

WELCOME TO 'SMART'MARKETING  
LADIES & GENTLEMEN START YOUR ENGINES!

ARE YOU READY TO RELAUNCH YOUR BRAND  
IN A POST PANDEMIC MARKET IN ITALY & EUROPE?

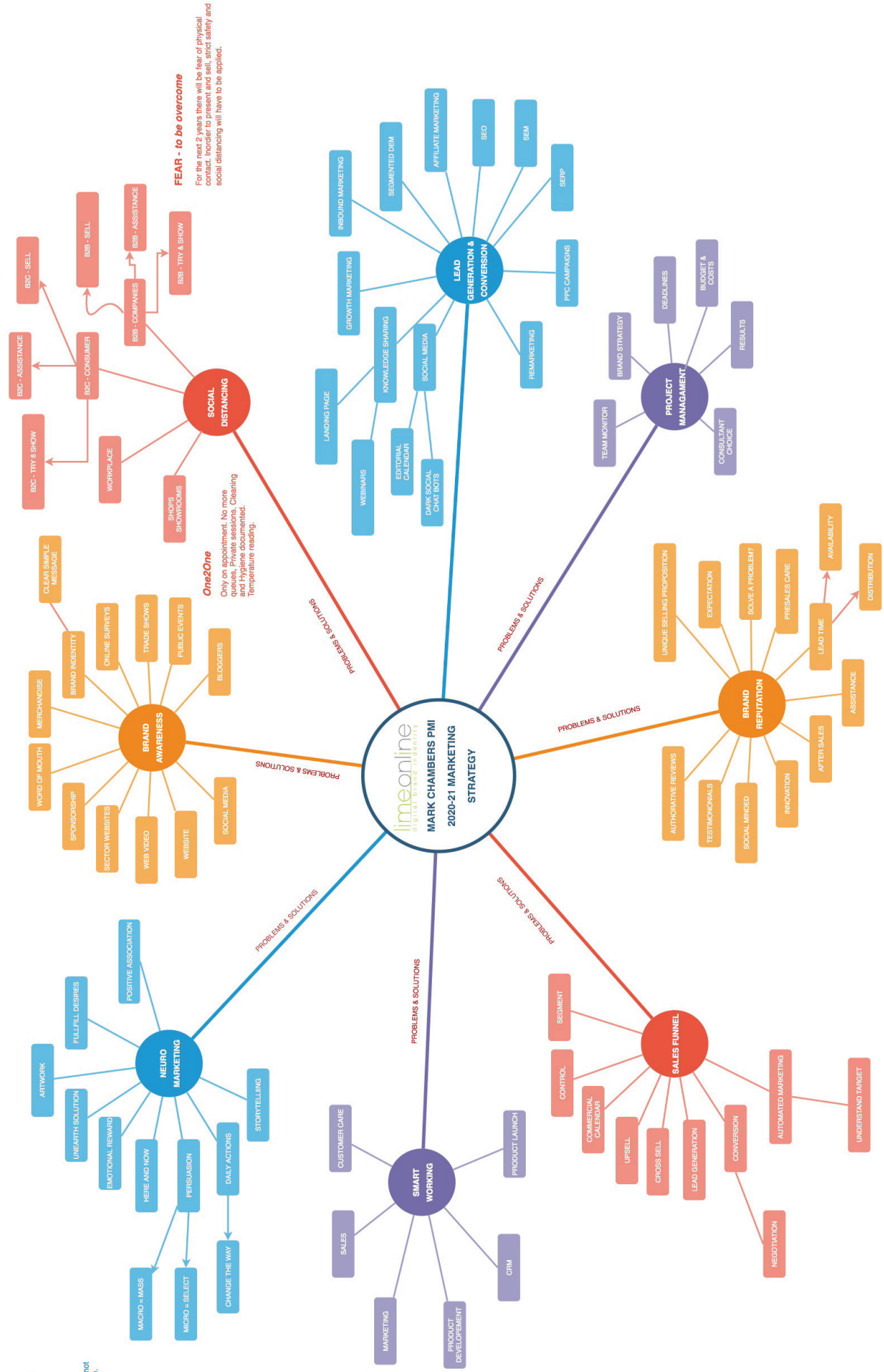


MARK / CHAMBERS  
cycling marketing & sales

**Experience**  
Create experiences with expectation.

**Motivation**  
Unearth people's true motivation to use your products and services.

**Aim**  
Aim at what people do 'action' and not their attitude to a product or service.



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# Who is Mark Chambers?

## Vision

“Innovation is not a destination,  
but an ongoing journey to perfection”

Nobody is perfect and we all make mistakes. However now is the time to avoid them. Poor choices and a lack of updated information can cost you dear,

We do not have a Marketing degree, (true marketing is always in constant evolution! So what's the use?) but we can guarantee you we have a huge amount of knowledge and proven experience to share thanks to our continuous desire to learn , innovate and assist our consultancy clients.

We are not here to preach but to share our knowledge . We are not here promising you the easy way to solve your company problems through building and E-commerce or starting a facebook campaign.

We are here to give you fundamental information to create a rational and structured 'Smart Marketing' strategy in these difficult times to come.

We hope you enjoy our thoughts!

## C.Vitae

<https://www.linkedin.com/in/markchambersvisualdesign/>

<https://www.linkedin.com/in/markchambersmarketing/>

## Consultancy companies

<https://www.limeonline.net>

<https://www.markchambers.co>

## Services

1. Brand Management
2. Project Management
3. Online Marketing
4. Brand Identity
5. Graphic Design
6. Multimedia & Web

## **National Marketing Scenario before the emergency in Italy**

**Location:** Italy

**Tendency:** Sales model based on price and One-to-One negotiation. Cold calling. Fear of the new and comfort in traditions.

**Company Classes:** Multinational, Medium. Small, Artisans

**Unique Selling Proposition (USP):** Made in Italy, Competitive Price

**Marketing Investments:** Medium-Low. Poorly monitored and handled. \*Apart from Multinationals

**Marketing Strategy:** Outbound. Choose the lowest price. Showcase. Change Attitude. Copy what other leaders are doing. Little R&D and Innovation. Fire as many bullets as possible hoping for miraculous returns.

