

# Marketing in Focus

CREATING A MARKETING STRATEGY TO SUCCEED

Speaker James Danella

CEO/Marketing Strategist

Media Vision Advertising

mediaVISION  
advertising



# Speaker James Danella

CEO/Marketing Strategist

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**James Danella**, of Media Vision Advertising, began his career in advertising & marketing 37 years ago. Growing up in NY, it wasn't long before he found his way to Madison Ave and dove headfirst into the fast-paced world of advertising. Coming from a national background, James learned about the business from the ground up, eventually rising to a position where he could make a real difference. As a producer, he has teamed with some of the best agencies throughout the world, from international clients to local & national brands. One highlight in his career was producing the Paralympics in Sydney Australia in 2000.

The tragic events of 9/11 changed the landscape of the marketing and advertising industry in New York City and ultimately changed the course of James' career. He began to daydream of creating an ethical model where business is conducted with integrity despite the grey often associated with the advertising industry. It was from this inspiration that James established Media Vision Advertising.

During his career James Danella has spoken at universities, businesses and corporate events on various topics related to Marketing, Sales, Networking, and Ethics in Business. James has sat on the Board of Directors and volunteered his time with numerous causes. Additionally, he has 3 books in development. The first is currently titled Smart Marketing and is scheduled for release before the end of 2022. Most recently, James is launching a podcast called "The Marketing Perspective" in May of 2022.

When not at work and trying to change the world one marketing decision at a time, James spends his downtime mostly with family, savoring the time before all the kids are off to college whether that be on a beach, a mountain, or a boat.

## ABOUT MEDIA VISION ADVERTISING

MVA is comprised of industry professionals with diverse backgrounds including national, regional, and local experience. They maintain strong relationships with media representatives across the United States. Utilizing high quality concepts, design execution, and messaging to reach desired audiences their core strength is their strategic marketing capabilities.

The combination of their diverse backgrounds has created the core of what they are about: Creating compelling and strategic campaigns that offer their clients clarity regarding their marketing and advertising efforts with honesty and transparency.

media**VISION**  
advertising

# brand equity

When we talk about the term “Brand Equity”, developing a solid marketing plan is instrumental in its success. Today we will review the information necessary to arm you with the tools to develop your own strategy.

## You need to read this...

It's the hardest concept to palette...

### THE CONSUMER OWNS YOUR BRAND.

This may be an extremely difficult tidbit to hear.

Yet you need to know that your consumer OWNS your brand.

Your brand exists NOT because it was chosen, created, designed, or built. It exists because your consumer says so. It's that simple. It exists because enough people accept your brand as the solution to their problem. Should your consumer decide to go elsewhere (for a host of reasons), your brand will cease to exist.

The brand equity of a every company grows or declines determined by the consumers' willingness to accept it as their brand of choice. Consumers make brand preferences for literally thousands of reasons... And receive approximately 10,000 marketing & advertising touches daily. Once you build brand loyalty, you need to work hard to maintain it & strategically expand on it so your business can grow.

Your message needs to speak the language of your consumer. If you don't already understand how to speak to your customer, learn fast. You may be losing more market share than you know.

***Imagine if every industry was a monopoly and you only had one choice as a consumer?***

***Well... then we wouldn't need marketing, now, would we?***

***Understanding this principle, coupled with developing a solid marketing plan that is unique to you, specifically... will assist your efforts in building brand equity for your company.***

# Today's dollar vs tomorrow's dollar...

**Today** – more direct response focused

Car companies giving 0% financing for x amount of time

**Tomorrow** – messaging that speaks on your brand proposition that plants seeds for future business

**It is what truly builds a company for strategic growth.**

Chick Fil A's "eat more chicken" campaign

- Long term... planting seeds etc.

This mindset of planning  
for both today's dollar AND tomorrow's...  
will greatly assist your planning efforts  
& build a model for sustainable growth.

Casting a vision for your company is instrumental in constructing an effective marketing plan...

- If you don't know where you're going...  
how can you plan for success?...  
and how can you expect your team to follow it's direction?

# A Marketing plan defined:

INVESTOPEDIA.COM STATES THIS ABOUT A MARKETING PLAN:

A marketing plan refers to a business's overall marketing game plan. This includes building and positioning the brand at a high level. It contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements

The strategies within the plan are for many reasons... one could be for reaching prospective consumers and turning them into customers of your products or services...

