



# Marketing Mindset

## Today's Trends With Analysis

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*Print this E-zine and use checklists as points of discussion and as tools for your marketing planning.*

### **In This Issue**

Dear **Marketing Mindset** Reader,

As the year comes to a close, we all, as market leaders and as business owners, will engage in evaluating and assessing past marketing strategies and tactics in order to map out a plan for the coming year. This issue includes questions and resources to assist you in that process and to help refine the messages of your brand.

Certain aspects of your brand, if updated or enhanced, can bring additional value to you and to your customers. Examine the following areas for potential improvement: 1) the promotion of core organizational values, 2) your writing style and tone, 3) the prioritizing of content messages and 4) the cultural relevance of your brand to your niche audience.

Imagine starting the New Year with marketing messages that clients and prospects consistently identify as unique to you - no matter what the media.

Wishing You Marketing Success,

**Maria Pinochet**, Publisher and Author  
Contact Us



## **Today's Best Practice – Polish Your Brand and Shine Content**

Branding gives you the opportunity, over time, to associate your organization with the benefits and values that are important and relevant to your customer. In a fast-paced, ever-changing global marketplace, your brand represents the promise of service and the expectancy of future benefits. The expectancy of these future benefits motivates buyers to place a higher value on your brand and to be willing to invest in building a relationship with you and your brand. Therefore, maximize any opportunity you have to distinguish your brand. One way to do that is to identify, clarify and “polish” your marketing communications so that your brand shines out brightly from among all the others.



**Use your year-end marketing review to formulate a branding strategy that refines your marketing messages.**



## Qualifying Question

### Are your clients' perceptions of your brand a key factor in their decisions to purchase your product or service and to remain loyal customers?

Yes  No

#### If Yes,

Relevance to Your Marketing Strategy:  High  Medium  Low

Priority for Your Planning:  Short-Term  Mid-term  Long-Term

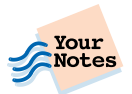
### Refine the details of the core organizational values your brand promotes.

Does your brand convince buyers to choose your products and services over that of your competitors? How is your core brand identity conveyed in your marketing? Do your core values connect with customer needs?

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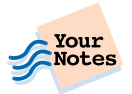


**Select a writing style and tone that speaks to your niche audience.** What writing style is appropriate? Formal? Conversational? Informative? Persuasive? What terminology does your customer group recognize? Are your customers experts? Or, are they new to their field?

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## Checklist

### Choose content relevant to the challenges your audience seeks to solve.

What do you want your audience/ideal reader to think or feel? What action do you want them to take? Does your core brand identity speak to customer attitudes, preferences and likes? Do your messages promote conviction and action?

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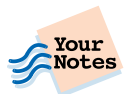


**Develop messages in media that are culturally relevant to your customers and prospects.** What is the culture of your organization? How does it compare with the culture of your customers? In developing messages and choosing media, consider the strategic importance of customer orientation, competitor positioning, length of marketplace initiatives and any other factor pertinent to your core customers.

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## Recommended Resource

### Are You the Apple of Your Customers' Eyes?

Is your brand respected in the marketplace? Do your customers value their relationship with you and consider it important to their success? What actions do you take daily to increase your brand equity? Give and get marketing insights by joining the conversation at *Cut to the Core*, the Kore Access Blog. Our community is dedicated to analyzing current marketing practices and discussing changes in markets. Emphasis is placed on initiating and moderating discussions which provide solutions by which to access, assess and act on marketing opportunities in order to achieve market leadership.

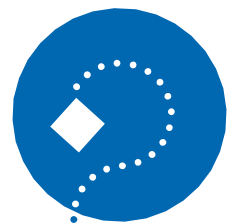
With each post, *Cut to the Core* discussions aim to "cut to the core" of the current topic and address the essential ABC's relevant to marketing knowledge and expertise:

- **Assets:** Access your organizational capital and human resources.
- **Brand:** Assess the cultural relevance of your brand to your audience.
- **Competencies:** Act on your organization's core advantages.

We encourage you to share your insights and look forward to learning from your marketing best practices. To join the conversation, read and post to *Cut to the Core* blog - [click here](#).



- \* **Polish your brand messages.** With "**Marketing Messages Review and Evaluation Worksheet**" an easy-to-complete worksheet from Kore Access, you can identify areas that need improvement and evaluate your organizational marketing messages and media channels. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)
- \* **Polish your brand value.** With "**Competitive Positioning Review and Evaluation Worksheet**," an easy-to-complete worksheet from Kore Access, you can identify areas of competitive differentiation and strategic importance. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



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