**Sales Model:** B2B wholesale – little B2C

## **Current global epidemic problem**

### Covid19 Pandemic

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The disease was first identified in December 2019 in Wuhan, the capital of China's Hubei province, and has since spread globally, resulting in the ongoing 2019–20 coronavirus pandemic. Common symptoms include fever, cough, and shortness of breath. Other symptoms may include fatigue, muscle pain, diarrhoea, sore throat, loss of smell, and abdominal pain. The time from exposure to onset of symptoms is typically around five days but may range from two to fourteen days. While the majority of cases result in mild

symptoms, some progress to viral pneumonia and multi-organ failure. As of 17 April 2020, more than 2.16 million cases have been reported across 210 countries and territories, resulting in more than 145,000 deaths. More than 550,000 people have recovered.

The virus is primarily spread between people during close contact, often via small droplets produced by coughing, sneezing, or talking. While these droplets are produced when breathing out, they usually fall to the ground or onto surfaces rather than being infectious over long distances. People may also become infected by touching a contaminated surface and then touching their eyes, nose, or mouth. The virus can survive on surfaces up to 72 hours. It is most contagious during the first three days after the onset of symptoms, although spread may be possible before symptoms appear and in later stages of the disease.

## Lockdown

Reduction in production capacity, reduction of customer care, reduction of secondary services, reduction in tertiary sector, companies increasing debts with banks, reduction in labour.

## Logistics

Much slower consignments due to COVID-19 checks on transport links. Reliable tracking has become a problem.

## Social Distancing

Clients fear one-to-one meetings, Consumers fear to enter retail activities who are your b2b clients ( breaking the sales funnel – breaking demand)

## Continuous Threat

Investing in relaunching an activity. When there is an outbreak momentum is stopped. There is the risk of having to start over again from scratch. Solution is to have a Plan A and a Plan B.

## **Dangers & Consequences**

### Fear of business failure

Business owners are rightly terrified of seeing their businesses fail. They are out of their comfort zone and frightened of investments without return. Their first natural instinct is to stop marketing and innovation investments. This is a an error as your sales model is based upon the dynamics before the pandemic where 'social distancing' was not an issue and 'Fear of contamination' was null.

## Fear of meetings

Prospected clients are scared of one-to-one meetings.

## Presenting services & products

The way of presenting your commercial offers has been hit. Social distancing means health safety comes first, and also having to secure work environments between sale agents and prospected clients wanting to experience your service or product has become a prerogative. Until a successful cure is found traditional sales models have been hindered enormously.

## Production

Con la situazione instabile che colpisce tutti i settori, la catena di approvvigionamento / produzione è stata With the volatile situation hitting all sectors, the supply/production chain has been conditioned. Longer production times due to material supply, different regional bureaucracy and enforced pandemic stops.

## Lead times

With the supply chain being hindered by the pandemic longer lead times are inevitable.

## Logistics

Becoming more expensive due to safety measures (respecting Covid-19), Longer consignment timing due to more national and regional safety controls.

## Payments

Cash payments obviously are going to be less frequent – hygiene motifs.

Respecting b2b payments due to bad creditors and 'clever dicks' milking the situation to their favour.

## Cashflow & liquidity

PMI facing economic difficulty due to bad payments and operational costs.

## Orders

Slowing down of B2b orders due to demand and growth slowing down.

## Higher costs

In order to guarantee Covid-19 norms, safety standards for the internal workgroup and external commerce world have to be respected. Companies will have to invest meaning more costs to add onto the final unit price.

## Cowboy' external consultants

Nowadays it's terribly easy to create a website or to access social media tools. D-i-y Consultants who are more in love with their egos than providing solutions to their clients see this as an easy opportunity to make a quick euro taking advantage of the lack of marketing knowledge of Italian business owners looking desperately for a solution to their sales problems in this period. Without a proven marketing and sales strategy the result will be most of the times disastrous.

## **New 'Smart' opportunities**

### Smart Working

Project management – The cost of having your own internal marketing team could be higher than an external consultant. Why? Have you considered the following costs in your marketing investments:

- Continuous training
- National Insurance Contributions
- Paid Holidays
- Hardware and Software licences
- Social distancing Covid-19 safety measure costs

Marketing consultants can now optimize their workflows and results digitalising them with Project management 'Smart working' tools, reducing operating costs and timing and helping your commercial to hit those desired sales targets.

### Smart Presentation

Social distancing obviously means less contact with the public (breaking the demand chain). Up to now the main form of showcasing your service and products to the world has been national and international trade shows, public events and door-to-door appointments. Obviously until there is a definite solution to the current pandemic these forms of showcasing are not viable and successful in this period.

The immediate and smartest solution is to create your own studio and launch 'Live Video Streams events or



3d augmented reality simulations' – an excellent opportunity to get in contact with your target and understand what they really require. This can give you a useful insight into the current success of your USP and your marketing appeal.

Door-to-door and One-to-one meetings can be nurtured through 'Personal branding Business Groups' – 'Dark media: Social Media Chat Bots' and 'Smartphone instant Messaging Apps' such as Telegram and Whatsapp.

## Smart Sales

B2C, Pick-Pay-Collect, Marketplaces, Home delivery.

## Smart CRM

Customer relationship management (CRM) is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

## Innovation

Software, Hardware, Connectivity (Qcom), Apps, Live streaming, Augmented 3d reality, Data Security, R&D (y-key), Tutoring.

## Financial tools

EEC Loans, Regional Loans, Industrial Associations.

## Optimising day-to-day processes through digitalisation

Services: Supermarkets and Consumer services: Italy is way behind as it has remained too attached to traditions. The COVID-19 is the prime example where these activities have failed.

- Tutoring
- Fitness
- Credit and finance
- Data protection

## Diversify production

Green Economy – can you provide a solution to our environment through industry? Don't be frightened to introduce Green innovation. Create a niche and stand out from the crowd. Create a stronger relationship in an area which is becoming more and more important to the world. Open up a new smart marketing identity. Become part of the future now.

## Set sales objectives with your standard sector KPI

Here's an example of how you can set your sales objective from your marketing campaigns.

