

"How to Market Your Technology Solution to Customers and End Users"

Lee Kraus

Mythology Marketing

We have a Problem.

VIACOM



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4151

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I'm lovin' it



my kinda
shoppin'
spree

Dollar  Menu



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The Marketing Model Is Broken

**2,904 media
messages a day**

**An individual will
pay active
attention to 52**

Will dislike 14

**Only 4 will be
positively
remembered**

99% Attrition Rate

*Source: Citibank CMO Anne MacDonald, October
2005 financial services seminar

People are **CYNICAL**.

You have to **BUILD** belief.

Every demographic from Baby Boomers to (especially) Millennials, prefers to find new product/service information **via the Internet** over any other medium



Word of Mouth

A close-up photograph of two women. The woman on the right is looking towards the camera with a slight smile, her hand held up to her mouth in a 'shushing' or 'whispering' gesture. She has dark hair and is wearing a silver ring on her finger and a dark wristband. The woman on the left is seen in profile, her face partially obscured by the first woman's hand, suggesting she is the one being whispered to. The background is dark and out of focus.

fueled by social networking, email and IM, WOM is the most powerful marketing channel in today's world

Consumers expect to participate in the development and propagation of brands; a **two-way conversation**

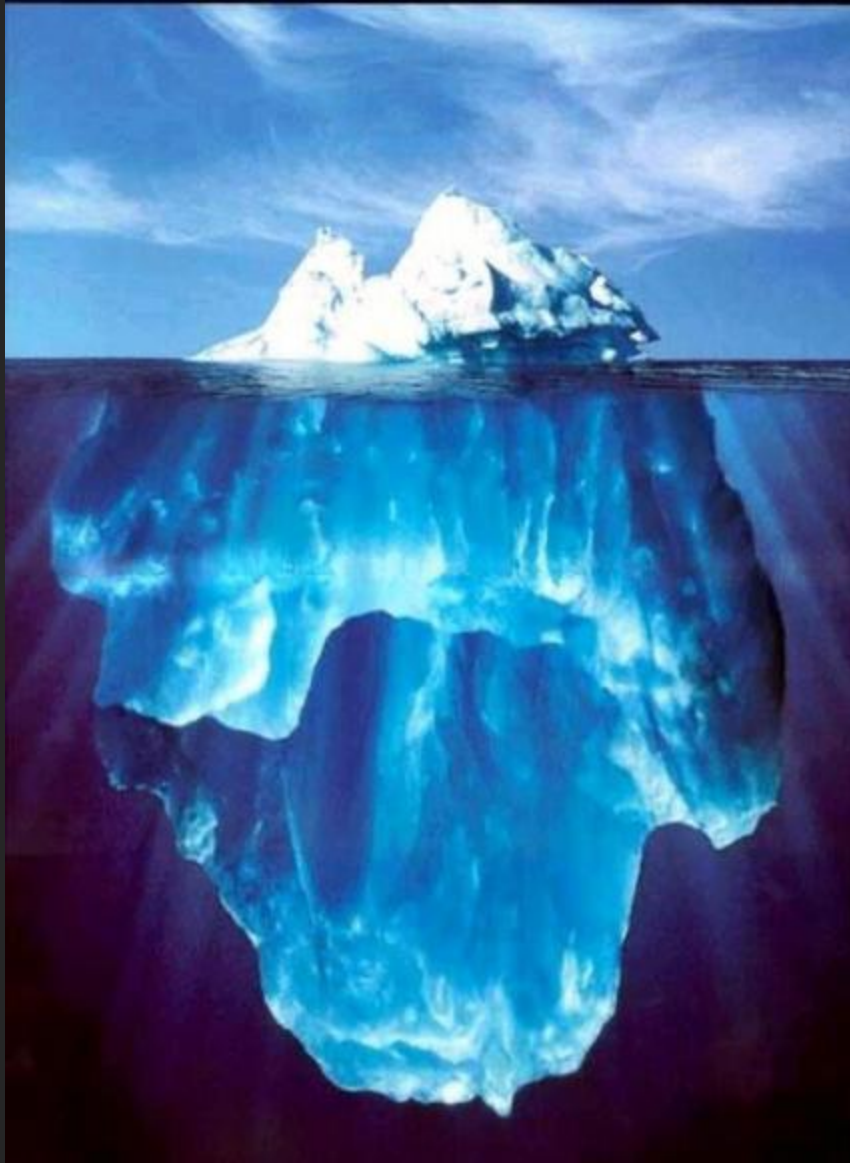


Is your audience cynical?
If they are, is it justified?

