

Marketing Your Business to Your Customers

How Certified Diverse Businesses Can Stand Out and Thrive

CADENCE + FLOW



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Agenda

- Introductions
- The Importance of Branding
- The Challenge of Available Data
- Leveraging AI Tools
- Gathering Raw Input
- About Your Product
- Defining Your Audience
- Analyze Your Competitors
- Matching Strategy with Tactics
- Conclusion
- Q&A

What is a brand?

- Brand: How someone perceives your company
- Branding: Strategy, product, price, position, identity
- Brand awareness: Marketing execution that puts your brand in front of potential customers

The Importance of Branding

- Establishes your identity in the marketplace
- Know who you or your product are
- Know your audience
- Know your voice
- Know where you fit
- How people view you



Portrait Image via Jasmine Powers Multimedia/DALL-E

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The Challenge of Available Data

- Consumer and competitor data is difficult to access
- Analysis takes effort
- Turning insights into a brand story a specialized skill
- Getting data and narrative wrong is expensive

Gathering Raw Input

You will need some basic input to help pull together your brand:

- Brand name
- Mission Statement
- Brand Values
- Unique Value Proposition
- Product
- Pricing

About Your Product

- Use worksheets to fill in as much as you can about your different products and services
- Copy this information into your preferred AI tool to fill the rest
- **Prompt:** I offer the following services, can you help me profile my ideal customers? (Paste the contents of the spreadsheet along with this prompt)

| Product | Product 1 | Product 2 | Product 3 |
|--|-----------|-----------|-----------|
| Ideal Customer for Product | | | |
| Solution/Unique Selling Point | | | |
| Product Type (Physical/Digital/Software) | | | |
| Feature 1 | | | |
| Feature 2 | | | |
| Feature 3 | | | |
| Pricing | | | |

Defining Your Audience

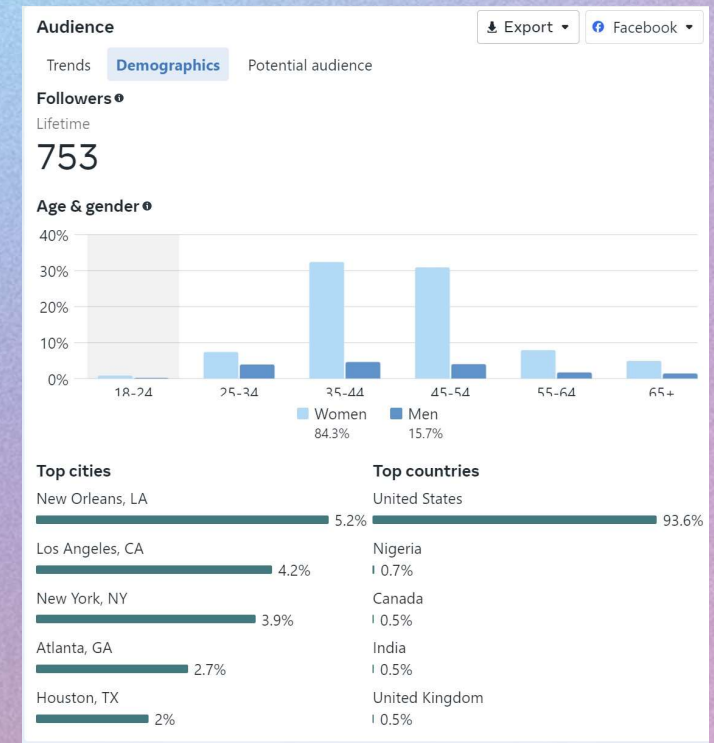
- Fine tune the chat
- Paste the following attributes
- **Prompt:** Can you profile 3 potential ICP for my (insert biz type) business and create a chart that addresses the following attributes:

| Titles/Person | ICP 1 | ICP 2 | ICP 3 |
|-----------------------------------|-------|-------|-------|
| Problems/Pains | | | |
| Age | | | |
| Income/Budgets/ARR | | | |
| Sex | | | |
| Relationship Status | | | |
| Children | | | |
| Education | | | |
| Housing | | | |
| Location | | | |
| Interests & Activities | | | |
| Professions | | | |
| Social Media Profiles They Follow | | | |
| Magazines/Books | | | |
| Television | | | |
| Music | | | |
| Movies | | | |
| Brands | | | |
| Food | | | |
| Fashion | | | |
| Travel/Vehicles | | | |
| Device & Tech | | | |
| Future State/Motivations | | | |
| Searching for/Googling | | | |

Defining Your Audience

- Refine your target audience using buyer data
- Your website and sales analytics (Website, Google Analytics, or invoice data)

Note: Your demographics may differ per platform. Your target market is who should be buying services, not necessarily who follows you.