PRESENT MONTHLY WEB TRAFFIC \* X CONVERSION KPI \* = SALES OBJECTIVE € \*

\* 5000

\* min 1% - max 3% (according to industry figures)

\* min 50 units – max 250 units/ month

If you are not reaching these goals then you must increase your monthly traffic and KPI conversion rate.

## What is a KPI?

A performance indicator or key performance indicator (KPI) is a type of performance measurement. KPIs evaluate the success of an organization or of a particular activity (such as projects, programs, products and other initiatives) in which it engages.

Often success is simply the repeated, periodic achievement of some levels of operational goal (e.g. zero defects, 10/10 customer satisfaction), and sometimes success is defined in terms of making progress toward strategic goals. Accordingly, choosing the right KPIs relies upon a good understanding of what is important to the organization. What is deemed important often depends on the department measuring the performance – e.g. the KPIs useful to finance will differ from the KPIs assigned to sales.

Since there is a need to understand well what is important, various techniques to assess the present state of the business, and its key activities, are associated with the selection of performance indicators. These assessments often lead to the identification of potential improvements, so performance indicators are routinely associated with 'performance improvement' initiatives. A very common way to choose KPIs is to apply a management framework such as the balanced scorecard.

## Examples of KPIS

<https://kpidashboards.com/kpi/>

## What does it mean?

Conversion rates are central to measuring the success of any marketing campaign - but this is a broad church. Each step in the customer's journey means converting them from one type of relationship into another, e.g.:

- An online ad aims to convert a virtual passer-by into a website visitor;
- Your website copy and gated assets aim to convert visitors into leads;

Your follow up communication and demos aim to convert leads into sales.

Your conversion rate for any one of these is, basically, the percentage of people you change (convert) from the former into the latter.

## Why does it matter?

The ultimate goal of any marketing campaign is, of course, to increase sales. This means that tracking trends in sales revenue is a vital marketing KPI – and one you shouldn't lose sight of. However, just knowing the total sales figures doesn't massively help you to understand what elements of your marketing strategy are working. For that, you'll need more detailed metrics. Tracking your conversion rates in each stage of the marketing and sales process helps you to identify specific pain points, establishing what's working and what's not, so that you can continually hone your marketing strategy.

## How do you Measure the KPI?

This depends on which conversion rate you're measuring. Let's take social media campaign click-throughs and conversions. While this varies by industry, social media advertising is fast becoming a core component of many campaigns, and an important fixture on your marketing KPI dashboard. When you're dealing with multiple marketing channels, you need to segment the way you measure traffic, interactions and conversions to gain a more detailed picture.

## What Data Sources Would You Use to Measure the KPI?

Using a data visualization tool can help you to compare at a glance how ads and sponsored posts perform on different platforms, including Facebook, Twitter, Google Ads, and LinkedIn. Depending on which conversion rates you are measuring, you might combine data streams from these sites with Google Analytics / Adwords and Salesforce or your CRM.

## Give Me an Example...

Imagine you place paid ads on a number of different social media sites, and you want to figure out which ones bring the best ROI so that you can better direct your marketing budget. For that, you need a complete picture of which social media click-throughs ultimately convert into sales. To do this, you could track inbound traffic from various different social media platforms and campaigns, and cross-reference these with your sales data to figure out which channels led to the most sales conversions. You then have a clear idea of which ones work best for you – and you can easily manipulate the data and introduce sub-categories to gain more granular insights, for example, breaking down performance by region.

## What Benchmark / Indicators Should I Use?

The following metrics and indicators provide some ways to measure include how well your social media campaigns are doing:

- Increasing your total impressions (to improve overall brand exposure)
- Increasing the number of click-throughs from a social media campaign
- Improving the click through to lead ratio for a specific channel or campaign
- Improving the click through to sales ratio for a specific channel or campaign.

## **Segmenting your target**

### Understand and Identify

Up to now companies have relied upon generic data passed on by web marketing agencies. These agencies aim on generating quantity rather than quality, which at the end of the day is of no use to a business owner. Their next step they advise to do is to start Cold Mailing Campaigns. These are highly ineffective and lead to damaging your brand reputation (spammer) and provide very low sales conversions.

You must understand your target and segment it. You must communicate with them with information they need and define useful.

### Define

Define your target segments precisely through analytic tools and online surveys

## Unearth problems

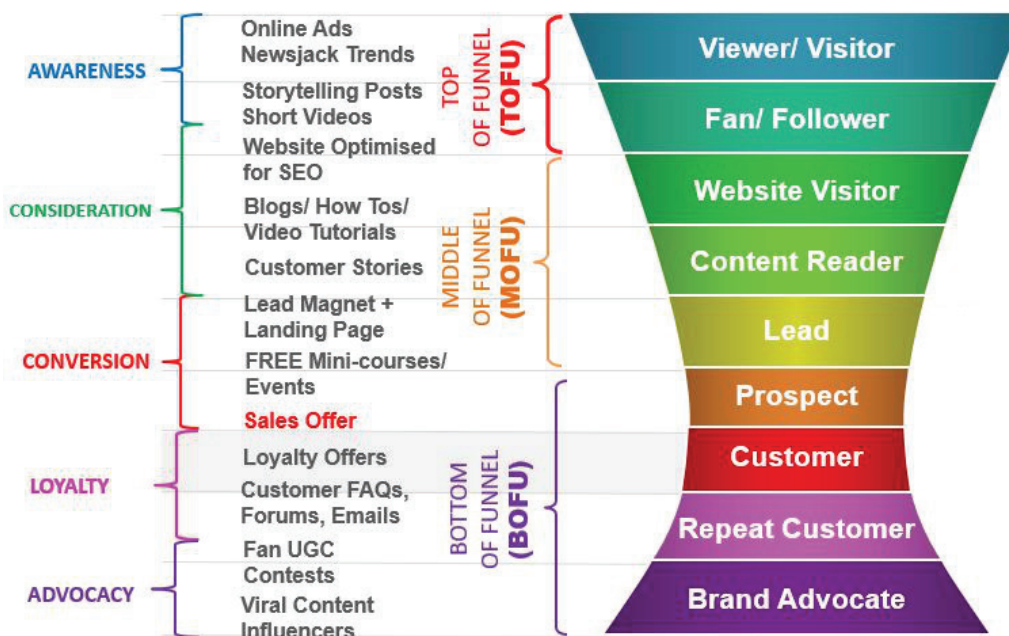
Understand what they need and how you can improve their actions making their life easier and more efficient. Brainstorm the main problems that your segmented targets have. Use Market Survey tools online and don't be afraid to ask your clients what they think about your service/product. What is missing from the sector your work in.

