



HIGH IMPACT MARKETING STRATEGIES

Focusing on Customer Empathy to Grow Your Business

PRESENTED BY

stickynote creative
graphic design for unforgettable brands



what the heck is DESIGN THINKING?

design thinking is a non-linear, iterative approach to problem solving, influenced by but not exclusive for designers, that helps people understand and develop creative ways to solve a specific issue, generally business oriented

Empowers businesses to better understand their customers' needs and create innovative solutions for their problems

DESIGN THINKING

FIVE-STAGE PROCESS

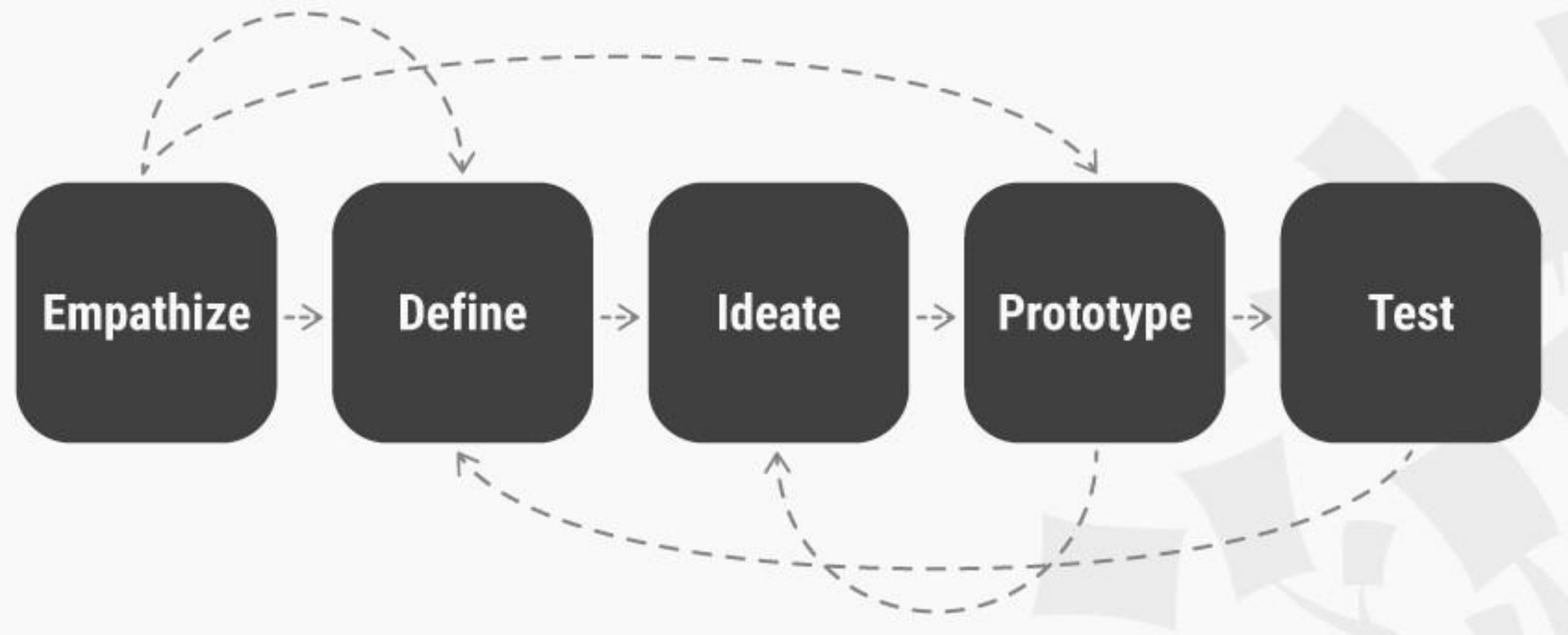


Diagram provided by Interaction Design Foundation
[interaction-design.org](https://www.interaction-design.org)

WHO

you are solving for

WHAT

are their needs and pain points

HOW

you will solve them
what if?

