

USHCC Certificate Workshop

DOES YOUR CUSTOMER KNOW THEIR CUSTOMER: MARKET SEGMENTATION AND POSITIONING

Lightning Round

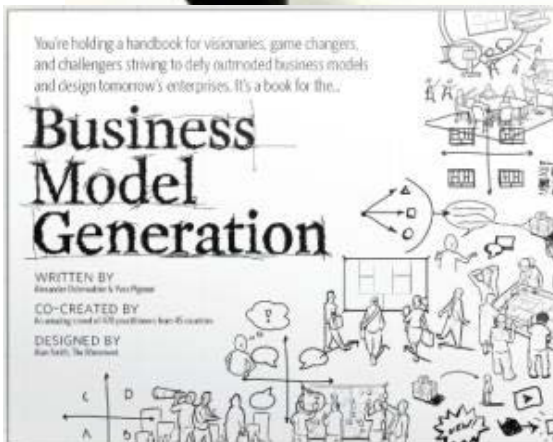
- Put your name on white paper if you want to share
 - Your Program (relevant, meaningful)
 - Best Practices
 - A Success
 - A Failing (that you learned from)
 - An Insight
 - Resources



Review from yesterday

- Business Model Canvas
 - How did you do? What questions came up as you worked through the canvas?
 - Box: Using the business model canvas and lean start-up method to examine a product or program (See PDF from FIELD)
 - Collective and fee in free out examples

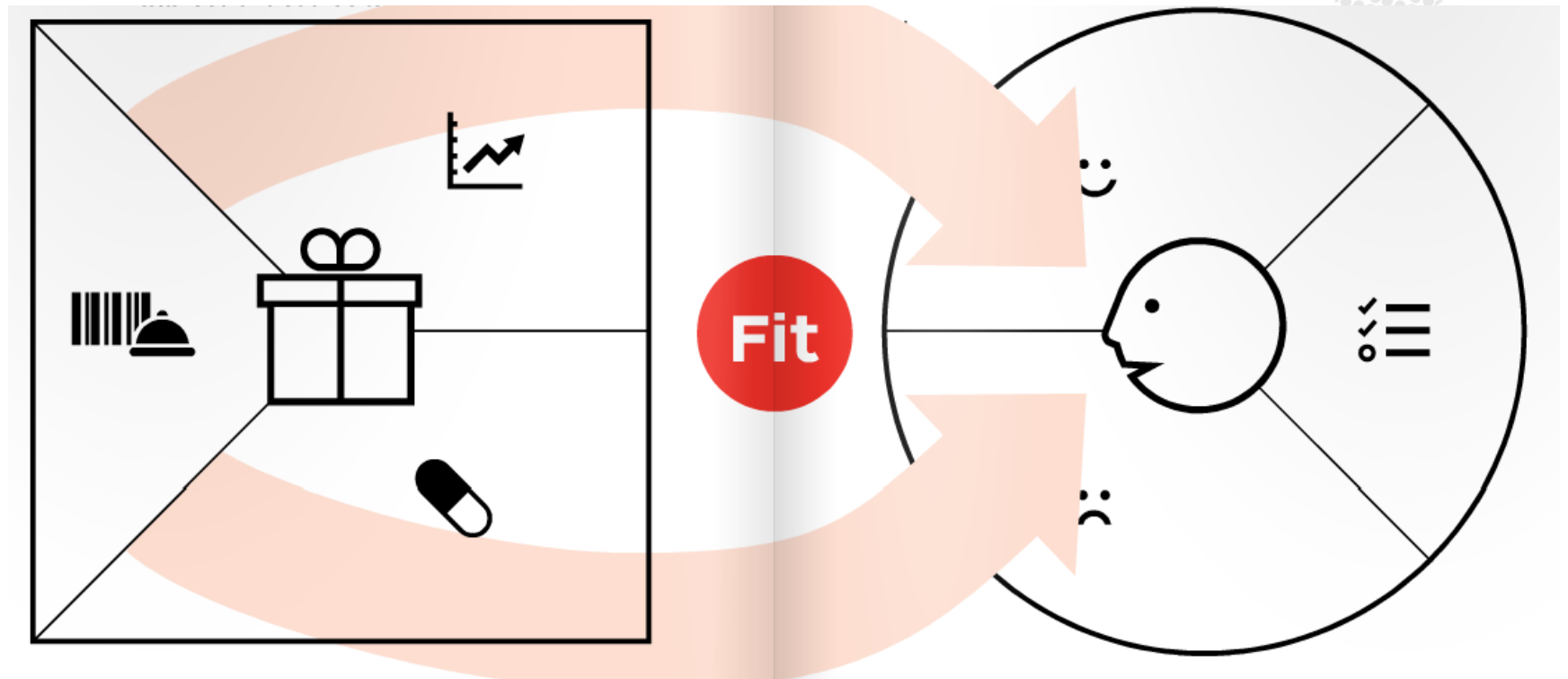
Business Model Canvas



Value Map



Customer Profile



What is the single necessary and sufficient condition for a business?



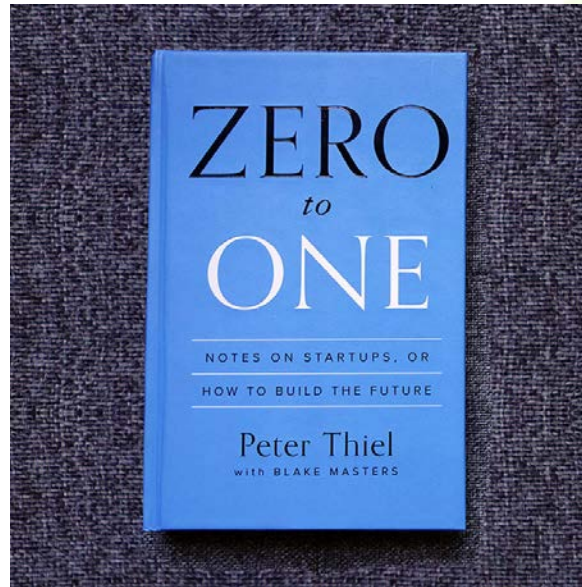
**Why is
innovation
such a
challenge?**



Breakthrough Innovations

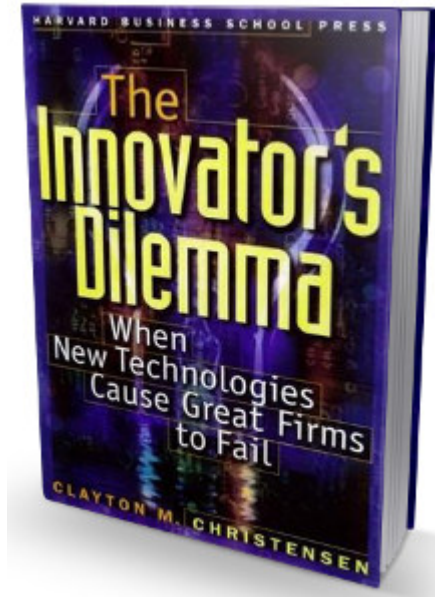
Is it
different?

Will it make
a difference?



If Fred Smith
would have
tried to fix the
post office,
he wouldn't have
created FedEx





The Growth Trap and Cognitive Inertia



Kodak

Breaking Through...

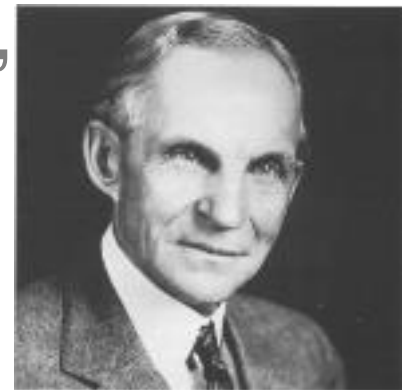


Prime



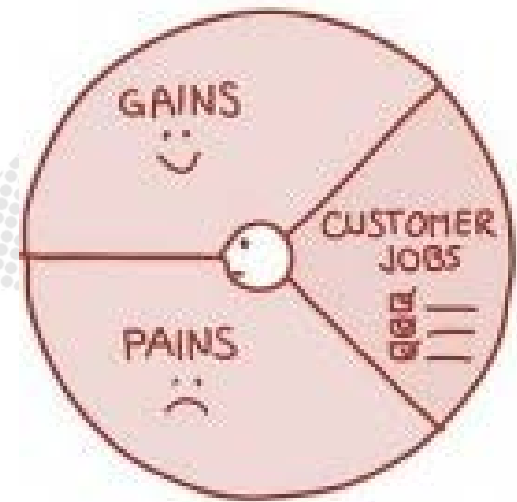
Envisioning unmet needs...

- Requires empathy
- “You’ve got to start at the user experience and work back to the technology”...who said that?
- “they’d have said a faster horse...”



So What's Next?

We need to dig further...



- How are we empathizing with our customer?
- How do we satisfy a customer's pain and/or provide gains for our customer?
- What jobs are they trying to accomplish?
- How do they currently accomplish them?
- Why are these alternatives not satisfactory?

High Value Jobs

Customer jobs describe what customers are trying to get done in their work and in their lives, as expressed in their OWN words.

Important



- Does failing the job lead to extreme pains?
- Does failing the job lead to missing out on essential gains?

Tangible



- Can you feel the pain?
- Can you see the gain?

Unsatisfied



- Are there unresolved pains?
- Are there unrealized gains?

Lucrative



- Are there many with this job, pain, or gain?
- Are there few willing to pay a lot?

Source: Value Proposition Design

Customer Pains – Some Trigger ?

- How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?
- What makes your customer feel bad? What are their frustrations, annoyances or things that give them a headache?
- How are current value propositions underperforming for your customers? Which features are they missing? Are their performance issues that are annoying?
- Social consequences? Feared risks? What's keeping them awake at night? What barriers keep your customers from adopting a value prop?

Customer Gains – Some Trigger ?

- Which savings would make your customers happy? In terms of time, money, and effort?
- What would make their jobs or lives easier?
- What positive social consequences do your customers desire? What makes them look good? Increases their status?
- What are your customers seeking most? Good design, guarantees, specific or more features?
- What current value props delight your customers? What specific features do they enjoy?
- What do your customers dream about?

Customer Validation Evidence

Job importance

Rank jobs according to their importance to customers.



+
Important



Insignificant



Pain severity

Rank pains according to how extreme they are in the customers' eyes.



+
Extreme



Moderate



Gain relevance

Rank gains according to how essential they are in the customers' eyes.