## A Breakdown of a basic marketing plan's components:

Anyone can take you through a standard marketing planning template...

We're not doing that today.

We will go through the "secret sauce" of what really makes a plan work.

The "meat" of this effort today will provide you with the answers to some very difficult questions & decisions needed to create your plan & it's strategies.

### **For edification... here's what a standard marketing plan contains:**

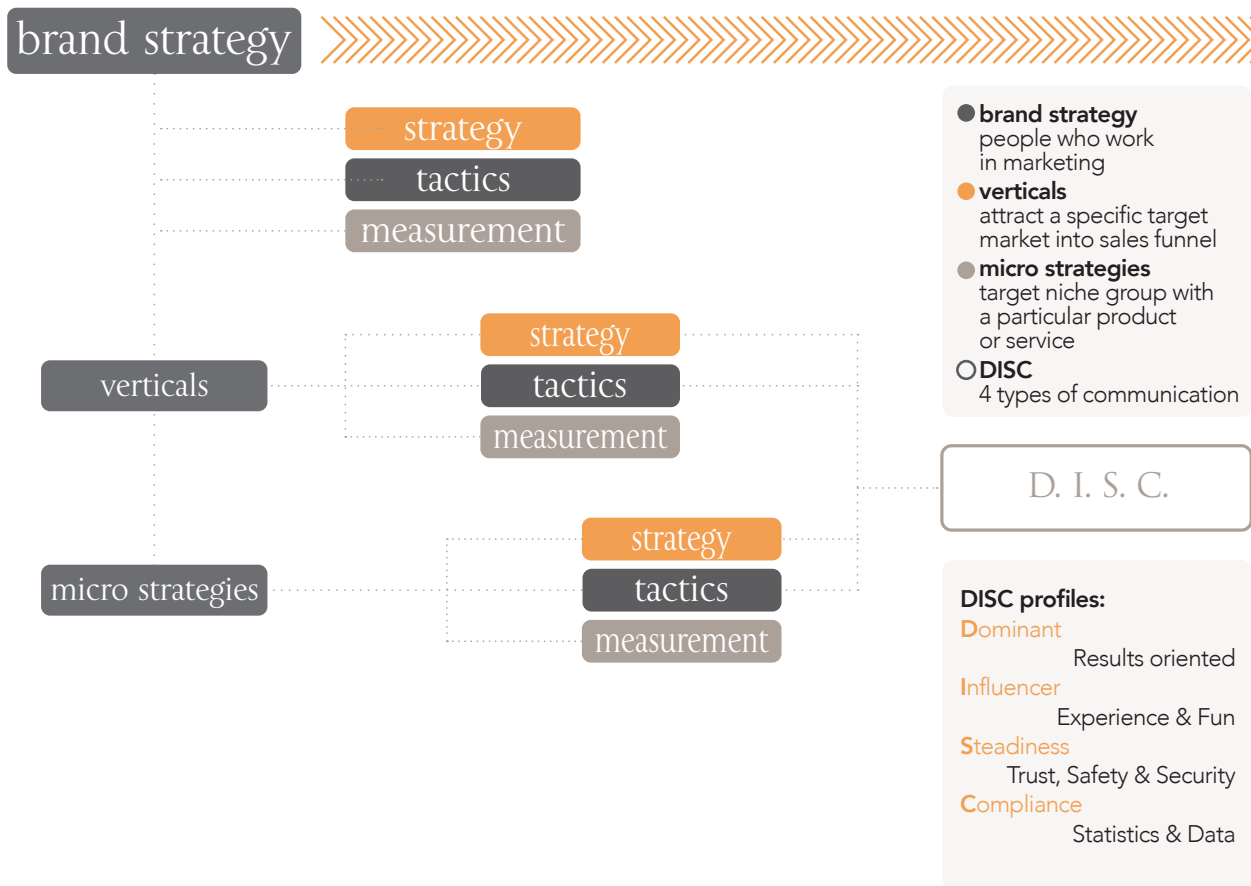
1. Executive Summary
2. Mission & Vision Statements
3. Products / Services
4. Current Market Position
5. Environmental Analysis
6. Customer Demographics
7. Market Overview
8. Trends
9. Situation Analysis
10. SWOT Analysis
11. Competition
12. Marketing Objectives
13. Sales
14. Traditional Media
15. Digital Media
16. Experiential
17. Action Plan & Media Plan
18. Additional ideas to consider
19. Conclusion

# a working strategy

This is what a working marketing plan looks like from 1000' from the brain of a marketing strategist:

## a different perspective

how we see & utilize marketing plans



Define your current Brand Strategy:

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Strategies implemented?

