

PURPOSE AND THEME

1 THE PROVERBS OF SOLOMON SON OF DAVID OF ISRAEL

2 For the words of insight, receiving instruction in prudent behavior, doing what is right and just and fair, for giving guidance to those who lack knowledge and discretion to the simple, let the wise listen and end to their ears, let the discerning get quiet, and let the eyes focus on the sayings and riddles of the words. The fear of the Lord is the beginning of wisdom, but fools[er] despise wisdom and its instruction. Exhortations to listen

WARNING AGAINST THE INVITATION OF SINFUL MEN

8 Listen, my son, to your father's instruction and do not forsake your mother's teaching. They are a garland to grace your head, and a chain to adorn your neck. 10 My son, if sinful men entice you, do not give in to them. If they say, "Come along with us; let us mix a drink for innocent people. Let's ambush some harmless soul; then when we drink, we will be merry, and when we pass that night, we will share the loot." Do not go along with them, do not set foot on their paths, for they will swallow you up like a lion and tear you into bits.



Advertising
Specialty
Institute®

"Building a Self-Promo Campaign from the Ground-Up®"

Cliff Quicksell, MASI
Cliff Quicksell Associates
www.quicksellspeaks.com



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Introduction & Takeaways for Today



- My purpose, my WHY
- Procedures I use to build creative self promo campaigns
- Examples of a few Successful Self-Promos
- How this process translates to better client interactions



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Get Your Creative On



What
Holds
You
Back?

How do you see our
industry?

Periodic Chart

Exploring Marketing Chemistry

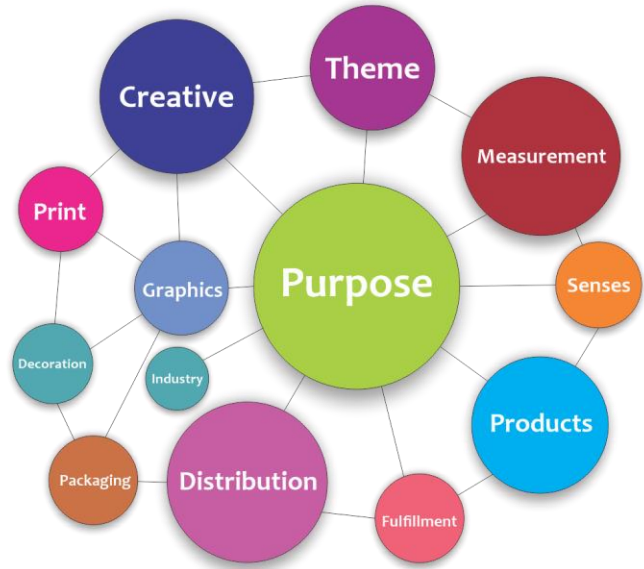
Elements for Creative Marketing Campaigns

