



# **Fresh Thinking:**

A long life is  
definitely worth  
caring about

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“So is the life of your brand.”

Mirus Marketing

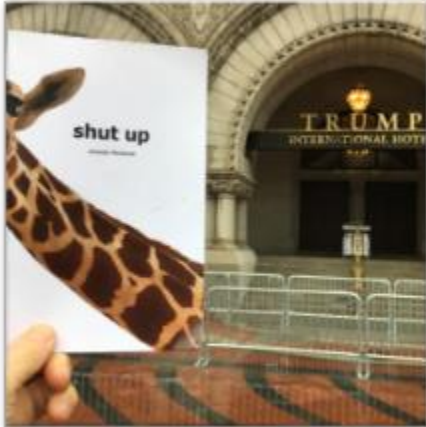


# Introduction

- 1 Lets explore “everybody” marketing
- 2 Marketing Strategy: Your brand voice
- 3 Case study: newly commissioned in Queensland
- 4 Marketing Tactics: Your funnel, MQLs + SQLs



# Marketing + me





# From promotion to “everybody” marketing



Promotion



Promotion + Advertising



4 P's



IMC



Marketing Mix

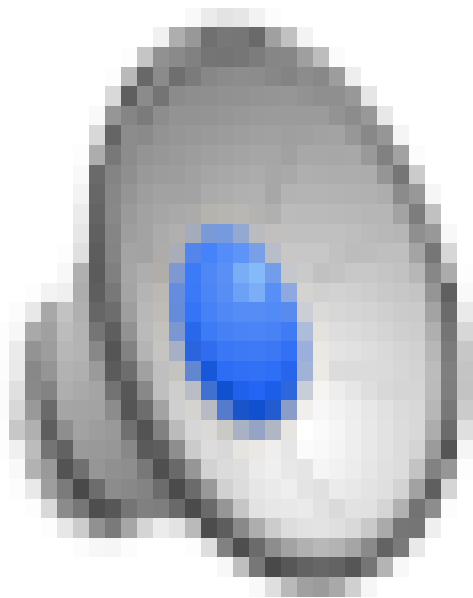


Everybody Marketing





## Commodity to a brand





Let's unpack . . .

- 1 Product to customer
- 2 Setting the tone from the top
- 3 Brand perspective
- 4 Creative perspective
- 5 Media perspective



Real life . . .

## Opportunity

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- Go-to-market
- Demand generation
- Recruitment
- Content pillars

## Challenges

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- Just commissioned
- Big brand competition
- Flood waters
- Workforce management







## “Everybody” marketing . . .

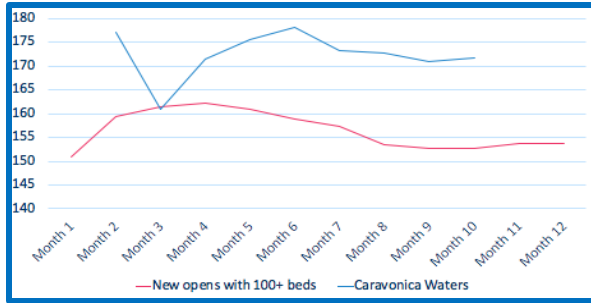
1. Traditional Media
2. Digital Media
3. Social Media
4. Employee Media
5. Community/Vendors/Allied
6. Process and systems
7. Surprise: A birthday party!



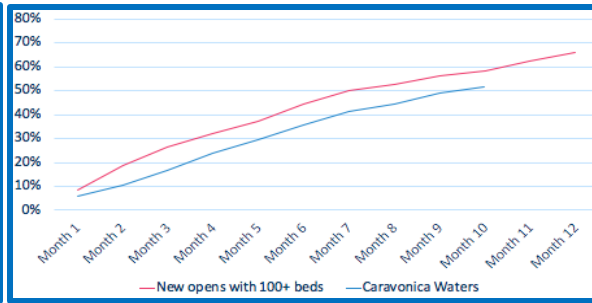


# Benchmark

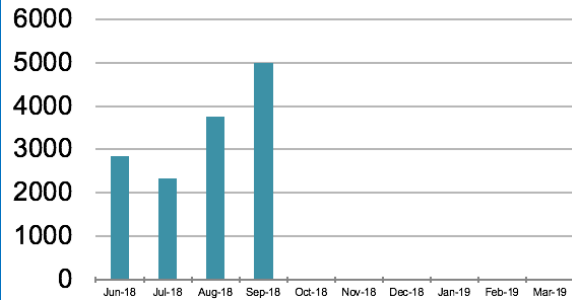
## ADS



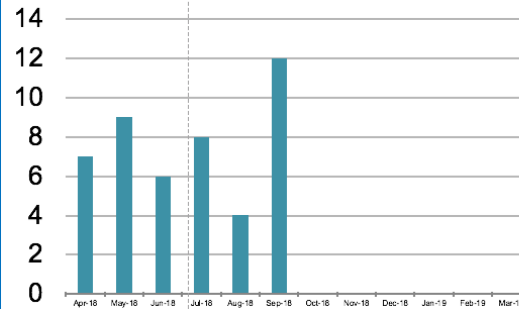
## Occupancy



## Total Marketing Reach



## Total Leads Generated





## How we buy





# The buyers journey

Marketing Qualified Leads

Sales Qualified Leads



Awareness

Experience a need



Consideration

Define the need

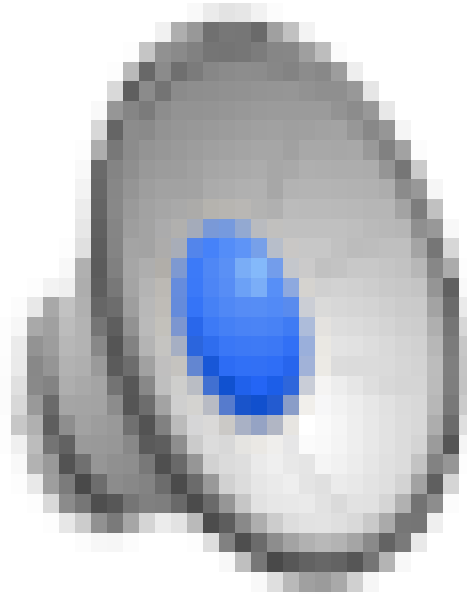


Purchase

Fill the need



## Brand Awareness (or top of the funnel)





## Map your tactical plan

	TRADITIONAL MEDIA	DIGITAL MEDIA	SOCIAL MEDIA
OWNED MEDIA	Banners, Flyers, Fact Sheets, Brochures	Website, Landing Pages, eDMs, Blogging	Facebook, LinkedIn, Twitter, Instagram
EARNED MEDIA	Public Relations, Community Groups, Editorial, Mentions	Linking Strategy, Site shares	Shares. Likes. Comments
PAID MEDIA	TV, Radio, Print, Sponsorship,	Banner, eNewsletters,	Sponsored Posts
EMPLOYEE MEDIA	Focus groups, Social Groups, Events	Surveys, eNewsletters	Social Groups



# Thank you.

1. Identify who is your “everybody”
2. What will you be known for?
3. Strategy before tactics
4. Survey + Socks