Analyzing Your Competitors

- Build by asking about competitors
- Seek to understand gaps for them and opportunities for your story
- **Prompt:** My competitors are X, Y, Z (insert their name and website). Can you use the information from their websites and social media accounts to create a chart that addresses the following attributes:

NOTE: Your strengths and customers will help differentiate your brand narrative

| Company | Competitor 1 | Competitor 2 | Competitor 3 |
|---|--------------|--------------|--------------|
| Website | | | |
| Brand Positioning | | | |
| Company Strengths | | | |
| Company Weaknesses | | | |
| Products/Services Overview with Screenshots | | | |
| Pricing | | | |
| Product Strengths | | | |
| Product Weaknesses | | | |
| Reasons Why They Win Against Us | | | |
| Reasons Why We Win Against Them | | | |
| Their Customer | | | |
| Our Customer | | | |

Shaping Your Brand Messaging

- These exercises have given you what it needs to shape your brand narrative
- Ask it to recommend a brand narrative
- **Prompt:** Would you recommend a brand narrative that addresses my Mission and Values, Unique Selling Proposition, Personality, and Brand?
- Further refine by sharing preferences

| | |
|----------------------------|--------|
| Mission | Values |
| Unique Selling Proposition | Brand |

Next Steps with AI

- This is the beginning of R&D
- Gather real data
 - Test your narrative
 - Explore surveys and customer conversations
- Validate with other intelligence tools (i.e. SparkToro)

SparkToro's database has found **73,025** people that talk about **saas marketing**

i These are a sample of results only. To unlock all the top results for this query, [upgrade your SparkToro account](#)

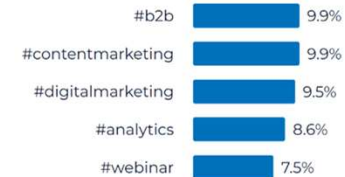
+ Get more [search ideas](#) related to this audience

Here's what this audience talks about online

Top Words in Bios ⁱ



Top Hashtags Used ⁱ



Frequently Used Phrases ⁱ



[See all text insights](#)

Section Summary & Resources

- Leverage research and development to define your brand messaging
- ChatGPT – Free/Low-Cost AI tool for preliminary research
- Gemini – Free/Low-Cost AI tool for preliminary research
- SparkToro – Audience Research tool
- Powerful Brand Messaging GPT – jasminepowers.com/brand-messaging

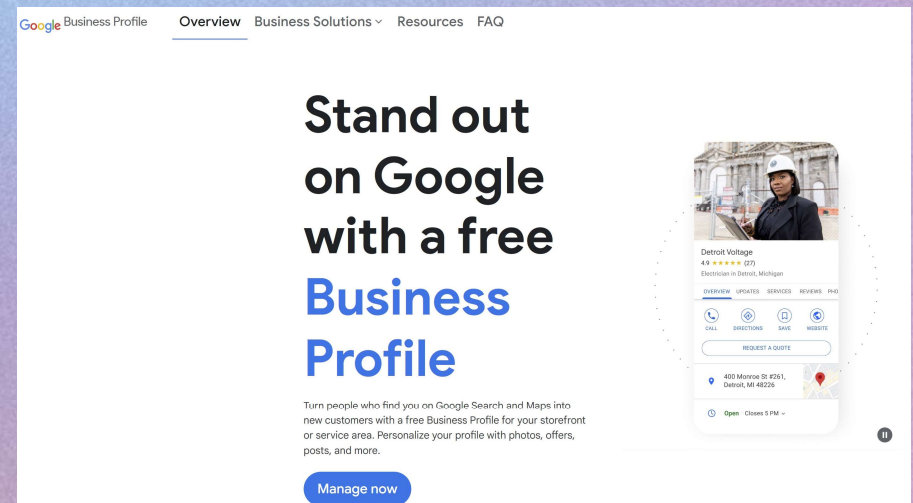
Match Strategy with Tactics

- Strategy focuses on how to win
 - Expand into global market
 - Deliver faster service
 - Lower costs
 - More luxurious experience
 - Build a mobile / accessible web presence
 - Go down market to build scalable market/reduce risks
- Explore opportunities in your strategy



Match Strategy with Tactics

- Consider insights from marketing audit and reports to determine strategy
- Marketing strategy and content format varies by channel
- Channels
 - Website: SEO, ads, social
 - Social: Content
 - Email: Content
 - Ads: Display ads, search ads,
 - Referrers: PR, SEO backlinks



The screenshot shows the Google Business Profile management page for 'Detroit Voltage'. The page has a navigation bar with 'Google Business Profile', 'Overview', 'Business Solutions', 'Resources', and 'FAQ'. The main heading reads 'Stand out on Google with a free Business Profile'. To the right is a preview of the business profile on a mobile device, showing a photo of an electrician, the business name 'Detroit Voltage', a 4.5-star rating, and the address '400 Monroe St #204, Detroit, MI 48226'. Below the heading is a paragraph: 'Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.' At the bottom is a blue 'Manage now' button.