+
Essential



Nice to have



Value Map

- Products & services provide a list of what you offer...think of it as all the items your customers can see in your window
- Pain relievers describe exactly how your p/s alleviates specific customer pains
- Gain relievers explicitly outline how you intend to produce outcomes or benefits that your customer expects, desires, or would be surprised by

Kidogo

Kidogo is a Social Enterprise that Improves Access to High-Quality, Affordable Early Childhood Care and Education in Informal Settlements

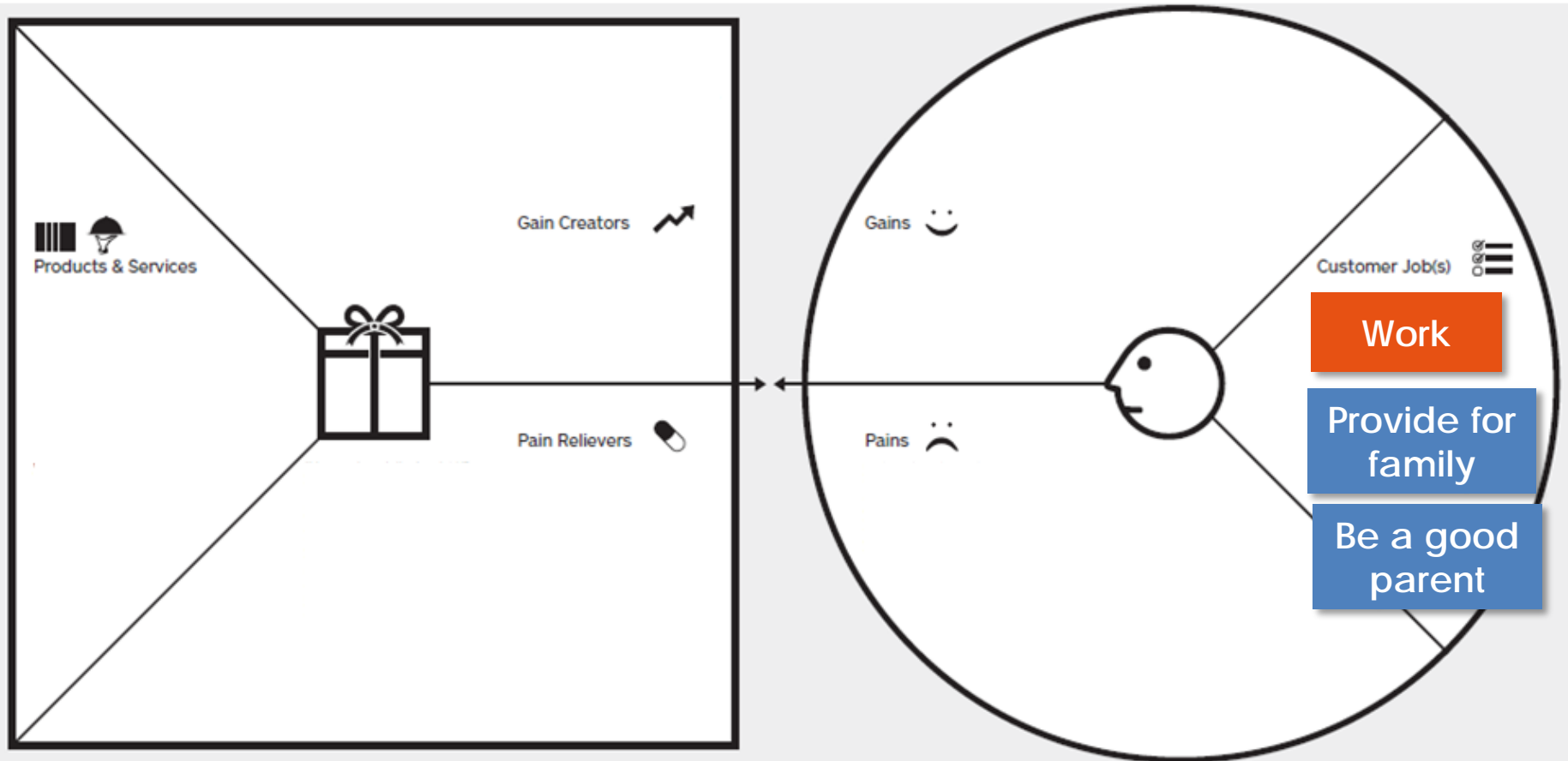
- What are the assumptions behind this value proposition?
- How can you validate the assumptions?
- Get out of the building exercise... potential customer interviews



VALUE PROPOSITION CANVAS

Product

Customer



Copyright Business Model Foundry AG
The makers of Business Model Generation and Strategyzer
Produced by: www.strategyzer.com

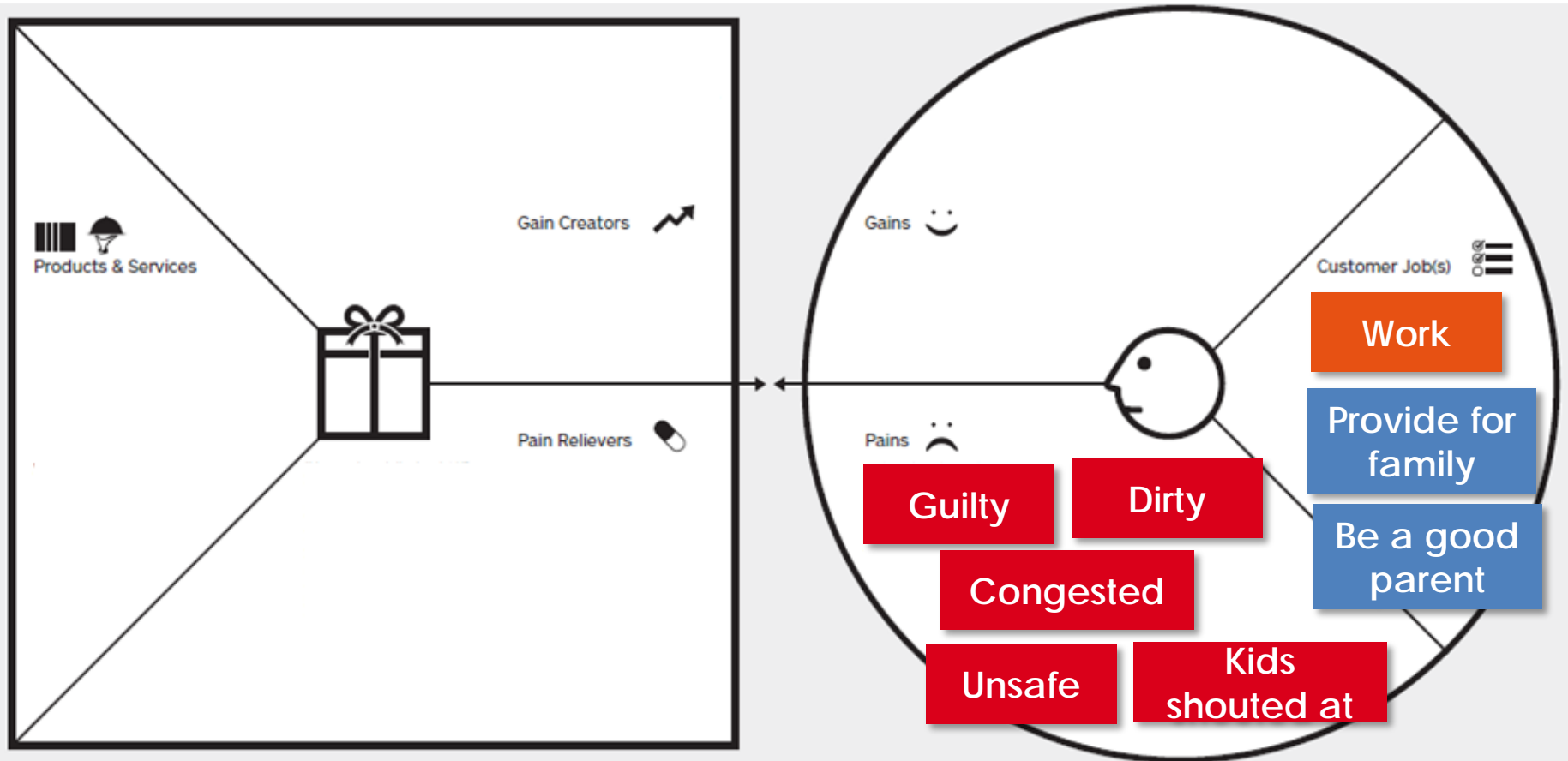
 **Strategyzer**
strategyzer.com

Team name: **Kidogo**

VALUE PROPOSITION CANVAS

Product

Customer



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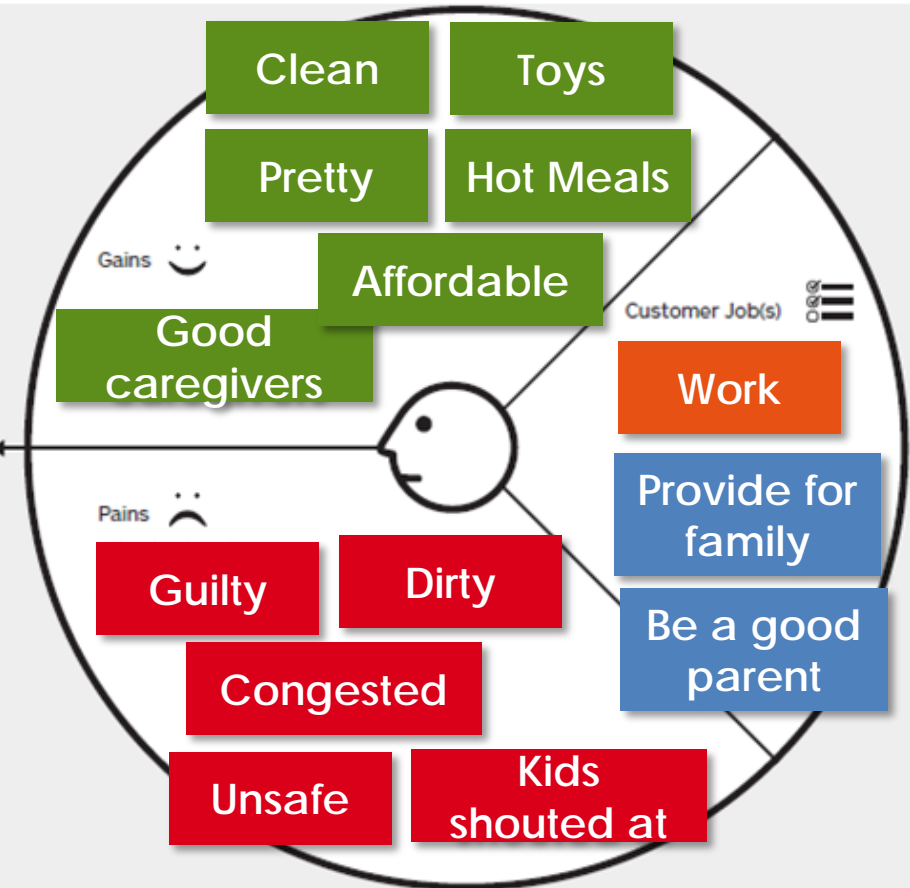
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strategyzer.com

