

IGNITE XDS

Strategic Marketing & Business Growth

STRATEGIC METHOD

What Do We Do?

We Help Our Clients

GROW THEIR
BUSINESSES

& Make More Money



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To Understand
**WHY OUR PROCESS
WORKS...**

You Should Understand...
WHAT WE BELIEVE.

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We Believe...

YOU CAN'T SELL TO "EVERYONE"

First, you have to define exactly WHO your customers are and identify what keeps them coming back.

Then find a way to slightly improve their experience every time they interact with your Brand.

Finally, prospect similar audiences and serve them just as well.

The GUARANTEED result: GROWTH.

Sounds simple. Right?

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We Believe...

To grow a business, you have to make certain you are...

**ALWAYS & COMPLETELY
SATISFYING YOUR
EXISTING CUSTOMERS.**

In other words...will adding new business damage the relationship you have with your existing customers?

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We Believe...

80%

of executives believe their company is *delivering a positive brand experience*



8%

of their actual **Customers** agree with them*

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*"Closing the Delivery Gap" Bain & Company

We Believe...

Your **BRAND** is not just a visual representation.

It's **EVERY SINGLE TOUCH-POINT YOU HAVE WITH YOUR CONSUMERS.**

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We Believe...

The use of technology
without a **DEFINED
PURPOSE, GOAL, AND
FOLLOW-THROUGH**, is a
waste of technology and
money.

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We Believe...

**The only way to succeed is
to **PLAN TO SUCCEED.****

Then stay focused on that plan.

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We Believe...

EVERY IDEA should be
subjected to scrutiny.

It will either stand, be improved, or be
rejected as a result.

We Believe...

The most **DANGEROUS**
place in the world is where
you **PLAY IT SAFE AND**
BLEND IN.

- Mitch Lipon, President Ignite XDS, Inc.

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We Believe...

OPPORTUNITY is missed
by most people because it
comes dressed in overalls
and looks like **WORK.**

- Thomas Edison

**OUR POINT OF REFERENCE:
YOUR CUSTOMER &
YOUR COMPANY**

And the relationship you form.



Our view on the...

CUSTOMER

SELF-INTERESTED

Consumers are determined to fulfill their own self-interests, and will only move in your company's direction if YOU provide them a "Hope for Gain"
And why shouldn't they be?

EMOTIONAL BEINGS

Human nature demands that companies appeal to their customers and prospects emotions to create a positive sales opportunity. NO ONE wants to do business with people they don't like.

KNOWLEDGEABLE

Consumers have more information at their fingertips than ever before in history. That fact can create great opportunities or pitfalls in any strategic marketing plan.

RUTHLESS

Consumers are making RUTHLESS buying decisions in a "Hidden Buying Cycle" and you can't be there to explain "Things" to them.
How well does your Brand stack up online?

Our rules for the...

BUSINESS

MIND YOUR BRAND

Brand value is determined by a company's ability to meet or exceed consumer expectations at every touch-point.

Consumers DO NOT have to do business with your company.

IT'S YOUR PROBLEM

It's NOT the consumers' problem to understand your company. It's YOUR company's problem to demonstrate its value to your consumer. Brand value is determined by a company's ability to meet or exceed consumer expectations at every touch-point.

YOU HAVE TO KNOW

80% of C-Level Executives believe they are delivering on their company's Brand promise, while only 8% of their customers agree.

By simply shifting their company's focus to improving the customer experience, our clients quickly see dramatic increases in sales.

BAD BUSINESS

EVERY business has a certain percentage (usually between 5%-20%) of their business, that would be considered "Bad Business" "Bad Business" makes a lot of NOISE within the organization, and tends to get the attention of C-Level Executives.

Be conscience where you spend your resources and energy.



Things change fast...we'll
need to adopt an
AGILE APPROACH.

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The Ignite XDS definition of:

AGILE

adaptive planning, evolutionary development, early delivery, continuous improvement, rapid and flexible responses to change.



