

The Marketing Model

Designed for: *your company*

Designed by: *your name*

Date:

Iteration: 1

<p>Who Are You Selling to?</p> <p>List the various personas involved in your sale. You can fill out a persona profile for each of these personas, but in this column, just list them</p>	<p>Customer Problems & Aspirations</p> <p>What problems does the customer have that they're looking for you to solve? What aspirations do they aspire to that you can help them reach? What are the implications of solving these problems and fulfilling their aspirations? List both measurable, external impacts as well as internal, emotional impact of solving problems/fulfilling aspirations.</p>	<p>Brand Promise</p> <p>Distill all the information about the impact of solving their problems/fulfilling their aspirations into a single sentence brand promise. Remember that brand promise is about them, not you. Read more at http://www.agilemarketing.net/stories-narratives-brand-promises/</p>	<p>Supporting Messages</p> <p>What makes you the best guide or authority to solve their problems and help them reach their aspirations? Be very concrete on these supporting messages and proof points and check with your audience that these are believable. List only 3-4 of your strongest supporting messages/proof points.</p>	<p>Brand Personality</p> <p>Is your brand formal or informal? Fun or serious? Arrogant or humble? What does your brand voice sound like?</p> <p>Imagine that your briefing an agency that's designing your logo or the look and feel of your primary website; what would you tell them about your brand?</p>
<p>How do your customers buy (Buyer's Journey)?</p> <p>What stages do your buyer's go through in deciding whether or not to buy, implement and re-buy your product? Do you have multiple buyer's journeys (it's different for different personas or different market segments, for example). You may need to illustrate these on a separate piece of paper.</p>		<p>Calls to Action and core metrics</p> <p>At each transition from one stage of the buyer's journey to the next, what is the primary call to action and the core metric? How do you know someone is transitioning from one to the other? What is the single most important metric for measuring the success of marketing?</p>		

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Competitors		
Company	How They Sell Against You	How You Sell Against Them
Stratus/Language Line	<ul style="list-style-type: none">• Easy to use iPad version• Price• Their size and number of interpreters (We answer 60,000 calls per day)• InDemand outsources their phone service	<ul style="list-style-type: none">• Our healthcare focus• Complete solutions, designed for healthcare• Solutions for all touch points in the continuum of care• Universal Video stations based on Vidyo• Partnerships
Language Access Network	<ul style="list-style-type: none">• MAARTI branding• Healthcare focus (owned by physicians)• References• Quality of interpreters• Relationship selling	<ul style="list-style-type: none">• Shorter time to installation• Lower costs and complexity• Only Spanish and ASL are 24x7• Missing features (internal call center, male/female interpreters, call routing)• Too many of their calls go through their Columbus call center; others are tiny
Cyacom	<ul style="list-style-type: none">• Price• No new contract• Size and number of interpreters• Recommended by the AHA (bought and paid for)	<ul style="list-style-type: none">• Have companies compare side by side in a validation• Poor quality technology• No specialization in healthcare• Primarily a phone provider