Periodic Table
143 Elements for Creative Marketing

1 CA Cards	11 SR Serious	21 DRW Drawings	31 INN Innovative	39 BRL Balance	46 EN Ends	54 TYP Type	62 BAL Balance	70 SKU SKU	78 CC C. Capers	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 BKG Background	136 RLG Religion
2 PA Paper	12 CTV Conversative	22 PNS Punch	30 INN Innovative	38 BRL Balance	46 EN Ends	54 TYP Type	62 BAL Balance	70 SKU SKU	78 CC C. Capers	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 BKG Background	136 RLG Religion
3 IK Ink	13 UNQ Unique	23 APP Appeal	31 UTY Utility	39 HQA Hugs	47 INV Invites	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Color	87 EBS Ends	95 GLT Glitter	103 PBX Price Box	111 TA Tape	120 TAU Target Aud.	129 INS Innovative	137 HOS Hospitality
4 BKL Booklets	14 RQE Request	24 CA Card	32 GEN General	40 COL Color	48 INS Invites	56 SH Shrink	64 PHO Photo	72 KIT Kit	80 FX FX	88 DSB Drops	96 DSB Drops	104 CTM Custom	112 TCH Touch	121 BGT Budget	130 LGL Legal	138 SPT Sports
5 FLR Flyers	15 F Fan	25 TK Team	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patience	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Sponsorship	97 TDP Top Deal	105 PBG Postage	113 HR Heat	122 AUT Automated	131 MFG Manufacturing	139 TCH Technology
6 PC Post Cards	16 ENG Engaging	26 DI Data	34 IN Innovation	42 ORG Originality	50 AWN Awards	58 STY Style	66 DSN Design	74 CS Co. Story	82 WEB Website	90 LZR Label	98 TRN Transfer	106 POP Post Sale	114 STE Stitch	123 CON Conversion	132 MDA Media	140 TVL Travel
7 BRO Brochure	17 SMP Strategic	27 CGF Copy Gifts	35 VSN Voice	43 MOT Motion	51 TRF Transfer	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SCM Social Media	91 ETC Etc.	99 VNL Viral	107 BGS Bags	115 ROI ROI Invest	124 EDU Education	133 MED Medical	141 POL Politics
8 FLY Flyers	18 ADV Advantage	28 AWD Awards	36 OR Originality	44 CHG Change	52 PRV Price	60 SP Spelling	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP FCP	100 BX Boxes	108 TNS Tape	116 ROO ROI Objective	125 ENT Entertainment	134 NPR Non-Profit	142 AVI Awards
9 DIE Die Cut	19 PAN Partners	29 BG Bags	37 ICB Incubation	45 IFM Inform	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Pkg. Prod.	93 DGL Digital	101 TIS Tissue	109 BPK Baker Pack	117 KPI Key P. Ind.	126 EVT Events	135 RES Real Estate	143 ACC Accounting

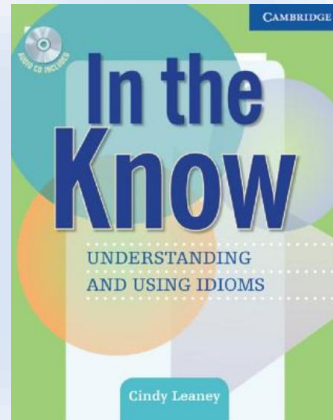
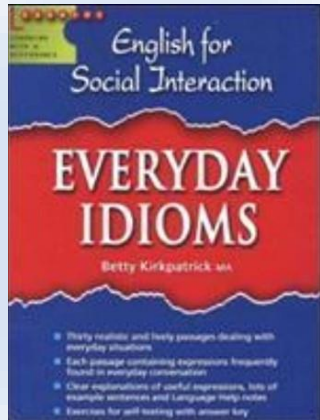
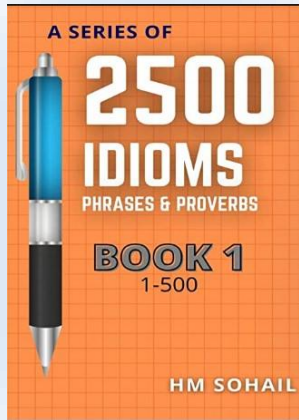
The critical elements for a successful creative campaign

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



Finding Inspiration

“An **idiom** is a phrase or expression that typically presents a figurative, non-literal meaning attached to the phrase; but some phrases become figurative idioms while retaining the literal meaning of the phrase. Categorized as formulaic language, an idiom's figurative meaning is different from the literal meaning” US alone, 25M+ Idiomatic Expressions



“When Pigs Fly”

Something that will never happen

“Other Side of the Coin”

The opposite aspect, contrasting arguments

“Hit the Sack”

Go to Bed

“Bury Head In The Sand”

Hide from the truth

“Rain Check”