## Provide solutions

Be quick, Be smart and provide tangible solutions (Knowledge, Services and Products).

*“A new idea is already old when you have thought about it”*

## Digital Marketing Funnel



## Adapting your Sales Funnel

### Analyse

Do you follow this process currently? Do you nurture each fase?

### Adapt

Don't be frightened to modify your current Sales Funnel – improving it though digitalisation. Control and automise your sales process better.

## Innovate

Bring innovation (Software & Hardware) to your sales funnel to make it more intelligent, less expensive and able to increase your lead conversion rate

## **Do you really understand your USP?**

### Do you know your USP? (UNIQUE SELLING PROPOSITION)

Many companies trade products and services without knowing the real uniqueness of their product. A consumer will take into consideration a service or product if this message is clear. This can be communicated via Marketing techniques obviously. A consumer is looking for a solution to a problem. Have you understood your Unique Selling Proposition?

### What is your Unique selling proposition?

Do you know it? What is it? The most common error nowadays is basing it on 'Best Price' and 'Made in Italy'. This is an error as you are not creating your niche market and identity, you will enter into an uphill battle where the bigger, stronger companies with stronger financial shoulders will always overpower your proposal.

### How is it placed in today's market?

Have you surveyed how your product/service is placed in today's market? Do you think it has maintained the same position with the new Covid-19 dynamics? Does it need developing and adapting? Is your product/service really Unique? Or does it need to be improved?

## **Automated Marketing Intelligence – Sales Manago partner**

Marketing automation software is designed to help marketers capture leads, develop relationships, and move prospects through the sales funnel at scale.

### Identify your real targets

Are you targetting the right consumers/clients? Have you identified them properly? Are you proposing the right articles/services to them?

## Give them the real solutions they need

Have you asked yourself which problems each different target faces? Have you asked yourself the solutions that are needed to make their actions easier? Have you fulfilled their desires? Understand their habits online and offline.

## Automate your marketing funnels

How do you follow your funnels now? Manually? How much time and resources are you investing in these vital sales stages? How successful are you in converting your leads at this moment? What's your success rate? The smartest way of increasing your results and lowering your costs for this process is an automated marketing software.

## Optimize lead nurturing

It's fundamental not to cold call your contacts with information which is not useful to their cause. Always propose only what your segmented target is looking for. This data can be obtained from the Sales Manago Intelligence brain.

## Increase lead conversion

Automated Marketing Intelligence will increase your sales conversion. Welcome to a new era of consultancy where smart specialists will be able to generate:

- Non measurable results (visitors, social media fans, contacts)
- Measurable ( final sales and follow up sales)

## Optimize your relationship with customers and sell more

Follow your funnel to the end. Create a connection and up sell on warm leads and cross sell on returning clients. Create a constant online relationship making him/her feel special and unique. ( promos, fidelity campaigns and rewards, access to reserved knowledge)

# Persuasive ‘Neuro’ Marketing

Individuals need to be persuaded to do something they are not doing or, conversely, to be persuaded not to do something they are already doing.

Consumers may rationalize a brand choice, but the choice is really driven by their emotions. People don’t choose a brand based on facts and rational arguments any more than they choose a life partner or a political candidate that way. Instead, they base their purchase decisions pretty much on their feelings about a brand, feelings created in large part by the brand’s advertising. Asking people why they do things is not only a mistake, it will take you down the wrong path.

## Answer “unearth” people’s true motivations” to use your products

We have always felt passionately that real persuasion is more about a “unique selling personality”—how a brand looks and feels and acts, what a brand does rather than what it says, indeed what a brand’s “body language” conveys. But we have always been at a loss to prove such a point of view and so some of the very best ideas have gone down in flames.

## Lizard Language

Brain’s automatic, non conscious mental system that acts without deliberate thinking.

We share this ancient system with lizards and all other vertebrates.

Consciousness is not central to most of our decisions. It feels central, but scientific evidence shows that consciousness usually takes a back seat.

## Two different ways of thinking:

- (1) the automatic system—our non conscious mental processes, and
- (2) the reflective system—our conscious mental processes.

We now know the automatic system affects all our choices and is the sole influence in many. The roots of our automatic, non conscious mental system lie in ancient brain structures we share with lizards and, indeed, all vertebrates. Although the degree of development of the non conscious mind varies considerably across species, its basic function remains the same: to pursue pleasure and avoid pain. The automatic mental system is what Richard Thaler and Cass Sunstein referred to as the lizard inside.”The lizard looks at life differently than our conscious mental system.



- For the lizard, what comes most easily to mind seems most true. The lizard can't tell the difference between familiarity and accuracy.
- For the lizard, people are what they do no matter why they do it. The lizard focuses on action and ignores motivation.
- Because of the lizard, persuasion should aim at the act rather than the attitude, as behaviour is easier to change.
- Because of the lizard, we should never ask people why they do what they do. People don't know why, but they think they do. You can find out what you need to know, but you won't find out by asking.
- The lizard is partial to immediate, certain, and emotional rewards, but good-for-you choices like dieting, saving money, or stopping smoking offer the opposite. Understanding the lizard allows you to transform rewards, changing the delayed into the immediate, the uncertain into the certain, and the rational into the emotional.

Choices may be the most important decisions of your life, you didn't go through any conscious process to make them. You made the choices. You just don't know exactly how.

Non conscious processes, or "thinking fast," System 1, AUTOMATIC  
and calling conscious processes, or "thinking slow," System 2." REFLECTIVE

The lizard inside, the automatic, non-conscious mental system, usually takes the lead generating impressions, feelings, inclinations, and impulses.

Whereas our reflective, conscious mental system goes along with the automatic system's suggestions unless provoked.