How can you help users
understand the **value** of your
solution and actually **adopt** it.

A Marketing System

Marketing = Belief Management



The marketing your audience sees

The underlying foundation of your
brand and market position

Start at the foundation for
effective, accountable marketing

The Ten Pillars of Empowered Marketing

Understanding

What do your employees/customers/partners believe? What do they want to believe? What do you want them to believe about you or your product/service?

Engagement

Campaigns and communication - How, when, where the story will be told in unexpected, breakthrough ways

Priority

Choosing first the ones who will choose you - Segmenting customers and stack-ranking who is most valuable to you

Surprise

Unexpected value - emotional and functional – that exceeds expectations and builds into a dependence that they won't be able to live without

Differentiation

Competitive strengths that set you apart- Finding the core of who your organization is and why that is special and unique in both emotional and functional benefit categories

Dialogue

The power of intimacy and the path to loyalty - Interactive communications that lead to relationships

Alignment

Internal buy-in and readiness...are your people ready? Helping your team see, understand, believe and live out the vision

Empowerment

Incentive and opportunity to share the great experience with others

Mythology

Your brand, your story that builds belief and inspires action

Innovation

The next surprise - Feeding the addiction of being delighted with new value

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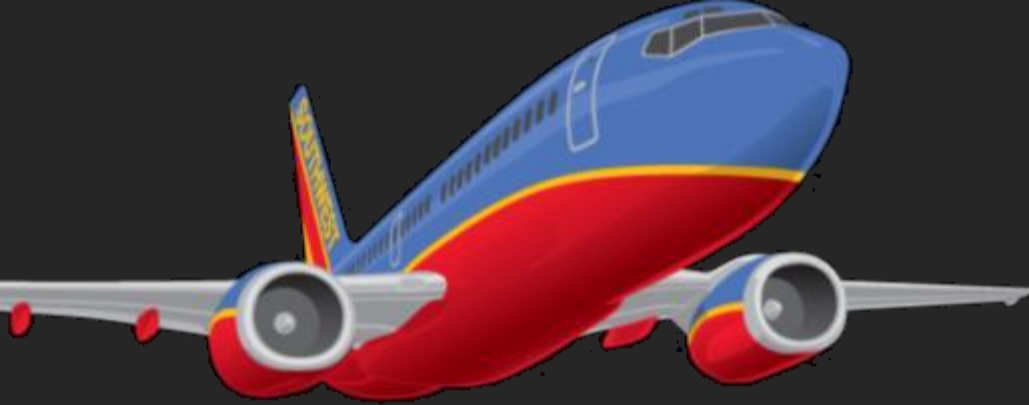
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The next surprise - Feeding the addiction of being delighted with new value

Differentiation

Competitive strengths that set you apart.

Finding the core of who your organization is and why that is special and unique in both functional and emotional benefit categories.



SOUTHWEST

“You are now free to move about the country”

