



WORKSHOP

Successful Communication

By Craig Matthews & Pascale Schneider



About me!



Craig Matthews



BA (Hons) Business
Economics



Chief Operating Officer



Senior Production Editor



Senior Innovation
Consultant



Co-Founder / Director

About me!



**Pascale
Schneider**



Lecturer for Innovation
Management



Master Business
Economics



International Brand
Manager



Master Industrial
Engineering



Senior Innovation
Consultant



Consultant



Co-Founder / CMO



Lecturer & Head of Masters
degree program



What are your expectations?

Activity

One sentence introductions

Marketing is war

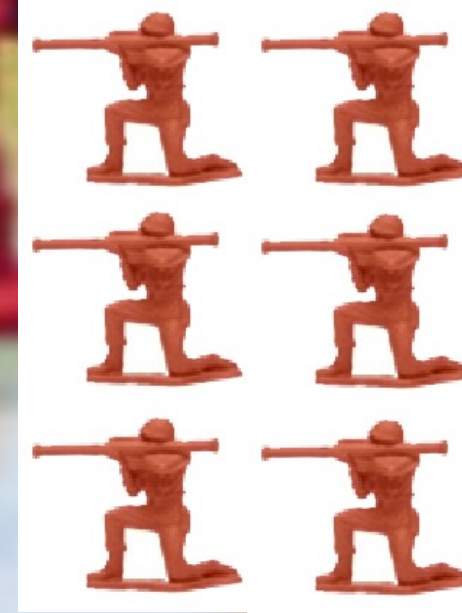


„The true nature of marketing today is not serving the customer; it is outwitting, outflanking, outfighting your competitors.

In short, marketing is war where the enemy is the competition and the customer is the ground to be won.“

Al Ries, ranked among top 10 Business Gurus

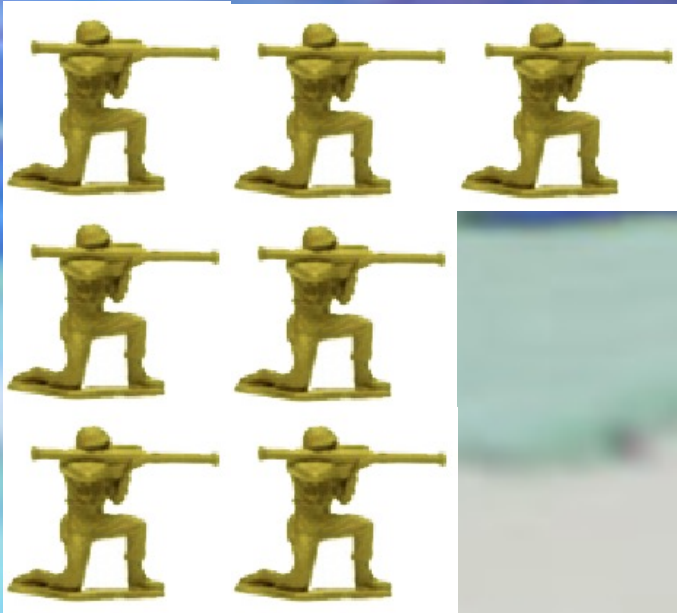
Can an outnumbered small army beat a large army?



green army vs. red army , open field

hit rate = $1/3$

Can an outnumbered small army beat a large army?



