

Hello

**Marketing isn't magic,
there's a science to it**

-Dan Zarrel-

Friends

Customers

Suppliers

It's all about

Engagement

Stakeholders

Prospects

Employees

Our “science” in four steps

1. We tell our Story

When you market your products and services, you actually offer them. We don't sell them. We present them to people who would need them. Not by convincing them, but by telling our story that is so compelling that the other can't help but want to join it.

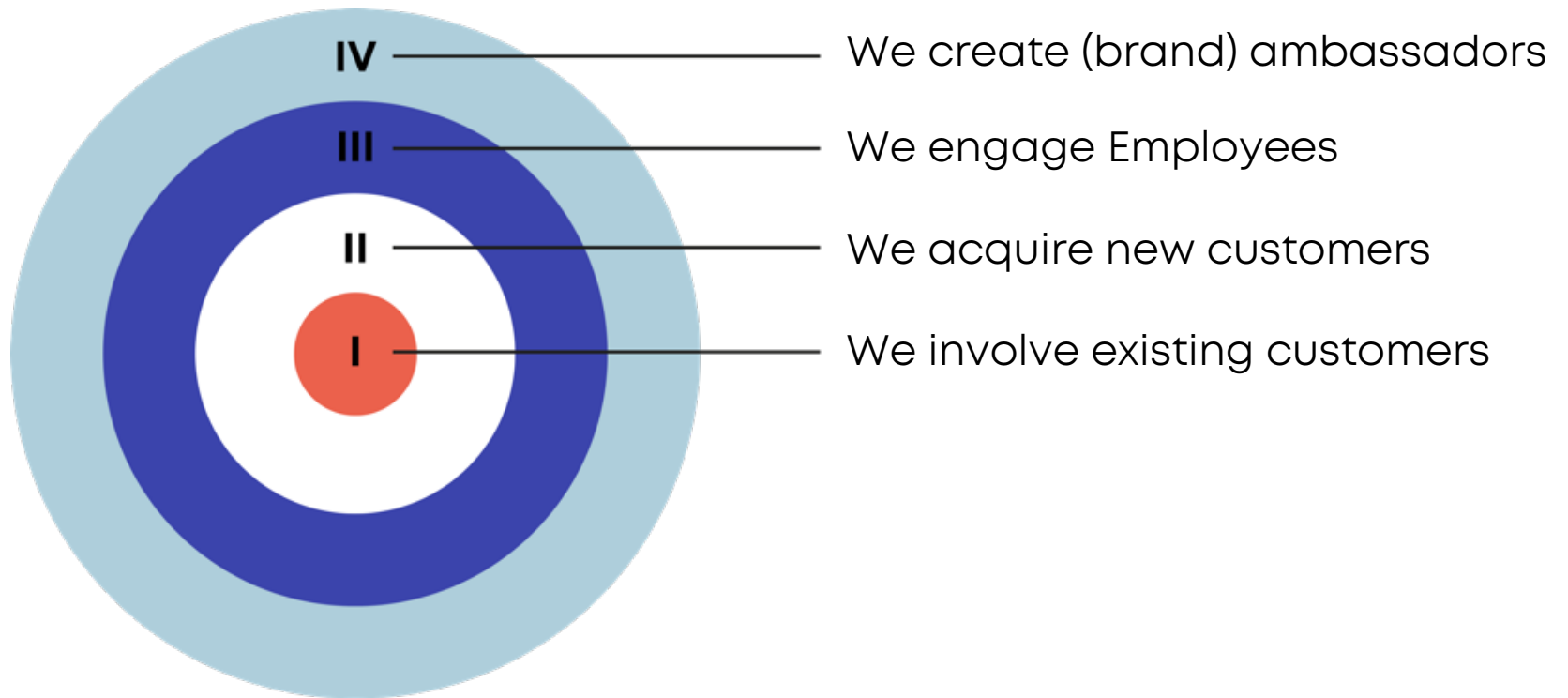
- It's why instead of what
- Focus on the big picture
- Keep it simple
- Make it personal
- Make sure they recognize it
- Pitch isn't a bitch

2. We are consistent

Success doesn't come from what you do occasionally, it comes from what you do consistently. Consistent Content Marketing means two things: consistent quality, and consistent publishing. We connect with our target market across a variety of online platforms and content channels. We boost our SEO; google is so happy.