Focus

friendly service,
speed and
frequent point-to-point
departures

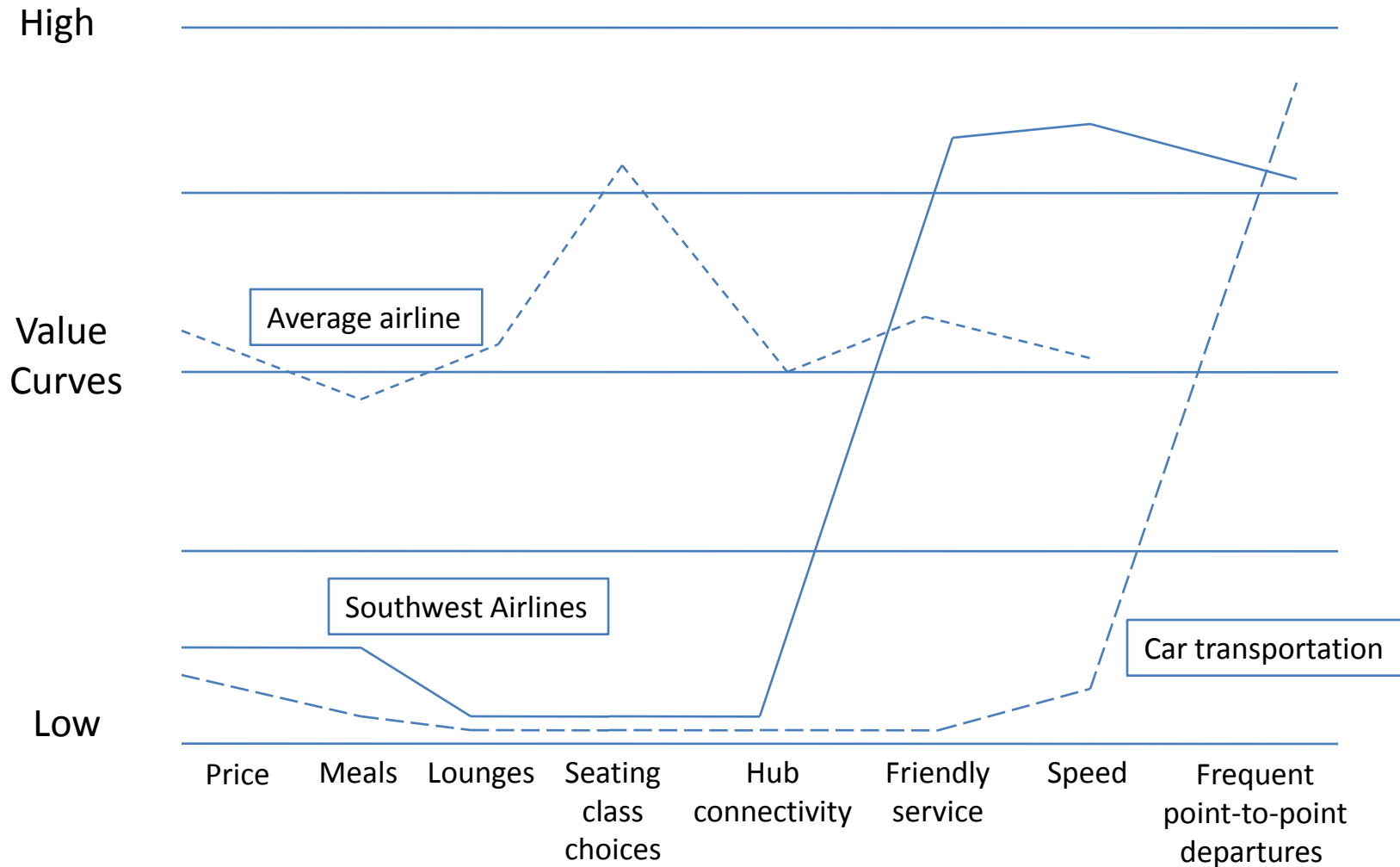
Divergence

Value curve should stand
apart from competitors

Compelling Tagline

Authentic, clear, memorable

Strategy Canvas: Southwest Airlines



The Value Proposition

the promise of differential value a customer can expect to obtain from the purchase and use of the product/service.

The Value Proposition

the guiding principle by which all decisions can be made going forward.

The Value Proposition

competitive statement.

“It should be impossible to substitute a competitor’s name in the value proposition.”

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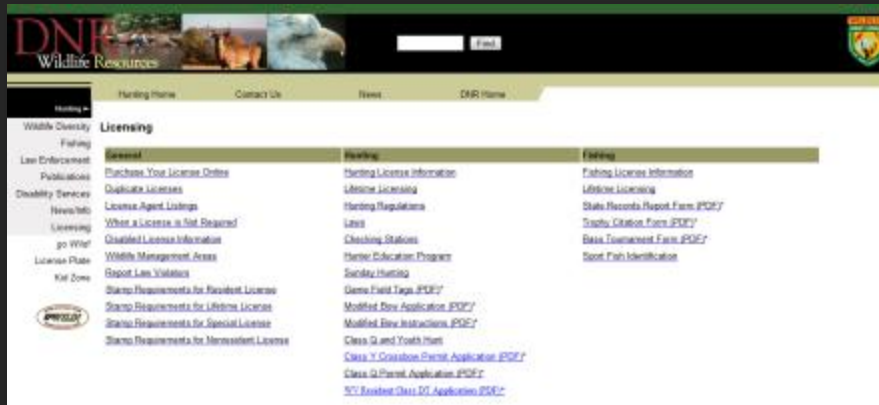
the guiding principle by which all decisions can be made going forward.

competitive statement. It should be impossible to substitute a competitor's name in the value proposition.