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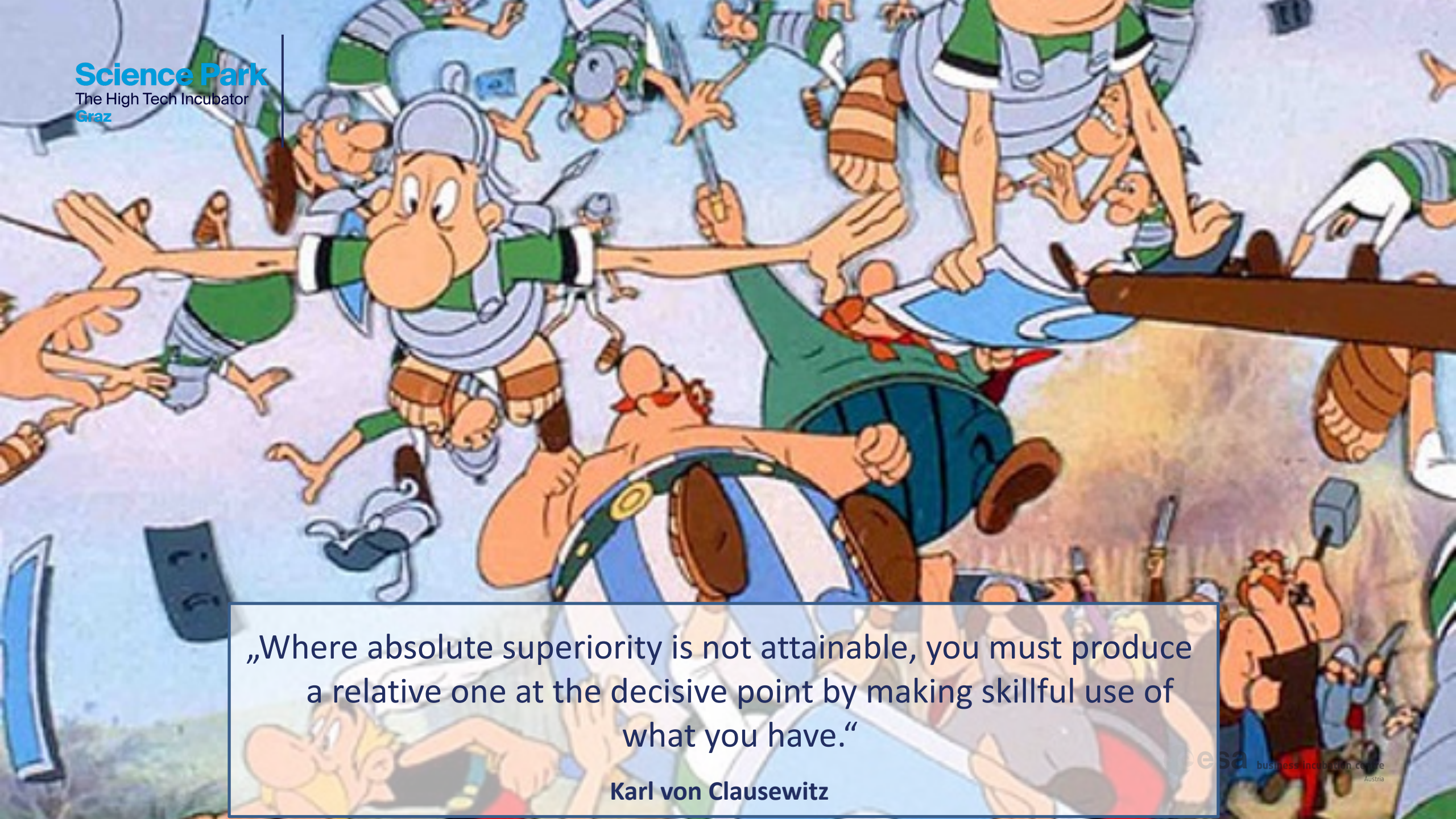


Green army wins

The green army lost 3 soldiers
The red army lost 6 soldiers

green army vs. red army , open field

hit rate = $1/3$



„Where absolute superiority is not attainable, you must produce a relative one at the decisive point by making skillful use of what you have.“

Karl von Clausewitz

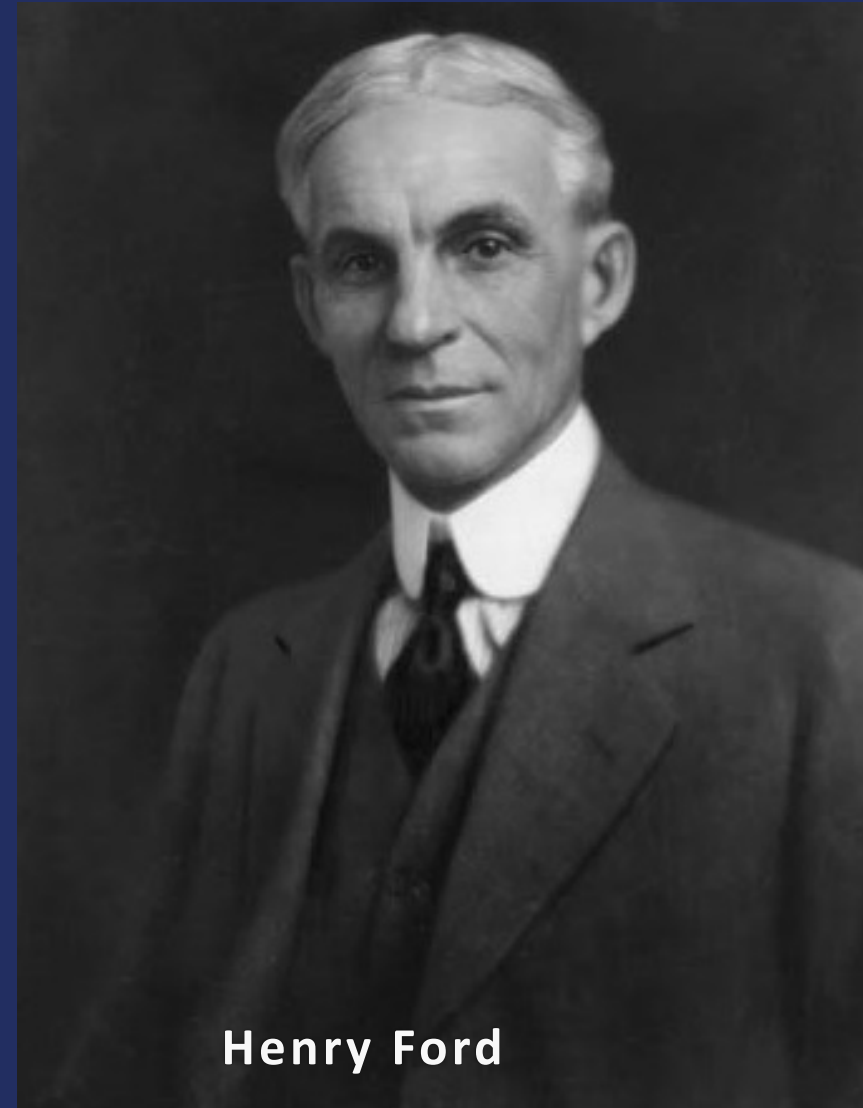
The Battle of Varus in the Teutoburg Forest