WHY

your work matters

DEFINITION

HIGH IMPACT

something that can stand up to great force, or that has a great effect

the ability to affect or influence someone or something in a powerful way

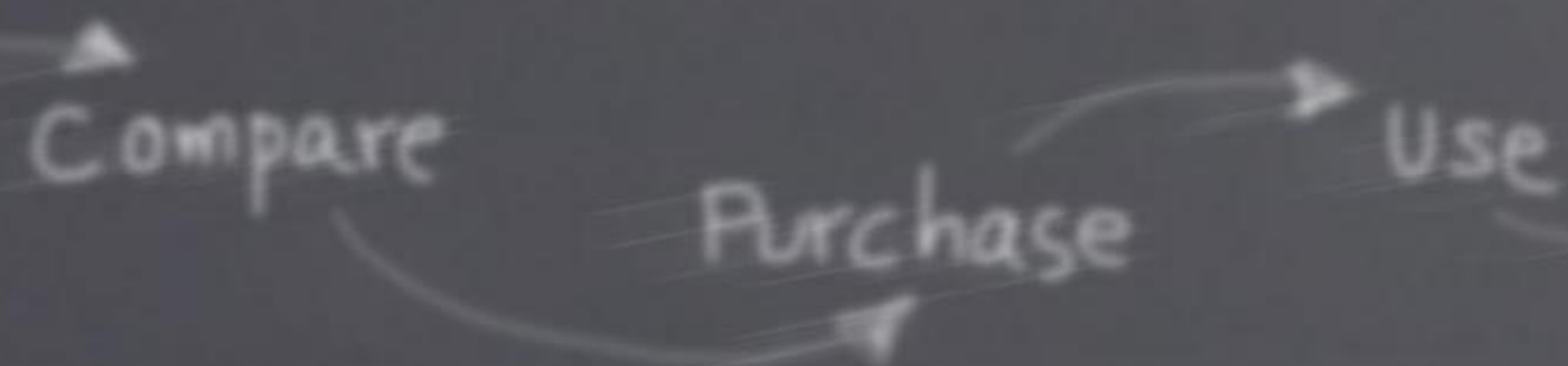


DEFINITION

MARKETING

the action or business of promoting and selling products or services

the process of interesting potential customers and clients in your products and/or services.



HIGH IMPACT MARKETING

the ability to attract and retain a growing base of customers or clients through techniques that can have great effect and influence