An offer that might be taken up later

www.theidioms.com/#title

Finding Inspiration

Mind Mapping

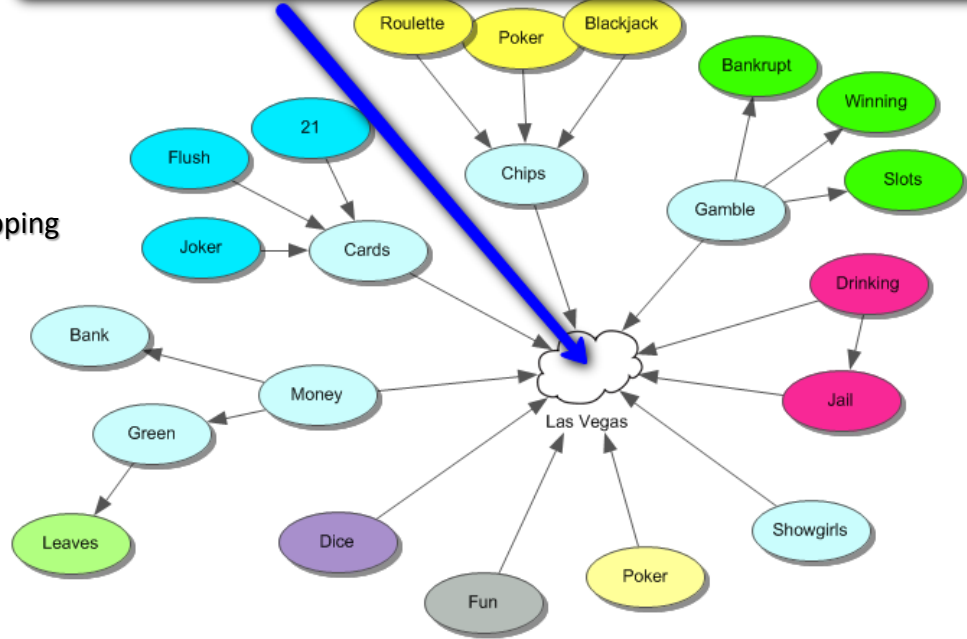
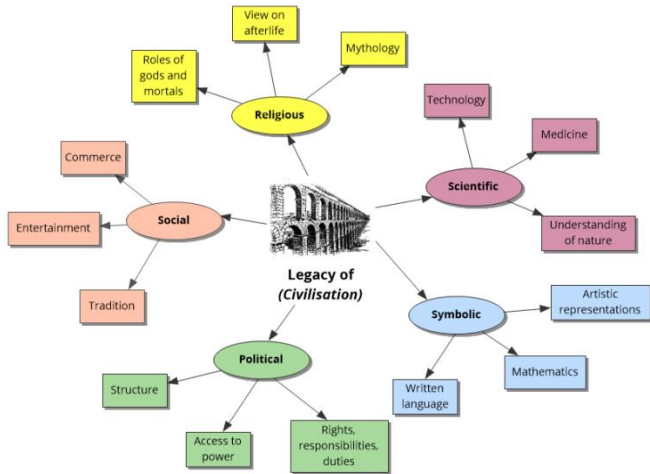
Mind Mapping Links

<https://lucidspark.com/>

<https://miro.com/aq/ps/mind-map-software>

<https://www.mindmanager.com/en/pages/mind-mapping>

Mind-mapping takes a central idea. "LAS VEGAS" and associates words or phrases back to the source....



Finding Inspiration

Magazines, ADs, Billboards

R&D Ad's for Ideas

Thirsting for deeper information on b-to-b marketing?

White papers filled with research data and case studies have become one of the most trusted and preferred methods for really delving into a marketing topic or trend. Visit our Vendor Research Library to access these sponsored white papers and more...

For E-Mail Marketers: **Rooted Out Out Solutions**

10 Things You Should Know About CRM

Gain Valuable Insight into the Small Business Owner

Maximize the Earnings of Your e-Commerce Holiday Campaigns

Engage with buyers differently to drive more business

Go there now at: B2BOnline.com/whitepapers

To submit a white paper to our Library, contact David Bernstein, Associate Publisher, at 212-210-0782 or dbernstein@crain.com.

B2B | change the game

The Association for Business Journalism

Theme

Bottle

Tagline

Surroundings

What concepts could you come away with viewing this advertisement?

