



# Marketing Mansion Strategy



COMPANY NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

MARKETING MANSION STRATEGY

# How The Marketing Mansion Works

# Marketing Mansion

**Test & Validate**

Start Small | Go Big

Easy to Find

Easy to Buy

All Users

All Uses

**Maximize Availability**

**Reach The Market**

**Build Memories**

Clear Story | Distinctive Design

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# Marketing Mansion Building Blocks

**Build  
Memories**



Use clear story and design to build strong memories

**Maximize  
Availability**



Be easy to find and easy to buy where people look

**Reach  
The Market**



Continuously reach all potential users with product uses

**Test &  
Validate**



Test ideas in small ways, then go big once validated

# Marketing Mansion Building Blocks



# Data-Driven Decisions

## Measure Results, Not Intentions

- **If A Test Achieves Profitable Customer Acquisition**
  - Repeat and Scale
  - Increase Budget
  - Learn
- **If A Test Is Breakeven**
  - Improve
  - Learn
- **If A Test Fails**
  - Stop
  - Learn

## Measure Results, Not Intentions

- **Financial Metrics**
  - Revenue.
- **Customer-Based Metrics**
  - Sales, Leads.
  - Satisfaction, Awareness, Memories.
- **Marketing Activity Metrics**
  - What we did.
  - What impact it had.

# Cumulative Process Spectacular Results



## Foundation

Brand - Story - Design

## Flywheel

Availability - Reach - Testing

MARKETING MANSION STRATEGY

Part 1

# Build Memories



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## **“Build Memories” Principles**

Leverage distinctive branding and clear, story-based messaging in all marketing and advertising.

Stay consistent, but fresh — in all marketing, all the time — to build memories and make your brand more likely to come to mind.

# Clear Story

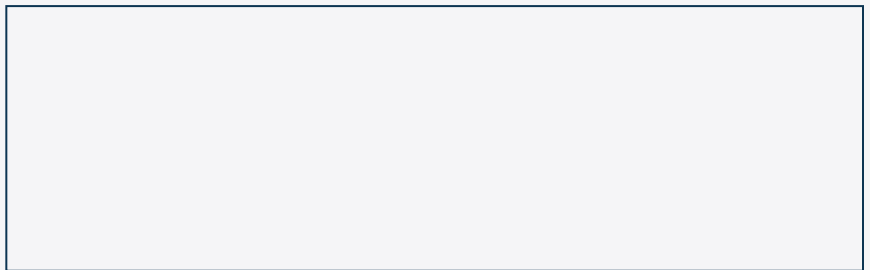
**Do we have clear story assets?**

*(such as a BrandStory, web content, offer, tagline, etc.)*

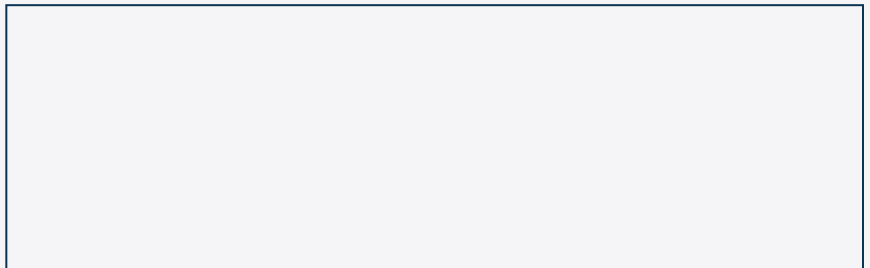
A large, empty rectangular box with a thin blue border, intended for the user to provide an answer to the question above.

**Are our story assets unique?**

*(This should be measured with a survey.)*

A large, empty rectangular box with a thin blue border, intended for the user to provide an answer to the question above.

**What percentage of the market can recognize our distinctive assets?**

A large, empty rectangular box with a thin blue border, intended for the user to provide an answer to the question above.