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VALUE PROPOSITION CANVAS

Product

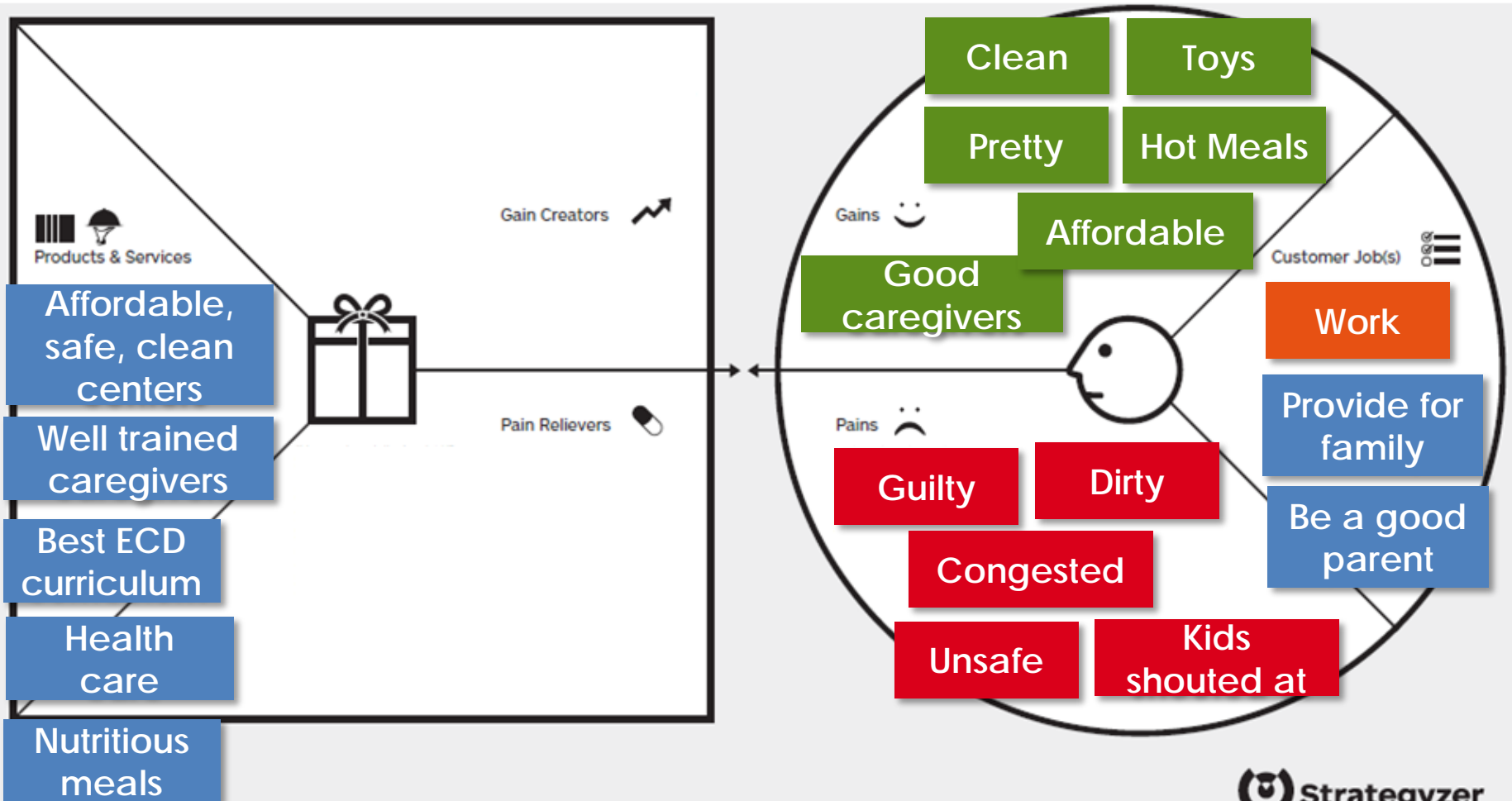
Customer



VALUE PROPOSITION CANVAS

Product

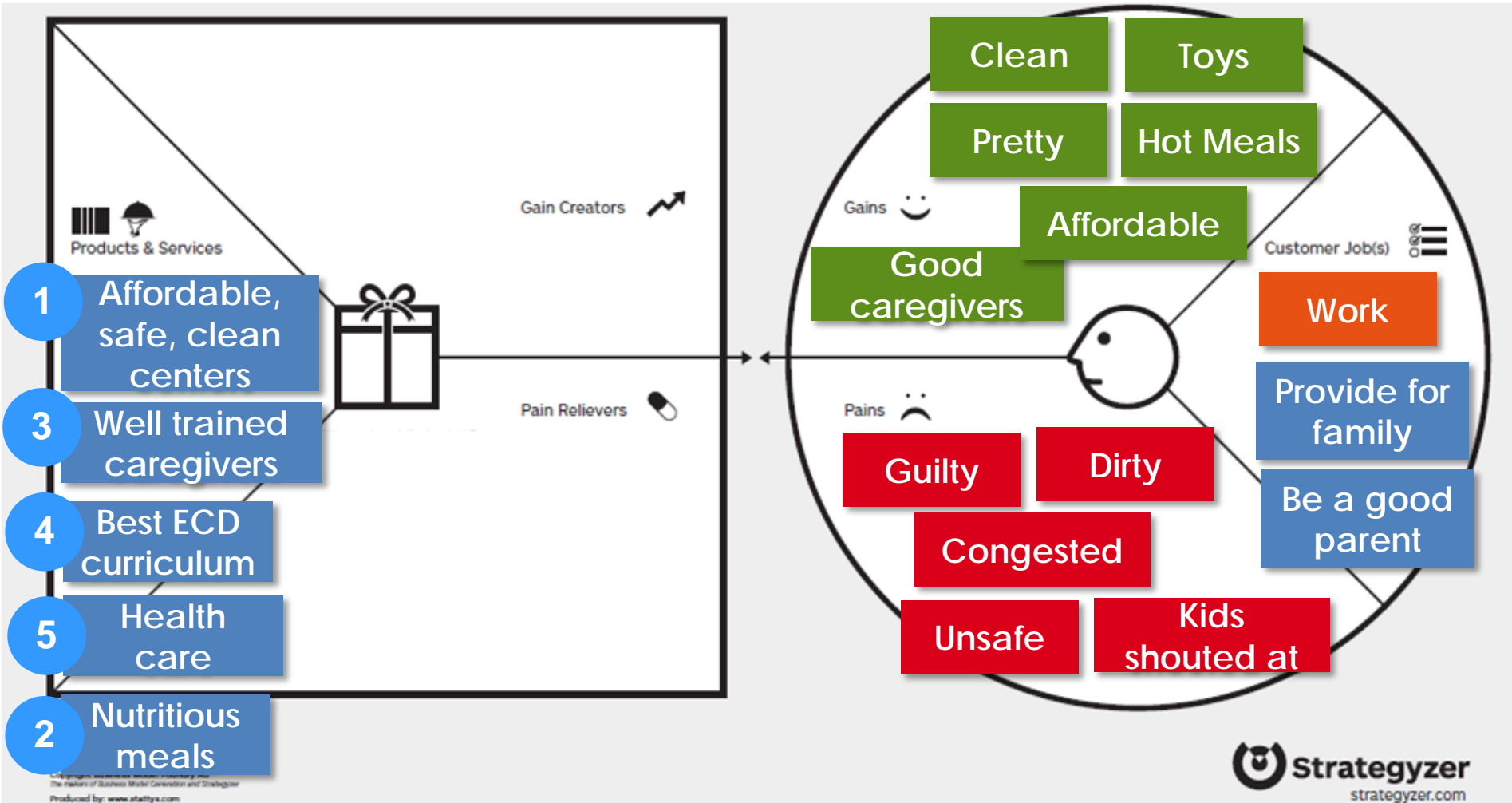
Customer



VALUE PROPOSITION CANVAS

Product

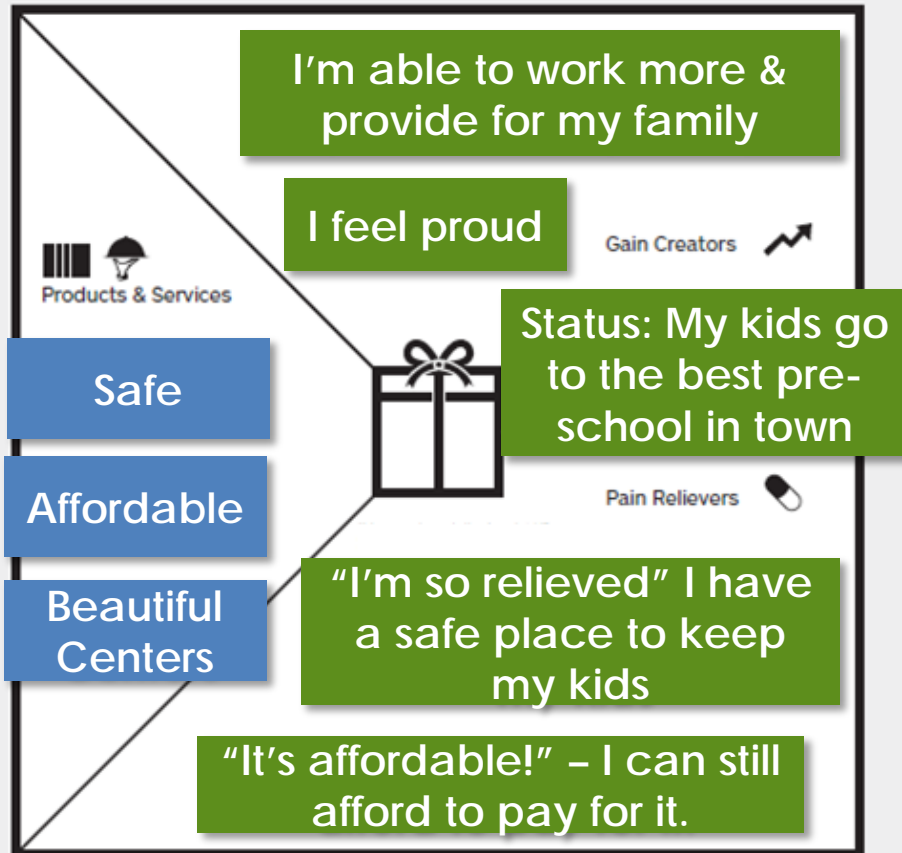
Customer



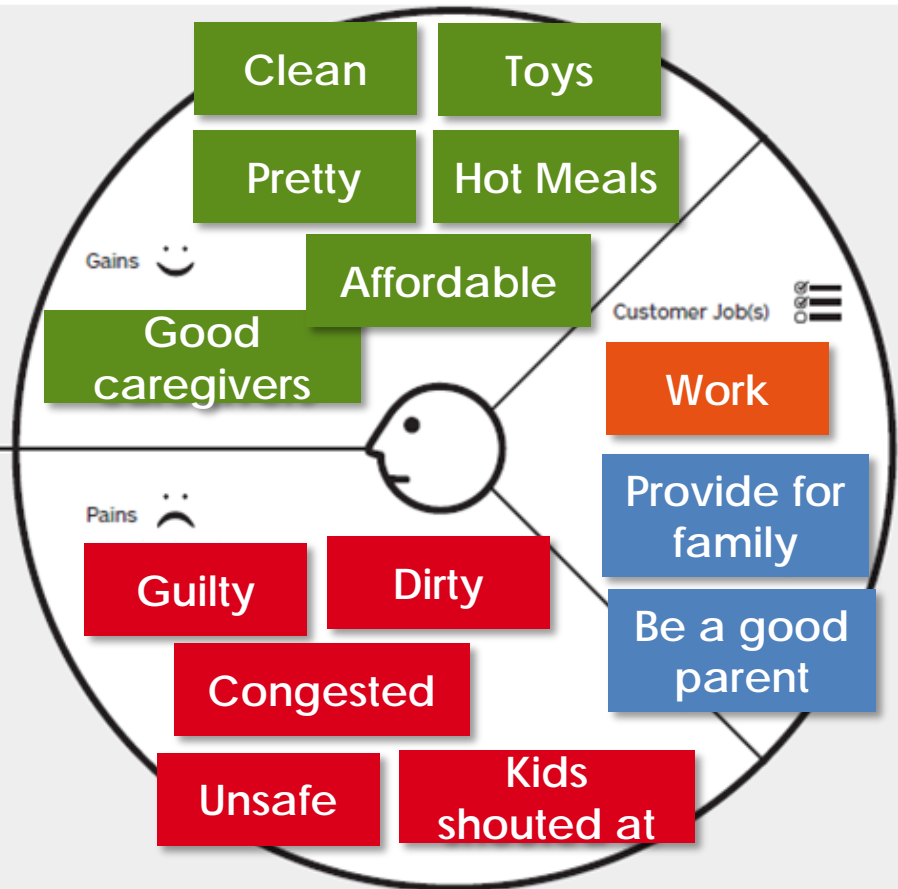
Team name: **Kidogo**

VALUE PROPOSITION CANVAS

Product



Customer

