

# Strategic Marketing Content

## Using Strategic Marketing to guide your content

Define what customers want and how they go about finding and purchasing the products and services that will fulfill those wants.

*Your last proposal letter is your best content.*

# Goal: Create and Retain Customers

## Table of Contents

|                                |    |
|--------------------------------|----|
| Define .....                   | 02 |
| Develop .....                  | 05 |
| Implement .....                | 07 |
| Marketing Communications ..... | 08 |
| Focus .....                    | 14 |

# Goal: Create and retain customers

## Define: What customers want

and how they go about finding and purchasing the products and services that will fulfill those wants.

People don't buy quarter-inch drills;  
they buy **quarter-inch holes**

At the factory, we make castings and  
fabrications;  
at the customer's plant, **we sell trust**

Focus on benefits,  
not features and products

Perceptions should exceed  
expectations.

Customers should  
**experience delight.**



## Define: Buyer Personas

**Market intelligence will determine customer decision-making process. Content focuses on their problems and solutions.**

Information gatherer

## Influencers

Decision maker

Purchasing agent

User



*Buyer Personas are fictional clients that represent a common set of offerings*

# Define: Unique market segmentation

with similar needs and satisfied by a similar offering

**Actionability**, characteristic

**Identifiability**, size and whom

**Accessibility**, different media to convey different information



*You have to answer: What, Who and How? to segment a market.*



# Goal: Create and retain customers

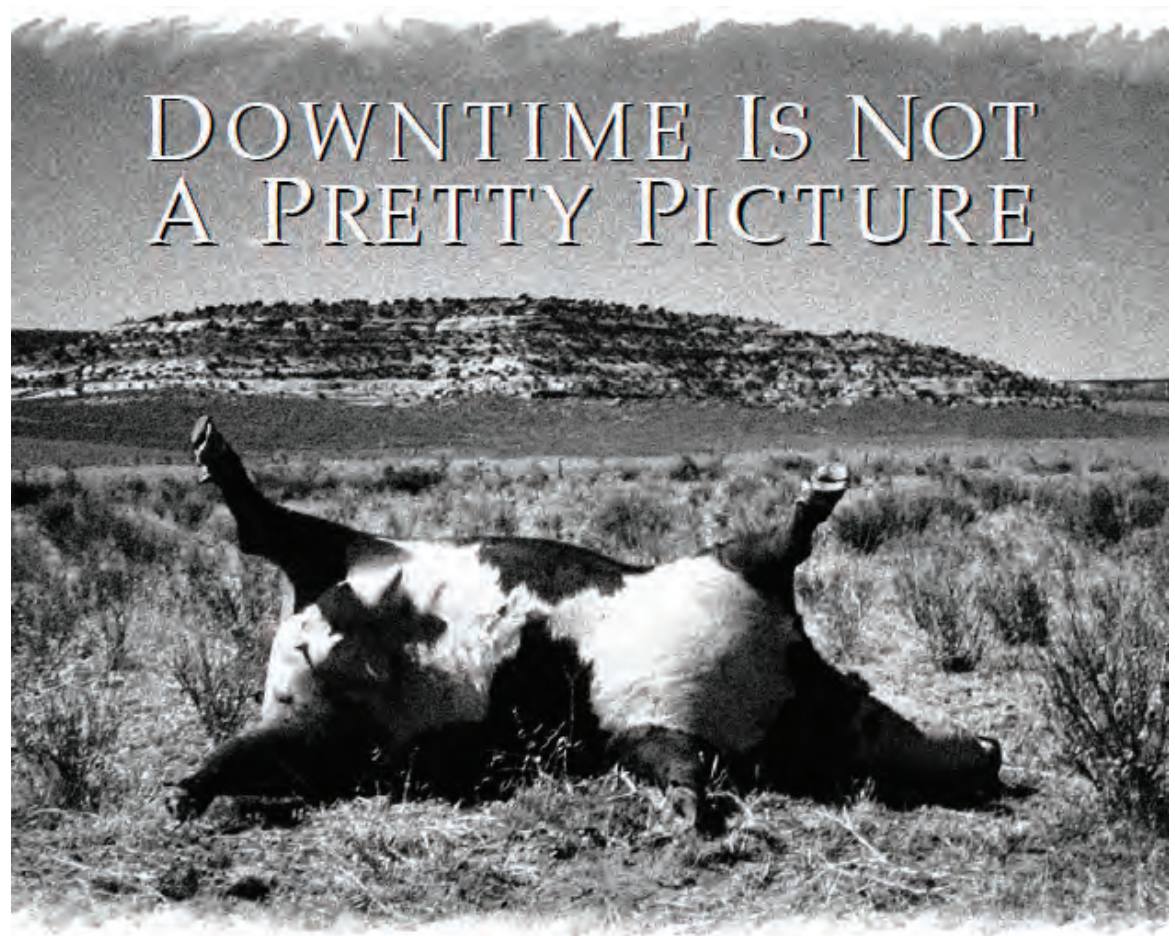
## Develop: Marketing strategy around target markets