„Ducks lay eggs discreetly, on the other hand a chicken makes noise so the whole estate can hear.

What is the result?

The whole world eats chicken eggs!“



Henry Ford

Selective Perception

Human perception is expectation driven and highly selective.
We often don't even see what we don't expect.

The multi-optional customer is under stress

between 10,000 – 13,000 advertising messages daily

These messages must not only be produced and offered,
but also processed and consumed!

Source: www.wiwo.de



Challenges in Corporate Communication

Despite increasing media opportunities, it is becoming increasingly difficult to communicate with customers.

Attention has become the scarcest resource of our time.

The good news: Advertising has a high level of acceptance among customers. But only if it doesn't bother her/ him, is dialogue-oriented and catches her/ him at the right moment. The consumer is no longer a recipient, but an actor her/ himself.

If you still want to stand out in the mass,
you have to come up with something.

Guerilla Marketing

Guerilla-Marketing describes how companies can generate **maximum profits** with **atypically small investments**.



Guerilla-Marketing describes how start-ups can outperform their (large) competitors despite their smaller size (in terms of capital and employees).

What is a Communication Strategy

A communication strategy involves the alignment of a companies vision with marketing activities and using tactics to reach defined company goals.

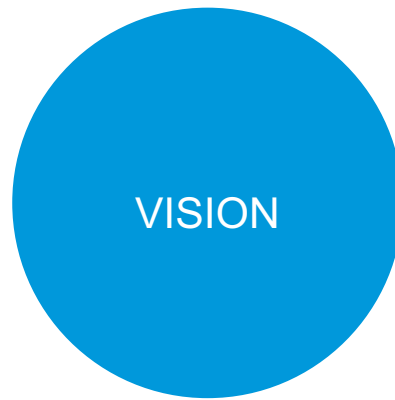
Clear Vision, Mission, Values

Mission, Vision & Values

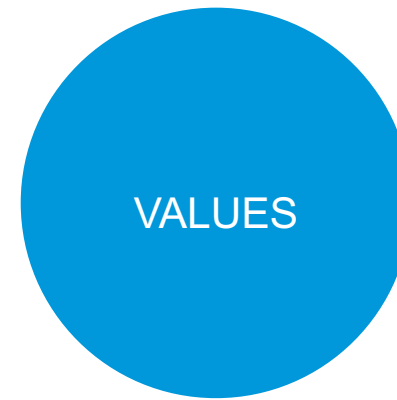
Statements that help define your business



Operational



Aspirational

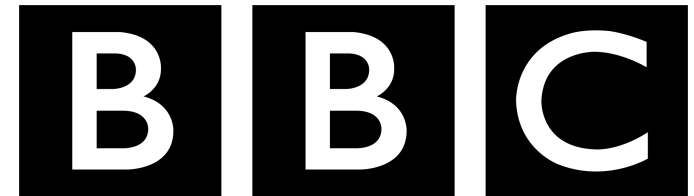


Intangible

Your Mission

A mission statement declares an organisation's purpose, or why it exists.