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Why Use an Agile Approach...

1 It lets us try cool stuff without breaking the bank. It allows us to fail and move on to something better. It's a fast track to **REMARKABLE.**

2 It keeps us focused. It allows us to deliver incremental work **FAST.** It keeps us on budget.

3 Projects are broken into small pieces
– Making it easier to manage and produce. It keeps all parties engaged!

4 As the rules change
– Markets change
– Competition moves
– We can **ADAPT QUICKLY!**

35+ YEARS
of Practice has Honed Our
PROPRIETARY METHOD...

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The Ignite XDS

PHYSICS OF MARKETING and **BUSINESS GROWTH**

POSITION DEFINITION

MESSAGE DEVELOPMENT

PROCESS IMPLEMENTATION

POSITION DEFINITION

DEFINED



The boldness of asking deep questions may require unforeseen flexibility if we are to accept the answers.

- Brian Greene, American Theoretical Physicist



Above all things...

A Company MUST HAVE a clear internal reason WHY they exist, and what PURPOSE they intend to achieve. Companies must clearly come to understand who their best customers truly are and to realize what value they actually provide them.

Companies must objectively evaluate and come to understand their current position in their markets. This perspective needs to be formed through the eyes of their consumers and not just the boardroom. It must consider their competition, it has to take all other environmental factors into account. Companies need to know where they are going and what measurements will define success...and failure.

Companies are created to serve their customers – We need to clearly define how to effectively meet consumer expectations.

(Hint: In all of this – simply making more money, even though important, is not a purpose. It is a result of the purpose.)

DEFINE YOUR POSITION

Properly Identify and Evaluate Your Company's Market Position

Where are you today?

Competitive Advantages

Competitive Disadvantages

Ability to Deliver on Promises

Perceived Market Acceptance



DEFINE YOUR POSITION

Define Personas

Who will buy what you are selling?

DETRACTORS

PROMOTORS

Watch Dogs
Address Their Issues
Immediately

Curmudgeons
Ignore

**Loyalists/
Cheerleaders**
Target More

**Happy But
Cautious**
Cross-Sell/
Up-Sell

Apathetics
Opportunity to Delight

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DEFINE YOUR POSITION

Define All Organizational Responsibilities

Who will deliver on your promises?

Operations

Consumer Facing

Sales

Marketing

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DEFINE YOUR POSITION

Identify Your Value Proposition

Why would a consumer buy?

How will you position your value proposition?

