



How to Find Your Best Target Clients And Rebuild Your Marketing Plan



JustJump Marketing, Inc. is a strategic marketing consulting and services agency with a focus in four main areas:

- Approach to Market
- Branding and Messaging
- Website Design and Development
- Marketing Projects and Campaign Execution

We help companies that are:

- seeking help to create a go-to-market strategy, from positioning to messaging
- changing gears, taking on new markets, and looking for a fresh approach
- resourced challenged and want help managing and executing discrete projects

The True Challenge

- Are your revenues down from what you projected?
- Where are your prospects?
- Why are they not buying from you?
- Are the things you do in Marketing and in Sales effective?
- Are you spending your money wisely?











How to get to know an audience?

3

How to get to know an audience?

1

What is your company good at?

Core Competence

How to get to know an audience?

2

How is that helpful?

Value Proposition

How to get to know an audience?

3

WHO CARES?

General Audience



Bring them to life

- Personify your audience
- Get to know them on many levels
- Make them part of your team and become their friend



JOE – SENIOR ENGINEER

70%

JOE

Senior Engineer at an
Engineering-led company



Joe has been a senior engineer at his company for over 10 years. He enjoys the freedom his senior level role brings where he can focus on what he loves - designing innovation. He manages a team of junior engineers. This team is extremely busy and always working very hard to meet deadlines. While he loves innovation, he doesn't feel he's given enough time for projects or staff.

Key Attributes

- Is in his early 50's and lives in the Boston suburbs with his wife and two kids.
- Came to the Boston area for University –attended Wentworth Institute of Technology.
- Is well liked by his team and by management. He has a good balance of technical and managerial skills.
- In his limited time off, spends time with his two middle school aged sons at their activities and traveling with his family.
- Is very handy at home and likes to work on house projects or build/craft with his two sons.
- Listens to podcasts on the way to work. He has a few favorites including 'how I built this' and 'freakonomics'.
- Is addicted to coffee and is always seen with a mug around the office.

Values

- In his role as an engineer manager he strikes a balance between inspiring his team and challenging their work on practicality, regulation and cost.
- Always under time pressure and deadlines, Joe demonstrates his ability to make quick decisions and not sacrifice quality – this is one of his strong points.
- He loves solving new problems and inventing but more frequently is required to reinvent the way he looks at existing projects.

70%



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Frustrations

- Working and mentoring millennials –they are different than he is, and he has to figure out the best way to manage them.
- A lot of irons in the fire –he's running multiple projects at once and each one requires time and attention.
- He has a lot of negative experience working with vendors and he has a tendency to distrust instead of partnering.
- Many times the main problem arises at the tail end of the project. This means Joe has shorter lead times and a lot of dependencies (he can't go back and change an entire project for a tiny element). He's always looking for better performance.
- His boss, Bill, is under pressure from the CEO and in turn, drills down on Joe hard to ensure that Bill meets his goals.

What appeals to Joe

- Capabilities to work within his very tight schedule.
- Customize solutions to fit into his project – even at the last minute.
- If he can trust provider to bail him out and make him the hero. If the provider can clean up a mess left by another vendor – even better.



Joe, Senior Engineer

Arun leads a team of engineers at a fast-paced medium sized manufacturing company.

THE JOURNEY

THOUGHTS & FEELINGS

ACTION STEPS

TOUCHPOINTS

VALUE MESSAGE

AWARENESS

We are close to the end of the project and the last vendor didn't deliver on time. I am not willing to take that risk – this project is too big.

Explore list of vendors

Ask team about reliable vendors/ consult boss

- Word of mouth

We can still work with you on your limited time scale.

We can offer custom solutions quickly to make it all happen.

We will partner with you. Your goals – not ours.

DISCOVER

Who can do the job. I have a list here of companies I have used in the past, but I am hesitant to try a new vendor with my limited time frame. One name keeps popping up.

Goes to website and some competitor sites.

In person meeting.

- Website
- Phone call
- In person meeting

We won't let you down.

We understand the problem and have a solution.

We can work quickly to meet your timeframe.