Finding Inspiration

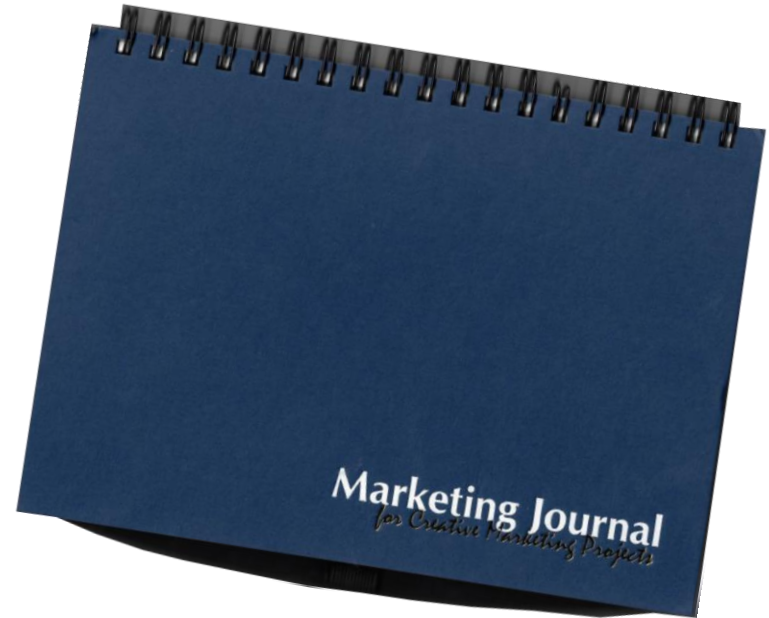


Journalize Your Ideas!

Journalizing helps you archive your ideas, in one location, one place to pool your concepts, and thoughts to use in the future to stimulate your creative juices!



Marketing Journal®



Marketing Journal® developed by Cliff Quicksell Associates, available at <https://www.quicksellspeaks.com/si/981426989/ed-100-journal/marketing-journal>

What is...

C R E A T I V I T Y

“Creativity is the process of challenging accepted ideas and ways of doing things in order to find new solutions or concepts” George Boulden



Be a kid again!

Birth to age 6 _____% of your ideas
are deemed innovative and creative

Identify The Challenges

Engaging with Existing Client

- A-E Listed clients
- How do we stay connected?
- Frequency, Assets...

Reactivating to Dormant Clients

- Identify the top A/B types
- Identify why they left, who should we target?
- Is there commonality in the reason?

Prospecting to New Clients

- Look at historical and predictive data

Where Do You?



After Identifying the challenge . . . Building a Campaign



Step 1 - Idea — Theme, Art, Design Concepts

Step 2 - Define the strategy

Step 3 - Create KPI's

Step 4 - Execute

Step 5 - Measure

The Process, Defining the IDEA



Discovery

- Identify
 - Background/Challenge/Opportunity
- Target Audience
- Key Benefits
- Communication Strategy
- Timeline, work backwards
- Budget
- Key Metrics



Communications

- Questions
- Prospective Vendors
- Vendor Notes
- Meeting Comments
- Time Assessment

Get a copy of my Discovery Brief at

<https://www.quicksellspeaks.com/resource-documents.htm>

The Plan/Strategy Steps



- Determine Your Purpose
- Determine your Goals
- What Problem(s) do You Solve?
- Timeline(s)