### [Find a connection with your client](#)

Find a connection with your target. Understand them; Understand what makes them tick;

This can be understood analysing top competitors sites with <https://neilpatel.com/it/ubersuggest/>

Understand what emotionally rewards them. This can be found by searching for trending searches or words (buzz words) in google or social media: <https://trends.google.com/trends/?geo=US>

Be omnipresent and available online and offline.

Understand what interests them the most on your website or social media channels. Understand if your website

is properly constructed for their needs. These factors can also be understood with tools such as HOTJAR installed on your website.

### Value your community and environment

Set up communities on social media and run them (non profit) uniting consumers together. Offer them special treatment and make them feel special. They will become the best advocates for your brand, and this will act virally growing your audience. Invest in social sponsorship. Become a part of their life as a community pillar stone. Not just a commercial reality. This creates trust! A brand who is willing to invest in their consumers will find that consumers will most likely want to back your brand by investing back into it through sales.

### Non conscious mental processes – automatic system

Our automatic, non conscious mental system enables us to understand what we see or hear turning the massive amounts of data coming in through our senses into understandable patterns.

Our automatic system allows us to speak and stay upright and catch a fly ball. Because all these wondrous operations take place outside of conscious awareness, we find it hard to give credit.

Our automatic system, in the words of neuroscientists, is capable of deciding advantageously before knowing the advantageous strategy.

Our automatic system is only concerned about the here and now.

Our automatic system reacts to the words used to frame the risks.

### Conscious mental processes – reflective system

One of the main errors of today's companies is trying to market through aspects solely linked to the technical characteristics and pricing aspects. This obvious is outdated and will lead to your product /service being placed in the reflective cauldron of who can offer the lowest price. Yes price is an aspect of choice but not fundamental.

Many people refuse to choose the lowest price as it physiologically creates doubts ' Why is it so cheap? Cheap is naff! Where's the catch?' Nor will people choose the highest price as they feel it's a rip off and they feel cheated. Most people will go for the middle price – where they feel it's a safe choice.

This process of evaluation takes time and on the road your brand loses leads and hence sales. So the best choice is to take your consumer down a 'non conscious! mental process – automatic marketing system where price is not fundamental to their choice.

## Concentrate on Action and not Attitude

In order to ignite the process of automatic choice, it's vitally important you abandon the old way of thinking (copying what your competitors are doing in product & service).

You must concentrate your efforts on your mission to improve your consumer's action r. Your consumer should understand that your proposal is the only complete one that solves or improves their daily actions. Concentrate your marketing around this concept. Create a simple effective message of what you do and how you do it. A consumer will take it for granted that you will technically provide a superior solution. Trying to convince a consumer that your solution is better because it's technically superior will not work on itself.

## Unearth problems & give Solutions

Discover what is missing from a consumer's daily action. Base your marketing in a creative and intelligent manner around this problem and stimulate their curiosity. Take them down a journey.

Invest in 'Inbound Marketing' topics in you online tools documenting in a seo friendly manner the problems/topics often associated to daily actions, and give back the solution or useful knowledge. This data will be fundamental to understand your clients habits and buzz words. With this information you will be able to create Bespoke messages/proposals according to their needs. Their final arrival point is your product/solution.

## Unearth true motivation to use your products

Unearth a consumers true motivation to use a product/service such as yours. Adapt your marketing campaigns around this and not the technical or status. Always create expectation accompanied with intelligent marketing campaigns.

## Fulfil desires

Satisfy your consumer's desires with: an emotional connection, solutions, right pricing & technical superiority..

## Reward emotionally

Be creative and eye catching. Create suspense and surprise.

## Maximizing conversion with micro persuasion

**"It's the little details that are vital. Little things make big things happen." John Wooden**

I am a big fan of the micro-conversion vs. macro-conversion discussion. Coming from a behavioural science angle to take up conversion challenges I would like to start the micro persuasion vs. macro persuasion discussion as well. Marketers often have too ambitious persuasion goals to really be effective. Behavioural scientists are trained to start with micro goals when they aim for macro goals.

When you want to motivate someone to exercise regularly, a first push up is a great start! The same goes when you want to sell products.

### [Nudging to add to basket](#)

What are the micro persuasion strategies for your website's micro conversions? Yes, how do you motivate people to sign up for your newsletter? Or what nudges do you use to make people add to their basket and wish list?

What should trigger people to create an account? If you can answer these questions you are well on track. But I want you to think even smaller than this.

### [Think smaller than small](#)

Even smaller. Getting a couch potato to go running is tough. It requires a lot of intermediate micro behaviours. Putting on his trainers will make it almost impossible not to go running.

Finding his trainers will make it possible to put them on. He could go looking for his trainers if he gets out of his chair. Shutting of the TV would make the person more likely to get out of his lazy chair. Finding the remote control will increase the chance of shutting of the TV..

### [Couch potato](#)

Getting a couch potato to go running is tough. Behavioural scientists would say nearly impossible. It's much easier to persuade someone to find a remote control next to him. And that's the first step in getting him to run. The same goes for ecommerce. Focusing on micro persuasion will make you better at persuading customers.

### [Micro persuasions by persuasion giants](#)

I am a big fan of Booking.com, a hotel booking website already extensively discussed on this blog. I yet have to see a website that uses more advanced persuasion strategies than them. Next to that they really have experimenting in their DNA.

With over 300.000 bookings a day, Booking.com can be used as a reference guide when you aim to successfully implement persuasion strategies. So let's take it as example to see how micro persuasions work.

In a hypothetical path to book a hotel, which is surely the primary conversion goal, you have many tiny steps to take. First you have to choose a location. Then you pick a date. Next you compare hotels. You read reviews. Once you have chosen a hotel, you pick a room. After that, you enter your details and you're done.

### Let's focus on choosing a hotel and deciding on a room type.

About this hotel you are going to choose (micro desired behaviour). It's got many good reviews (social proof). It's apparently a Smart Deal and it's also likely to sell out soon (scarcity). The entire hotel. The last booking was 19 minutes ago, which only emphasizes the scarcity. (all micro persuasion strategies)

Persuading people to pick a specific room type (micro desired behaviour). But leaving a visible path of desired behaviour, you can see the Superior Double Room in this hotel was just booked which seems to make it even scarce.

And there are only five rooms left. (again micro persuasion strategies) Although the Triple Room also has just five left, there isn't much extra social proof to make you choose it. Although I don't think the choice of room type is part of the business rules of Booking.com.