HOW TO BUILD AN EMPATHY-BASED MARKETING STRATEGY

LAY THE GROUNDWORK

- 1 Define your customer segments with buyer personas

Understand your customers

Discover their motivations

- Who
- What
- When
- Why

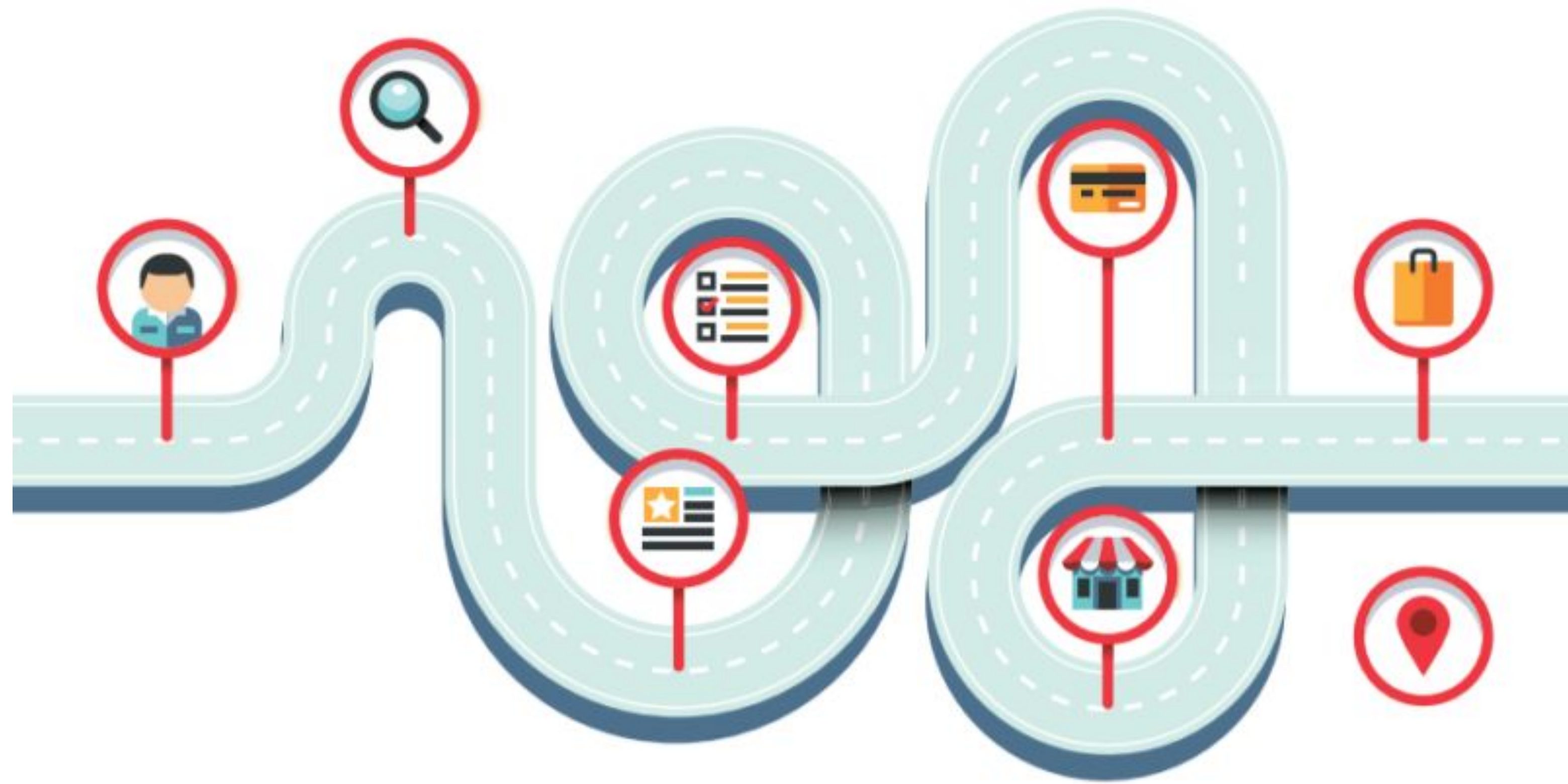
- 2 Map out the experience with your brand using a journey map

1. Awareness / Discovery
2. Research / Education
3. Conversion
4. Choosing / Purchasing
5. Referral / Advocacy

- 3 Identify communication touchpoints at each stage of the buyer's journey

Align your marketing content with each stage

Make a plan!



WHAT'S IN YOUR MARKETING MIX?

Identify possible communication touchpoints at each stage that would best grab attention of your target audience