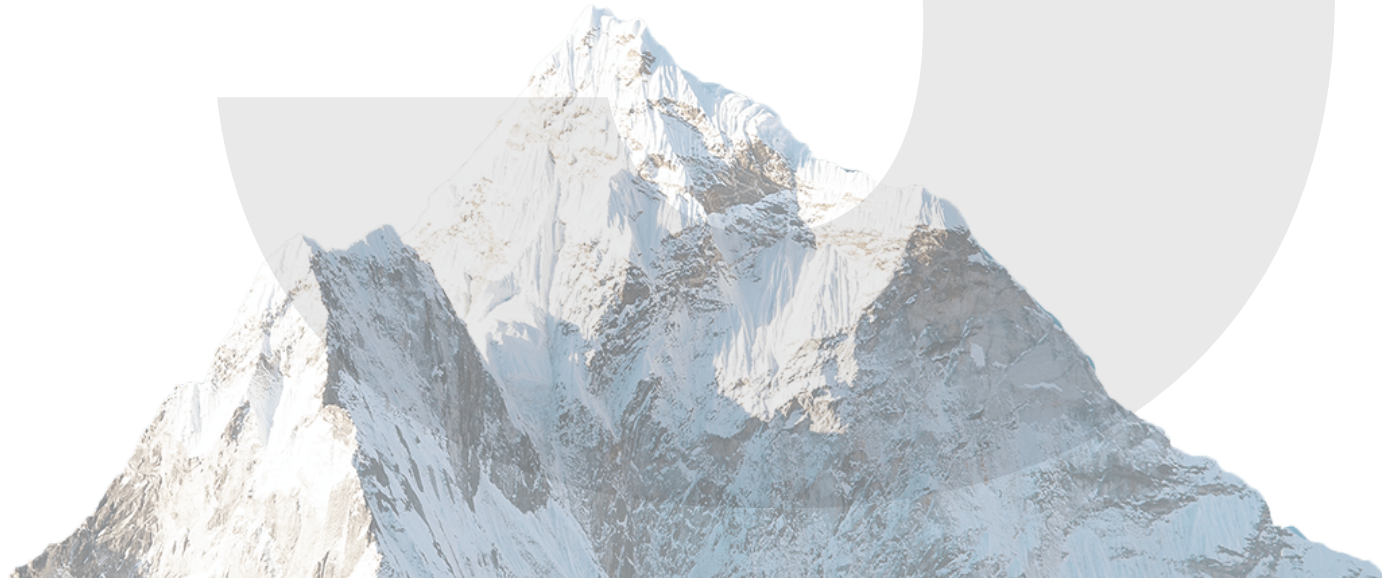
What's in it for them? - Your Customer

DEFINE YOUR POSITION

Properly Identify and Evaluate Your Competition

Why would the market switch to your offering?

Why would a Consumer leave you for a competitor?



DEFINE YOUR POSITION

Identify Your Goals and Objectives

Where do you want to be: Tomorrow, Next Year, 2 Years?

We'll establish a "Marketing Velocity"

Can Operations and your Culture hold up to that velocity?

DEFINE YOUR POSITION

What Metrics Define Success/Failure?

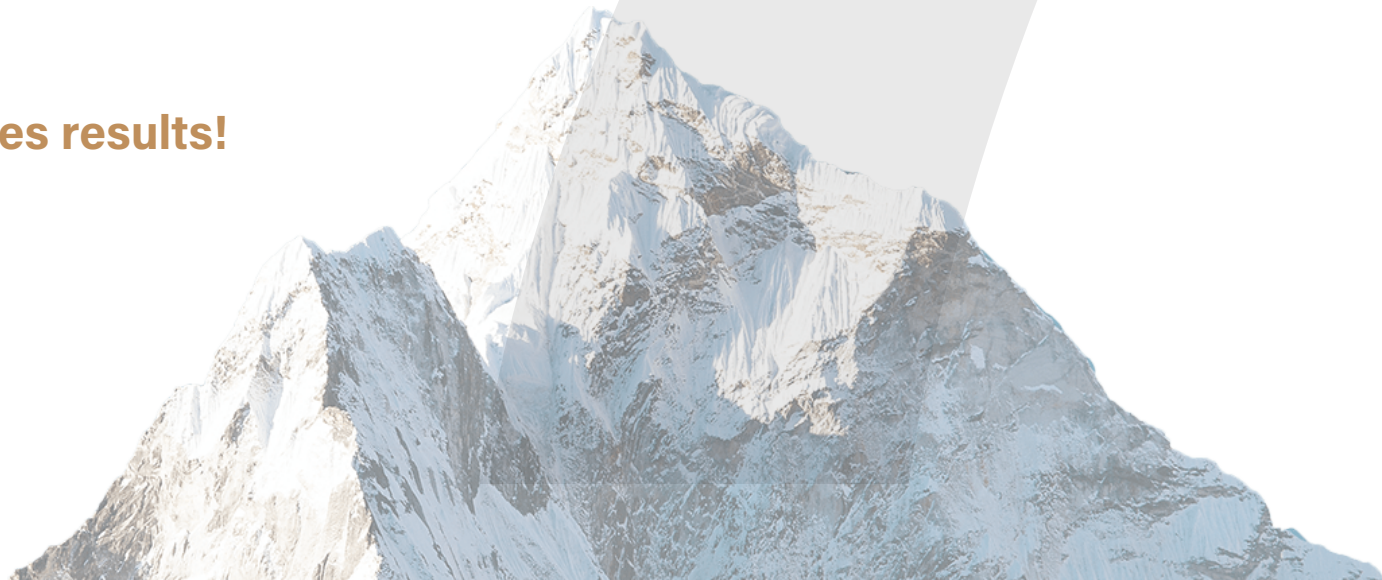
Early Metrics and KPI's

Long-Term Goals and Expectations

Leading Indicators, including:

- Web visits
- Leads
- Sales Trending

We won't wait around for sales results!