From a behavioural science point of view this is what is being pushed the hardest. And this will show in the data.

### To nitpick some more

So the experts at Booking.com are going micro. I hope this inspires you to do so as well. But when I look more closely, I can even see some missed micro persuasions on their website. Here is one example.

When beginning to book a hotel, you will start filling out the search form. Going micro means considering the use of persuasion strategies for every field that needs to be filled in.

Should we persuade someone to choose a location? I don't have access to their back end (I wish!). But I am guessing there are very few queries where people didn't fill in a location. But persuading people to fill in a date seems to be very necessary.

A check-in date to be more precise, a check-out date will be automatically filled based on the check-in date if you don't do it. Implemented as a business rule, so it seems, Booking.com very much prefers people to specify a check-in date. Very desired micro behaviour, without appropriate micro persuasion.

Why not include an extra call to action "You tell us when, we tell you what the best deals are."? Or consider using data already known to you. "Don't have a specific date yet? Most of our customers go to "Edinburgh" in August (for the Fringe Festival, come on people!)." Or you can always go cheesy; "We prefer to spend our spring break in Doha".

You might be asking yourself if I am not being too picky here. Maybe, but for an e-commerce website that does over 300.000 hotel bookings per day it pays off to worry about every detail. And even when you don't spend millions on online advertising I think micro is the way to go.

Shown in the above examples you can see how others approach micro persuasion.

### Hope you join the Micro-wave

With these examples I hope to have made a case for micro persuasion. The goodness really starts when you take a look at all your customer journeys in detail. Of course start with the most critical ones, and when you got those right take a look at the rest.

Getting people to do something is our core business. Persuasion strategies are used for specific desired behaviour. Choosing high-level customer behaviours to persuade won't work well. As always the devil is in the details.

### Storytelling e creatività

Be creative and eye catching. Create suspense and surprise.

[https://www.youtube.com/watch?time\\_continue=63&v=w90PUm6iVyg&feature=emb\\_title](https://www.youtube.com/watch?time_continue=63&v=w90PUm6iVyg&feature=emb_title)

### Visual Artwork

Be creative and eye catching. Create suspense and surprise.

### Positive Associations

When choosing a testimonial or brand ambassador. Choose a credible person who is linked to the service or product you are promoting. It creates trust!

## **Brand Awareness**

### Is your brand known nationally and internationally

How well known is your brand? This is obviously a very important factor. This is a measurable result of your marketing strategy. How can we measure this?

- Google analytics
- Social Media analytics
- Site Requests

- Social media Followers
- Sales
- SEM tools
- Public relations
- Blogger/Influencer Reviews

## **Understand how your brand is perceived by your target**

How is your brand perceived for:

- USP
- Identity and Emotion
- Pre-sales Care
- Sale Care
- After Sales Care
- Warranty and Sales treatment
- National and International visibility investments

### Tools to understand your placement

There are many free and commercial software solutions available.  
Google to see the best solutions for your needs.

- Page rank checkers
- Surveys
- Social media
- Google alerts
- B2C request and sales
- B2b requests & sales

\* <https://www.adroll.com/blog/brand-awareness/the-comprehensive-list-of-brand-awareness-tools>

## **Clear Brand identity & message**

Keep it simple and clear! Your consumer needs to receive the message “Who and Where is the best place to find a solution for my needs? Who has got the clearest ideas?”

Take time in defining the brand message. Less is more! Complex messages often do not hit the spot! Actually the consumer perceives confusion. Who wants to buy an article/ product off a confused seller? You have to trust the product/service fully and also the seller.

## Brand reputation. Can you improve and evolve in certain fields?

Nobody is perfect! You learn from your mistakes. With a careful Brand analysis and positioning your strategy can be modified and corrected continuously. The more adaptable and dynamic your strategy the better. Timing and strategy is of the essence to stay always one foot ahead of your competitors.

## **Overcoming Social Distancing problems**

### Meeting Clients

Meeting clients up to now has always been done directly. With the new pandemic, 'Social distancing' will have to be respected until a vaccine has been found.

Thanks to technology, these meetings can be done online with 'Smart working' conference calls. Actually a busy consumer/client generally dislikes invasive physical appointments and intrusions.. Online meeting are less time wasting and more productive. Products and services can be illustrated with online live video presentations ore efficiently. Then if a b2b client wishes to view the product , an 'EVALUATION TRANSACTION' can be setup.

The B2b client is not the owner of the article and must take care of it's integrity.  
If it's damaged it is to be paid fully.

Invest on your b2b network to spread your visibility directly to the consumers.  
Another good idea it to set the following transaction rule.

- Trial period: not more than 6 months
- Set a generous net margin for retail sales
- When a first sale is generated of the the evaluation article. The B2b retailer must then pay the wholesale for the evaluation article and sold article.

If you are having difficulties in showcasing your products or services to the final consumer, evaluate other sales models such as leasing and rental.

### Workgroups

Meeting and working in the large structures means more overhead costs (rent, energy, insurance, covid19 sanitisation ...). This obviously has to be calculated on your final selling price.

Adopting Smart working allows you to lower the price of your product/ service without loosing margin. Hence



you are becoming more competitive. Also with automated workgroup management software you have more control and waste less time on useless internal meetings.

## Logistics

Select couriers that are already prepared to handle the limitation of Covid-19. Ask them directly their retrieval and delivery processes and delivery times. Make this a strong aspect of your 'Neuro' marketing strategy. Make your final client feel at ease.

Continuity, Safety (personal hygiene) and Availability are fundamental.

## Product presentation & review

This activity has taken a big blow. Areas such as trade shows, events, high street shops are obviously very limited in to what they can do. Investments will have to be made by them in the meanwhile to adapt their business model:

- Viewing only upon appointments ( with medical records or temperature testing)
- Delivery services upon online transactions or phone transactions ( respecting social distancing)
- Continuous Covid19 ambient sanitisation (maximum public transparency)
- Online queuing times.