START-UP OR ESTABLISHED

Tactics that small or larger businesses can apply



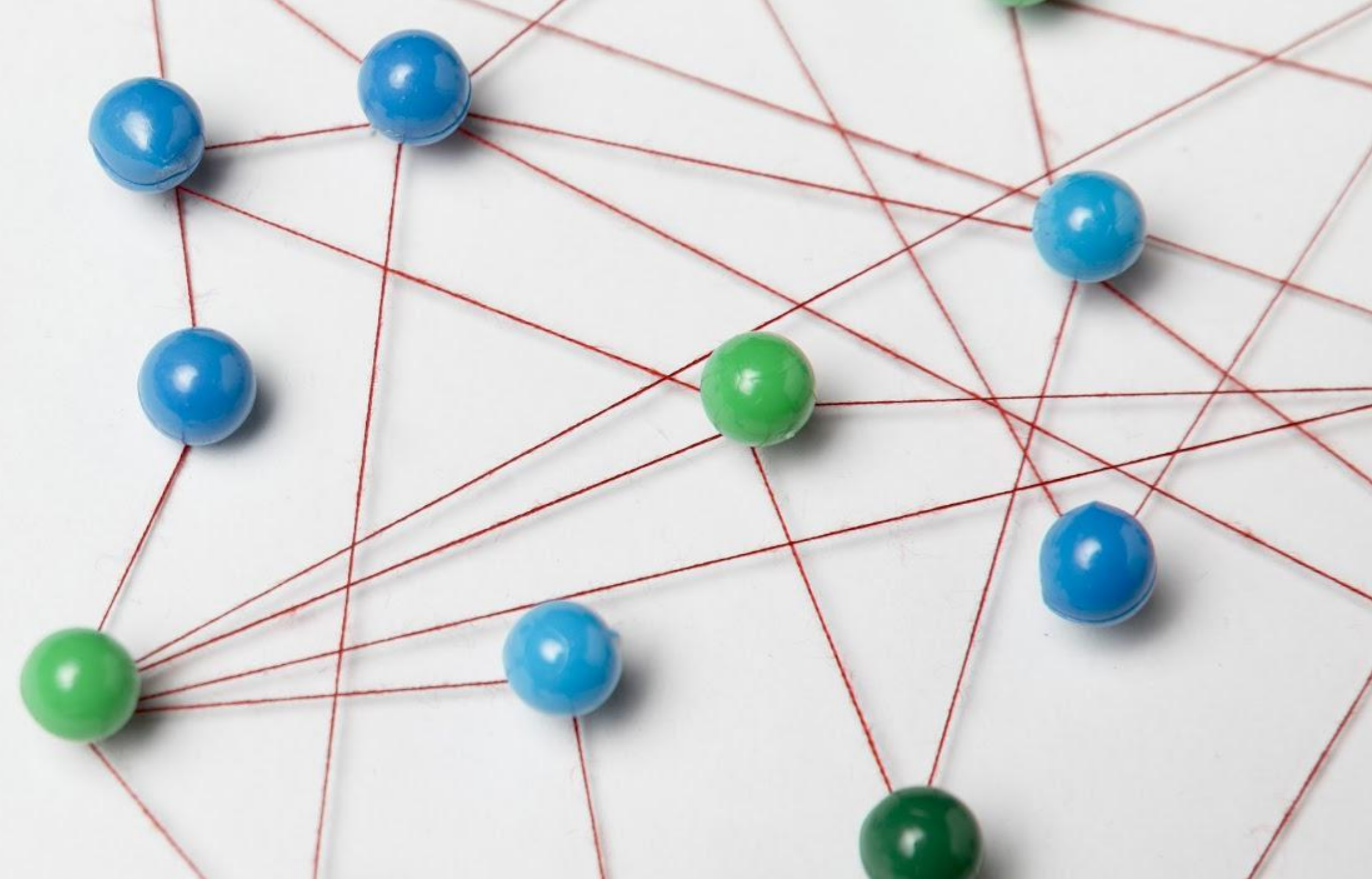
B2B or B2C

Applicable to all businesses in any industries



BUDGET-FRIENDLY

Strategies that can be executed at various budget levels



7 HIGH-IMPACT MARKETING STRATEGIES

STORYTELLING

good stories give big voices to small ventures

- hold the power to connect people
- human-to-human connections are the heart and soul of business
- the most powerful stories prioritize customers as the stars; think of your business as the supporting character
- any business can use storytelling to share its message and connect with customers
- use case studies as a storytelling opportunity





WORLD WIDE WEB

virtual equivalent of a physical business

1. BUILD / UPDATE WEBSITE

- provides a home on the web for your business and increases your chances of coming up in a search
- opportunity to communicate your who, what, where and why of business
- multi-purpose - salesperson, brand ambassador and tool to connect with audience

2. SEARCH ENGINE OPTIMIZATION (SEO)

- making website content relevant to your ideal audience and align it to the keywords that are searching for
- optimize site content to boost chances of getting found online by target audience
- can be done by yourself or by hiring a consultant/agency

Your website is an opportunity to communicate your brand, culture and your story.