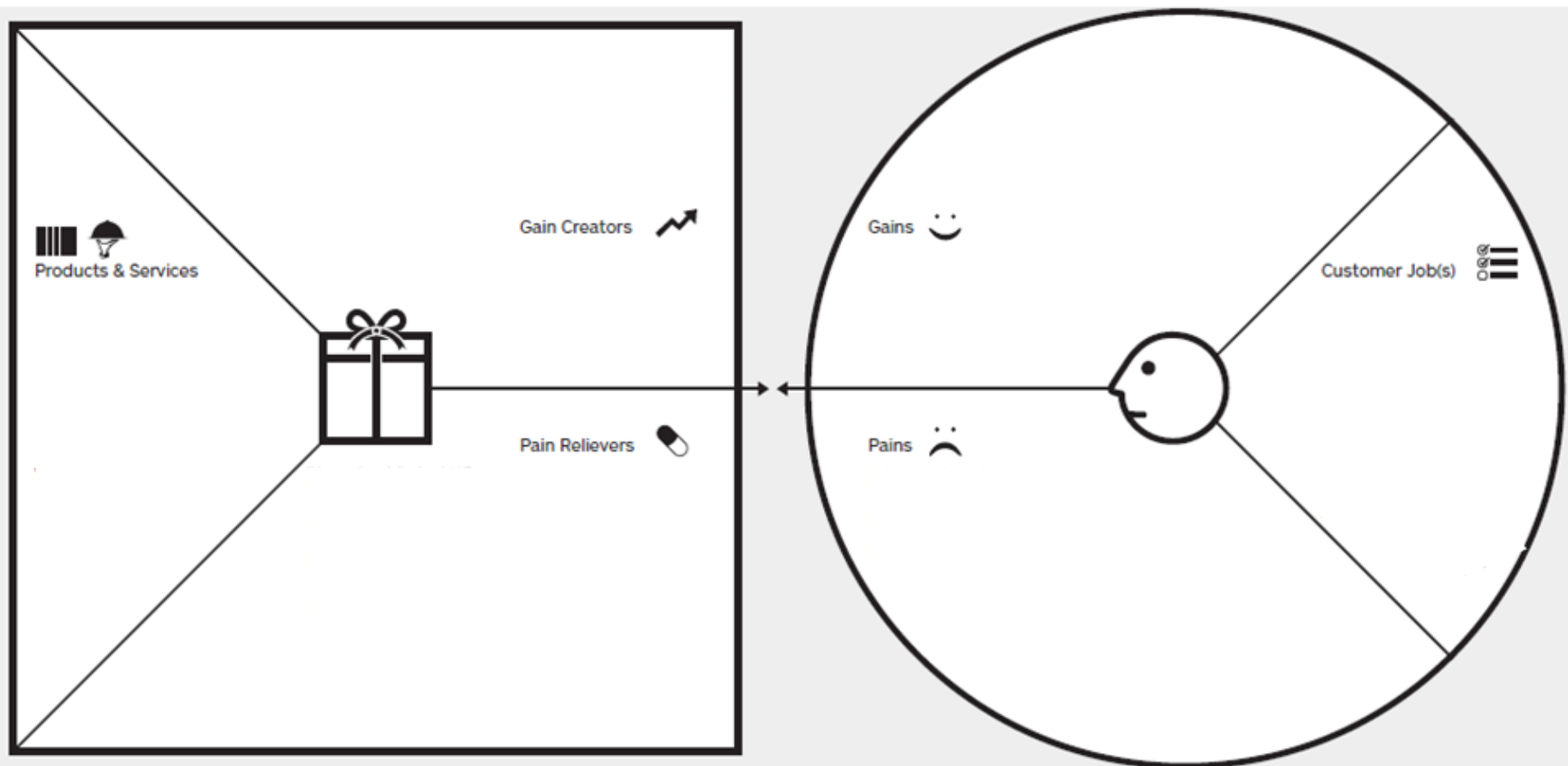




VALUE PROPOSITION CANVAS

Product

Customer



Team name:

S – T – P

Segmenting



Targeting

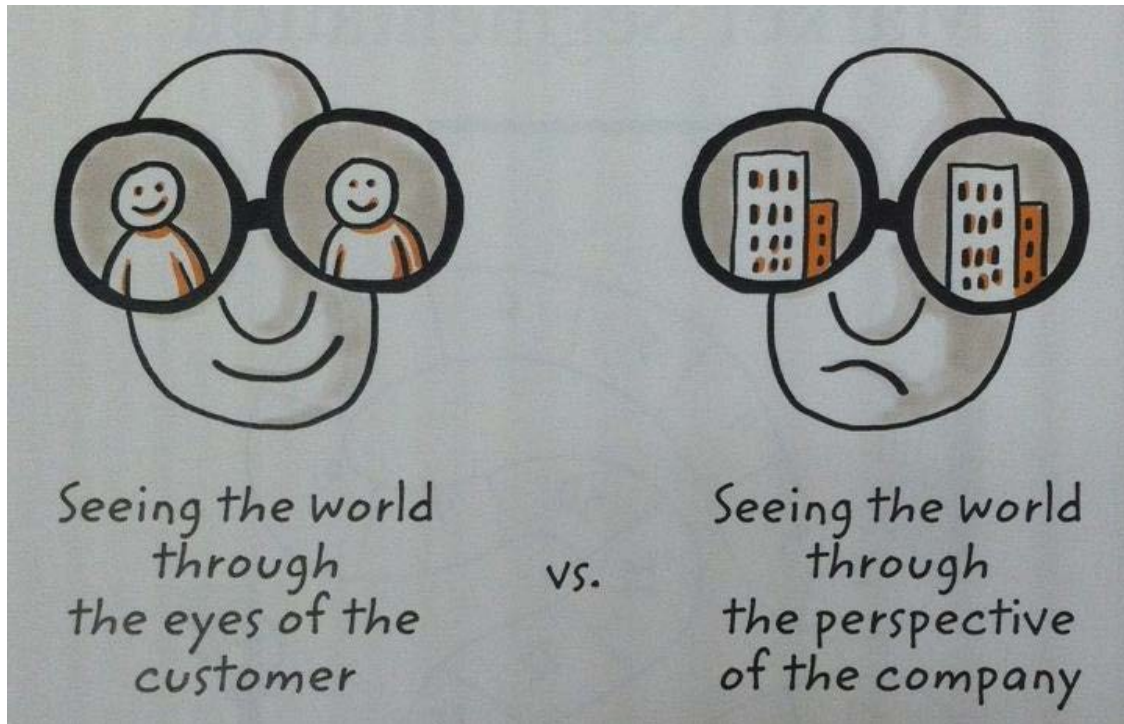


Positioning



Market Segmentation

A group of potential customers who share many characteristics and who would all have similar reasons to acquire a particular product or service



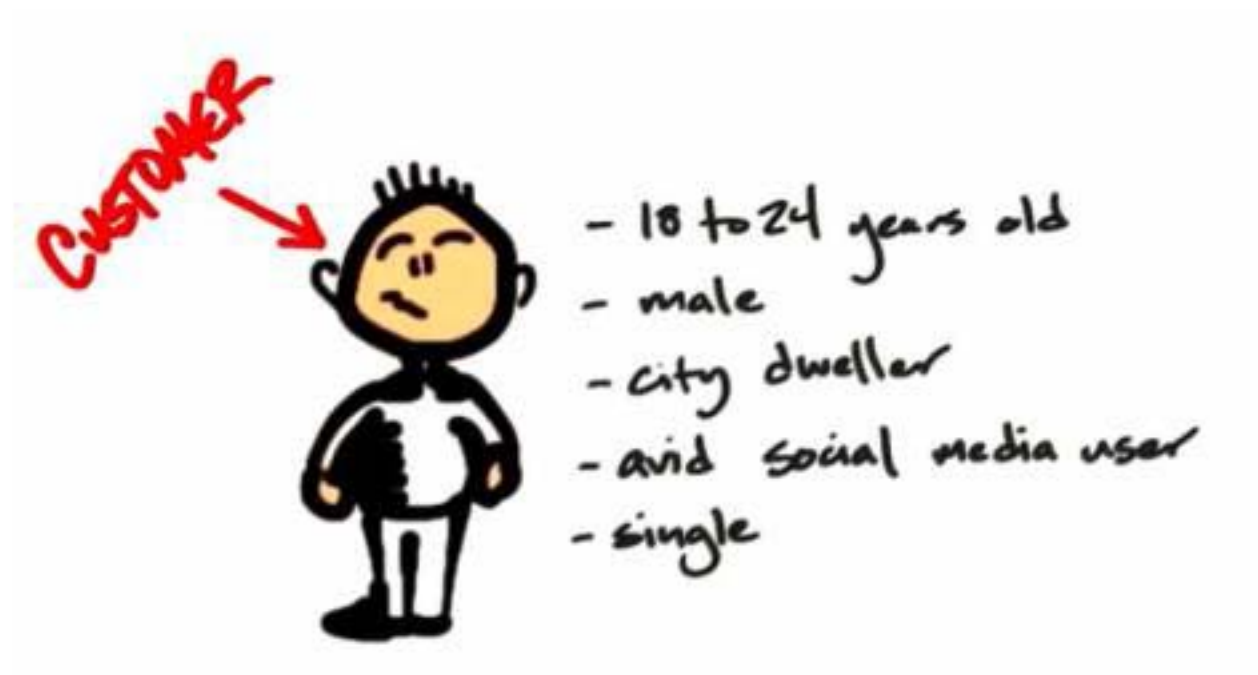
Source:
Bill Aulet,
*Disciplined
Entrepreneurship*