The smartest way of overcoming this is to use online live event streaming or 3d augmented reality shows. Showcasing your products with an active chat available to answer all immediate questions creates an immediate connection with your client. This is in truth has always been active through television sales channels for some time. But they have been to anonymous and not targetted enough according to real segmented needs. Another useful form of smart showcasing is providing 'Product/ service' reviews from testimonials who have benefitted from buying off you – hence obtaining an advantage and also authorised review platforms such as 'Trust pilot'.

## Consumer Sales model

How are you selling to your consumers at the moment. Have you thought of implementing a B2C ecommerce platform? This can be done in an intelligent 'bespoke' way not interfering with your B2B platform with a Pick-Pay-Collect platform.

## Solutions

The solutions are varied. They keywords is 'Digitalisation' and 'Innovation' with a solid clear strategy. Each company has different Dna, Usp and Strategy. There is no 'ready made' solution which is applicable in mass to every sector. Solutions are 'Tailor-made' after a careful analysis listening to your commercial and logistic team.

# Smart Brand and Marketing Strategy

## Where are you now?

Do you know where your brand is now in this present climate? With a careful analysis this can be done with an experience marketing consultant.

## Your Swot analysis

Have you compared your service/product to the leaders in your sector? Have you identified possible business opportunities/markets?

## Remodel your uniqueness

Don't be frightened to remodel your uniqueness to reposition your product/service on today's market. Trends, routines and ways of thinking change especially in the situation we find ourselves now. For example the strategy we had at the beginning of the year was constructed in a certain way which is no longer useful as consultancy for our clients.

## Understand your Brand Positioning

Understand where you are positioned nationally and internationally and don't be frightened to take measures ( product/service development, pricing, branding ...) to stand out from the crowd.

## Outbound tools vs Inbound tools.

Outbound ( traditional marketing / high investments / lower conversion rates )

Interruption marketing or outbound marketing is promoting a product through continued advertising, promotions, public relations and sales. It is considered to be an annoying version of the traditional way of doing marketing whereby companies focus on finding customers through advertising. (Confusingly, the ambiguous term outbound marketing is sometimes used as a label for interruption marketing. This gives rise to an ambiguity because in the past the term had a different meaning, namely that information about finished product capability was flowing out to prospective customers who have a need for it i.e. benign marketing communication and product marketing.)

## Types of interruption marketing

Interruption marketing can be via various techniques, such as:

- **Facebook:** promoting a good or service on the news feed or elsewhere on their platform
- **Telemarketing:** act of promoting a good or service over the telephone
- **Print media advertising:** promote a product via newspapers or magazines
- **Cold calling:** the solicitation of business from potential customers who have had no prior contact with the salesperson conducting the call
- **Direct mail:** promotional circulars sent directly via mail
- **E-mail spam:** electronic mails sent to large mailing lists
- **TV/radio advertisements:** promote a product via television and radio

## Inbound (Innovation / medium investments / higher conversion rates)

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding.

Inbound marketing provides improved customer experience and builds trust by offering potential customers information they value via company sponsored newsletters, blogs and entries on social media platforms.

Compared with outbound marketing, inbound reverses the relationship between company and customer. In fact, while outbound marketing pushes the product through various channels, inbound marketing creates awareness, pulls new customers with channels like blogs, social media, etc.

## Brand identity correction

Look at the big name brands. Have they created a brand and stood still? The answer is no. Create a simple and clear brand identity inline with your vision and market trends. Keep it moving with innovation and design. And most important of all, starting from your Brand logo and Statement ... keep it coordinated and highly recognisable to your identity,

## Innovate Brand with new forms of marketing

(Inbound, Social, Growth, Persuasive)

## Share Knowledge

Become a reference point. Integrate and reinforce your community by sharing knowledge, as I am doing now. Don't be too overprotective of your knowledge as you are not the only one in the world serving that sector. If you give to your customers you will most likely receive. Also this creates trust in your abilities and ignites an automatic choice mechanism 'lizard language'; Fundamental to converting leads into sales.

## Invest in Brand Awareness

Speaks for itself the smart activities are varied and must be planned with a clear strategy and goal. Basically invest in activities which enable your product or service to be experienced directly.

## Define Smart Marketing Strategy (aims, tools, results)

Create a shared document online for the whole workgroup that indicates the clear strategy

## Set results(measurable/non measurable)

Never place your hopes on a web-agency to solve your branding or sales conversions problems. The majority of the times the activities are very expensive and reach low conversions if left by themselves too much.

They are an important part of the puzzle, but they must be kept under control . Quality is needed and not quantity in community creation and engagement. It's vital to understand how many leads are actually arriving and are being converted from your social media marketing campaigns through the correct reading of analytics tools such as insights and google analytics. They must have clear results to reach which are measurable ( sales, quotes, calls) and non measurable ( site visitors, social media followers, bounce rate...)

I am seeing a bombardment of facebook adverts from google specialists, web- agencies etc using the hashtag #covid19 professing the divine solution to restarting activities in this volatile new global situation through the sales of ready made ecommerce platforms and social media marketing. It's a part! But not the complete puzzle. Beware. "Strategy before Action"

## **Marketing Budget**

### Calculate your budget

**New Companies:** for companies that have been in business for one to five years, we recommend using 12 to 20 percent of your gross or marketing revenue.

**Affirmed Companies:** for those companies that have been in business for more than five years, we recommend allocating between 6 and 12 percent of gross or forecasted revenue.

## Select and organise the right Tools for your needs

### Right Consultant for your needs

Do not rely solely on 'word of mouth' or site reviews (which can be false). Often advice given over a morning brioche or cappuccino from a friend can be done in good faith but extremely damaging to your company.

Leave emotions aside and judge impartially the ability of a consultant. I personally feel that there must also be a good gut-feeling between the parties. A successful relationship is based upon an immediate connection and constant availability.

Check consultants reviews on LinkedIn, trust pilot, Google him/her...

### Commercial Information and brief

Be clear about your goals and needs. Do not leave it up to a web-designer or Seo specialist. It's rather like handing over your prized car to a novel driver. Accidents will happen and we have made them all. Now is not the time for experiments. Accidents cost money and time to your company.