Customers start online

- 88% of consumers do online research before making a purchase (eCommerce Foundation)
- 75% of website users make judgments about a company's credibility based on website design (Stanford research study)
- So much information can be learned by browsing a website: what users see and read shapes the perception of the company or brand in the user's decision-making
- The more a website is personalized to a visitor's needs, the more the chances are that they eventually become a lead and even a client

Website “Must-Haves”

- Well-structured;
- Easy to read/navigate
- Fast/loads quickly
- Mobile-responsive

WEBSITE

BUILD OR UPDATE



WEBSITE

SEARCH ENGINE OPTIMIZATION



Content

- Relevant & Informational
- Demonstrate why a customer should select you

On-Page SEO

- Optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines

Authority Building “Link Building”

- Inbound links also known as backlinks or external links
 - ◆ hyperlinks that point from one website to another
 - ◆ currency of the Internet, “real-life reputation”
- Internal links
 - ◆ links that connect internal pages of the same domain
 - ◆ used repeatedly and smartly will provide a signal to Google that the page is important

Local SEO

- Increase search visibility for businesses that serve their communities face-to-face (relevant for brick-and-mortar and service-area businesses)

Credibility

- Case studies & portfolios
- Reviews & testimonials

E-MAIL

effective way to maintain regular communication

- upsell
- educate
- build contact list
- share news
- maintain engagement
- easy to automate





SOCIAL MEDIA

powerful and low-cost tactic
to reach customers

- cost-effective way to raise brand awareness
- be selective when choosing social media platforms and focus efforts on the channels your target customers are using
- can help turn your current customers into brand advocates
- develop and implement a plan
- affordable advertising options

approach that emphasizes the creation and distribution of quality content

approach that emphasizes the creation and distribution of quality content

- Providing useful or entertaining content can attract people to your business, where you can then entice them to buy.
- Content comes in many forms, from text and video to graphics and more
- A form of indirect advertising
- Website is home-base for all content marketing efforts



A SIMPLE FORMULA FOR

CONTENT MARKETING



STEP 1



STEP 2



STEP 3



STEP 4

Create helpful content
that educates or enriches
the lives of your audience

Distribute content
through your
selected channels
(link back to website!!)

Share content over social
networks, and encourage
others to do the same

Grow your audience
and deepen their trust
in your brand



RELATIONSHIP BUILDING

Focus on building a relationship,
not making a sale

1. NETWORKING/OUTREACH

- success in business is about relationships
- networking allows you to make the types of relationships that can lead to sales, referrals of other types of business growth
- in-person or virtual/digital

2. EVENTS

- can be a way to spread word about business
- host workshops, classes, webinars
- volunteer or sponsor an event
- free and helpful can go a long way

WORD-OF-MOUTH MARKETING

authentic feedback from customers is the most powerful tool you can have

- Effective word of mouth is a happy customer or client who feels compelled to share their story with others
- Turn your customers into brand ambassadors
 - ◆ Get engaged- Choose me
 - ◆ Get Enamored- Choose me again
 - ◆ Get enthusiastic- Tell others to choose me
- Focus on relationships – developing meaning relationships will make it easier for people to recommend you



IN SUMMARY.....