### Product differentiation

Develop customer loyalty with **clear, distinctive image** for our offering.

And then **consistently reinforcing** that offering through marketing activities

*This image was for the rendering industry. They crush cow carcasses to extract the protein. It caused quite a good stir in the industry.*



# Develop: Positioning

The image in the customer's mind, not management, is the critical one

Design and implementation of a marketing program that:

Creates an image of you and your offering **relative to your competitors**

Make your image consistent with **what customers want**,

Mapping the relationship between **product/service and offering**.

*"Never in my 35 years in the business have I received so much attention from an advertisement image!"*





# Goal: Create and retain customers

## Implement: Product, Promotion, Placement, Price

### Product and Service Offerings, Packaging, Kanban, etc.

Aircraft & Aviation  
Construction Equipment  
Rock Crushers  
Vertical Sump Pumps  
Machining  
Centrifugals  
Metal Finishing  
Foundry & Supplies  
Machine Tools  
Transformers  
Mining Machinery  
Paper Machinery  
Electrical Distribution  
Electrical Connectors  
Sustainable Building Materials  
Windows and Store Fronts  
Insulated Concrete Forms





# Implement: Promotion- Marketing Communications

including internet marketing:

Quality Creative


## BUSINESS MARKETING MAGAZINE'S "Copy Chasers"

10 Rules On Creating Business-To-Business Ads

**LOHRE.COM**  
Marketing Communications

Reprinted with permission from BUSINESS MARKETING Copy Chasers, netlib.com

**Now, All Our  
Heads Are Pickled**



**100% Iron Free**

Because we pickle each and every head that leaves the Cincinnati plant, you know that your heads will arrive with a guaranteed iron-free surface.

During the cold-form process, carbon steel dies and rolls are used to shape stainless steel into tank heads and particles of iron from the carbon-steel tooling contaminate the surface of the stainless steel. Pickling, which is essentially an acid bath, removes all of this iron contamination.

This is just one more way that we at Trinity Industries continually strive to make our heads "The Best in the Business and Getting Better."

