

How to Market in a Changing World

Part 1 of 3



**Marketing Strategies
For the New Normal.**

How to Market in a Changing World

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**THE MARKETING
COMPANY**

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What are your options?

- Human
- Digital
- Physical

The biggest mistake that you can make when it comes to your marketing is to forget that you are always talking to a human... always!



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Marketing for the now and the future.

During Covid19

Firstly context and language are going to be more critical than ever before. The emotional rollercoaster your current and potential customers are on is very different than before, however, if you are providing a solution, making their lives easier and making it easy for them to engage then you are onto something.

People are still consuming, but now it's different and you must adapt.

What comes next?

This is the time to have a good hard look at what you offer, how you offer it and what is required to innovate a future state.

We have been fast tracked to a more digital world yes, but there will be deep human connection required when the new normal returns.

But normal, won't be good enough, better will be the requirement.

An adaptable and fast-moving business will be at the forefront of success.



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Key Marketing Strategies that you can action right now.

Content Strategy

It's easier than ever before to create and distribute content to your potential customers.

Current Customers New Service

It's easier and cheaper to create further value and revenue from your current customers.

Personal Branding

People buy why you do not what you do. Time to bring a face to the name.

Leverage and Joint Ventures

If you operate with an assumption there is abundance, find partners to grow with.

Listening

Take time to watch and learn, the customers behaviours on the platforms they use.

Get online

If you are depending only on a sales team or offline media, get online, now.

Using the data

Many platforms will literally tell you everything their communities are doing, so you can then provide a solution.

Mission and values

Consumers are looking to connect with purposful companies, can you bridge that gap?

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1. Buffer

Buffer's one of our favorite content marketing examples, due to their three-pronged content marketing strategy.

The company used [guest blogging](#) to fuel their initial growth, writing a couple of times a day and publishing content on high visibility sites. That [growth hacking](#) strategy helped Buffer attract their [first 100,000 users](#).

On Buffer's own blog, the company concentrated initially on [writing for the people who influenced their customers](#), producing high quality, and highly shareable, content.



Content Strategy

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

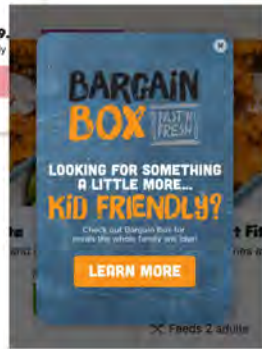
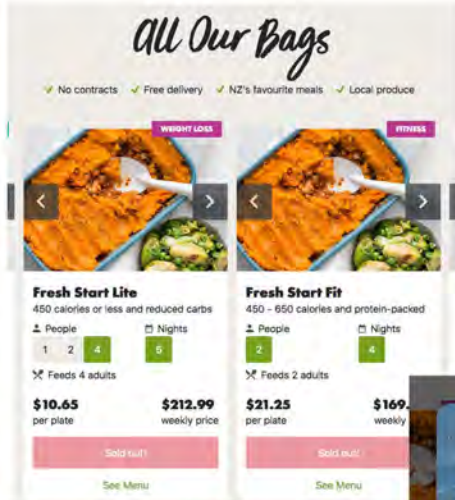
Types of content marketing:

1. Guest blogging
2. Lead magnets
3. How to guides
4. Video content
5. Podcasts
6. Infographics

Remember it's about adding value as a brand way before the customer engages with you for your service.

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Current Customers, New Services

We are currently seeing a surge in innovation on how we serve our customers at scale, which is nothing new, but this will drive more scale and therefore more technology. But don't lose sight of the need rather than what you are trying to sell.

New services:

1. Teleconsult
2. Online education
3. Events
4. Communities
5. Subscriptions
6. Ecommerce

Don't be afraid to ask what people need as most of the time they simply don't know! That's where your expertise adds value.

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Personal Branding

A personal brand is a relationship with you, an individual who exists separately from your company. The process of personal branding involves finding your uniqueness, building a reputation on the things you want to be known for, and then allowing yourself to be known for them.

Channels:

1. Personal blog
2. LinkedIn
3. Speaking engagements
4. Guest writing
5. YouTube channel
6. Community development

Don't assume you don't know anything, because it is likely you know more than you realise. The critical thing is to be YOU, not a version of you.

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Leverage and Joint Ventures

As Winnie the Pooh said to Piglet life is more fun with two. So often we see brands protecting what they have rather than align with those that can help them grow alongside.

At Waking Giants our number one value is; Grow Together. And that is certainly how Whittaker's do it.

They look for nostalgic Kiwi brands to align with and create new, short supply products that create a deeper connection to emotions.

Opportunities:

1. Joint events
2. Product collaborations
3. Speaking engagements
4. Content development
5. Community development
6. Adding new core skills to create more services

As you can see by the examples, they focus on maintaining brand while bringing a new conversation to the market.

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Michael Field
| B2B | Competitive Strategy | Value Proposition | Enterprise Value | Revenue | Margin | Market Share | Agriculture | Industrial | Manufacturing | Mining | Family Business |
June 9, 2017, Michael worked with Ambrose but at different companies

I had the pleasure of working with Ambrose recently at SMC2017. Ambrose MC'd the event and was very engaging, energetic and entertaining. He worked incredibly well with speakers and maintained high energy with the audience for the full conference. As one of the keynote speakers, Ambrose really took the time to get to know me and understand my presentation format and content so he could introduce it with genuine enthusiasm. I thoroughly enjoyed working with him and look forward to the next opportunity. [See less](#)

Ambrose is a fantastic motivator who oozes energy and enthusiasm. I attended a 12 month sales course presented by Ambrose in 2009 and I continue to put the learnings from this course into place every single day.