# Distinctive Design

**Do we have distinctive design assets?**  
*(such as a logo, colors, fonts, characters, etc.)*

**Are our design assets unique?**  
*(This should be measured with a survey.)*

**What percentage of the market can recognize our distinctive assets?**

## Ways To Build Memories

**Use your Clear Story and Distinctive Design in all marketing assets and activities.**

MARKETING MANSION STRATEGY

Part 2

# Maximize Availability

## MARKETING MANSION STRATEGY

## KEY QUESTION

**Where do people look  
for what I sell?**



## **“Maximize Availability” Principles**

Continuously be available (easy to find and easy to buy) in all places buyers look for your service/product category.

Focus on light buyers. Heavy buyers use the same marketing channels as light buyers, but not vice versa.

Stand out and be recognizable by leveraging distinctive brand assets and clear, story-based messaging that leans into emotions.

# Where Do You Need To Be Available?

When you ask, “Where do people look for what I sell?” what comes to mind? Where do you think you should be easy to find?

- ☐ *Lists*
- ☐ *Directories*
- ☐ *Google Search*
  - ☐ *Organic*
  - ☐ *Ads*
  - ☐ *Google My Business*
- ☐ *YouTube*
- ☐ *In online stores (Amazon, etc.)*
- ☐ *In physical stores (Walmart, etc.)*
- ☐ *Networking groups*

# Where Are You Currently Available

When you ask, “Where do people look for what I sell?” what comes to mind? Where do you think you should be easy to find?

*List all your ideas below.*



# Rank Based On Potential Impact & Feasibility

**Which of these places would have the biggest impact? Which of them are actually possible?**

*List them in rank order based on what's feasible and the impact it would have on your business.*

MARKETING MANSION STRATEGY

Part 3

# Reach The Market



## MARKETING MANSION STRATEGY

## KEY QUESTION

**How can we get  
noticed by everyone  
who might buy?**



## **“Reach The Market” Principles**

Continuously reach all users of the brand’s service/product category, with a focus on light buyers (heavy buyers see ads directed at light buyers, but not vice versa).

Generate creative advertising that gets noticed, connects with emotions, and is worth watching over and over.

Build connections with a variety of uses for the products and services to expand the potential user base.

Advertising works by reaching and nudging. Reach is more effective than frequency.

# Who Might Buy?

**Who is your target audience? Who has bought in the past? Who might buy in the future?**

*Keep this list simple and as broad as is reasonable.*

# Where Are People Who Might Buy?

- ☐ Viewing specific types of websites?
- ☐ Social media?
- ☐ Video platforms?
- ☐ Following influencers on social media?
- ☐ Listening to podcasts?
- ☐ Talking to friends?
- ☐ Reading blogs on other websites?  
*(If so, which websites?)*
- ☐ At conferences?

# What Might Make Someone Think About Your Category?

**Why do people use or buy your product/service?**

**When do people use or buy your  
product/service?**

**Where do people use or buy your  
product/service?**

# What Might Make Someone Think About Your Category?

**With whom do people use or buy your product/service?**

**With what do people use or buy your product/service?**



# How Should You Reach The Market?

**Given all the questions you just answered, can you identify the opportunities for your marketing? Use the list below for inspiration, then write your ideas below the list.**

- Social Media
  - Organic
  - Ads
- Display ads
- Video Ads
- Podcasts
  - Being a guest on podcasts
  - Advertising on podcasts
- Press Releases
- Events/Conferences
- Billboards
- Strategic Partnerships
- Influencer Marketing
- Cold Calling
- Cold Emailing
- Direct Mail
- Incentive Programs
  - Referrals
  - Affiliates

# Rank Based On Potential Impact & Feasibility

**Which of these places would have the biggest impact? Which of them are actually possible?**

*List them in rank order based on what's feasible and the impact it would have on your business.*