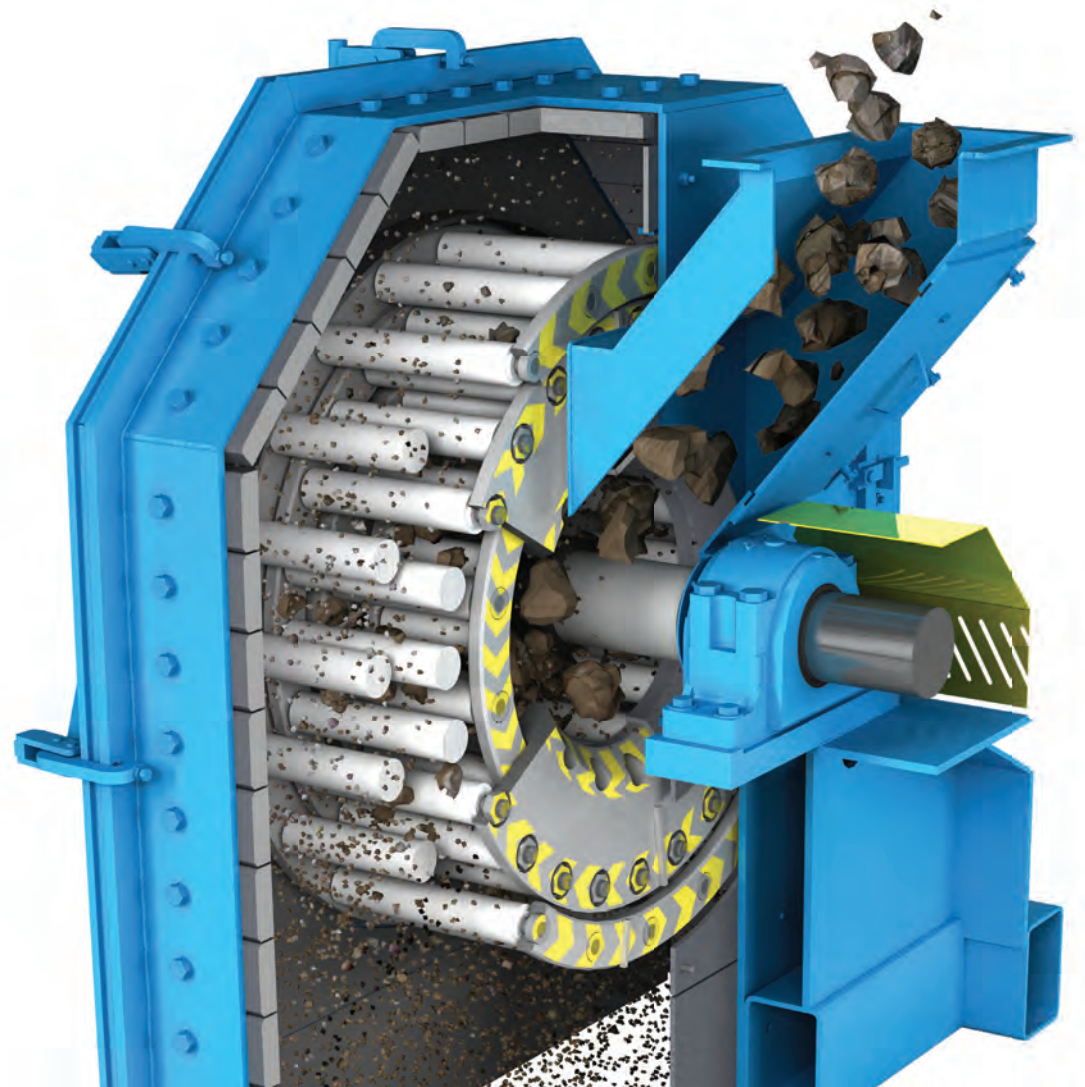
For a prompt quotation or more information please call either of our sales offices.

|                                                                                                                                                    |                                                                                       |                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cincinnati Sales Office</b><br>(800) 543-1644<br>11861 Mosteller Road<br>Cincinnati, Ohio 45241<br>Phone: (513) 771-2300<br>Fax: (513) 771-2404 |  | <b>Navasota Sales Office</b><br>(800) 231-6574<br>P.O. Box 938<br>Navasota, Texas 77868<br>In Texas: (800) 392-3594<br>Houston in bound 373-1661<br>Fax: (409) 825-6470 |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# Implement: Promotion- Marketing Communications

including internet marketing:

Educational Content





# Implement: Promotion- Marketing Communications

including internet marketing:

Return On Investment through  
**consistant, persistent repetition**



Lead Generation Lessons  
From 4,000 Businesses

A study based on **real** data from 4,000 businesses

**LA LOHRE.COM**  
Marketing Communications

**HubSpot**



**CHAIN REACTION**

Simultaneous engineering at  
Bosch Transmissions Technology



# Implement: Promotions

## Personal selling including face-to-face and telephone conversations (THE BACKBONE)

Public Relations including publicity

Direct Marketing including mail  
and telemarketing cold calls.

*"Take away my plant and in ten months  
we'll have a new one. Take away my  
people and we'll cease to exist,"  
Andrew Carnegie.*