**“To enrich people's lives
with programmes and
services that inform,
educate and entertain.”**



“[To] Develop and supply mechanically and electronically controlled Powertrain and Electronic systems and components, that improve fuel economy, minimize pollution, and enhance safety and performance.”

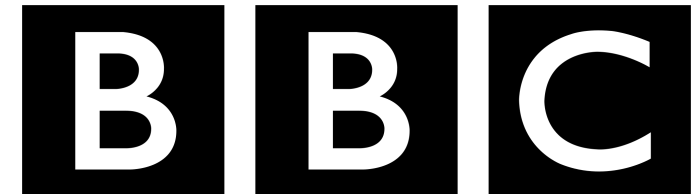


Your Vision

Your mission statement will often inform your vision, which will inform your team, customers and stakeholders the direction you are heading in.

VISION

**“To be the most creative
organisation in the world.”**



“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.”



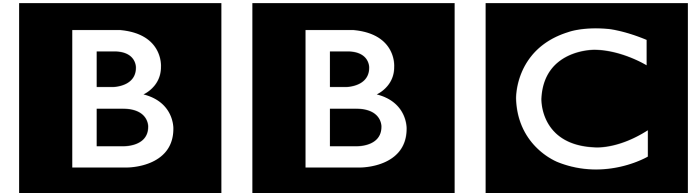
**“Make transportation as
reliable as running water,
everywhere, for everyone..”**



Your Values

The operating philosophies or principles that guide an organization's internal conduct as well as its relationship with its customers, partners, and shareholders.

- Trust is the foundation of the XXX: we are independent, impartial and honest.
- Audiences are at the heart of everything we do.
- We take pride in delivering quality and value for money.
- Creativity is the lifeblood of our organisation.
- We respect each other and celebrate our diversity so that everyone can give their best.
- We are one XXX: great things happen when we work together.



Values

- **We strive** to minimize our negative impact on the environment.
- **We strive** to show a deep respect for human beings inside and outside our company and for the communities in which they live.
- **We seek** and support nonviolent ways to achieve peace and justice. We believe government resources are more productively used in meeting human needs than in building and maintaining weapons systems.
- **We strive** to create economic opportunities for those who have been denied them and to advance new models of economic justice that are sustainable and replicable.
- **We support** sustainable and safe methods of food production that reduce environmental degradation, maintain the productivity of the land over time, and support the economic viability of family farms and rural communities.



Not just for external clients

Your mission, vision and values are important components for both internal and external audiences like employees, partners, board members, consumers, and shareholders.

Everyone should live and breathe by them!

It also helps to inform your company culture.

Activity

What is your Vision?
What is your Mission?

What is company culture?
Why is it important?

More than just a visual identity

- The worlds most valuable brands successfully reflect their mission, vision and values through their visual identity and brand.
- The visual identity can be a significant intangible asset on a companies balance sheet.
- Companies pay special attention to ensuring their values are correctly aligned with their brand.
- Building a brand requires a clear and persistent presence amongst your target audience, which can only be done using your communication channels selectively and effectively.



"Don't be evil,"

"Do the right thing."



Red Bull

"Red Bull gives you wings"

bp



~~"British Petroleum"~~

"Beyond Petroleum"

Fun Fact

BRANDR



Valuable brands



Rank	Company	Brand Value
#1	Amazon	\$416 B
#2	Apple	\$352 B
#3	Microsoft	\$327 B
#4	Google	\$324 B
#5	Visa	\$187 B
#70	Red Bull	\$8.7 B



Malaysia Says Jet Went Down in Ocean

Families Notified as
New Analysis Shows
Southern Path

By THOMAS FULLER and CHRIS
BUCKLEY 10:45 AM ET
Based on satellite data, Prime
Minister Najib Razak said
Monday that there was no
doubt that Flight 370 flew
south into the Indian Ocean
and could not have landed
safely.

205 Comments
Video: Prime Minister's
News Conference



Relatives of passengers from the missing flight in Beijing.

The Opinion Pages

Vaccination and the Law
Do outbreaks of
measles show why
exemptions on
immunization should
end?



Editorial: Willfully
Endangering Drivers
Krugman: Wealth Over
Work
Baird: Queen Victoria,
Another Malignant Mother

MARKETS

S&P 500	Dow	Nasdaq
1,858.75	14,206.22	4,200.19
-7.77	-16.55	-45.05
-0.42%	-0.19%	-1.09%

Get Quotes | My Portfolios

At 2:35 PM ET

TECHNOLOGY

Web Fiction, Serialized and
Social
With Wattpad, the once-
solitary writing process has
become informal, intimate and
highly interactive.

