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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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“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

Periodic Table 143 Elements for Creative Marketing

■ Print ■ Purpose ■ Fulfillment
■ Theme ■ Senses ■ Decoration
■ Products ■ Graphics ■ Packaging
■ Creative ■ Distribution ■ Measurement ■ Industry

The critical elements for a successful creative campaign

1 CA Cards	2 PA Paper	3 IK Ink	11 SR Serious	21 DRW Drinkware	30 INN Innovative	38 BRL Brilliance	46 EN Enrich	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C Carrier	86 FOL Folks	94 LAB Labels	102 TU Tubes	110 SML Small	119 RTN Retention	127 BKG Banking	136 RLG Religion	
4 BKL Booklets	12 CTV Conservative	22 PNS Pants	32 INN Innovative	40 BRL Brilliance	48 EN Enrich	56 SH Shapes	64 PHO Photography	72 KIT Kidding	80 FX Felix	88 DBS Debitess	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	120 BGT Budget	128 FIN Financial	137 HOS Hospitality	138 SPT Sports	139 TCH Technology	
5 FLR Flyers	13 UNQ Unique	23 APP Apparel	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Course	87 EBS Emboss	95 GLT Glitter	103 PBX Pillow Box	111 TA Taste	120 TAU Target Aud.	129 INS Insurance	140 TVL Travel			
6 PC Post Cards	14 RQE Request	24 CA Caps	32 GEN Genius	40 COL Coloration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Kidding	80 FX Felix	88 DBS Debitess	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	121 BGT Budget	130 LGL Legal	141 POL Political			
7 BRO Brochures	15 F Fun	25 TK Tech	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 3-D Puff	105 PBG Polybags	113 HR Hear	122 AUT Automotive	131 MFG Manufacturing	142 AVI Aviation			
8 FLY Flyers	16 ENG Engaging	26 DI Desk Items	34 IN Inspiration	42 ORG Originality	50 AWN Assessors	58 STY Style	66 DSN Design	74 CS Co Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POP Point Sale	114 STE Soft	123 CON Consumer	132 MDA Media	143 ACC Accounting			
9 DIE Die Cut	17 SMP Simplistic	27 CGF Corp Gifts	35 VSN Vision	43 MOT Motivate	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SCM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	124 EDU Education	133 MED Medical				
10 PAN Pantheon	18 ADV Adventure	28 AWD Awards	36 OR Originality	44 CHG Change	52 PRV Prove	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP FAC Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objv	125 ENT Entertainment	134 NPR Non-Profit				
11 BND Binding	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Inform	53 FNT Fonts	61 TEX Textures	69 TKG Tracking	77 UPS Unsent PS	85 PP Pac Post	93 DGL Digital	101 TIS Tissue	109 BPK Biker Pack	117 KPI Key P. Ind.	126 EVT Events	135 RES Retail Exten				

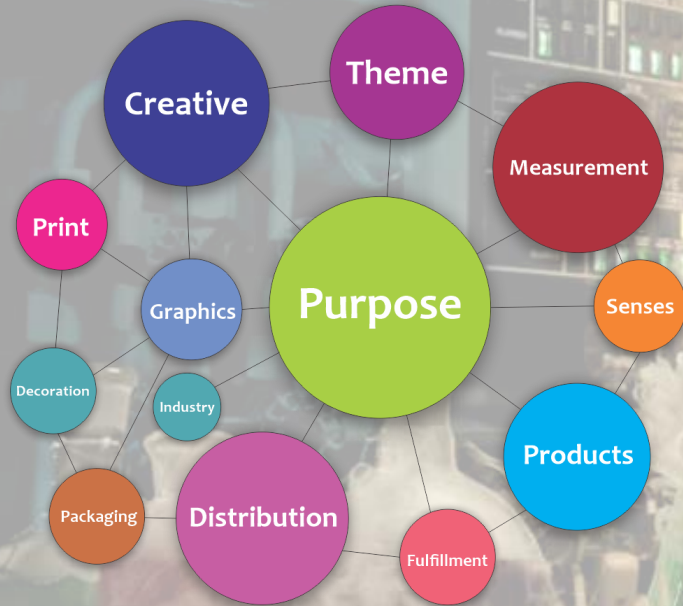


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Exploring Marketing Chemistry

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



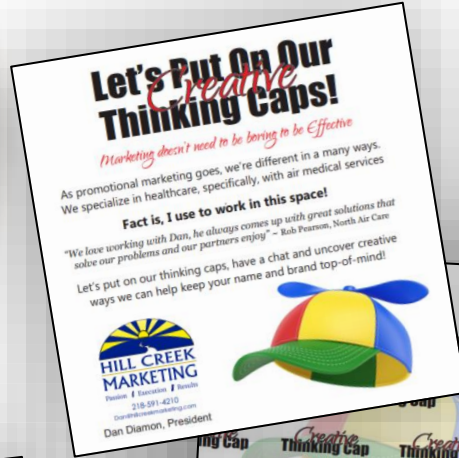
- ## Baseball Theme
- Creative door opener
 - Timing enhances promo
 - Sound that engages the senses
 - Brilliant Results



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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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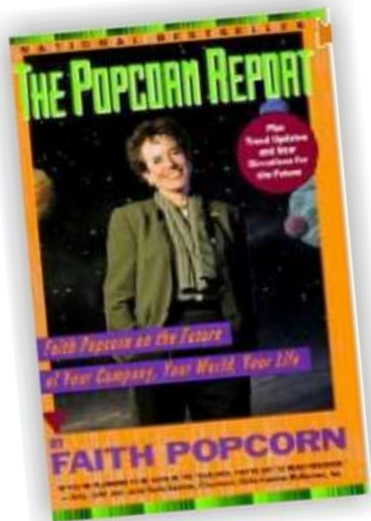
Opening Doors of Opportunity



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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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