Defining the Value Proposition

For (Target Customer):	
Who Needs:	
The (Offering Name)	Your Solution
Is a (Category)	
That (Provides Key Benefit):	
Unlike (Primary competitive alternative)	
Because (Our offering's primary differentiation):	

Real World Project



differential value
the guiding principle
competitive statement

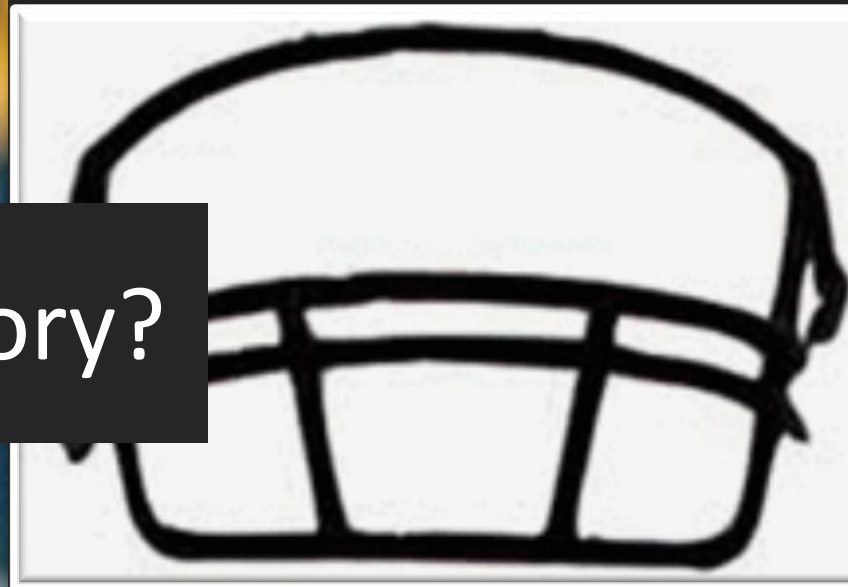
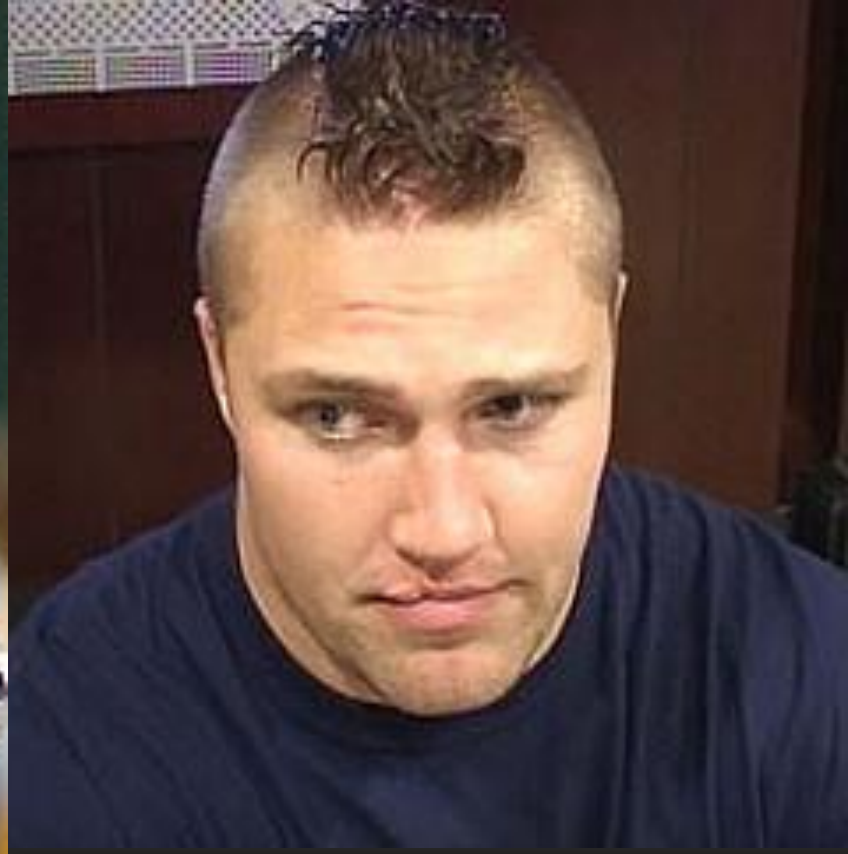


Where should You differentiate?