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Do you have verticals that need to be identified & marketing separately from the brand?

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Are there other micro strategies that fall under the brand that may have a different geo, demo or category of industry to market?

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# building a brand

## WHAT DEFINES A SUCCESSFUL BRAND?

### 1. Message

Whether it's content on the home page, the message on a biz card, or verbiage used by leadership at an event...

### 2. Audio/Visual

Visual & audible art that effectively wraps the words together to create the experience.

### 3. Internal Culture –

What your consumer sees when they come through the door... the customer experience

### 4. The above, combined, creates the brand experience.

Your company has to become more than a set of products, services, employees, and words. Your plan is essential in business because the brand experience is heavily tied to company value and long-term success.

“Products are built. Services are implemented. And both solve problems...  
Yet a true brand is made in the mind  
of your consumer.”

## Develop a Vision Statement

### BIG AND EMOTIONAL

Audacious wording that describes the dream and ambitions of the brand – what affect your brand will have on the world...

### Exercise – Brand Superheroes

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## The Brand Experience (IN ONE SENTENCE OR LESS... )

What is your biz trying to say...

What's the message?

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Who are you?

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Do you have Real solutions to Real problems? If so, what are they?

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Development questions: (In one sentence or less... )

**Describe the consumer(s)?**

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What's the message?

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Where are they?

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Who are they?

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Who benefits from your services?

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How will your consumer feel about your brand?

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Who are your competitors?

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Describe them?

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Why you vs. them?

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# exercise front page news

10 years from now...  
your business makes front page news...

What does the headline say?

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What problem was solved & then...

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Describe what success looks like.

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## Brand Platform/Personality/Positioning

Jot down a functional description of what you do...

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What is the core strength of your business?

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Now define potential market share that can be exclusively yours...

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## Brand Alignment (INTERNAL CULTURE)

What do your "employees" do that interacts with the consumer?

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What form of customer service is expected?

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Will your team be a reflection on your business? If yes... How?

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How can you develop a culture that makes your staff & consumers proud of your brand?

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## Brand message

Describe the consumer(s)?

Where are they?

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Who are they?

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Who benefits from your services?

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Describe your offering to this consumer?

Is it a solution to a real problem for your consumer?

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If so, how?

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## Defining your audience:

Describe your ideal client:

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If you only had \$5 dollars... pick the one customer that your business was built to serve.

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## Questions to ask yourself:

Demographics:

Where do they live (own, rent, lease, etc)?

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What's the age range & sex?

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Income bracket (median HHI)

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## Geographics:

Where do they live, geographically?

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How far will they travel to get to you?

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Can they interact via e-commerce or remotely?

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## Psychographics:

What are their interests? Music interests... tv viewing... publications... hobbies...

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How will you connect to them, emotionally?

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Why do **you** think **they** need your product or service?

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What need does it fill?

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Competition:

Define them?

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What do you do better?

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What do they do better?

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How much market share do they have vs you?

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Finally... ask yourself how to reach them effectively.

How to speak to them where they are...

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## Budgeting

What is your projected GAR (gross anticipated revenue) for 2022? \_\_\_\_\_

### If you're a new business...

Multiply it by 10% - 15% depending if you're conservative or aggressive.  
If you're driving biz through a physical brick/mortar... choose higher.

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### Established biz...

2-6%

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This total gives you a working marketing budget, as a starting point, which would be the MOST to spend in the upcoming year.

## If/When Buying Traditional media... (TV, RADIO, PRINT)

**We look at the cost per point and the gross rating points of that media to get to our calculations.**

- CPP 101 – basically... the # of people reached divided by cost of campaign = what it costs per person
- Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time.