INVEST IN A FEW SMART STRATEGIES & TOOLS

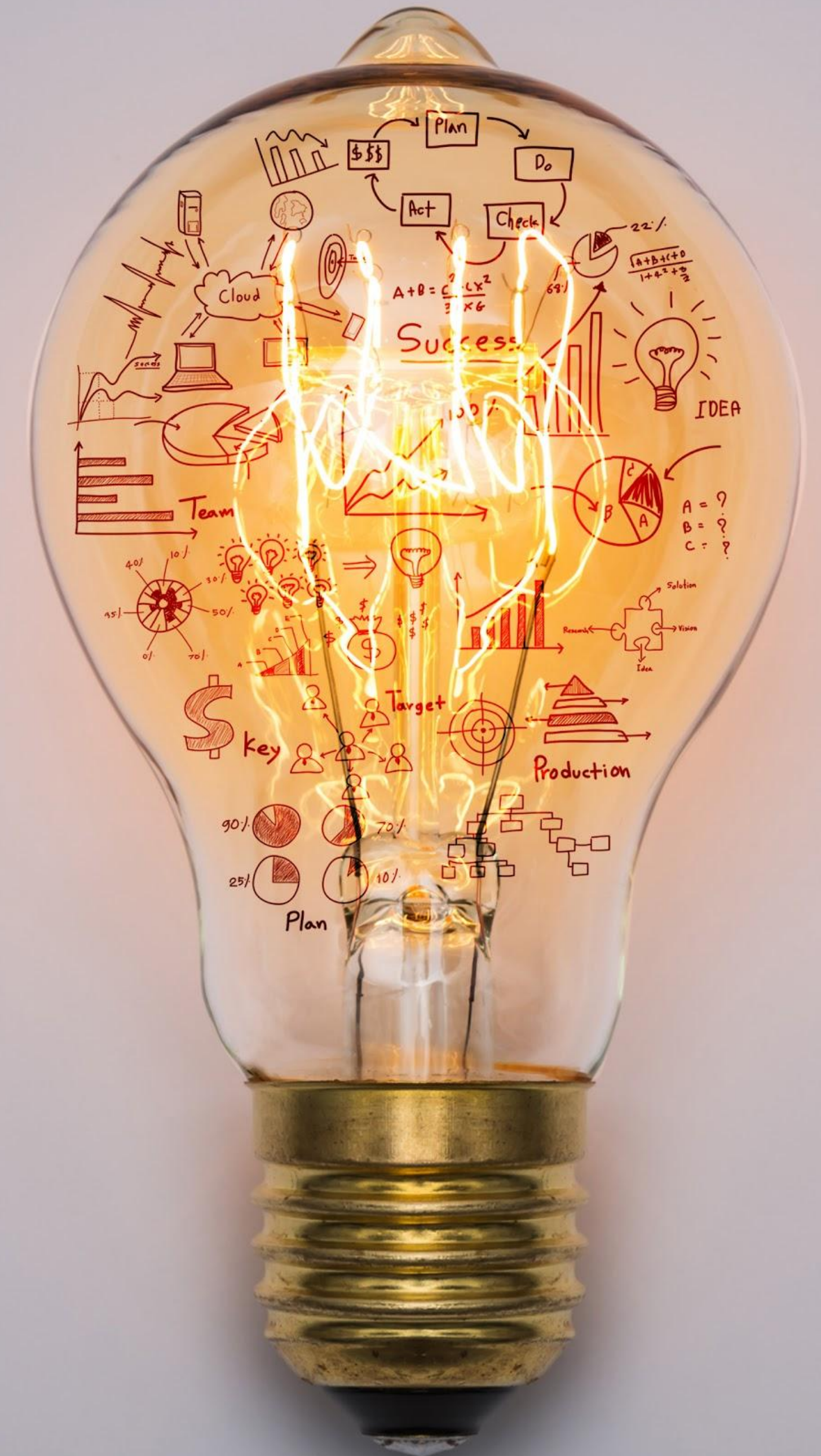
HARNESS THE POWER OF EMPATHY

EMBRACE THE DESIGN THINKING PROCESS

**GO BEYOND OFFERING A PRODUCT OR SERVICE –
BUILD EXPERIENCES; BUILD CONNECTIONS**

STAY TRUE TO YOUR BRAND

**THE PULSE OF MARKETING IS ALWAYS CHANGING -
ALWAYS BE READY TO PIVOT**



Thank You

Effective problem solving in design
requires a balance of strategy and
spontaneity, intelligence and creativity.

— Maggie Macnab

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ARTICLES FOR INSPIRATION

Design Thinking

<https://digitalagencynetwork.com/a-simple-guide-to-design-thinking-for-marketers/>

<https://medium.com/better-marketing/how-to-use-design-thinking-to-become-better-at-marketing-and-sales-dc6d80a70343>

<https://econsultancy.com/how-can-marketers-employ-design-thinking/>

<https://readwrite.com/2020/07/25/the-importance-of-empathy-based-marketing/>

Buyer Persona

<https://blog.hootsuite.com/buyer-persona/>

<https://www.ruby.com/small-business-buyer-personas/>

Customer Journey Mapping

<https://www.thebalancesmb.com/customer-journey-map-for-small-business-4587002>

<https://www.business.com/articles/small-business-customer-journey-map/>

<https://thriveglobal.com/stories/why-your-small-business-needs-a-customer-journey-map/>