What is the unique value that you can build on?

Mythology

myth·ol·o·gy a set of stories, traditions, or beliefs associated with a particular group or the history of an event, arising naturally or deliberately fostered



How “sticky” was this story?



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WestVirginia *Travel and Recreation*

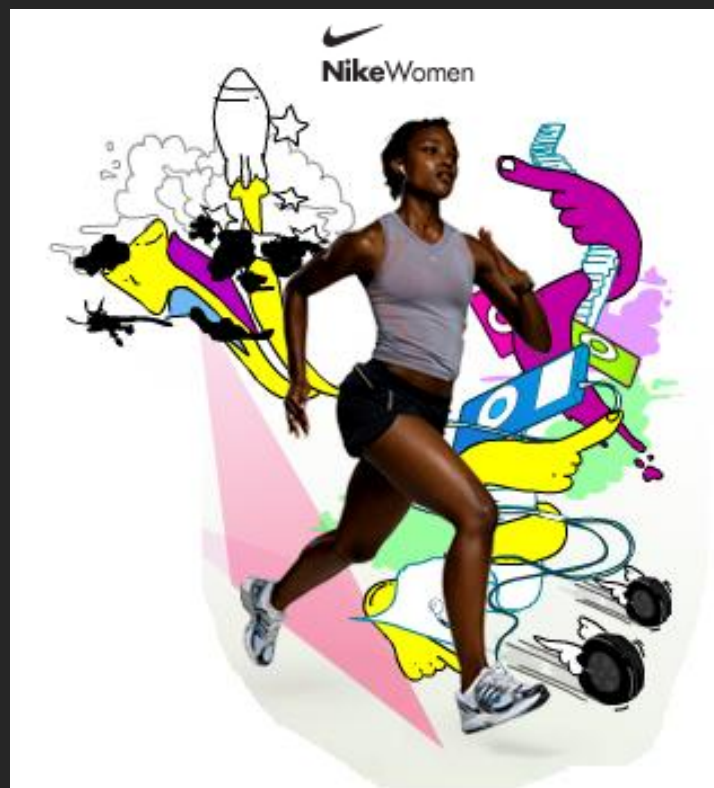
How “sticky” is this story?

A man with a long, grey beard and sunglasses is sitting on a Harley-Davidson motorcycle. He is wearing a black t-shirt and black leather chaps. The motorcycle is a cruiser style with a large headlight and chrome accents. The background is a wooden building with some graffiti and a cobblestone path.

I'D NEVER LET MY WIFE RIDE IT.
AT LEAST NOT UNTIL SHE'S 18.

NOTORIOUS SINCE 1903.