Building a Campaign

Measuring KPI's & Results



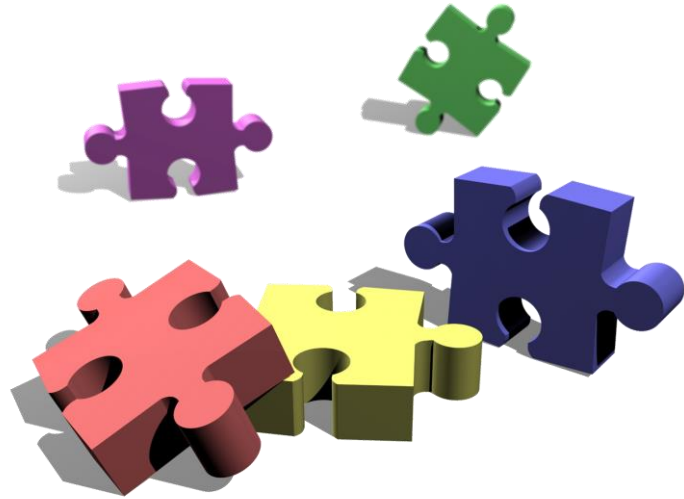
How to Measure Success

5 Questions You Need To Ask
Before You Begin Any Project



- What Does Success Look Like?
- What Happens if You Fail?
- What Will You Do?

Components to Consider



Print



Packaging



Product



Theme



Distribution

“Company Branding” Campaign

Paul & Stephanie Zafarana

Thirsting for deeper information on b-to-b marketing?

White papers filled with research data and case studies have become one of the most trusted and preferred methods for really delving into a marketing topic or trend. Visit our Vendor Research Library to access these sponsored white papers and more...

For E-Mail Marketers: Hosted Opt Out Solutions

10 Things You Should Know About CRM

Gain Valuable Insight into the Small Business Owner

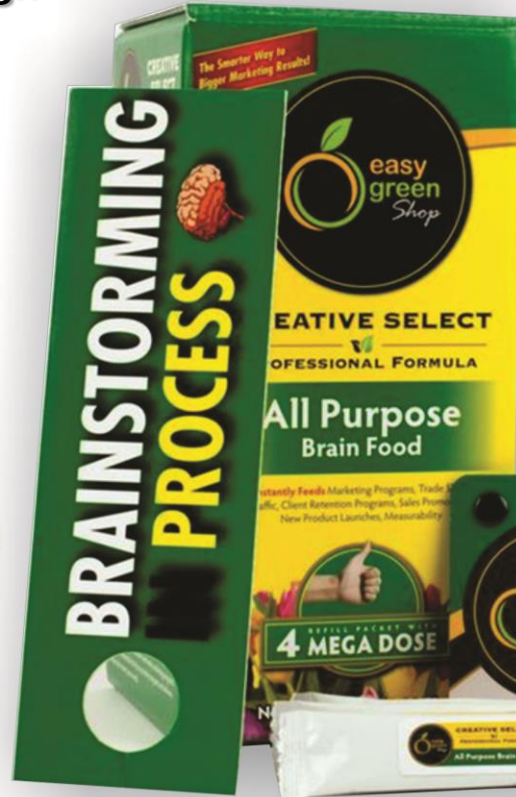
Maximize the Earnings of Your e-Commerce Holiday Campaigns

Engage with buyers differently to drive more business

Go there now at: BoBoOnline.com/whitepapers

To submit a white paper to our Library, contact David Bernstein, Associate Publisher, at 212-210-0782 or dbernst@crain.com.

BOB change game

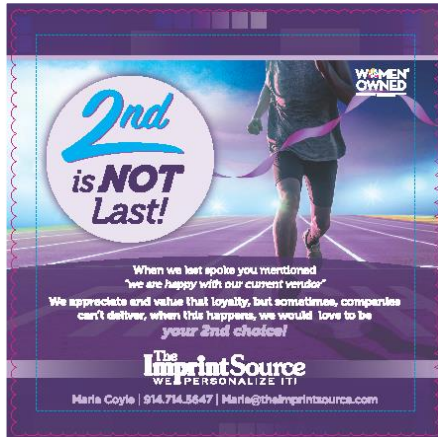
Case History – “2nd Isn’t Last”

Challenge: Prospecting Clients who have no interest

Concept: Identify prospects, when they say not interested, acknowledge and send piece, follow up

Strategy: Build a proactive marketing touchpoint to acknowledge and engage prospects

Outcome: Case history supporting the effectiveness of the campaign. Unless they say NO, it’s still a maybe