Market Segmentation Criteria

- Start with a broad perspective, then narrow
- Brainstorm to identify several potential segments
 - 3 – 4, perhaps looking back at your BMC
- Focus on end users, not organizations
 - eg teachers, not schools

Build a Customer Persona

- Aka: Archetype
- Do this for *each segment!*



Kidogo Archetype



Tell Me About Yourself:

Angelinnah: Female, 41 years old

Local factory employee: Earns 300 KES /day

Wake: 6am, Work: 7am-5pm, Family: 6-11pm

Wants to move into nice apartment in future

Current Child Care and Pains

3 Children, 2 in school: Age: 9, 6 and 2

Uses local baby care: Owned by cousin, basic food, pays 70KES, small & dirty, he cries a lot

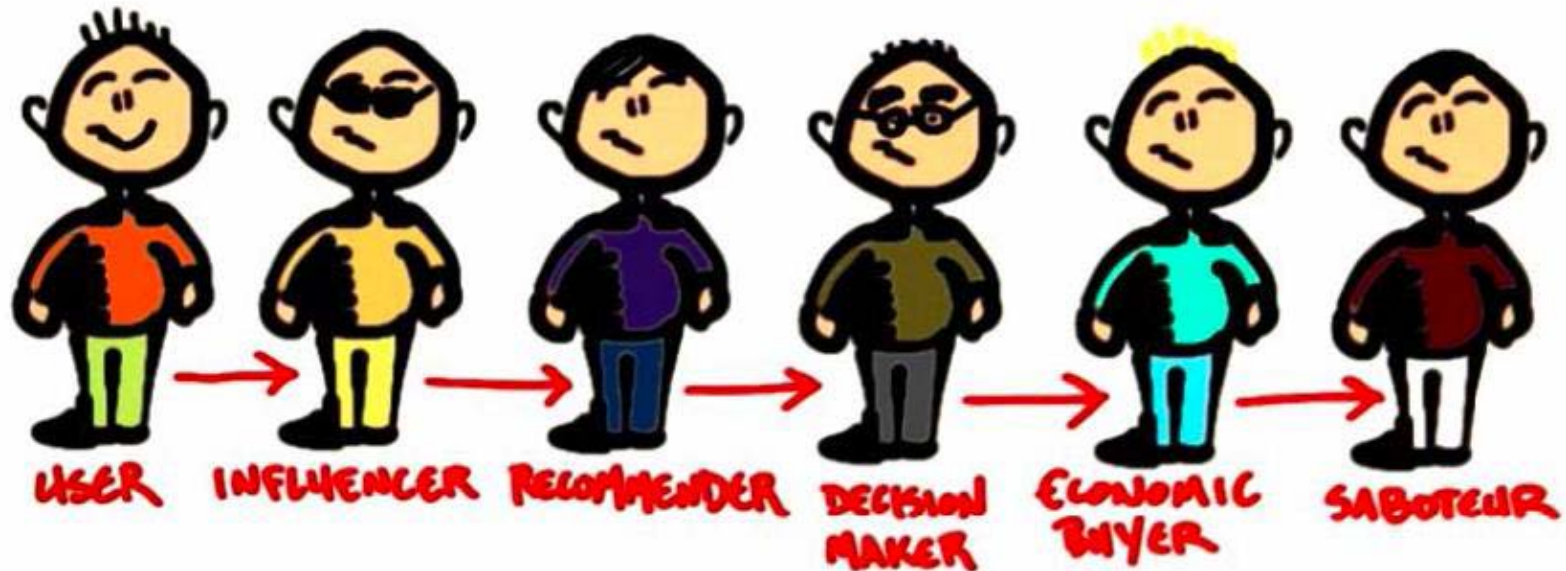
Hopes they get to go to college in UK or US!

Gauge Value Proposition

Selected “Best” Child Care when no prices shown; **selected “better” option** when prices shown

The Decision-Making Unit (DMU)

WHO'S THE CUSTOMER?
IN CONTEXT



Other Market Considerations

- Primary vs. Secondary Markets
 - e.g. Google
- Multi-Sided Markets
 - e.g. eBay

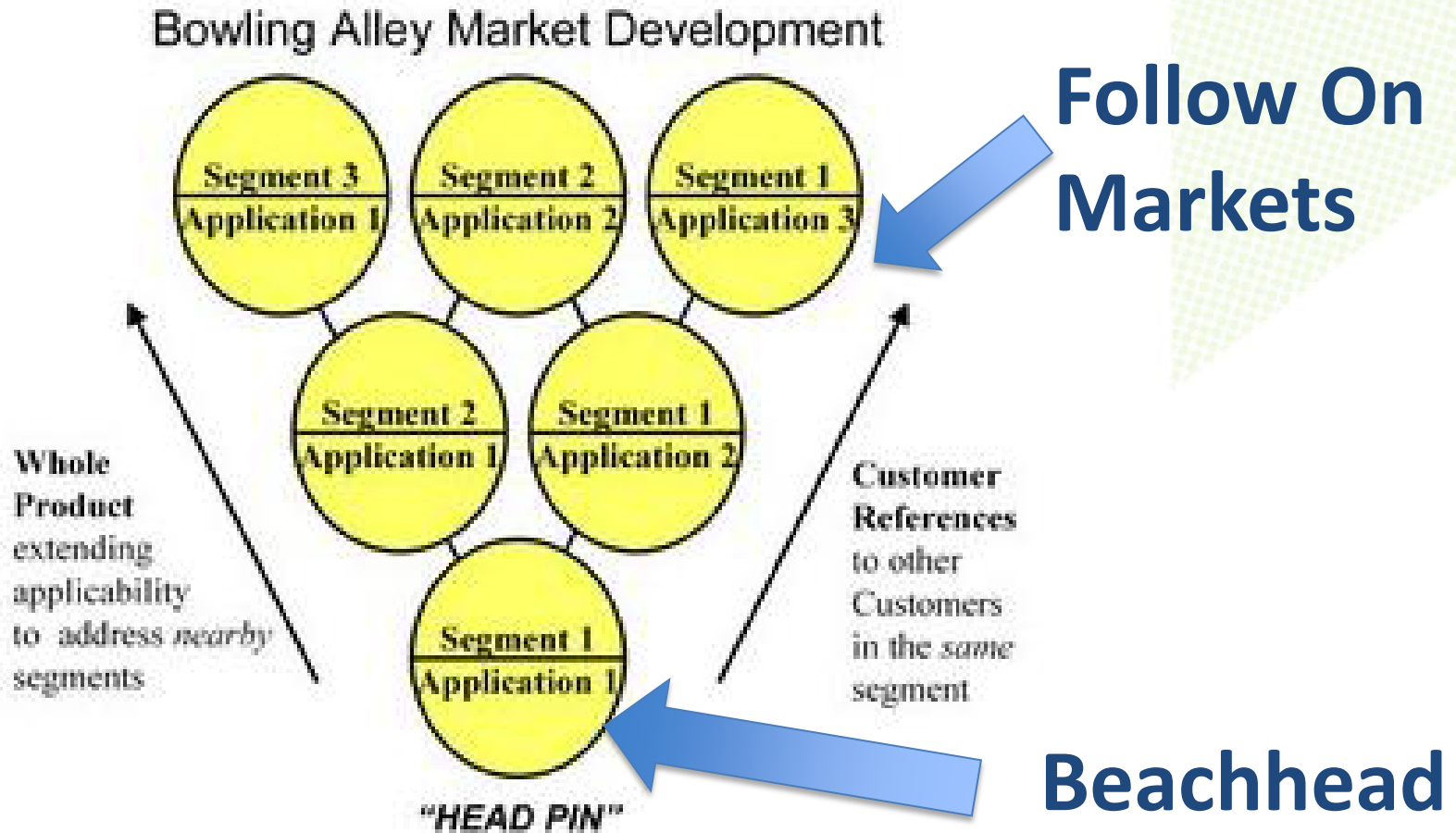
Targeting

- **Select a Beachhead!**
 - Segment your market
 - Target a segment you can dominate
 - Validate the problem/need/pain
 - Validate the proposed solution
 - Estimate the market size and growth

FOCUS!

Who is your Beachhead?

Your Head Pin?