TRAVEL

Spin the Globe: Travel's
Photo Feed

FOOTSTEPS

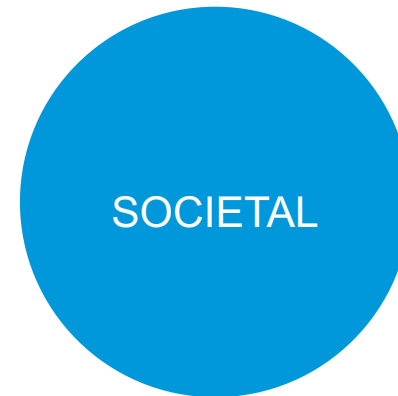
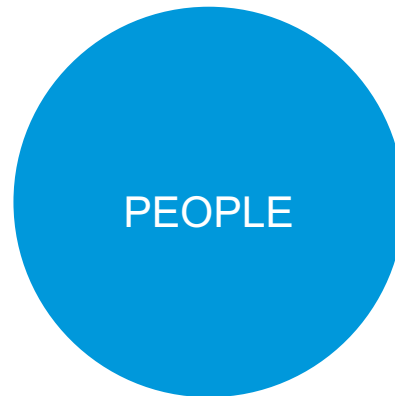
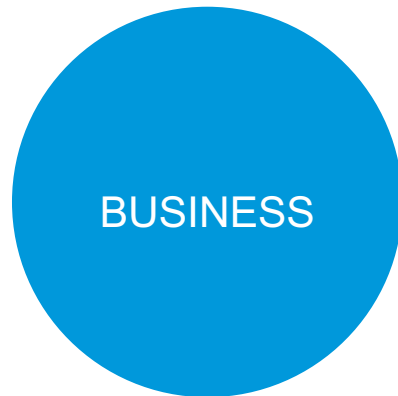
Following Dylan Thomas in
Wales



Brand safety risks come as a result of:

- 1. Bad decision making by marketers or other stakeholders with regards to the placement of marketing content.**
- 2. Accidental of inappropriate ad content placement resulting from precision targeting & programmatic advertising.**

Who are we creating value for and how do we measure it?



Clear Differentiation

Unique Selling Proposition (USP)

... a particular feature of a product or service that makes it different from and better than all its competitors`

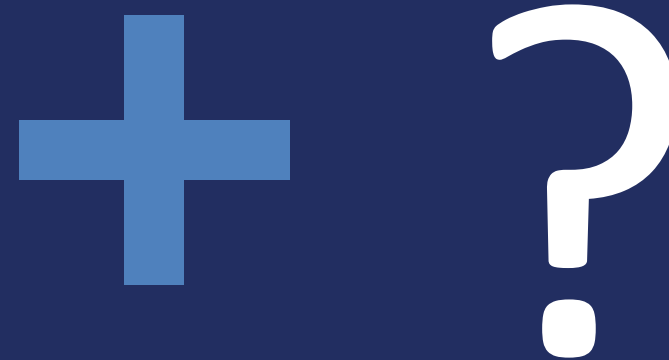
**Without USP =>
Price is decision basis**



Joghurt drink



Additional Value



Perception becomes Reality!



USP
Unique Selling
Proposition



RTB
Reason to
Believe

Actimel aktiviert Abwehrkräfte



"The affluent society has an abundance of similar companies, employing similar people, having similar ideas, producing similar things with similar quality."

Kjell Nordström und Jonas Ridderstrale – Management Gurus

Quality, Competence & Innovation

JUST BECAUSE YOU ARE UNIQUE



DOES NOT MEAN YOU ARE USEFUL

Apple – MacBook Air



Viral Marketing



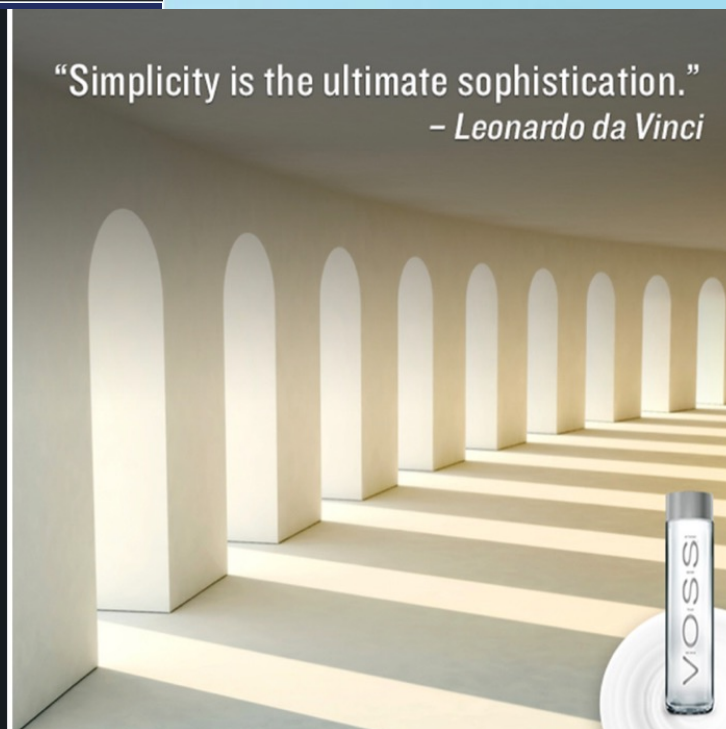
What's your Competitive Innovation Advantage?