Listening

This seems obvious but we simply don't do it... we broadcast with the intent to respond.

Listening is enhanced by knowing what questions you need to ask.

It is easier than ever to understand what your customers are motivated and influence by.


For example, my co-presenter...

1. Passion for family
2. Passion to help others
3. Philanthropy through business activity
4. Changed his career due to his personal values
5. Gives more than he expects to receive
6. Global sales expert, not about the revenue, but the learning
7. Practices mediation and being present.

All this information allows me to understand what is important to Ambrose and therefore how I can connect with him.

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The screenshot shows the Instagram profile for 'koda_sports'. The profile includes a blue circular logo with 'KODA' in white, 18 posts, 702 followers, and 37 following. The bio reads: 'Koda Sports Sports An agency built on transparency - providing high quality representation for some of the best Rugby players around the world'. The posts shown include: a player in a white jersey with 'FLY HALF' and 'WELCOME TO THE TEAM SAM MALCOM'; a graphic with 'AUSTRALIA & NZ SUPER RUGBY SUSPENDED', 'JAPAN SEASON CANCELLED', and 'U.S.A. MLR SEASON CANCELLED'; a blue graphic with 'ZERO TOLERANCE FOR DRUG USE.' and 'KODA SPORTS.'; and a graphic with 'JAMES LITTLE SIGNED TO'. Other posts show a player in a red jersey and two players in white jerseys.

Get Online

So many businesses are still not embracing the ability to do business and connect online.

In our connected world it is no longer acceptable not to have a digital strategy.

All businesses can benefit from a strong online strategy to:

1. Create a competitive advantage
2. Build brand
3. Generate sales
4. Attract talent

How have Koda Sports done it?

1. Taken on the world's biggest agents
2. Outreach for new players
3. Built brand
4. Global awareness

ONLY on Instagram!

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Using the data

If you have a clear understanding of your customer, it's time to understand where they hangout.

The biggest mistake is to look at people through their professional title, but them as humans with likes and passions that they see far more important than their work is the key.

Also large numbers in data don't always provide opportunity, look around the edges for the niches your competitors don't see.

For example we have clients that are passionate about:

1. Marlin fishing
2. Ballet
3. Ju Jitsu
4. Showing their dogs
5. Bodybuilding

You see when you build a profile of your customer, you can develop a more personal approach to their needs and patterns of behaviour.

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1. Life Is Good: To spread the power of optimism.



The Life is Good brand is about more than spreading optimism -- although, with uplifting T-shirt slogans like "Seas The Day" and "Forecast: Mostly Sunny," it's hard not to crack a smile.

2. sweetgreen: To inspire healthier communities by connecting people to real food.



Our Mission: Spread ideas

TED is a global community uniquely poised to help accelerate world change. We seek a global understanding of the world. We have a responsibility to the world to share our knowledge, ideas, and insights. We are the world's best and brightest. We are the world's best and brightest. We are the world's best and brightest.

History of TED

How TED works

We've all seen TED Talks online before. Well, the company happens to have one of the most succinct mission statements out there.

Mission & Values

Probably the strategy that takes the most work but will provide the largest returns.

If you are building a brand that wants to add value it must be driven by a mission and the values that you use to hold you accountable.

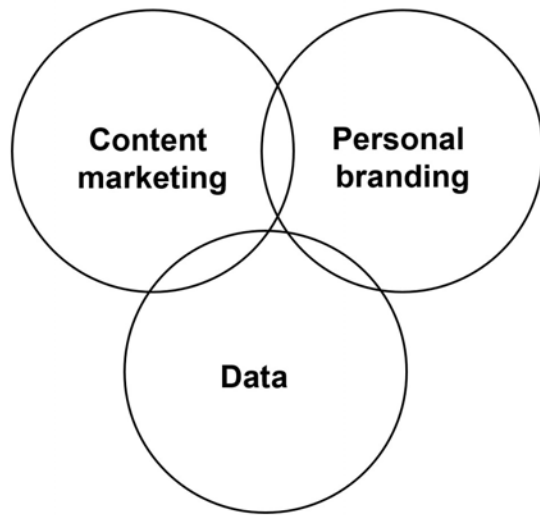
This becomes the competitive advantage that is very difficult to replicate.

This provides the following advantages:

1. Deeper loyalty from customers
2. Attracts the best talent
3. Creates longevity
4. Guides you through the rough and the smooth
5. Reduces your need to sell on price but focuses on value.

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Remember you can blend strategies to get different outcomes.

1. Creating free tools for download within an industry blog you curate based on search data.
2. Optimise your LinkedIn profile or company profile. Share your free tools and provide narrative and tag industry peers plus hashtags.
3. Look at what people respond too, Google trends and questions, then double down again to provide more value.

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The simple formula for current marketing activity.



Watch the customer



Create conversation



Provide value up front

Thanks!

Any questions?

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