DEFINE YOUR POSITION

Establish a Priority List

Are we REALLY ready to launch?

If our plan is not clear...what is our next step?

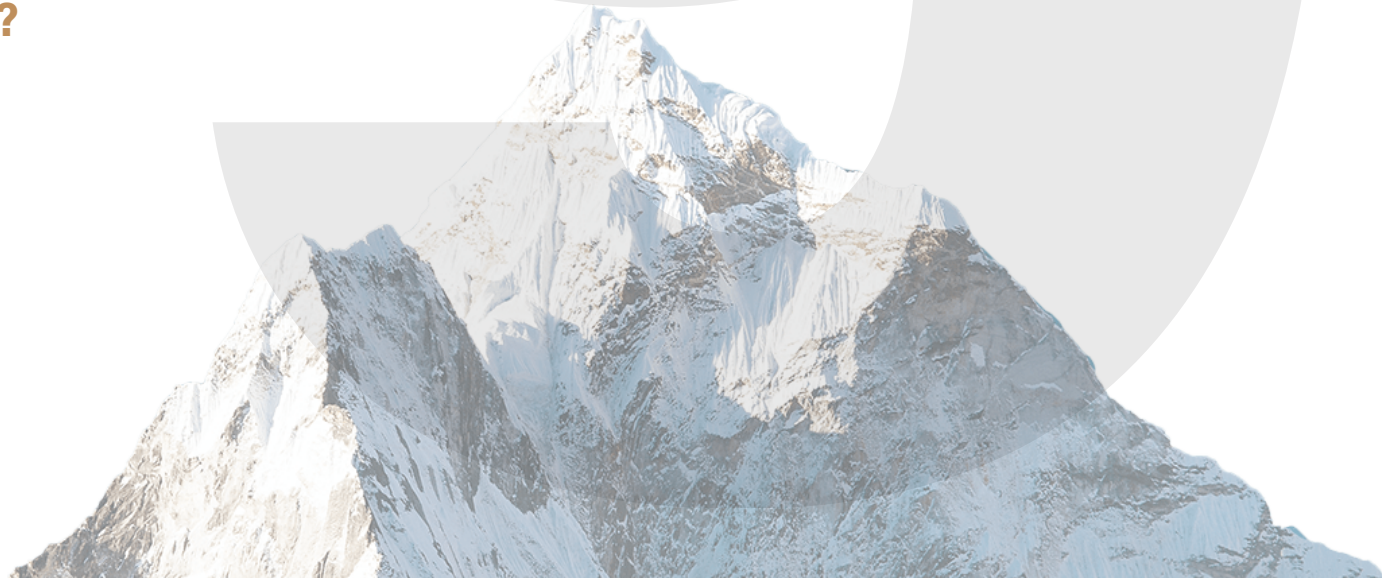
Agreement on our strategic plan will prove **CRITICAL** to the success of our actions.

DEFINE YOUR POSITION

Identify Team Responsibilities

What departments and individuals will be assigned to the project?

Do they have the bandwidth and decision-making authority to get the job done?



DEFINE YOUR POSITION

Define Available Resources

Internal Team Capabilities

Available Partnerships

Internal Resources

External Resources

Budget

DEFINE YOUR POSITION

Define All Limiting Factors

What roadblocks will prevent success?