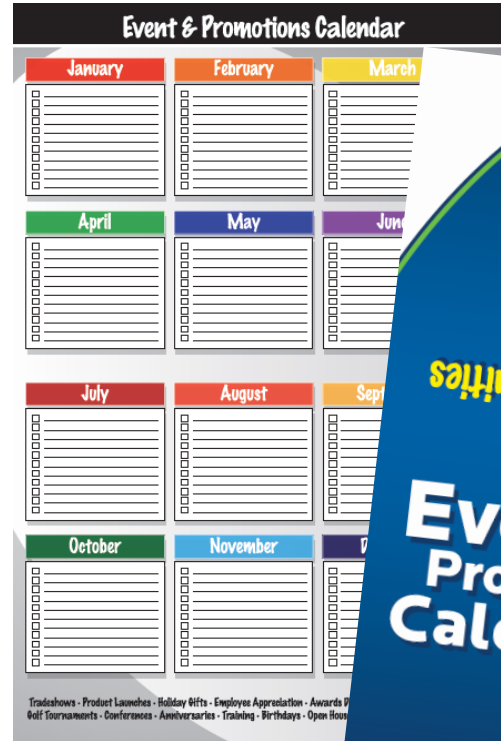
Case History Event Planning Calendar

Challenge: With Current & New Clients, creating a proactive touchpoint

Concept: Identified most salespeople are reactive by nature, create an interactive tool to work behind the scene to create ideas and solutions

Strategy: Build a proactive marketing touchpoint to engage with client, existing and new to determine all upcoming events from the clients. Saves the client, time, money, and lowers stress.

Outcome: Example with Craig Pierce, and the law firm account



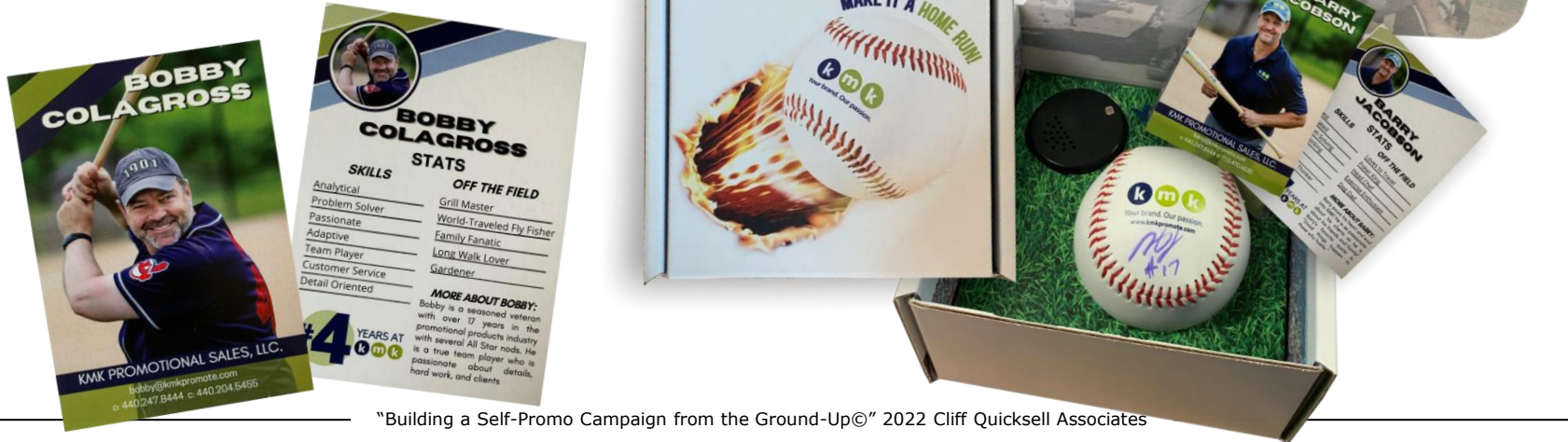
Case History - 3

Challenge: Prospecting Clients who have no interest

Concept: Identify prospects, when they say not interested, acknowledge and send piece, follow up

Strategy: Build a proactive marketing touchpoint to acknowledge and engage prospects

Outcome:



Case History - 4

Challenge: During COVID19, there was a need to connect & engage with existing top-tier clients.