- We act according to our brand values
- CRM is key; processing all the data and new leads
- Content enables to create and tell our story (information, cases, services, people)
- Monthly newsletter (e-marketing)
- Regularly Social Media postings
- New content to the website (news, blogs, video, stories)

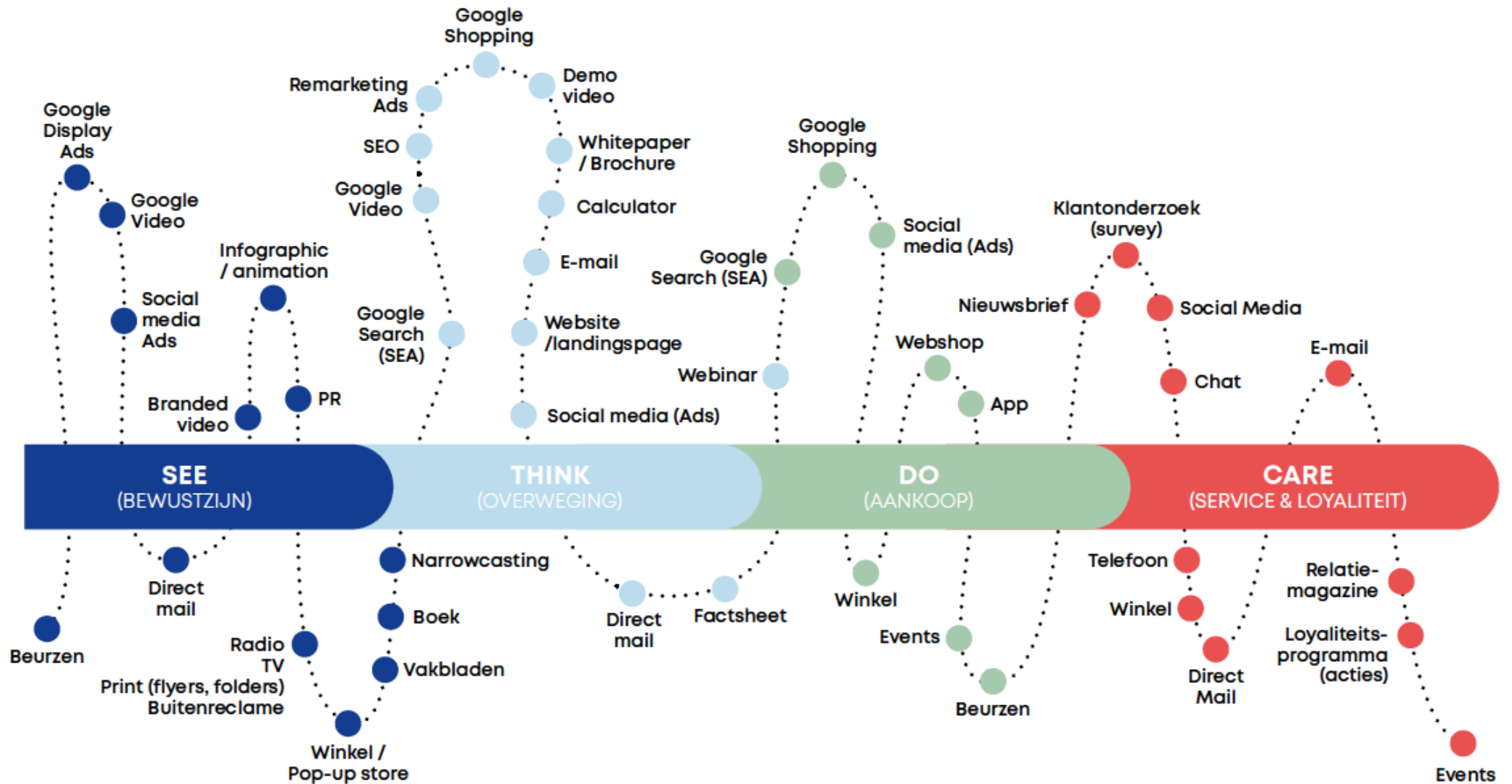
Our 4 levels of marketing



3. We create a journey

We don't just sell and market our products. We don't go around guessing what customers need. We send the right content to the right people at the right moment. That's the science. Our customer journey map is a visual representation of the process a customer or prospect goes through to achieve a goal with our company.

- Describe your target group/buyer persona's
- Map out your buyer touchpoints
- Identify customer pain points
- Awareness-Consideration-Decision-Care
- Create (killer) content and resources
- Use the data



4. We act

With our marketing actions and campaigns we achieve a specific objective. We describe our goals, target-group/persona's and target location. Every campaign includes different content formats, a campaign journey and a design concept with a primary offer.

- What are your specific goals?
- What's the timeline?
- What is your budget you want to spend?
- What do you want to learn from the results (insights)?

So



**Marketing isn't magic,
Now you know our "science" to it**