Organizational Limits

Production Limits

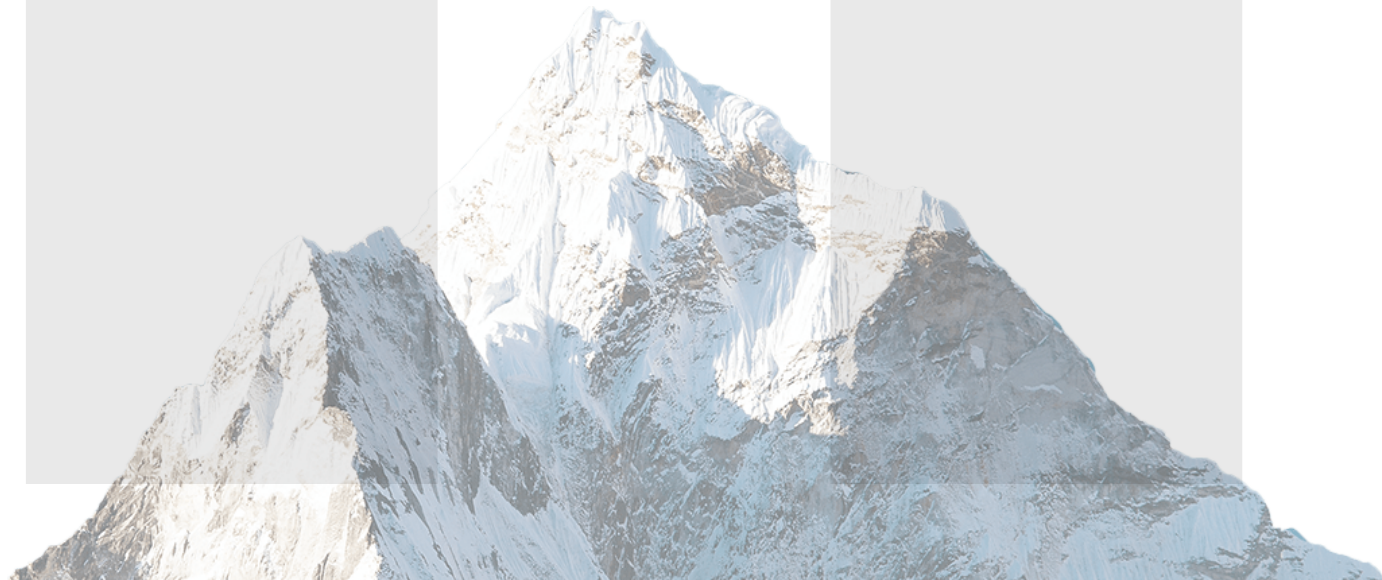
Distribution Limits

Other Limits

How can they be removed?

Is there another path?

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DEFINE YOUR POSITION

Identify Existing Programs, and Determine Their Effectiveness

Expand, modify, or remove as appropriate

DEFINE YOUR POSITION

Define and Scope a Strategic Plan for:

30 Days – In Micro Detail

90 Days – Thoughtful to Micro Detail

180 Days – In Macro Detail and Flexible to Change

1 Year – Identify Key Dates, Events, and Opportunities

2 Years – Identify the Target Goals



MESSAGE DEVELOPMENT DEFINED



Design...it's not about the sell job, the spin, the buzzwords, or the schmooze. It's about making something. Something that adds richness to peoples lives. Something inspiring, memorable, funny, beautiful, ugly. Anything but uninteresting

- Charles Spencer Anderson



**Don't let Message
Development deceive you
as easy. Your Message (your
BRAND) must resonate a
FEELING. It MUST...**

Positively spark the emotions of your consumer

Be REMARKABLE

WORK - at every consumer touch-point

(Hint: Your Brand isn't just your logo. It's your message that's communicated visually, digitally, verbally, online, and in person. In the simplest form, it's the way you answer the phone!)

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DEFINE YOUR MESSAGE

The Visual Brand

First impressions are LASTING

Define your Target Visual Price-Point

Create a Visual Brand

- Logo / Style Guide / Other Graphics / Images / Video

85% of all human sensory input is visual.