Related Names	Attribute	Critical Factors
Strategic Competitive Advantage (SCA) Unique Selling Proposition (USP) Competitive Innovation Advantage (CIA)	1 A service or product which is superior to that of the competitors,	Over-Engineering, Under-Marketing
	2 in an important value attribute for the costumers,	Clear formulation of CIA- Concentration on a few, significant CIAs
	3 which is acknowledged by the customers as such,	Translation of the objective advantage into the CIA
	4 can't be easily copied by the competition	Time passing will lead to the erosion of the CIA
	5 and gives the company an economic advantage (financial return)	Adequate countervalue of customer orientation

Activity

What is your Competitive
Innovation Advantage?

Just WATER?





business
incubation
centre
Austria



Marketing is every bit of contact your company has with anyone in the outside world. Every bit of contact.

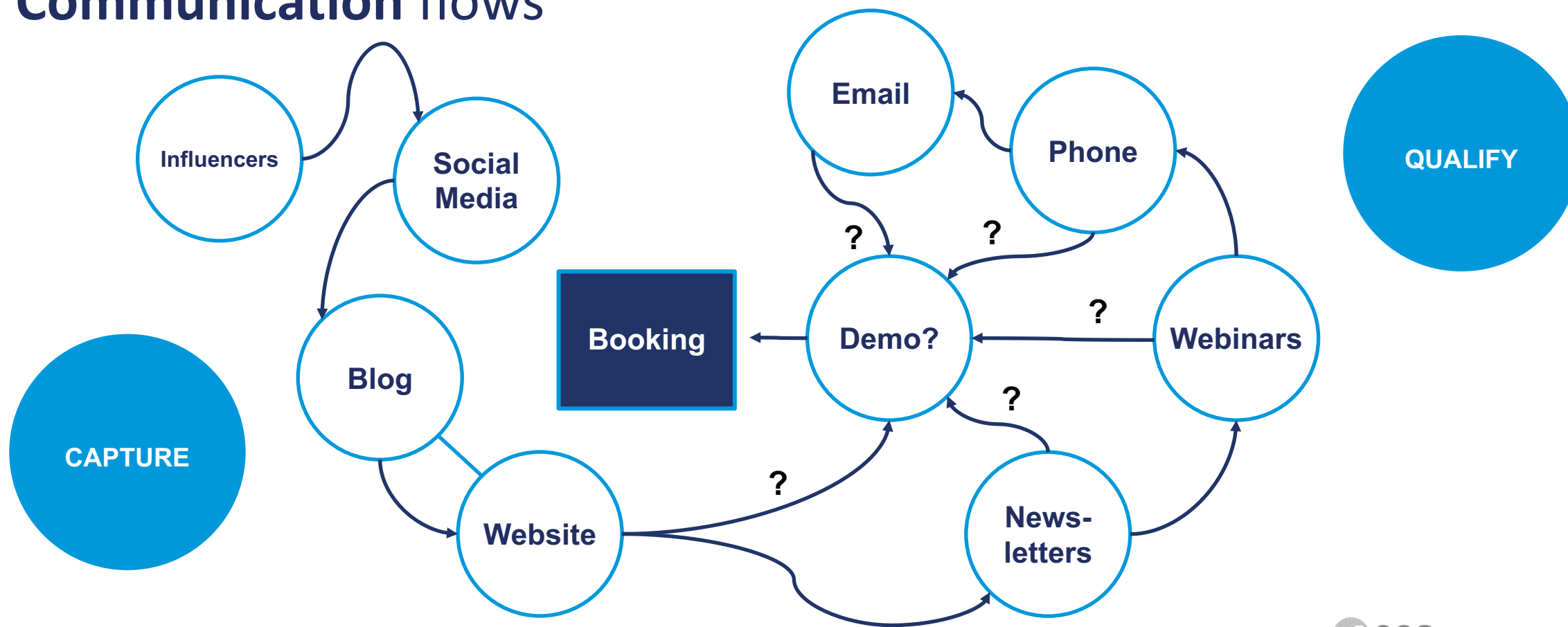
That means a lot of marketing opportunities. It does not mean investing a lot of money."