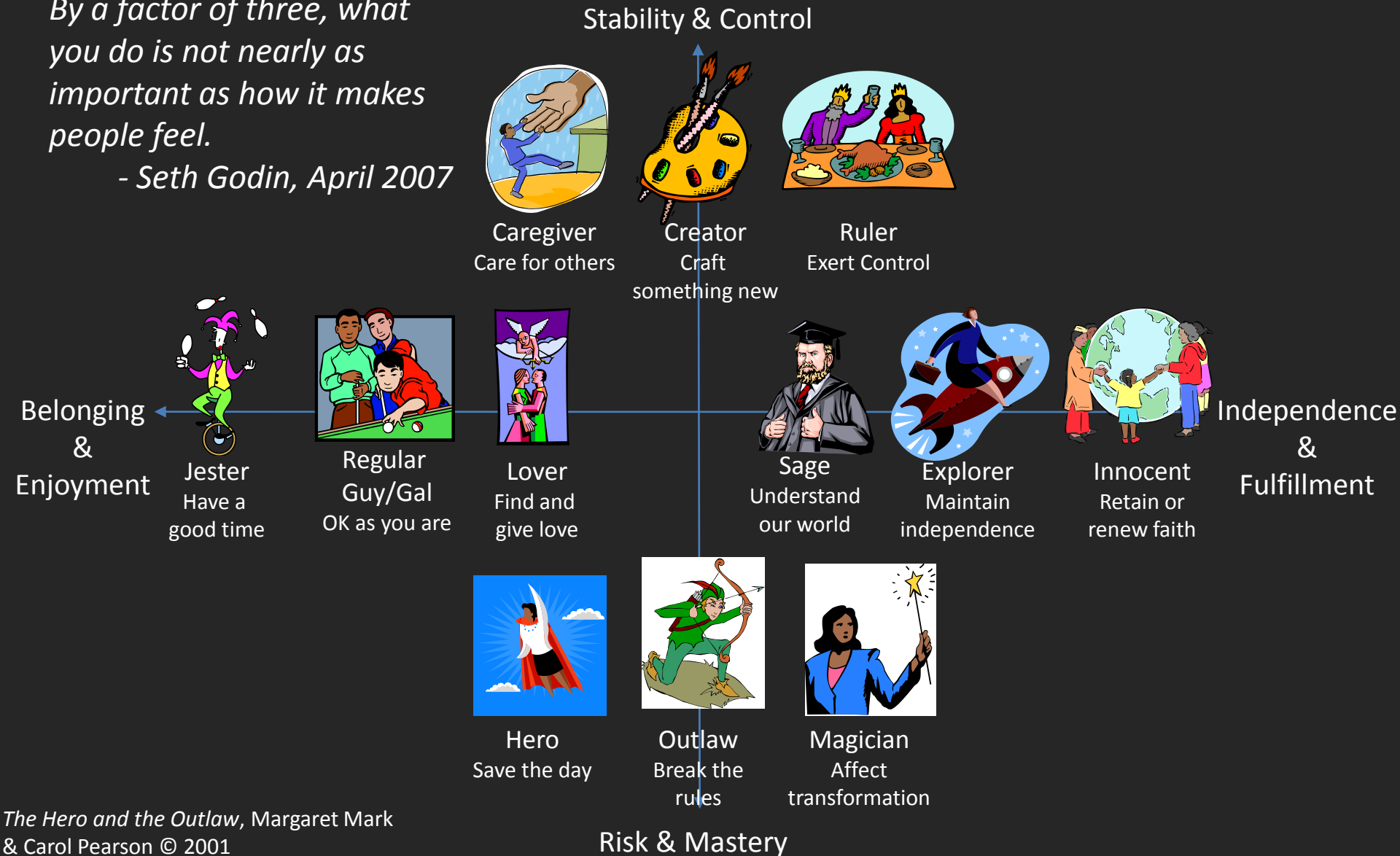




Emotional Value: Connecting via Archetypes

*By a factor of three, what
you do is not nearly as
important as how it makes
people feel.*

- Seth Godin, April 2007



Emotional Value: Connecting via Archetypes



What emotion do you want to invoke?

What Builds Belief?

- Consistency of word and action
- Unselfish action
- Authenticity and openness (Non-manipulated admission)
- Unrelated third-party validation
- Familiarity and intimacy
- Unexpected benefit

What Makes an Idea Stick?

SUCCESS



Simple





Unexpected

Concrete





Credible

Emotion



Story





Successful Advertising Templates

- **Pictorial analogy** - Featuring extreme, exaggerated analogies rendered visually
- **Extreme consequences** - Exaggerated results of *not* using the advertised product/service, or extreme benefits of using it (NOTE: The majority of award-winning ads fall under these first two categories)
- **Extreme situations** - A product/service is shown performing under unusual circumstances, or an attribute is exaggerated to the extreme
- **Competition** - In which a product/service wins a "bake-off" with the competition; even better if the bake-off circumstances are exaggerated
- **Interactive experiment** - Where people interact with the product/service directly to "see for themselves"
- **Dimensionality alteration** - Shows the long-term implications of a decision, such as not using or using the product/service