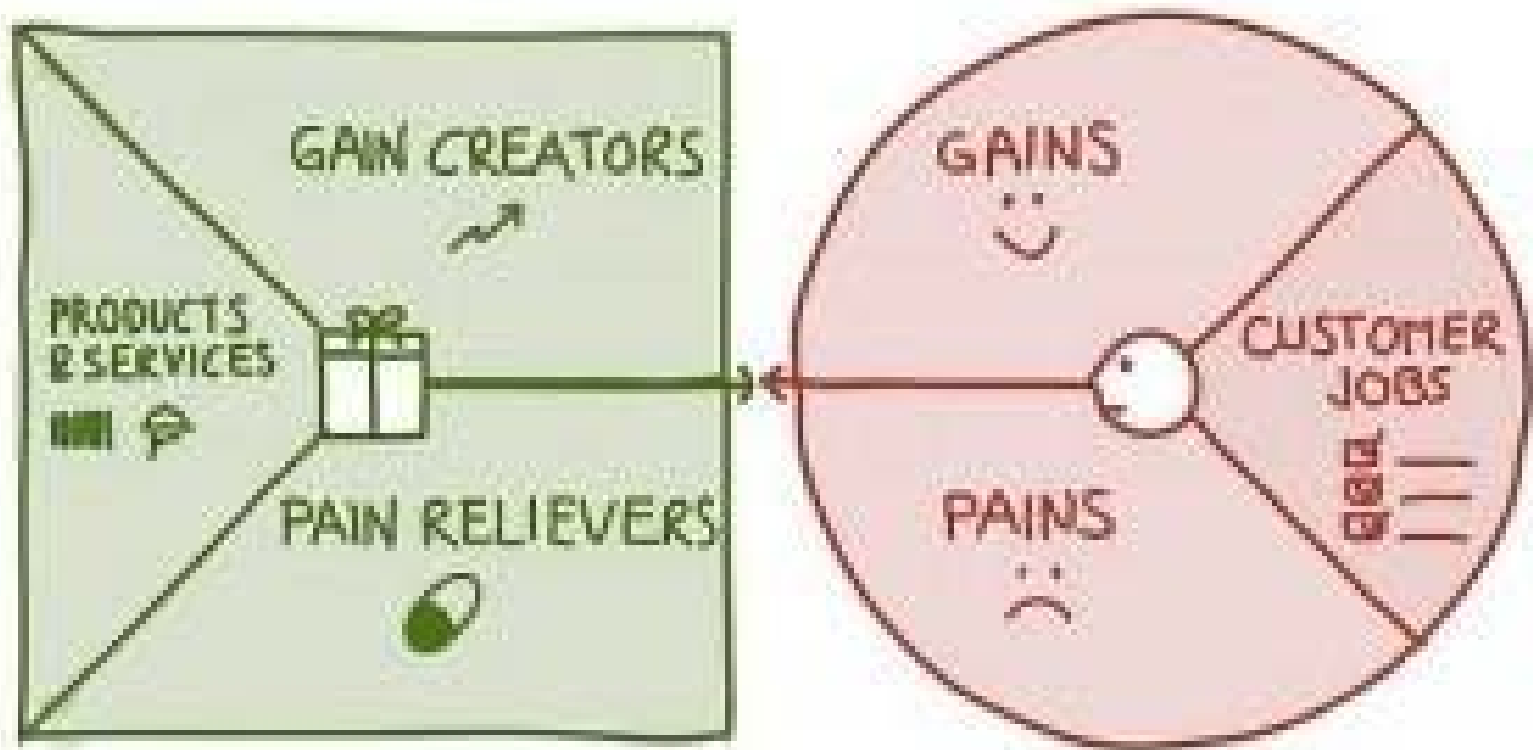


Targeting Criteria

- Is the target customer well-funded?
- Is the target customer readily accessible?
- Does the target customer have a compelling reason to buy?
- Can you today, with the help of partners, deliver a complete product?
- Is there entrenched competition to block you?
- If you win this segment, can you leverage to win additional segments?
- Is the market consistent with the values, passions, goals of the founding team?
- What is the total size of the market?

Now Revisit the Value Proposition

Product / Market Fit ???



Articulating the Value Proposition

Our



Products and Services

help(s)



Customer Segment

who want to



jobs to be done

by



verb (e.g., reducing, avoiding)



and a customer pain

and



verb (e.g., increasing, enabling)



and a customer gain

(unlike



competing value proposition

)

Takeaways

- It's not a “venture” until it has a “paying” customer
- Be sure to see the value through the eyes of the customer
- Focus on a beachhead for success
- Resist the urge to chase two rabbits



Creating Relevant Content & Engagement for Chamber Clients:

A Case Study on DTSB & Economic Alliance Houston Port Region

September 20, 2015

Presented by: Tamara Nicholl-Smith



In today's session . . .

- Introduction & Overview
- Ways of Being
- Strategies & Examples
 - Access
 - Visibility
 - Capacity
- Deep Dive – DTSB Summer Learning Series
- Ideation Exercise

Two Organizations Serving Business in Different Ways





Invitation to R & D



Value Proposition

What is your organization uniquely able to offer that will be worth the time, money, and brain space of the small businesses in your area?



Ways of Being

Not enough to know what needs to be done, it matters who you are being as you do it.

- Indicates a disposition or attitude i.e.
 - Inclusive
 - Empowering
 - Open



Ways of Being

Impacts how we go about determining and fulfilling the value proposition.

Connected to organizational culture

- Empowerment organization
- Member Driven

Provide Access

As an organization you may be able to open doors for your small business members that they will not be able to open on their own.

Strategy #1

Provide Access:

To potential customers

To market data

Business Procurement Breakfast



The Formula:

- ✓ Panel of procurement managers from large companies and public entities +
- ✓ Insight into upcoming projects and procurement needs +
- ✓ Specific information on how to get on vendor list +
- ✓ Round robin elevator pitch from all attendees +
- ✓ Time set aside for one-on-one interaction =



ACCESS



Flip the Script: Reverse Trade Show



The Formula:

- ✓ Booths from large enterprise +
- ✓ Representatives from procurement departments +
- ✓ Attendees who want to do business with them +
- ✓ Food +
- ✓ One-on-one conversations =

ACCESS



Legislative Kick-Off and Wrap-up



Public Policy Trips & Training



Other examples ?

Sign up for the lightening round talks!



Increase Visibility

Small businesses do not have the marketing and PR fire power of larger entities.

As an organization you may be able to use your connections and resources to level the playing field by shining a light on your small businesses members.

Strategy #2

Increase Visibility

*Help small business be **seen** by others*

*Help small businesses **position** themselves*

Leverage Space Internal Publications



**CELEBRATING
30 YEARS**

Economic Alliance
Houston Port Region

**SECOND QUARTER
2015**

In This Issue:

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THE
INNOVATION
ISSUE

President's Letter • Members in Motion • ExxonMobil Expansions

www.allianceportregion.com

Members
in MOTION

Workforce Solutions Celebrates One Year Anniversary at Southeast Career Office, Promotes Mariela Martinez



Workforce Solutions recently celebrated their one year anniversary in the Southeast Career Office located at 145 South and Fossil. They also recently promoted Mariela Martinez to the position of Senior Business Consultant. Ms. Martinez has been with Workforce Solutions for four years and has received an award for meeting her annual goals six months in advance.

Pasadena Chamber of Commerce Honored to Receive the "2015 Community Shining Star" Award from Pasadena ISD



The Pasadena Chamber of Commerce was honored to receive the "2015 Community Shining Star" from PSD as the Shining Star Gala for their partnership in support of PSD. The Chamber also launched a new program at its 2015 Industrial Appreciation Golf Tournament, which awarded eight scholarships totaling \$4000 to deserving PSD seniors. And, in conjunction with the Chamber celebrating "75 Years of Chamber Leadership" at its upcoming Gala in December, former Chairmen of the Board gathered for the inaugural Chairman's Circle luncheon in June. This is an exciting beginning to an event that will be held annually allowing past Board Chairmen to remain engaged in the work done through the Chamber while providing their important input based on personal experience for the future.

CAPTION: Recipients of the 2015 Industrial Appreciation Golf Tournament scholarships are congratulated by Cristina Womack, President/CIO Pasadena Chamber of Commerce; Cary Bass, Bass & McNeel, Chairman of the Board; Mayor Johnny Ibañez, Superintendent Dr. Kirk Lewis and PSD Board of Trustees Jack Bailey & Marshall Kendrick.

Hunter Site Services Receives Two Safety Achievement Awards



Hunter Site Services was a proud recipient of two safety achievement awards at the Industrial Safety Training Council (ISTC) banquet May 21, 2015 in Beaumont, Texas. The awards received were: Three Consecutive Years Without a Recordable Incident and Three Years Without an OSHA Loss Workday Case Involving Days Away from Work. In attendance at the banquet were Jeff Stalzer, Justin Barrington, Buddy Tucker and Mitch Singleton. Please join us in congratulating Hunter Site Services on a job well done!

Kaneka North America Promotes Steve Kahara as New Site Manager

Steve Kahara has been appointed as Vice President and Site Manager of Kaneka North America, a position formerly held by Steve Skarke. Steve Kahara has been with Kaneka for 20 years and has held both technical and managerial positions during his tenure; most recently, he held the role of Executive Director of Manufacturing. Steve Skarke has been appointed as Vice President of Kaneka Americas Holdings, Inc. and will be supporting global activities focused on leadership development, manufacturing, external affairs, and mergers & acquisitions. Mr. Skarke has 23 years of tenure with Kaneka and will also continue to serve as President of The Kaneka Foundation.

Continued on next page

ECONOMIC ALLIANCE

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ECONOMIC ALLIANCE

Members
in MOTION

PKF Hosts Doing Business Over Coffee: Radical Impact



PKF Texas hosts, "Doing Business Over Coffee: Radical Impact," to launch Radical Impact: A Manager's Playbook to Achieve Meaningful Results, a book written by Andy Ray - a PKF Principal in the Entrepreneurial Advisory Services team. PKF partnered with several organizations to host 50 C-Level executives in their office who were focused on learning how to achieve a Radical Impact in their business. Andy and one of PKF's clients were interviewed on site by Russ Capper for "The BusinessMakers Show." Copies of Andy's book were available for attendees and, PKF held a book signing in addition to the interview. This fall, PKF will launch a Radical Impact Academy. Stay tuned!

www.pkftexas.com/RadicalImpact

Texas Comptroller awards \$230,000 to San Jacinto College

The Texas Comptroller of Public Accounts has awarded a \$230,000 Jobs and Education for Texans Program grant to San Jacinto College for industrial maintenance and millwright training. Development of the new Industrial Maintenance/Millwright program is in response to requests from the petrochemical industry and contractors who build or maintain facilities. The program will be offered through the College's partnership with the Construction Maintenance and Education Foundation (CMEF). The Jobs and Education for Texans grant will fund equipment for the program. Training equipment includes trainers for hydraulics, pneumatics, and motor controls; also vibration analysis and thermal imaging equipment, laser shaft alignment equipment, and items to train how to maintain various types of pumps. Students who complete the Industrial Maintenance/Millwright Certification program will hold National Council for Construction Education and Research (NCCER) credentials upon successful completion.

ECONOMIC ALLIANCE

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<http://www.allianceportregion.com/newsletter/innovation-edition/>

Increase Visibility: Task Forces

Attract and retain new small business members through meaningful engagement that also positions them as experts.

Task Force Participation

- Business Growth
- Public Policy
- Quality of Life
- New Business Development
- Petrochemical and Maritime Outlook Conference
- Workforce Development



Partner with Local Magazines



Safe, Efficient Large-Scale Demolition is a Team Effort

For the past seventeen years, the 197 foot Bardella Wharf Crane at the Port of Houston Turning Basin Terminal has served the purpose of marking the location of the Port of Houston for those who work, live, or simply drive over the "Houston Ship Channel Bridge" (I-610 Bridge). This iconic crane, manufactured by Bardella, SA Industrias Mecanicas de Santos, Brazil, arrived by ship in 1996, and has been a staple of the ship channel skyline. But as larger, more cost efficient mega-ships have become the trend, the Turning Basin has seen less container traffic. A lack of use, maintenance costs, and other financial considerations led the Port of Houston Authority to decide to dismantle Bardella, the last crane at the Turning Basin.

The key element of a successful project is teamwork. Business associations like ABC and the Economic Alliance Houston Port Region provide the opportunity for members to develop business opportunities and promote company achievements and capabilities through networking with other organizations, business leaders, government officials, prospective customers, and other important stakeholders as part of a coordinated, collaborative network necessary for large scale regional impact.

The company contracted for the safe dismantling and recycling of the crane was ODIN Demolition & Asset Recovery, LLC (ODIN), with support from other ABC and Economic Alliance members

"The key element of a successful project is - teamwork. Business associations like ABC and the Economic Alliance Houston Port Region, provide the opportunity for members to develop business opportunities and promote company achievements and capabilities"

Brady, Chapman, Holland & Associates, Inc. (BCH), and Andrews Myers, P.C., it was financed by Iberia Bank, also a member of Economic Alliance.