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EVALUATION

They showed up and they seem capable. Too many stakes in the game to trust the last vendor again.

Review costs and solutions presented from them

Checks references

- Phone calls
- Websites

We will show you that we're reliable

Your challenges are our challenges – you'll see a partner in us

DECISION

We need to move quickly to make it come together and I'm going to give it to the team.

Signs contract with them and gets started

- In person meeting
- Phone calls

Our experience speaks for itself. We've worked on projects like yours before and can recommend the right custom solutions

Google AdWords

Editorial Calendar

SEO

Video Blog

Facebook

Display Ads

Blogs

Website Maintenance

Infographics

Landing Page Development

Collateral

E-Book

Instagram

YouTube

Podcasts

Partnership Strategies

LinkedIn

Event Marketing

Case Studies

Offline Marketing

White Papers

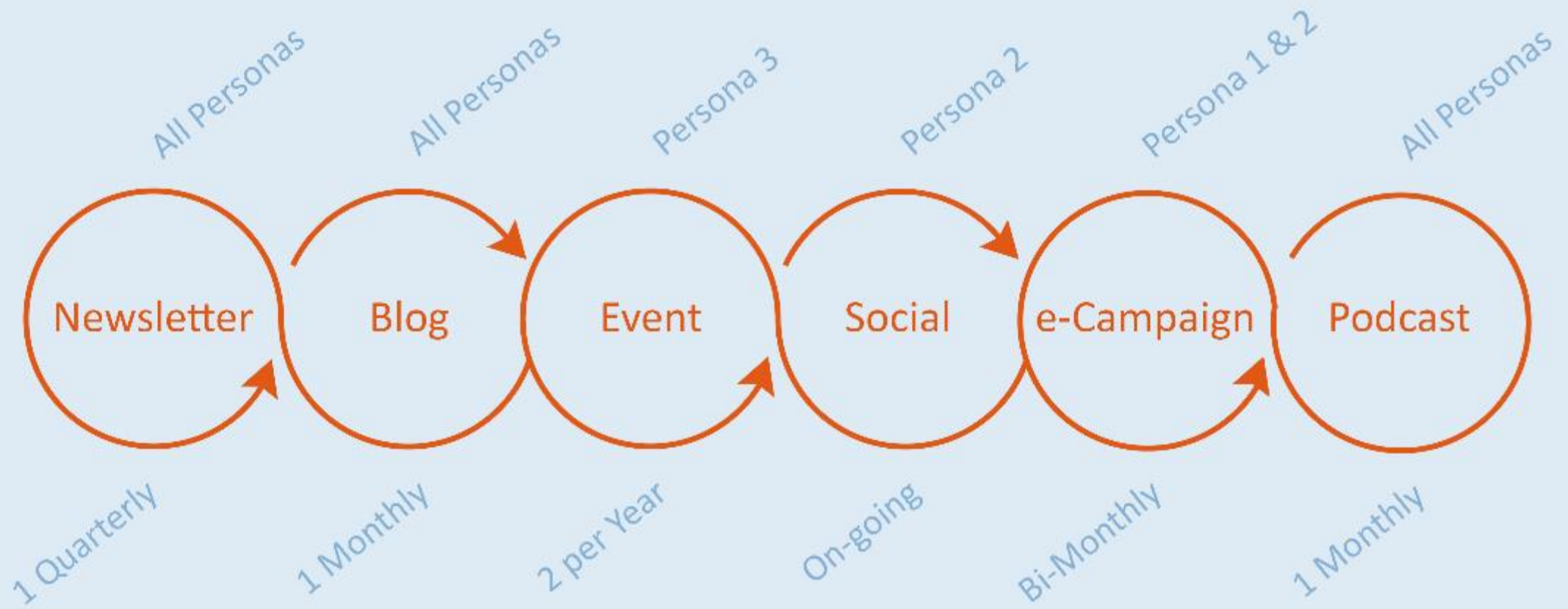




Audience

Marketing Activity

Frequency





Remember to complete the Speaker Survey



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Just Jump

MARKETING



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