

The Marketing Playbook Overview

This Playbook is your customized action plan to generate business growth with marketing that's clear, compelling, and outwardly-focused. The design is based on three basic principles, and customized through the coaching process.

1. Consistent business growth follows unique brand value.

Brand value gives your business influence that increases awareness, engagement, and sales. Influence is earned by building the reputation your customers find most appealing. For that reason, your Marketing Playbook is very strategic about investing in relationships.

2. Brand value comes from thriving relationships.

This is the central idea of the Marketing Playbook. Cultures thrive when individuals have a clear sense of identity, purpose, and belonging. The same is true for your business culture.

A thriving culture creates brand loyalty because it empowers your team to consistently provide what your customers value most. As a result, your brand enjoys customer insights, repeat business, testimonials, and word-of-mouth marketing. All of these are critical for growth.

3. Thriving relationships are cultivated by servant leaders.

Servant leaders empower people and make them feel understood. When your brand relates with customers in this way, your brand gets their full attention. This enables marketing to show customers why and how your brand is the best at meeting their needs.

Marketing Playbook

Brand ID • Customer ID • Marketplace Profile •
Product Description • Marketing Process

Brand Identity

This component of the playbook is divided into two sections: internal and external use. Both sections help define your brand identity and support a thriving work culture. Details for more specific marketing applications are provided at the top of each section.

SECTION ONE

Internal Use - To help marketing content speaks in the brand's voice and engage customers on a personal level, with strong emotional appeal.

Character Summary

Tone:

Strengths

○

○

○

○

○

SECTION TWO

External Use - to support brand transparency and accountability, and to share about your brand where appropriate (Ex: home page, about page, flyers, etc.)

Core Values

-
-
-
-

Vision:

Mission:

Tagline:

Customer Identity

This section of the playbook describes the defining characteristics your customers have in common. This helps marketing use language that demonstrates empathy and expertise, while staying focused on your customer's needs.

Character Summary

Practical Need:

-
-

Felt Need:

-
-
-

Perspective and Awareness

Marketplace Profile

This component of the playbook describes customer experiences common to your industry that contrast with the experiences your customers consider ideal. This component helps your marketing content use language that sets your brand apart from the rest of the industry.

Service

Quality

Cost

Efficiency

Product Description

This component of the playbook contains descriptive content for the services your business provides. Reference this component for SEO, ad copy-writing, content writing, and social media hashtags.

Marketing Process

This is the action plan based on the components outlined above. Implement this plan to support a healthy work culture and create branded marketing that's clear and compelling for its customers.

INSPIRE - Get the Customer's Attention

CAPTIVATE - Capture the Customer's Imagination

LEAD - Engage the Customer with a Call to Action