ODIN was selected because they understand what the job requires, having previously dismantled a crane over 200 feet tall, weighing 600 tons and in close proximity to operating ships and vessels. "In today's world, industrial demolition combines large hydraulic equipment, cranes, and state-of-the-art methods to accomplish the mission safely and efficiently. Huge hydraulic excavators can be fitted with interchangeable attachments to complete projects in a more controlled manner with less risk. Experienced planning goes into evaluating different structures to determine the best approach for removal and to maximize return on investment."

Preparing students for well-paying careers

By Tamara Nicholl-Smith

OVER THE PAST FEW YEARS, workforce needs have reflected a need for change in the educational system. For example, in our region alone, the petrochemical, manufacturing, construction, and logistics industries were struggling to find a qualified workforce; even though many of the jobs they were unable to fill did not even require a four-year degree. Because of this need, a coalition of 22 trade associations representing 300,000 businesses and six million jobs came together, signed, and presented a petition to the Texas legislature in 2013, requiring career-readiness to be incorporated into secondary school curriculum.

Supporting this request was a recent Houston Endowment study identifying that only 20 percent of Houston-area eighth graders receive any type of certificate, associate's, or bachelor's degree within six years of graduating from high school. Many students who graduate high school without any career-specific training or certifications find themselves trapped in low paying jobs with few prospects for advancement. This is not only an issue for the students themselves, but the economic health of the region as a whole. When companies consider investing in a new area, one of their basic considerations is the availability of a trained workforce. Lack of career readiness for non-college bound students makes our region noncompetitive in the state and national market.

Historically, the educational system was focused on sending Texas students on to college. In response to these workforce needs, in 2013, state legislation was enacted to modify high school curriculum to remedy a lack of options available to students.

This legislation identified five endorsements or "majors" for secondary school students to select from.

1. Arts & Humanities
 2. Business & Industry
 3. Public Services
 4. Science, Technology, Engineering, and Math (STEM)
 5. Multidisciplinary Studies
- Within each of these endorsements are several pathways to graduation.

The pathway options vary by school district. For example, the La Porte Independent School District, responding to the specific needs of our region, selected the following pathways within each of the five endorsements.

LA PORTE INDEPENDENT SCHOOL DISTRICT SAMPLE ENDORSEMENTS & PATHWAYS

ARTS & HUMANITIES

- Foreign Languages & Cultural Studies
- Political Science & History

BUSINESS & INDUSTRY

- Agricultural Science
- Audio Video
- Auto Collision
- Auto Technology
- Business Management
- Construction Management
- Culinary Arts
- Financial
- Graphic Design
- HVAC
- Information Technology
- Journalism & Communications
- Maritime
- Marketing
- Process Technology
- Web Design
- Welding

PUBLIC SERVICES

- Child Development
- Emergency Management
- Education
- Health Sciences
- Law Enforcement & Public Safety
- ROTC

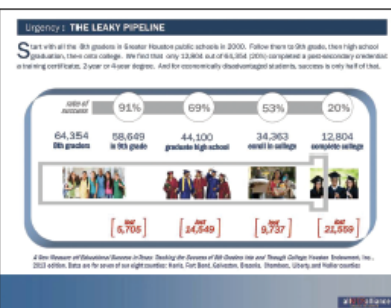
STEM

- Advanced Math
- Advanced Sciences
- Engineering

MULTIDISCIPLINARY

Students select courses from each endorsement area and earn credits in a variety of advanced courses from multiple content sufficient to complete distinguished level under the Foundation High School Program.

Beginning in the fall of 2014, students have more options. The creation of these endorsements has significantly improved the opportunities for a large percentage of



"Many students who graduate high school without any career-specific training or certifications find themselves trapped in low paying jobs with few prospects for advancement."

school students to achieve career and/or college readiness. Now, students are exposed to career options at early ages which gives them the chance to think about their career pathway earlier in life. No one is asking eighth graders to determine what they want to do for the rest of their lives. Indeed, the program is flexible and allows students to change their endorsement along the way. However, now, the future for these students is much brighter. For example, the median salary for a process tech with a two-year associate's degree in the petrochemical industry is \$86,000. Interested in more information? There are many resources available for additional information on the endorsements as well as the careers available in our region.

For more information on endorsements, visit Region 4 website at: www.esod.net/default.aspx?name=this_home

For more information on careers visit the Economic Alliance website at: www.allianceportregion.com/resources/parent-student-resources/



The Economic Alliance Welcomes New Members

The Economic Alliance Houston Port Region is a member-based organization with a mission to grow a vibrant regional economy. The Economic Alliance is proud to welcome the following companies to their membership roster so far this year.

- Munro's
- Star Fleet
- J.P. Morgan Chase
- Texas Southern University
- IProcess Data Systems LLC
- Solway

New Ways of Networking



Business Trivia
Night!!





My Business Belongs in Seabrook Campaign

- A professionally-produced 1 to 2 minute video of a local business discussing WHY they chose Seabrook
- A print ad that correlates with the video that runs each month in the Houston Business Journal; and
- A social media campaign on Facebook and Twitter.

Trade Talent for Exposure

If a member company does any pro-bono work for your organization, tout their efforts in as many places as possible.



Other examples ?

Sign up for the lightening round talks!



Enhance Capacity

As an organization you are positioned to help small businesses “stretch” their time and money as well as build valuable business skills.

Strategy #3

Enhance Capacity

Help small business stretch **money**

Help small business stretch **time** further

Build industry agnostic **business skills**

Co-op Advertising Opportunities

Develop partnerships with various media organizations to provide less expensive advertising opportunities

Grants to Improve Physical Spaces



Exterior Enhancement Grant

Financial assistance to renovate or restore building facades and adjacent streetscapes in downtown South Bend.



Interior Improvement Program

Encouraging the growth of a vibrant and thriving retail climate in downtown South Bend



Retail Assistance

Focusing on helping downtown improve their property and experience in South

Meaningful Educational Opportunities

If you're in a major corporation, you might have a marketing or social media department, but the small-business owner doesn't. When you own your own shop, you kind of have to be a jack-of-all-trades.

DEEP DIVE

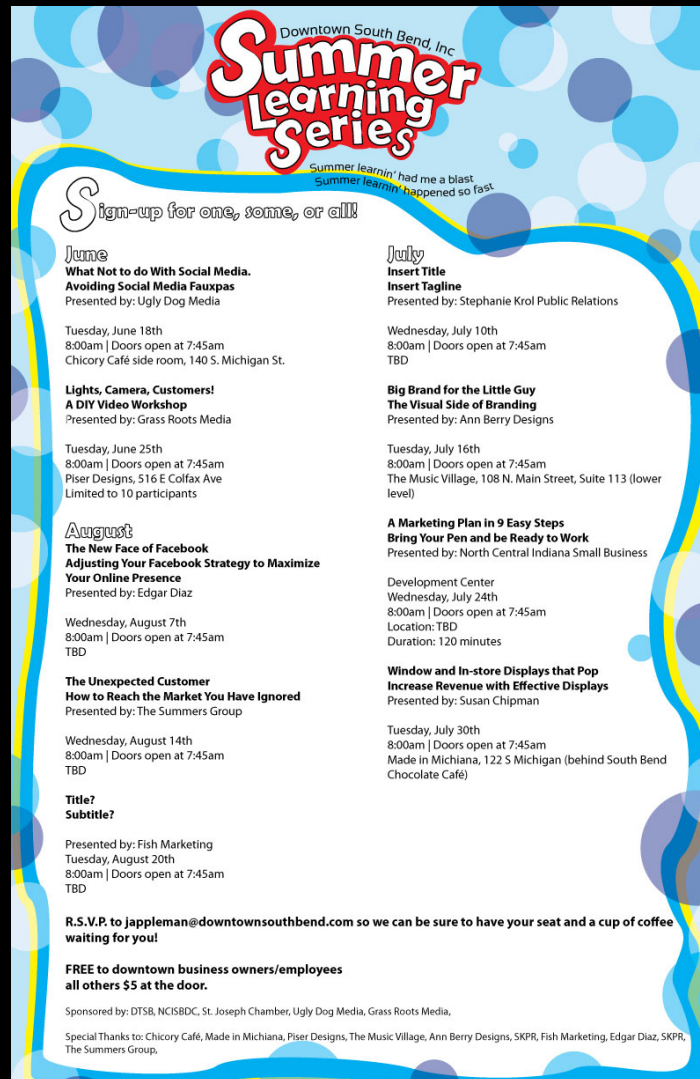
Downtown South Bend Summer Learning Series



How chambers can add value to their members by delivering relevant content in an easily consumable, immediately applicable format using the [2013 DT SB Summer Learning Series](#) as a Case Study.



What we did, and how you can.



Downtown South Bend, Inc.
Summer Learning Series

Summer learnin' had me a blast
Summer learnin' happened so fast

Sign-up for one, some, or all!

June
What Not to do With Social Media.
Avoiding Social Media Fauxpas
Presented by: Ugly Dog Media

Tuesday, June 18th
8:00am | Doors open at 7:45am
Chicory Café side room, 140 S. Michigan St.

Lights, Camera, Customers!
A DIY Video Workshop
Presented by: Grass Roots Media

Tuesday, June 25th
8:00am | Doors open at 7:45am
Piser Designs, 516 E Colfax Ave
Limited to 10 participants

August
The New Face of Facebook
Adjusting Your Facebook Strategy to Maximize Your Online Presence
Presented by: Edgar Diaz

Wednesday, August 7th
8:00am | Doors open at 7:45am
TBD

The Unexpected Customer
How to Reach the Market You Have Ignored
Presented by: The Summers Group

Wednesday, August 14th
8:00am | Doors open at 7:45am
TBD

Title?
Subtitle?

Presented by: Fish Marketing
Tuesday, August 20th
8:00am | Doors open at 7:45am
TBD

R.S.V.P. to jappleman@downtownsouthbend.com so we can be sure to have your seat and a cup of coffee waiting for you!

FREE to downtown business owners/employees
all others \$5 at the door.

Sponsored by: DTSB, NCISBDC, St. Joseph Chamber, Ugly Dog Media, Grass Roots Media.

Special Thanks to: Chicory Café, Made in Michiana, Piser Designs, The Music Village, Ann Berry Designs, SKPR, Fish Marketing, Edgar Diaz, SKPR, The Summers Group.

