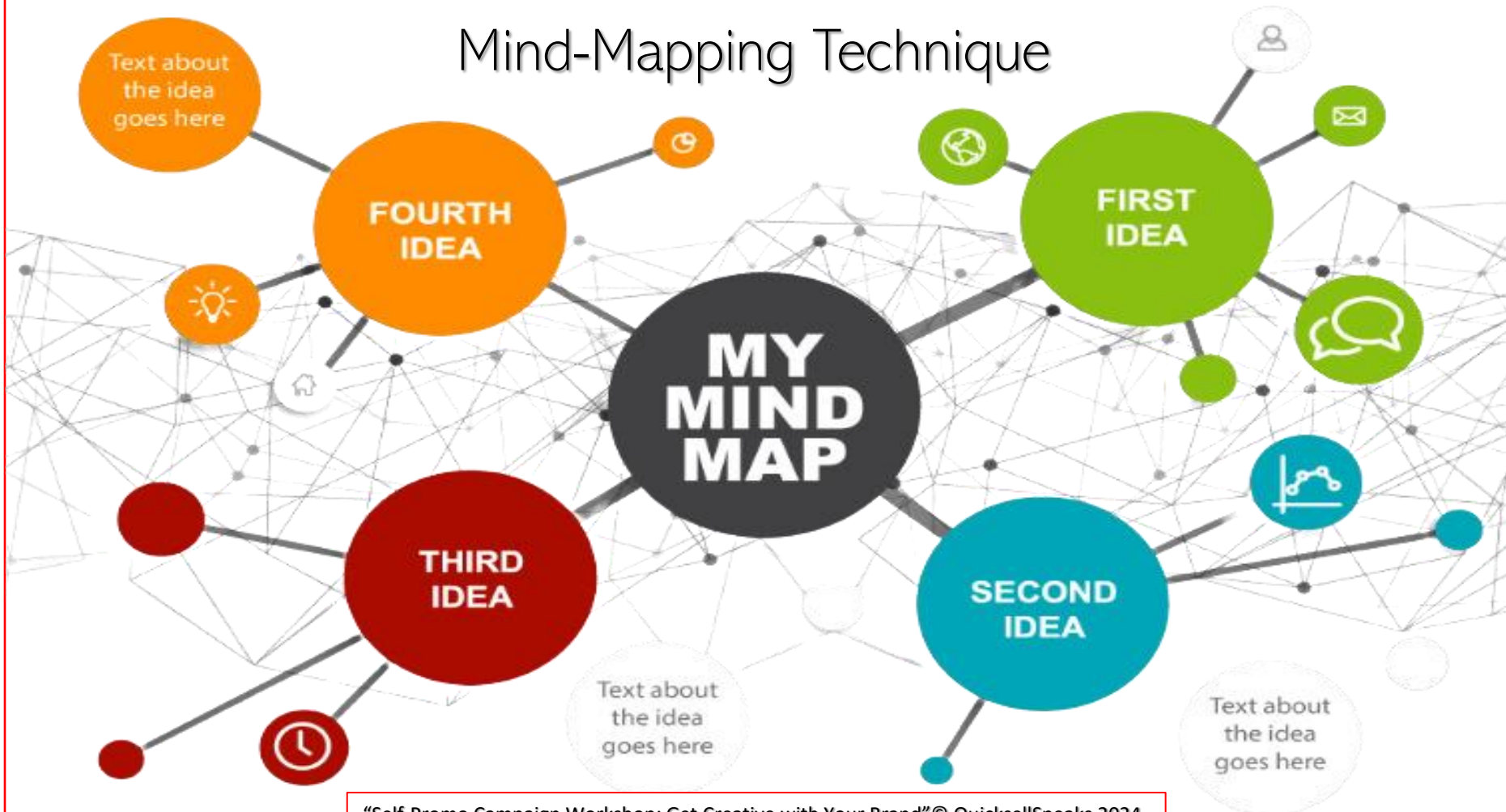
Critical Elements For A Successful Creative Campaign

Elements for Creative Marketing Campaigns

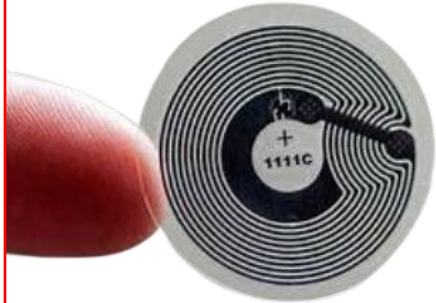


Cliff Quicksell Associates Periodic Table Elements for Creative Marketing ©2023 - www.QuicksellSpeaks.com

Mind-Mapping Technique



Add On's that Drive Engagement



NFC Chip



Light Activated Sound

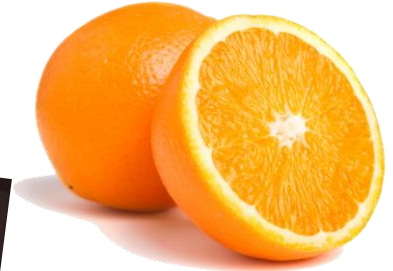


SCAN For Access

QR Code



Light Activated Light



Scents





Packaging –Types and Styles

Tubes

- styles, custom wrap, specifications, vacuum

Poly-bagging

- clear, colored, blank and custom printed

Boxes, stock & custom

- styles, specifications, printed vs. non-printed

Paint cans, lunch boxes, jars... what else?



QUESTION

What is R&D?

Let's review some
Award Winning Creative
Campaigns

EXAMPLE

Self-Promotion Capturing Opportunities



EXAMPLE

Self-Promotion Grabbing Prospect's Attention



EXAMPLE

Self-Promotion Home Run with KMK



EXAMPLE

Self-Promotion Apples to Oranges - Scented



EXAMPLE

Self-Promotion New View on Creative Marketing How could a client use this?

“Reactivating Old Top-Level Clients”

Creative Self-Promo

- Simple
- Targeted
- Affordable
- Interactive
- Measurable



Using Our Tools to Promote Unique Ideas



I would appreciate your candid feedback

Please Scan QR Code and Leave Comments



30
seconds

TO GREATNESS®
BLOG

with Cliff Quicksell, CSP



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Questions & Final Wrap Up!



Cliff Quicksell Associates
www.QuicksellSpeaks.com



Cliff QUICKSELL, MASI, MAS+,
President & CEO ~ Cliff Quicksell Associates
Consultant . Coaching . Speaker . Author
301.717.0615
www.quicksellspeaks.com
cliff@quicksellspeaks.com



Advertising
Specialty
Institute®

Ask Me Questions



SCAN For Access

Sales, Marketing
Motivation,
Innovation, &
Creativity



with Cliff **Quicksell**, CSP

Author of:

30 Seconds to Greatness Blog.
30 Minutes to Greatness PODCAST.
and....The **NEW** Marketing Academy!

EVERY STEP OF THE WAY™