

# THE PAULSEN BRAND ACTIVATION PLAN

The Paulsen Brand Activation Plan is an in-depth investigative process designed to identify your most pressing branding and marketing challenges, find the unexplored opportunities and provide a set of realistic recommendations to help you achieve your objectives.

Yes, the Paulsen Brand Activation Plan is an investment in time and dollars. But it is an investment that will ensure your marketing efforts are right on target with significantly less waste and confusion. We can confidently say this process is the greatest indicator of success for our clients.



**PAULSEN**  
Leading Ag

# THE PROCESS

**KICK-OFF MEETING** (2 hours) with C-level executives and key sales and marketing personnel to outline objectives and expectations. What are the important questions that need to be answered in order to achieve the marketing objective?

**12 INTERNAL INTERVIEWS** with key personnel, including C-level executives, mid-level managers and frontline employees. This will help us identify your company's strengths, vulnerabilities and opportunities as they relate to your branding and marketing efforts.

**12 EXTERNAL INTERVIEWS** with loyal customers, former customers and non-customers. This may also include vendors, dealers, distributors or retailers, depending on the sales channels. Understanding how others perceive your company's brand is critical to developing an effective marketing strategy.

**COMPETITIVE ANALYSIS** of key competitors vs. your current marketing efforts. This is a synopsis of what your competitors are doing in the marketplace in comparison to your company.



# DELIVERABLES

## SUMMARY OF INTERVIEWS

We will provide a detailed summary of what we observed during the internal and external interviews. Where appropriate, we will also provide key statements from participants that best articulate the tone or attitude associated with these observations.

## BRAND ALIGNMENT MAP

How you see your brand and how customers view your brand are often two different things. The brand alignment map shows you where perception and reality meet.

## KEY MESSAGING RECOMMENDATIONS

What makes your brand unique, compelling and believable? We will develop the key messaging statements that will guide your future marketing efforts—and ultimately drive your position in the marketplace.

## KEY TACTICAL RECOMMENDATIONS

So what are the next steps? Paulsen will provide an overview of tactical recommendations, including:

Brand messaging platform	Communicate your brand with a strong positioning statement and supporting messages
Brand design platform	Visualize your brand with unified and consistent design elements
Digital strategy	Improve your brand's online presence through web, SEO, PPC and social media channels
Media strategy	Reach your audience through paid media channels; traditional and online
Public relations strategy	Build your brand with owned and earned media channels
Internal communications	Convey your brand strengths throughout the entire organization

These are top-line recommendations that allow your company to prioritize, budget and integrate into an annual marketing plan. This recommendation will also include a marketing investment based on your company's current sales figures and future sales goals.

If you would like Paulsen to execute these recommendations, we can provide more details and price quotes for each component.

## PRESENTATION

Paulsen will conduct an in-person presentation (2 hours) to discuss our findings and final recommendations. This face-to-face format allows us to directly answer questions and provide additional context, as needed.





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