

The background features a gradient from light green at the top to dark blue at the bottom. On the left side, there is a large, semi-circular scale with numerical markings from 140 to 260 in increments of 10. Several circular and semi-circular lines, some solid and some dashed, are scattered across the image, some with arrows indicating a clockwise or counter-clockwise direction. The overall aesthetic is clean, modern, and technical.

ECOSYSTEM MARKETING

MEDIA AND OUTREACH STRATEGIES IN THE 21ST CENTURY



What are your goals?

What channels or resources are necessary to attain those goals?

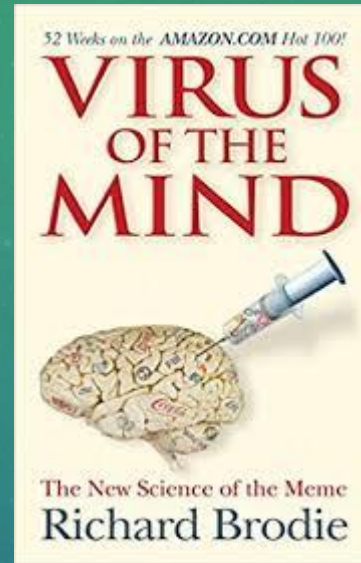
Where are the people that will attain those goals?

- Sales leads, networking groups, a busy consultant?
 - Where are they?
 - How do you get their attention?
- How are you engineering both yours and your partners environments to optimize collaboration and execute your vision.

TWO KEYS

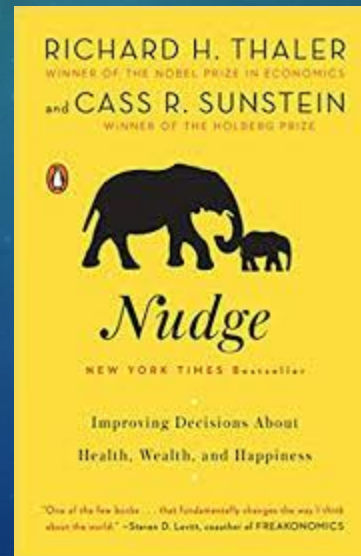
- LANGUAGE

- Message Frequency
- Positive Association



- ENVIRONMENT

- Prescience/Influence
- Positive Association



BRANDING AS A BUSINESS MISSION

- Branding should be your mission manifest as cheerleader.
 - Tone, tenor, and first impression of your business.
- Soul and story of the business
 - The love, passion, and service of what you do and why you do it.
 - As much an external show of values as much as internal.
 - Good clean branding can increase employee workplace satisfaction, and increase productivity.
 - People enjoy working for companies with missions that feel inclusive or dynamic.

HOW TO EXECUTE YOUR GOALS

DEVELOP, COMMIT, AND EXECUTE A VISION

- Develop a marketing strategy with contingency and mobility.
 - Stick with the plan, but just in case, its good to structure your mix so you can rearrange inventories if necessary.
- Diversify your portfolio of marketing channels.
- COMMIT COMMIT COMMIT
 - You can only know what works by gathering data and finding out what works best on a cyclical basis.
 - Depending on the size and industry, it can take up to 3 years to gather enough data necessary for a business to know what does and doesn't connect with people.

I. What type of publication, networking, or other types of outreach do you require? Advantages of different channels?

I. Print

- I. +Home Owner, +Educated

II. Radio

- I. +Vehicle Owner, +Small Business Owner

III. LinkedIn

- I. +Professionals, +Digital Marketplace

IV. YouTube

- I. +Global, +Millennial

V. Event

- I. +Local, +Community Interest

AUDIENCE DEVELOPMENT AND ACTIVATION

1. MAXIMIZE REACH
2. FIND AFFECTED POPULATIONS
3. MAKE PERSONAL CONNECTIONS