Jay Conrad Levinson

Analyze and optimize the path your customers are taking!



Communication flows



„You never get a second chance to make a first impression“



What are your expectations?

Which one tastes more natural? – b or e?

Which one is more expensive? – a or c?

Which one addresses kids?



The expectation changes the result



Which expectations do I want to create?



Placebo Effect



Lead Generation: Reach out.

The Art of Cold Calling for Start-ups

01

Forget the script

02

Don't push the sale in your first call

03

Understand the customer's needs

04

Know how to overcome the top objections

05

Maintain your focus

06

Track your efforts and analyse the results.

07

Have a well-written voicemail at the ready

08

Time your calls right

09

Be mindful of your tone

Telephone calls (Cold calling)

- **Objective:** Identify the right person and a time to talk: meeting or call
 - **Technique:** Speak slowly, loudly, clearly, confidently and with a positive mindset
 - **Message:** Introduction, value proposition of your product, the value proposition of the call and the request.
-
- Set measurable objectives within your calls.
 - Use a CRM
 - Be compliant with GDPR

Reach out.

Telephone calls (example)

- 1) I'm Pascale Schneider..... I'm calling from ABC Company..... We support the property industry with intelligent parking access and analytics solutions, which can help save you significant costs, add value to your customers.
- 2) Can I please speak to...
- 3) I am currently working together with a number of large property development and management firms in LOCATION, who are using our expertise in the area of vehicle identification and parking, together with their teams to reduce costs in this area. I am confident we can do the same for you.
- 4) Is this a good time to talk? Would you have 5 minutes for me, so I can better understand how you are managing parking at...PROPERTY NAME?

Activity

Reach Out!



Storytelling

“Stories are such a powerful driver of emotional value that their effect on any given object’s subjective value can actually be measured objectively.”

— Joshua Glenn and Rob Walker.

Source: <http://significantobjects.com/>

Telling Stories

\$1



\$51

The role of the hero

The most consistent mistake companies make in sales and marketing is to position their company or product as the hero of the story.



The role of the hero

“We are the leading company for xyz software.”

“Our product reduces costs and is easy to use.”

“With over 80 features our product is amazing.”

Wrong!



The role of the hero

“Working with Hero Company, we were able to accelerate their sales acquisitions 5 fold.”

“Hero Company saved xyz millions with the assistance of our services.”

Right!



Benefits Vs Features

Features = Facts

- Android and iOS Apps
- Compatible with Microsoft Word
- Mobile Responsive Website
- Batteries are not required
- On-Grid Solar Energy Generation
- 10x Image Magnification

Benefits (Job to be done!) = Value

- Your customers are important to you so we ensure you can always reach them at home or on the move.
- You shouldn't have to worry whether your data is secure or not, or if your security measures are charged and working. We give you peace of mind.
- You can help improve the global environment from within your home and be the first to benefit from the renewable energy revolution.

The Entrance

Don't be afraid to step in and join a group conversation.

You could ask

“Would you mind if I join you?”

“What is the topic that's being discussed?”

Make your introduction and deliver a value proposition that intrigues the group and creates questions.

“We help our customers to grow quickly using dynamic images.”



The Lead In

Be mindful of others in the room and who may like to join your group. It is easier to grow an existing group than enter a new one!

Make a brief introduction to the group that shows you have been listening and understand the current group members.

“Please join us. We are talking about how we support the growth of our clients. This is Tom, he is the CEO at XYZ Company, which offers ABC solutions.”



The Exit

Don't be afraid to ask your group to help you in identifying potential customers, stakeholders, investors etc.

A recommendation from another is a very powerful way of getting instant credibility.



Homework

Create a Strategic Message Map
for your start-up

Effective messaging is simple, consistent and repeatable.

<https://medium.com/the-marketing-playbook/strategic-communication-how-to-develop-strategic-messaging-and-positioning-3cc59689ca28>

Targeting the right channels is critical

Digital

Websites

Videos

Blogs

Social Media

Apps

Emails

Adverts (Adwords)

Podcasts

Newsletters

Chatbots

Messaging Services

Webinars

Crowd Funding

Influencers

Internal

Intranet (wiki pages)

Wall Messaging

Displays & Banners

Screens

Team Meetings

Team Activities

Traditional

Telephone

Direct Mail

Public Relations (Press)

Exhibitions/Fairs/Events

Client Meetings

Coffee (Austrian)

What are your objectives?