Concept: Create a theme-driven online program & L.T.C. providing engaging relevant content

Strategy: Invite the top-tier 78 A/B client and prospects to solidify connections & sales

Outcome: 100% of the invited guests attended, within the ensuing 3 months, \$275K was generated

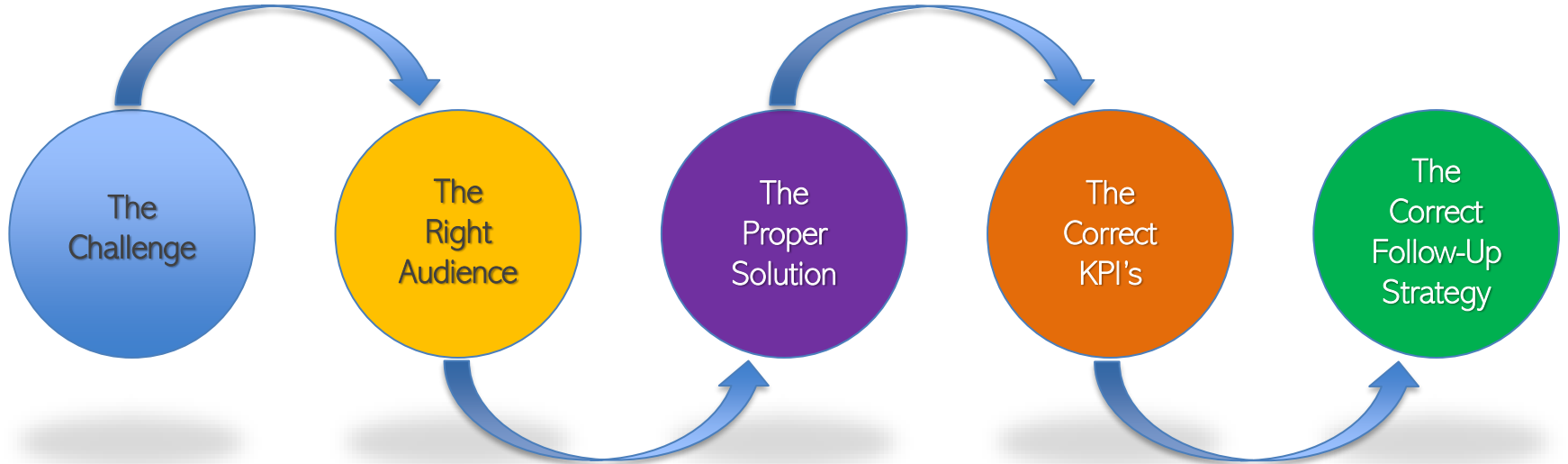
THE MARKETING DINER



Lastly...

Follow UP, Review, Tweak, Repeat

Did we succeed with
defining the following?



Conclusions

Comments & Questions



- You need to believe that you CAN be and ARE creative
- Be open to the possibilities
- Get paid for your creativity
- Change your mindset
- Measure every marketing program, tweak & rework
- Drive your solutions through questioning
- Be consistent with your marketing efforts
- Be passionate about what you do

What Questions Can I answer?



Cliff QUICKSELL, MASI, MAS+



Cliff Quicksell & Associates

Cliff Quicksell, Jr., MAS

Consultant • Speaker • Trainer • Author

President & CEO ~ Cliff Quicksell Associates

Author of: 30 Seconds to Greatness Blog

301-717-0615

cliff@QuicksellSpeaks.com

www.QuicksellSpeaks.com



FEEDBACK is CRITICAL

The ASI Show wants your feedback! Please fill out your paper form, or enter your ratings in the app, or by using the QR code or URL at the bottom of the form:

[SurveyMonkey.com/r/CH_22](https://www.SurveyMonkey.com/r/CH_22)



Advertising
Specialty
Institute®

“Building a Self-Promo Campaign from the Ground-Up®”

Cliff Quicksell, MASI
Cliff Quicksell Associates
www.quicksellspeaks.com



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™