Will your visual Brand stand out in that competitive space?



DEFINE YOUR MESSAGE

Define the Company Voice

Create a Language Guide

Define/Create a Company Culture Document

Your Voice will need to resonate with your team first in order for it to hold true meaning, and be “felt” by your customers and prospects.

KEEP IT REAL!

DEFINE YOUR MESSAGE

Define All Points of Contact with All Personas

Determine appropriate Emotional Connection Points and Call-To-Action Opportunities for All Personas
In-Person / On the Phone / Online / Other

Determine Messaging Needs
Direct Consumers / Channel Partners / Distribution Partners

Create Effective Messaging for all Points
Define Who Needs to Know What, When / Refine Your Information Delivery Channels / Define Message Delivery Methods



DEFINE YOUR MESSAGE

Implement Your Brand and Voice Across All Media

Website(s) - *Remember this may be the first contact a prospect has with your company. They will be deciding in the "Hidden Buying Cycle" and you won't be there to explain "THINGS" to them!*

Other Digital Media and Social

Advertising Collateral

Print Collateral

Internal & External Messaging

DEFINE YOUR MESSAGE

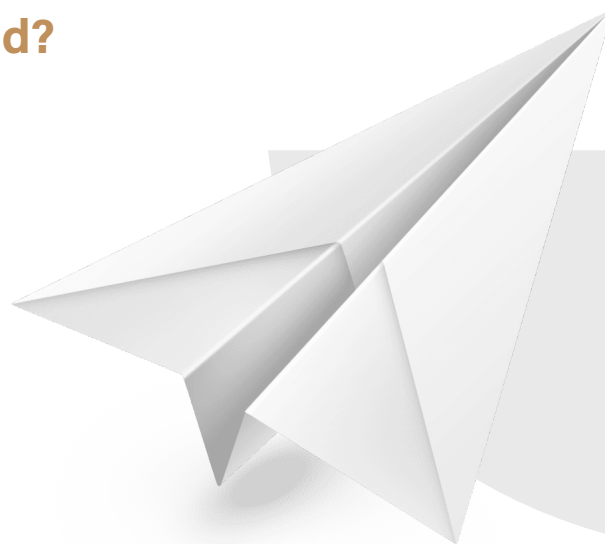
Review and Evaluate Packaging as Required

Is the design Price-Point appropriate?

Do you STAND OUT on the shelf?

Did you create a Call-To-Action to buy?

Did you HONOR your Brand?



DEFINE YOUR MESSAGE

In Terms of Marketing Evaluate and Implement:

Inbound and Outbound Marketing & Programs

Advertising Campaigns & Initiatives

CRM Programs & Content

Lead-Generation & Nurturing Campaigns

DEFINE YOUR MESSAGE

In Terms of Sales Evaluate and Implement:

Does your "Sales" process deliver on your "Marketing" promise?

Sales Tools & Processes

The Physical Environment of your Facility, Store, Restaurant, etc.