„I want to build a commercially successful business!“

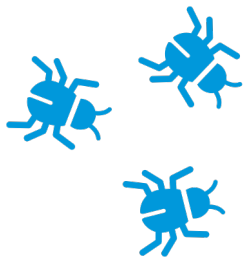
How will you do it?

„By being present on Social Media“

Why?

„Because everyone else is doing it!“

The Team, Roles & Rewards



Let's Hustle!



Responsibilities



Vision



Strengths & Weakness

Don't be afraid to pick up the phone!

What's the ideal Social Media post frequency?

As with all things Social Media the answer is somewhat complex!

facebook

1-2 per day



1-15 per day



Consistent

LinkedIn

1 per day

The benefits of precision targeting

- Boosted brand engagement
- Increased lead values
- Improved tracking and measuring of success
- Personalisation (Determination of customer groups)
- Reduced ad waste

What could go wrong with precision marketing?

How much precision do I actually need?

Emails

- Keep emails short and to the point.
- Use the subject line to inform or to intrigue.

Emails

- 1) "Question about [goal]"
- 2) "[Mutual connection] recommended I get in touch"
- 3) "Our next steps"
- 4) "X options to get started"
- 5) "Know this about [topic of interest]?"
- 6) "Feeling blue? Like baby pandas?"
- 7) "'I love everything in this email!'"

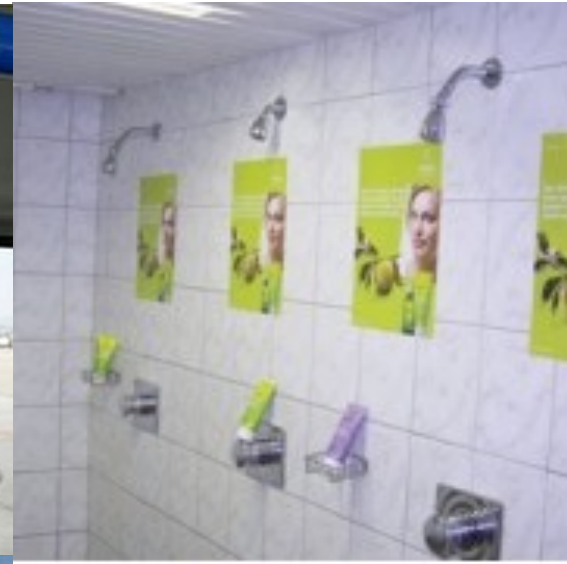
Newsletters

- Segment your audiences.
- Carry out A/B testing.
- Get ready to react.
- Design links that tell you something about your users interests.

Website

- What is the purpose of your website?
- Start simple and then build in the detail.
- Use benefits and features correctly!
- Tell stories

Ambient Marketing



Ambient Marketing



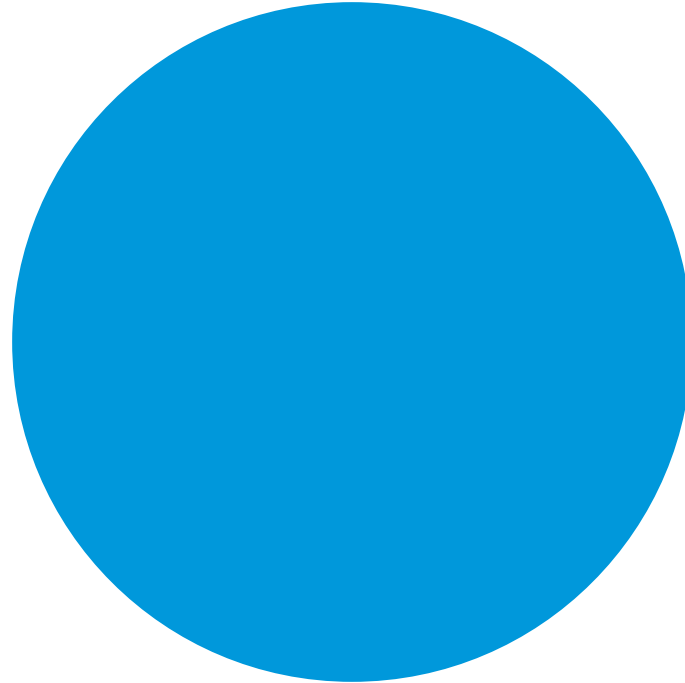
Ambient Marketing



Activity

Room 101

THANK YOU!



www.sciencepark.at