### If/When Buying Digital media... (display, SEM or PPC, paid social, OTT programmatic audio, etc

Divide total # of conversions by the total # of visitors to site multiply that by 100

**Example** 150 visitors last week & 50 went to the portfolio: (my site stats last week)

$$50 \div 150 = 0.333 \times 100 = 33.3\% \text{ conversion rate}$$

### Variations:

- Conversion rate = total number of conversions / total number of **sessions** x 100
  - Conversion rate = total number of conversions / total number of **unique visitors** x 100
  - Conversion rate = total number of conversions / total number of **leads** x 100
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## Types of Media Options:

### TV (broadcast or cable)

- Mostly a brand mechanism as budget allows
- Can be utilized for direct response
  - ...act now... price & item

### Radio

- Mostly a brand mechanism as budget allows
  - Can be utilized as influencer model
  - Doing your own show...
  - Getting interviewed by DJ
  - Etc

### Podcasting

- Brand mechanism
  - Influencer model
  - Can produce passive revenue
  - Can highlight various vendor relationships effectively
  - Can fall under content marketing

### Print

#### **Magazine**

- Branding & native advertising (known as sponsored content)

#### **Newsprint**

- Direct response
- Only for price & item now...

### Search (organic & paid)

- Brand Positioning
- & Direct Response

### Display

- Brand Awareness
- & Drive Traffic to Site

### Native (can fall under content marketing)

- Sponsored Ads
- Interviews
- PR
- Content Marketing

### Social (can fall under content marketing)

#### **Organic**

- Positioning (Relationships)
- Awareness

#### **Paid**

- Can Be Direct Response On Some Channels Like FB & Instagram
- Brand Awareness
- Traffic to Site

### Video (can fall under content marketing)

- Brand Awareness
- Traffic to Site
- CAN Drive Direct Response When Done Well...
  - RM615 Example

## S26 - Experiential

### Relationships in biz

- Referral partner relationships
  - Needs to be win-win... not one sided
- Strategic alliance partners
- Co-branding partners
- Network introductions & expansion

### Networking

- This is a GREAT time to reach out to individuals
  - Learn about their biz
  - See how you can help
    - Refer them to someone that needs their services
    - Can your expertise provide insights to get them through this time?
  - Use zoom when possible to save time
    - It still cannot replace building real relationships though... just sayin' –
- Searching for a network group... ask yourself:
  - Are they meeting OUTSIDE of that room?
    - Building relationships is KEY
- What is their online presence like?
  - And does it promote you at all?
  - Is it easy for members to find you?
- Are you restricted from networking elsewhere?
- Can you help the people in the room (referrals)
- Can they help you?

### Trade shows

### PR

## Goals & Objectives

What goals do you want your advertising & marketing to accomplish?

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What objectives will you seek to achieve your goals?

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**Let's build a plan for you!** Fill in the blanks: (reiterated from previous)

Make sure you have all this info filled in...

Budget:

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Geo:

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Demo:

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Psycho:

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Competition:

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Overall objectives:

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Verticals:

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Measurement:

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## MEDIA SELECTS

YES NO

- TV (broadcast or cable) \_\_\_\_\_
- Radio \_\_\_\_\_
- Print \_\_\_\_\_
- Billboard \_\_\_\_\_
- Podcasting \_\_\_\_\_
- Search (organic & paid) \_\_\_\_\_
- Display \_\_\_\_\_
- Social \_\_\_\_\_
- Organic \_\_\_\_\_
- Paid \_\_\_\_\_

## CONTENT MARKETING

YES NO

- Brand Messaging \_\_\_\_\_
- Content planning \_\_\_\_\_
- Sponsored ads \_\_\_\_\_
- Interviews \_\_\_\_\_
- Press releases \_\_\_\_\_
- Blogs, white papers, etc \_\_\_\_\_

VIDEO YES  NO

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EXPERIENTIAL

YES NO

- Networking \_\_\_\_\_
- Tradeshows \_\_\_\_\_
- Events – (speaking) \_\_\_\_\_
- Referral partners \_\_\_\_\_

PR YES  NO

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SALES YES  NO

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Remember that Marketing is an investment...  
unless you're doing it wrong...  
then its an expense.

from  
ideas to  
results

media  
VISION  
advertising

advertising  
marketing  
strategy  
creative  
pr

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