### Pay the correct price

Evaluate Consultants by:

- Portfolio
- Clear ideas & strategy
- Consultancy proposal
- Results
- Impartial referrals
- Cost
- Assistance and running costs
- Transparency

### Check your ROI and decide whether to change budget

Return on investment (ROI) is a ratio between net profit (over a period) and cost of investment (resulting from an investment of some resources at a point in time). A high ROI means the investment's gains compare favourably to its cost. As a performance measure, ROI is used to evaluate the efficiency of an investment or to compare the

efficiencies of several different investments. In economic terms, it is one way of relating profits to capital invested.

## How to Calculate:

For a single-period review, divide the return (net profit) by the resources that were committed (investment):

return on investment = Net income / Investment

where:

Net income = gross profit - expenses.

investment = stock + market outstanding  
[when defined as?] + claims.

or

return on investment = (gain from investment  
– cost of investment) / cost of investment

or

return on investment = (revenue - cost of goods  
sold) / cost of goods sold

## Calculating Customer Acquisition Costs

The simple method divides the total marketing costs to acquire new customers by the total number of customers acquired in a defined period.

$$\text{CAC} = \text{MCC} \div \text{CA}$$

CAC = Customer Acquisition Cost

MCC = total marketing cost for acquiring customers  
(not regular customers)

CA = total customers acquired

In business, the purpose of the return on investment (ROI) metric is to measure, per period, rates of return on money invested in an economic entity in order to decide whether or not to undertake an investment. It is also used as an indicator to compare different investments within a portfolio. The investment with the largest ROI is usually prioritized, even though the spread of ROI over the time period of an investment should also be taken into account. Recently, the concept has also been applied to scientific funding agencies' (e.g., National Science Foundation) investments in research of open source hardware and subsequent returns for direct digital replication. ROI and related metrics provide a snapshot of profitability, adjusted for the size of the investment assets tied up in the enterprise.

ROI is often compared to expected (or required) rates of return on money invested. ROI is not time-adjusted (unlike e.g. net present value): most textbooks describe it with a "Year 0" investment and two to three years' income. Marketing decisions have an obvious potential connection to the numerator of ROI (profits), but these same decisions often influence assets' usage and capital requirements (for example, receivables and inventories). Marketers should understand the position of their company and the returns expected. In a survey of nearly 200 senior marketing managers, 77 percent responded that they found the "return on investment" metric very useful. Return on investment may be extended to terms other than financial gain. For example, social return on investment (SROI) is a principles-based method for measuring extra-financial value (i.e., environmental and social value not currently reflected in conventional financial accounts) relative to resources invested. It can be used by any entity to evaluate the impact on stakeholders, identify ways to improve performance and enhance the performance of investments.



## Project management & consultancy



### Overcome Innovation Fear

Innovation does not necessarily mean risk if it is guided by a well structured strategy and consultancy.

### Deadlines

It's very important to set well structured project timelines – with result monitoring at every stage to see that tasks are being done correctly according to the the 'Marketing Strategy' guidelines. It can actually be a very rewarding journey of self-discovery and your real potential.

### Responsibility

A Orchestra conductor must be able to get the most out of the 'Below the line' team obtaining the nearest result to the goals set. The conductor must also be responsible for negative results and modify the strategy accordingly.

### Results

Must be monitored systematically and shared: 'Measurable' and 'Non-Measurable'

### Action correction

When the going gets tough, the tough get going. Don't despair if you hit stormy waters. It's vital to keep a clear head and analyse quickly and effectively where your are failing and correct your Marketing and Sales Strategy.

## Dialogue

It's vital to keep a constant constructive dialogue going with your consultants to understand exactly how the projects are progressing ( positive moments and negative moments). I believe that personally, that a true professional is the figure who is always available in good times and bad times. Everyone makes mistakes, it's important they accept their responsibilities when they have committed errors that could damage your brand.

## **La Nostra Consulenza – <https://www.limeonline.net>**

Seguiamo l'intera catena di produzione 'Marketing e Branding'. Ecco i nostri servizi:

### **Brand Management**

- Market Research & Analysis
- Benchmarking
- Brand Reputation
- Customer Surveys
- Media Planning
- Advertising Campaigns
- Public Relations

### **Online Marketing**

- Search Engine Marketing
- Search Engine Optimization
- Pay per Click Marketing
- Content Marketing
- Affiliate Marketing
- Viral Marketing
- Lead Generation & Conversion
- Automated Marketing Software

### **Project Management**

- Content Generation
- Content Management
- Media Coordinator

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### **Brand Identity**

- Naming
- Brand Messaging
- Logo design
- Coordinated Corporate Identity
- Art Direction

### **Grafica**

- Brochures & Catalogues
- Business Pack
- Stand design
- Merchandise

### **Multimedia & Web**

- Responsive CMS web systems
- Ecommerce
- Mobile Apps
- Video & Photo Story telling
- Social media pimping
- Voip, Connectivity
- Data Security



## Measurable and non measurable results

### Analytics

Website visitors quantity/quality and bounce rate (Non-measurable result)

### Requests & Quotes

Measurable results which the commercial office will supply

### Sales

Measurable results which the commercial office will supply

### Social Community

Social media visitors quantity/quality and bounce rate (Non-measurable result)

### Word of mouth

Sector Reviews and Public Relations (Non-measurable result)

## 19. Smart adaptation mechanism

Alcuni promemoria su azioni di marketing fondamentali

- Benchmark
- Market observation
- Future trends
- Move in advance
- Fine tune marketing/sales strategy if necessary

## At last, the chequered flag!



Thank you for your attention!  
We look forward in hearing from you.

Are you an Business owner looking for answers to your questions?  
Contact us now for an informal chat

**Mark Chambers**

markchambers@limeonline.net

+39 347 1271 745

+44 791 7747 232

[Telegram:](#)

<https://t.me/limedimarkchambers>

[Whatapp:](#)

<https://api.whatsapp.com/send?phone=393481572637&text=Welcome%20to%20Limeonline:%20Marketing%20&%20Branding>

[Linkedin](#)

<https://www.linkedin.com/in/markchambersvisualdesign/>

[Website](#)

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limeonline  
digital brand identity

WWW.LIMEONLINE.NET  
INFO@LIMEONLINE.NET

MARK // CHAMBERS  
cycling marketing & sales

WWW.MARKCHAMBERS.CO  
INFO@MARKCHAMBERS.CO