MARKETING MANSION STRATEGY

# Marketing Mansion Strategy



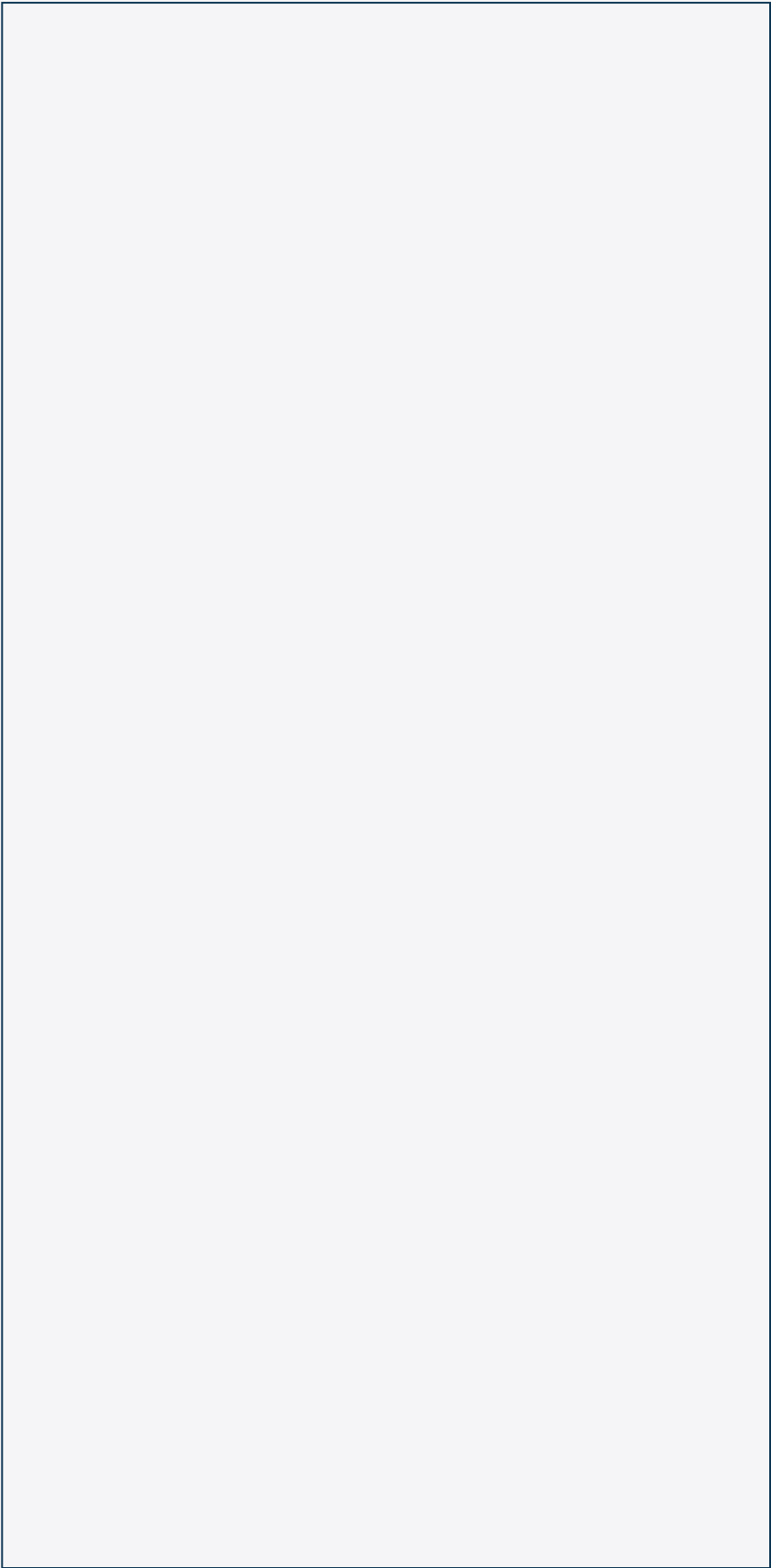
## Putting It All Together

Now, take your best ideas from the lists above and put them in the order you want to accomplish them.

Then, pick the top 2-5 (depending on your personal capabilities and limitations, or those of your team) and set those as your priorities for the next three months.

# Strategy

Here’s our strategy for the quarter:





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