



Workshop Your Marketing Solution

Guided problem-solving from marketing experts.



Use this workbook to find the solutions to your toughest marketing problems.





WHAT'S YOUR STARTING POINT?

Hint: it's often a solution masquerading as a problem.



WHAT'S THE RESULT YOU NEED?



WHAT OBSTACLES PREVENT YOU FROM REACHING THAT RESULT?



WHICH OBSTACLE HAS THE GREATEST POTENTIAL TO CHANGE YOUR RESULTS?

*Keep in mind there is no single right answer. Having trouble prioritizing?
A team of consultants can help narrow down your options.*



HOW CAN YOU REMOVE THAT OBSTACLE?





WHAT'S YOUR STARTING POINT?

We need to buy email lists.



WHAT'S THE RESULT YOU NEED?

More web views from email!



WHAT OBSTACLES PREVENT YOU FROM REACHING THAT RESULT?

- A small email list
- Our list is not targeted
- A small open rate
- We only send one email a year



WHICH OBSTACLE HAS THE GREATEST POTENTIAL TO CHANGE YOUR RESULTS?

A small open rate.



HOW CAN YOU REMOVE THAT OBSTACLE?

- Optimize subject line
- Create more relevant content
- Include more links (more opportunity to click)





WHAT'S YOUR STARTING POINT?

We need more SEO.



WHAT'S THE RESULT YOU NEED?

More web conversions!



WHAT OBSTACLES PREVENT YOU FROM REACHING THAT RESULT?

- Not enough web traffic
- Low conversion rate
- Not leveraging social media
- Missing an integrated marketing approach



WHICH OBSTACLE HAS THE GREATEST POTENTIAL TO CHANGE YOUR RESULTS?

Increasing the conversion rate, since only 1/100 visitors currently converts.



HOW CAN YOU REMOVE THAT OBSTACLE?

- Consider if visitors have had enough touchpoints to convert
- Offer more appealing, relevant incentives to visitors
- Optimize the landing page





WHAT'S YOUR STARTING POINT?

We need to spend more money on ads.



WHAT'S THE RESULT YOU NEED?

Generate more sales!



WHAT OBSTACLES PREVENT YOU FROM REACHING THAT RESULT?

- Weak creative concept and messaging
- Ad doesn't stand out in its environment
- Ineffective targeting
- Lacking a call-to-action



WHICH OBSTACLE HAS THE GREATEST POTENTIAL TO CHANGE YOUR RESULTS?

In this example, a review revealed that 92% of test viewers did not feel moved by the creative concept.



HOW CAN YOU REMOVE THAT OBSTACLE?

- Identify creative concept that moves viewers (through focus groups; A/B testing)
- Work with professionals to build a concept that performs