# Implement: Placement

## Channel's time, place or form value add

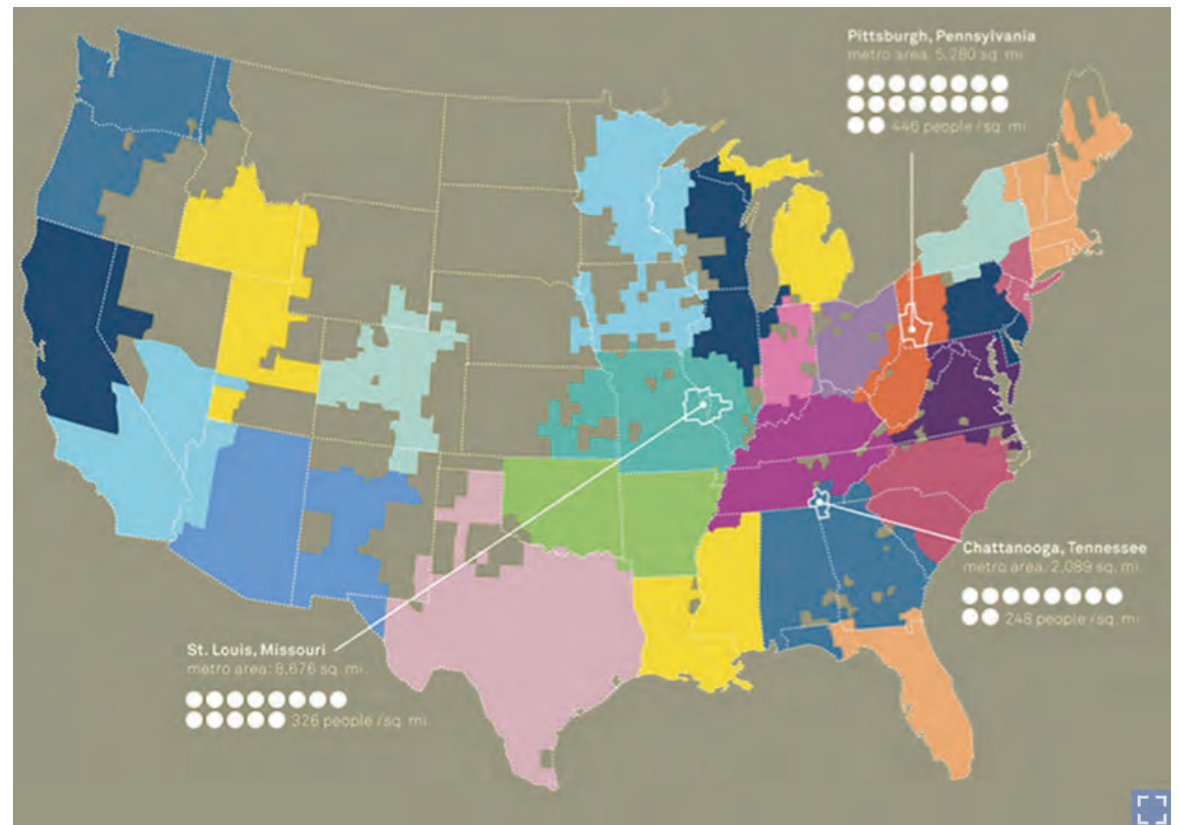
Distributors and wholesalers

Blanket contracts

Independent sales representatives

Direct sales

eCommerce



*A new way to break up your sales territories.*

# Implement: Price

## Value Based Pricing

What the customer gives up  
for all the benefits received

| Sources         | Visits  | Visit to Lead | Leads  | Lead to Customer | Customers |
|-----------------|---------|---------------|--------|------------------|-----------|
| Organic Search  | 59,100  | 3.1%          | 1,854  | 2.3%             | 43        |
| Referrals       | 80,660  | 7.5%          | 6,059  | 0.64%            | 39        |
| Paid Search     | 18,241  | 7.4%          | 1,348  | 0.52%            | 7         |
| Direct Traffic  | 228,613 | 2.6%          | 5,851  | 1.5%             | 88        |
| Email Marketing | 89,817  | 9.9%          | 8,898  | 0.36%            | 32        |
| Social Media    | 13,252  | 6.6%          | 874    | 0.46%            | 4         |
| Other Campaigns | 117,586 | 12%           | 14,245 | 0.25%            | 35        |
| Totals          | 607,269 | 6.44%         | 39,129 | 0.63%            | 248       |

Mommy, "Where to customers come from?"

Source: Hubspot's 4,000 customers



# Goal: Create and retain customers

## Focus: Over the much longer term

on building and managing key relationships with Customers, Channel Members and Suppliers

Building a  
**sustainable competitive  
advantage**

that cannot be easily  
duplicated by competitors

**Increase sales and profits  
for both parties.**

It cost **up to six times more** to  
generate new customers than to  
increase sales from existing customers

LO80<sup>th</sup>HRE.COM  
1 9 3 5 – A N N I V E R S A R Y – 2 0 1 5

# Lohre & Associates, Inc.

Marketing Communications

126A West 14th St.

Cincinnati, OH 45202

[www.lohre.com](http://www.lohre.com)

513-961-1174

[sales@lohre.com](mailto:sales@lohre.com)