July
Insert Title
Insert Tagline
Presented by: Stephanie Krol Public Relations

Wednesday, July 10th
8:00am | Doors open at 7:45am
TBD

Big Brand for the Little Guy
The Visual Side of Branding
Presented by: Ann Berry Designs

Tuesday, July 16th
8:00am | Doors open at 7:45am
The Music Village, 108 N. Main Street, Suite 113 (lower level)

A Marketing Plan in 9 Easy Steps
Bring Your Pen and be Ready to Work
Presented by: North Central Indiana Small Business

Development Center
Wednesday, July 24th
8:00am | Doors open at 7:45am
Location: TBD
Duration: 120 minutes

Window and In-store Displays that Pop
Increase Revenue with Effective Displays
Presented by: Susan Chipman

Tuesday, July 30th
8:00am | Doors open at 7:45am
Made in Michiana, 122 S Michigan (behind South Bend Chocolate Café)

The idea for the series came up after small local retailers expressed their struggle juggling marketing and social media on top of business management.



Downtown South Bend, Inc.
Summer Learning Series

DT SB

Summer learnin' happened so fast Summer learnin' had me a blast




My best ideas are NOT Mine



It is better that way

Relationships are the currency of innovation.


Downtown South Bend Inc.
RAS Summer Learning Series Questionnaire

Name: _____

Daytime Phone Number: _____

Email: _____

I would be interested in the following topics (circle all that apply):

- Curb appeal & first impressions
- Window and store displays
- How to leverage downtown events to increase your sales/awareness of your business
- Marketing strategy
- How to Design an effective email campaign
- Managing your online reputation
- Giving your customers reasons to return
- Social Media
- Other _____





Break the 4th Wall

The Fourth Wall is a theatrical term for the imaginary “wall” that exists between actors on stage and the audience.

Curated Inclusiveness

No such thing as too many cooks in the kitchen if you assign the roles properly.



Series Design: The “Secret Sauce”

- All content that is **practical, tactical, & immediately applicable**
- Free to downtown businesses / \$5 to non-downtown businesses
- Create demand/urgency by limiting the # of attendees
- Highlight local businesses by holding each session in a different location
- Where appropriate, have the host business be the case study
- One-sheet takeaway for each session.
- Sessions as short as practically possible (most were 1-hour)

What we offered

1. What not to do with Social Media
2. Lights, Camera, Customers
3. Getting the Media to Tell Your Story
4. Big Brand for the Little Guy
5. A Marketing Plan in Nine Easy Steps
(repeated due to demand)
6. Window & In-Store Displays That Pop
7. The New Face of Facebook
8. The Unexpected Customer
9. Web Presence for the Non-Technical

One Sheet Take-Aways



DTSB Summer Learning: A Marketing Plan in 9 Easy Steps Presented by Alan Steele

Evaluate and segment the overall market

All buyers are not alike. Identify the different groups, or segments, that comprise the overall market.

Targeting

Decide which market segments are most attractive and suitable.

Differentiation

How do you truly stand out from the competition? Why should the customer buy from you?

Positioning/Branding

How will you position your offering in the mind of the consumer? How will you visually represent your company/organization?

Define the value proposition

Craft a statement capturing why you are relevant, valuable, and different

Develop a budget

Allocate funds for marketing to ensure it remains a priority. Consider goals and competitive factors.

Select communication/promotion channels

Determine which techniques and tools you will utilize to communicate to your target customer.

Scheduling

Develop a plan for communicating/promoting your offerings.

Implement and evaluate

Build a system to track the effectiveness of your efforts.



Big Brand for the Little Guy: The Visual Side of Branding Presented by Anne Berry of Anne Berry Design <http://anneberry.com>

Elements of a successful symbol (logo)

- Positive association
- Easy identification (quick read, easily recognized, remembered, recalled)
- Abstraction level
- Reduction / scalability
- One color
- Symbol weight
- Flow
- Direction

Categories of logos

Monograms

A letter or combination of letters (or numbers) rendered in a distinctive manner.



Logotype (Wordmark)

A company name rendered in a uniquely styled type treatment. Letterforms may or may not be altered from existing typefaces.



Symbol

A graphic device (geometric form, organic form, illustration, etc.) representing a company or service.



Combination

A mark combining letterforms and symbols or combines any of the above categories.



Extending the brand

"Brand" refers to more than just a logo. From products or services being offered to a physical space/environment, branding includes—but is not limited to—visual elements that help establish and articulate the mission of a given company or organization.

Initial questions for establishing a strong brand/identity include the following:

- What is our mission?
- What story are we trying to communicate?
- Does our logo successfully reflect the things we want to say? If so, how? If not, where is the disconnect?

Maintaining or extending a strong brand/identity requires the following:

- Consistent use of logo, colors, patterns, images, and fonts for all marketing materials (standards manual)
- Revisiting the company mission and asking: Do our communications successfully tell our story? Are we conveying the right look and feel? Is there consistency with respect to our visual or marketing materials?
- Awareness of how physical space/environment can affect customer experience, satisfaction
- Budgeting for design

Thank you to our session sponsors:



Thank you to our series sponsors:



Thank Everyone All The Time

Organizer

Downtown South Bend, Inc.

This special training series is brought to you by Downtown South Bend, Inc., The North Central Indiana Small Business Development Center, The St. Joseph County Chamber of Commerce and Ugly Dog Media. Special Thanks to: Ann Berry Designs, Center for History, Chicory Café, Edgar Diaz, enFocus , Grass Roots Media, Made in Michiana, Oliver Inn, Piser Designs, South Bend Chocolate Café, Stephanie Krol Public Relations, Studio 217 The Acting Ensemble, Susan Chipman, The Branch, The Music Village, The Summer Group, The View Tavern.



Contact the Organizer



[View organizer profile](#)



<http://www.downtownsouthbend.com>

Noted presenters, host businesses, and sponsors on ALL collateral, including one-sheet take-aways. Sent media to interview company of first presenter.

Session Descriptions and Speaker Bios

Event Details

Window and In-store Displays that Pop: *Increase Revenue with Effective Displays.*

Session Description:

Learn how well-executed window and in-store displays can tell you to enter your business and spend money. This interactive session will cover principles of display. We start out in the Rockne Room at the South Bend and then we will walk over to Made in Michiana (behind the South Bend) to see how these principles translate into action. There will of course be questions.

About the presenter:

Susan Chipman is an expert in merchandising, window displays, and has received her bachelors from Purdue in Retail Management. During her time at Cracker Barrel as retail manager she was responsible for opening new stores. For the past 10 years she has been the director of retail services at the Church helping the church establish a retail bookstore and café presence with other church bookstores around the country.

This session is free to downtown business owners/employees (cash or check).

If you have questions, please contact Downtown South Bend, Inc. at dtsbinfo@downtownsouthbend.com or phone the DTSB main office at 574-282-1110.

Doors open 15 minutes prior to session start time to give you time to get settled with a cup of coffee in your seat. This session starts promptly at 8:30am.

Have questions about DTSB Summer Learning: Window and In-store Displays?
[Contact Downtown South Bend, Inc.](#)

Event Details

Presence for the Non-Web-Technical: *Using WordPress to Make a Simple Business website.*

Session Description:

We are not all web developers but we can all have a professional web presence. We will analyze the benefits of using Wordpress as a website and blog for your business. Many have found that WordPress can be used as a cost effective, website/blog hybrid. There will be a focus on why this is useful and guidance on how easy it can be to keep your presence up-to-date with what is happening with your business.

Case Study: The View Tavern will serve as the case study for this topic. By walking through the steps of how we put something together to satisfy their needs, you will be able to see clearly how this tool can be helpful to you. Following the presentation, you will have a chance to ask questions.

About the Presenter:

Dan Lewis is an enFocus fellow with expertise in educational organization communications and social media with an emphasis on healthcare for chronic illnesses and community health. He has a background in mathematics and social media data analytics and a strong interest in climate change and sea level rise. Dan's presentation style is down-to-earth and he specializes in making the technical accessible to the non-technical.

This session is free to downtown business owners/employees. All others \$5 at the door (cash or check).

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Have questions about DTSB Summer Learning: Web Presence for the Non-Technical?
[Contact Downtown South Bend, Inc.](#)

The Nitty Gritty

- ✓ Survey businesses for topics of interest
- ✓ Final topic selection
- ✓ Find experts in your network to deliver content
- ✓ Match topic w/ location & business
- ✓ Brand series w/ series specific logo (optional)
- ✓ Develop print collateral (i.e. poster / flyer for the series)
- ✓ Author description and presenter bio for each session
- ✓ Thank people everywhere you can !!!
- ✓ Have presenters develop the content for the one-sheet take-aways and you put them into template.
- ✓ Hold the sessions at a time convenient to the business owners (often early morning before they open).
- ✓ Use a service like Event Brite to ticket and track the event.

The Results

- We received media attention
- All our sessions “sold” out
- We repeated one of the sessions a second time
- Businesses were excited and felt listened to
- Businesses that never participated in anything attended!
- The project was repeated the next year

ANY
QUESTIONS
?

Ideation Exercise



Product Box

Every commodity that you buy from the market is wrapped in a box/cover. This box is the primary medium for the manufacturing company to market and convince you that their product is better than the competition placed alongside.

Product Box

- Select a program, event, or service that you would like to market.
- Imagine that you are selling your product at a tradeshow, retail outlet, or public market.
- Now, design/sketch a product box that you would buy. Include marketing slogans.
- Present to the group. Pretend we are skeptical buyers and you have to “sell” your product box to us.

Further questions?
You are welcome
to contact me by
email or LinkedIn.



Tamara Nicholl-Smith

tamara@quartermilesmile.com

<https://www.linkedin.com/in/tamaranichollsmith>

Appendix: Resources & Examples

- Pop-up Shop Program:
<http://quartermilesmile.com/2014/12/04/transforming-empty-storefronts-1-pop-up-shops/>
- DTSB Summer Learning Series Eventbrite Site
[2013 DTSB Summer Learning Series](#)
- Innovation Games:
<http://www.innovationgames.com/product-box/>



Creating Relevant Content & Engagement for Chamber Clients A Case Study on DTSB & Economic Alliance Houston Port Region Presented by Tamara Nicholl-Smith, September 19, 2015

Provide Access

- To potential clients/customers
- To information and data

As an organization you may be able to open doors for your small business members that they will not be able to open on their own.

- Business Procurement Breakfast
- Reverse Trade Show
- Events with Elected Officials
- Public Policy Trips / Training
- New ways of Networking

Increase Visibility

As an organization you may be able to use your connections and resources to level the playing field by shining a light on your small businesses members.

- Leverage internally produced publications
- Partner with local magazines
- Position small business members as experts (task forces, speaking)
- Short videos
- Trade talent for exposure

Enhance Capacity

- Help small business stretch \$
- Help small business stretch time
- Build industry agnostic business skills

- Co-op advertising
- Grants to improve physical space
- Coaching
- Meaningful Educational Opportunities

Other Concepts

- Ways of Being: Not enough to know what needs to be done, it matters who you are being as you do it. Impacts how we go about determining and fulfilling the value proposition.
- Break the 4th Wall – Curated Inclusiveness
- R&D = Rob & Duplicate
- Have lots of coffee with people

DEEP DIVE

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Logistics

-
- | | |
|---|---|
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