Your "Team" Uniform

Your "Sales" Voice



PROCESS IMPLEMENTATION

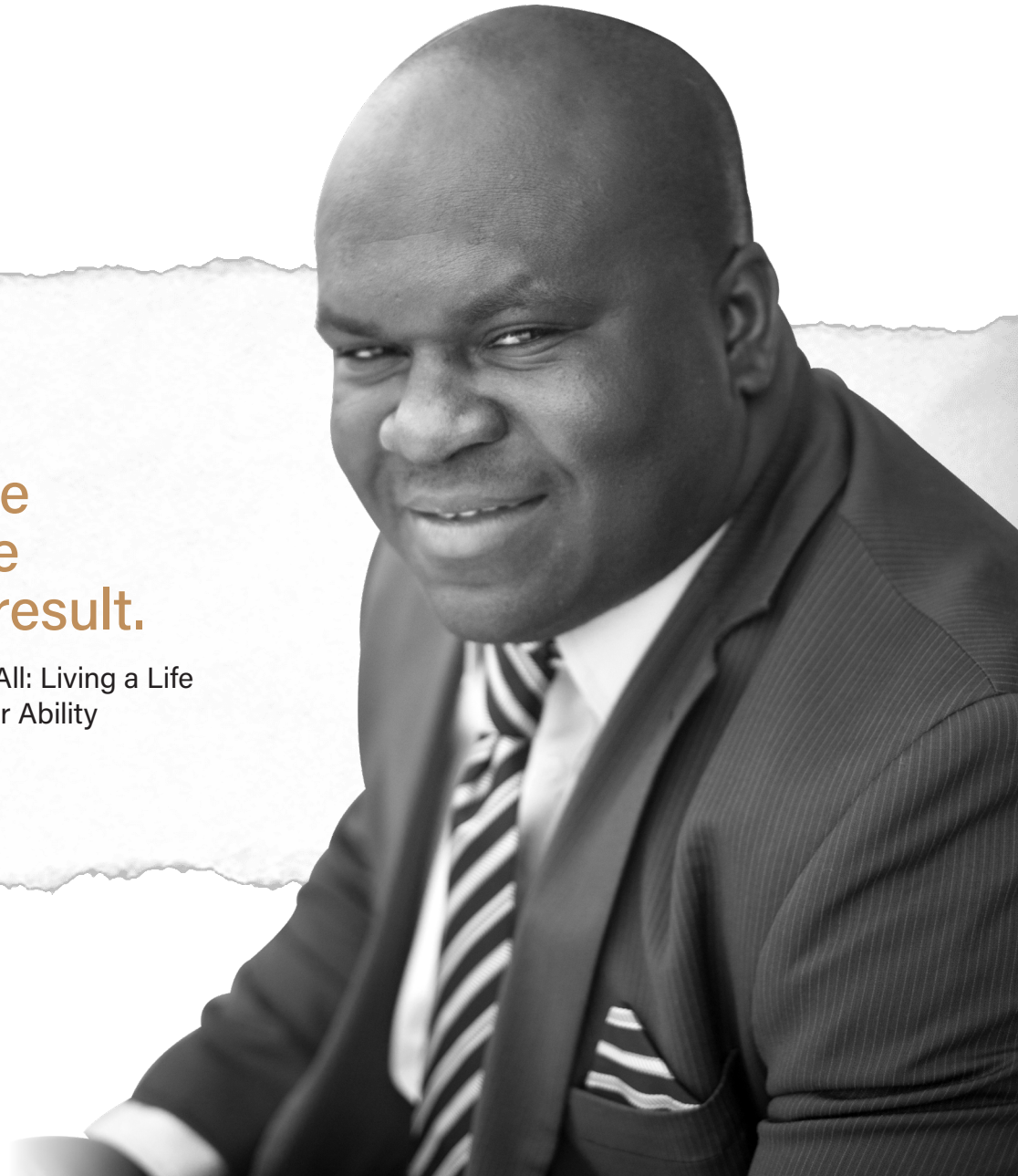
DEFINED



If you quit on the
process, you are
quitting on the result.

- Idowu Koyenikan, Wealth for All: Living a Life
of Success at the Edge of Your Ability

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DEFINE YOUR PROCESS

Define and Implement Project Scopes/Budgets for All Implementations

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DEFINE YOUR PROCESS

**Create Tracking
Mechanisms, along with
Checks & Balances for all
Implementations**

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DEFINE YOUR PROCESS

Define, Implement and Monitor Success Metrics

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DEFINE YOUR PROCESS

Blind Shop The Organization Regularly

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DEFINE YOUR PROCESS

Define and Implement Appropriate A/B Testing Requirements and Content

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DEFINE YOUR PROCESS

**Define and Implement
appropriate analytics
monitoring and reporting**

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In ALL Cases **BE REMARKABLE**