Match Strategy with Tactics: Social Media Demographics

- Numbers are in %

| AGE | GENDER | RACE & ETHNICITY | INCOME | EDUCATION | COMMUNITY | POLITICAL AFFILIATION |
|-------------|--------|------------------|--------|-----------|-----------|-----------------------|
| | | | | | | |
| Facebook | | | | | | |
| Instagram | | | | | | |
| LinkedIn | | | | | | |
| Twitter (X) | | | | | | |
| Pinterest | | | | | | |
| Snapchat | | | | | | |
| YouTube | | | | | | |
| WhatsApp | | | | | | |
| Reddit | | | | | | |
| TikTok | | | | | | |
| BeReal | | | | | | |

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

% of U.S. adults who say they ever use ___ by ...

| AGE | GENDER | RACE & ETHNICITY | INCOME | EDUCATION | COMMUNITY | POLITICAL AFFILIATION |
|-------------|--------|------------------|--------|-----------|-----------|-----------------------|
| | | | | | | |
| Facebook | | | | | | |
| Instagram | | | | | | |
| LinkedIn | | | | | | |
| Twitter (X) | | | | | | |
| Pinterest | | | | | | |
| Snapchat | | | | | | |
| YouTube | | | | | | |
| WhatsApp | | | | | | |
| Reddit | | | | | | |
| TikTok | | | | | | |
| BeReal | | | | | | |

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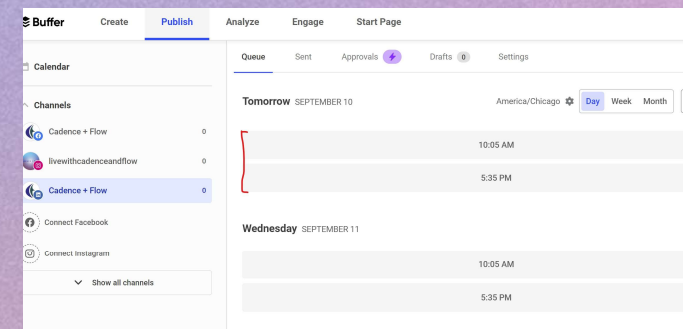
| AGE | GENDER | RACE & ETHNICITY | INCOME | EDUCATION | COMMUNITY | POLITICAL AFFILIATION |
|-------------|--------|------------------|--------|-----------|-----------|-----------------------|
| | | | | | | |
| Facebook | | | | | | |
| Instagram | | | | | | |
| LinkedIn | | | | | | |
| Twitter (X) | | | | | | |
| Pinterest | | | | | | |
| Snapchat | | | | | | |
| YouTube | | | | | | |
| WhatsApp | | | | | | |
| Reddit | | | | | | |
| TikTok | | | | | | |
| BeReal | | | | | | |

* Estimates for Asian adults are representative of English speakers only.
Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

Match Strategy with Tactics: Content Calendar

- Use AI to help you with content topics and creation
 - Prompts:
 - Looking at my key categories, can you fill in this social media calendar with format types and topics
 - Can you give me specific content topics for each of these. Also fill in all of the slots with the different content types and formats.
- Use Buffer or Meta management tools to determine best posting time

| | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------|---------|--------|--------|---|--------------------------------------|----------|-------------------------|----------|
| Week One | Morning | | | How To - Instructional Video | | | | |
| | Noon | | | | | | BTS - Behind The Scenes | |
| | Night | | | | | | | |
| Week Two | Morning | | | Product - Share pictures of your products | | | | |
| | Noon | | | | | | | |
| | Night | | | | Blog - Sharing a link to a blog post | | | |
| Week Three | Morning | | | | | | | |
| | Noon | | | | | | | |
| | Night | | | | | | | |
| Week Four | Morning | | | | | | | |
| | Noon | | | | | | | |
| | Night | | | | | | | |
| Week Five | Morning | | | | | | | |
| | Noon | | | | | | | |
| | Night | | | | | | | |



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Match Strategy with Tactics: Public Relations

Media

- TV
- Print
- Web

How to Pitch Media

- Research
- Media List
- Pitch
- Call-to-action
- Follow up



Match Strategy with Tactics: Philanthropy

- Give and support genuinely
- Ultimate goal is to serve, give back
- Bonus are the relationships and visibility



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Match Strategy with Tactics:

- Portals
 - Private: Convention Center
 - State of Louisiana – LA Pac
 - Federal-SAM (8a)
 - Supplier One (private)
- Relationships
- RFPs



Q & A



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Thank you!



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