IN AN ABSOLUT WORLD

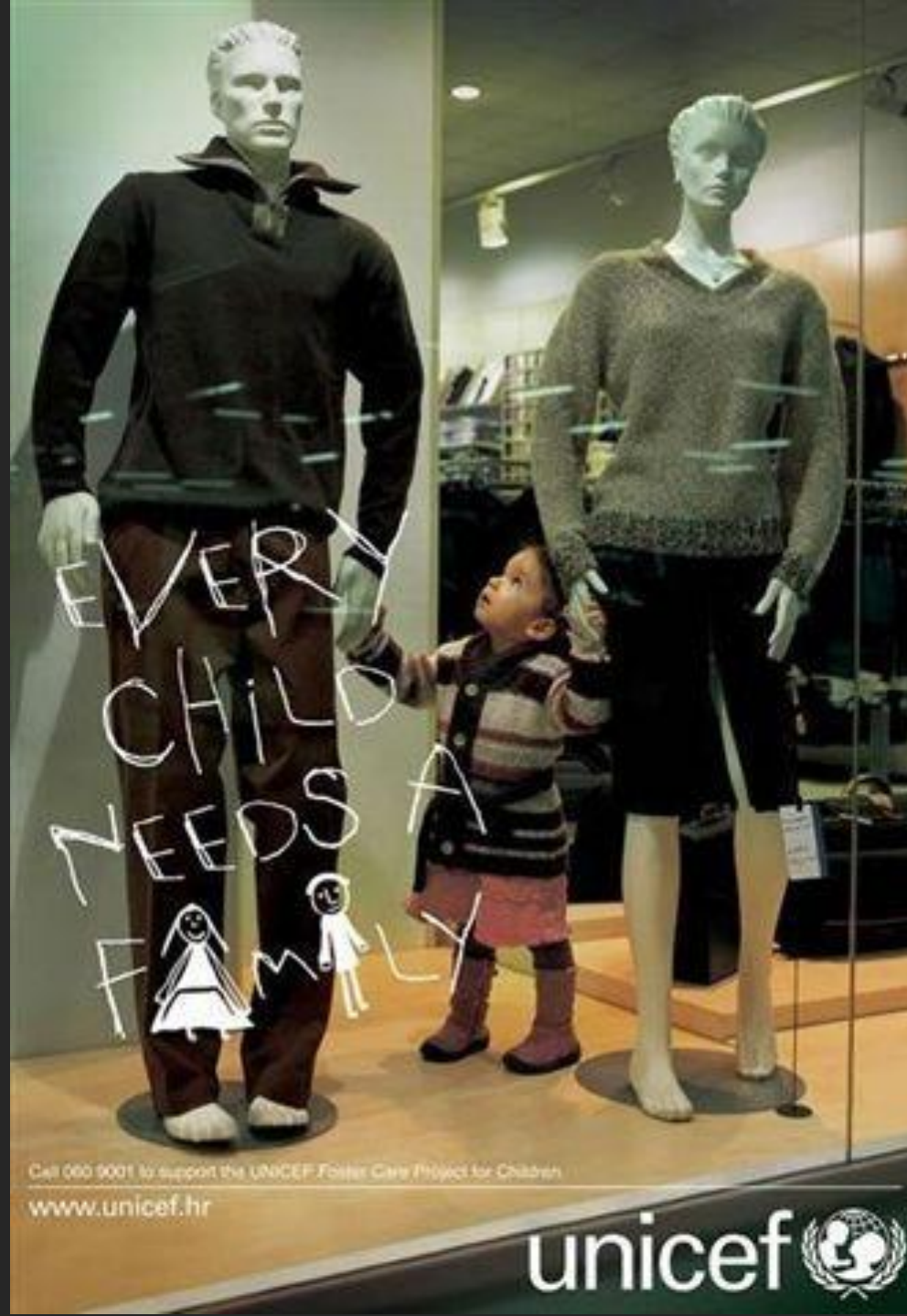
ABSOLUT VODKA. PRODUCT OF SWEDEN. 40% ALC/VOL (80 PROOF). ABSOLUT VODKA IS IMPORTED BY HUGO BOSS. ABSOLUT VODKA IS A TRADEMARK OF HUGO BOSS. ABSOLUT VODKA IS IMPORTED BY HUGO BOSS. ABSOLUT VODKA IS A TRADEMARK OF HUGO BOSS.

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GLAD



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What is your story?

People are **CYNICAL**.
You have to **BUILD** belief.*

*Based on differentiated value shared through authentic sticky stories.

Thank you!

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