



Building your brand and marketing strategy

Session 1

February 12, 2025





No cost, 1:1, confidential advising

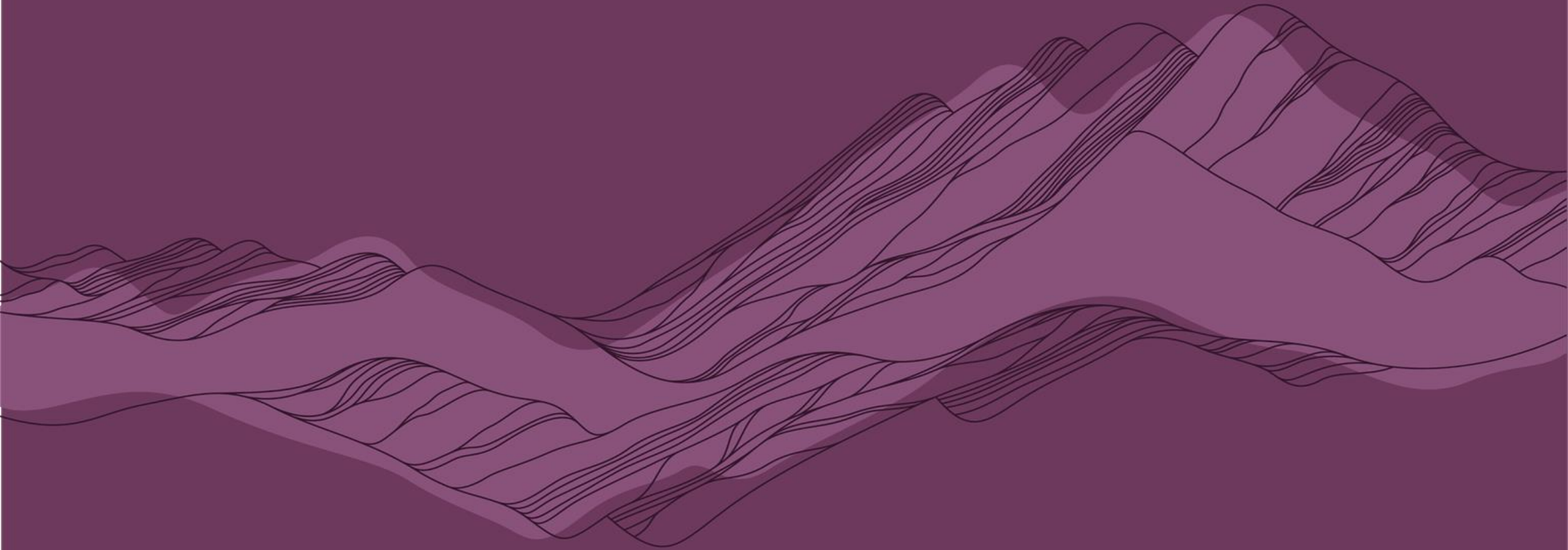
Practical business education

Resource referrals

Mission: To empower Colorado businesses to thrive.



Get to know you



Get to know me

- News and sport broadcaster: NBC
- Engineering marketing
- Sprint: Startup to Fortune 100
- NAIA: non-profit marketing
- Healthcare: marketing executive for GEHA, Blue Cross & Blue Shield and Lockton
- Fractional CMO





Importance of a strategic marketing plan

- What is the business problem you're trying to solve?
- What does success look like?
- Are your objectives SMART?
- What do you want your audience to do?
- Do you have a message strategy consistent across tactics?
- Measure!

Strategic plan development template

Title	Description
Challenge/opportunity	Describe the current situation surrounding the challenge you are facing or the opportunity you are trying to capitalize on.
SMART objectives	What are you trying to accomplish? Make the objectives as Specific, Measurable, Attainable, Realistic and Time-bound as possible. Outputs and outcomes.
Target audience	Who is the plan intended to reach? Provide population size, demographics, geographic and psychographic detail as appropriate.
One thing	What is the one thing you want people to know? This shouldn't be a statement that has "and" or commas.
Key messages, proof points	What are the key messages? Primary message (could be the One Thing), secondary message and support or proof points (reasons to believe).
What's in it for me?	Why should they care?
Call to action	What do we want them to do? Where do they go for more information?
Success metrics	How will success be tracked and measured?
Things to consider	What input or information should be kept in mind as this project is executed? This is a good place to include things you don't want and to give context.
Deadlines, approvals and budget	Set these in advance to help you stay on track.

AI Tip #1

Create a ChatGPT project channel for your business.

- Paid version of ChatGPT 4.0 (\$20/month)
- Allows you to load files, web addresses, etc.
- Train it to learn just about anything about your company

Lori Wiles Fractional CMO

New chat in this project



Project files
4 files



Add instructions

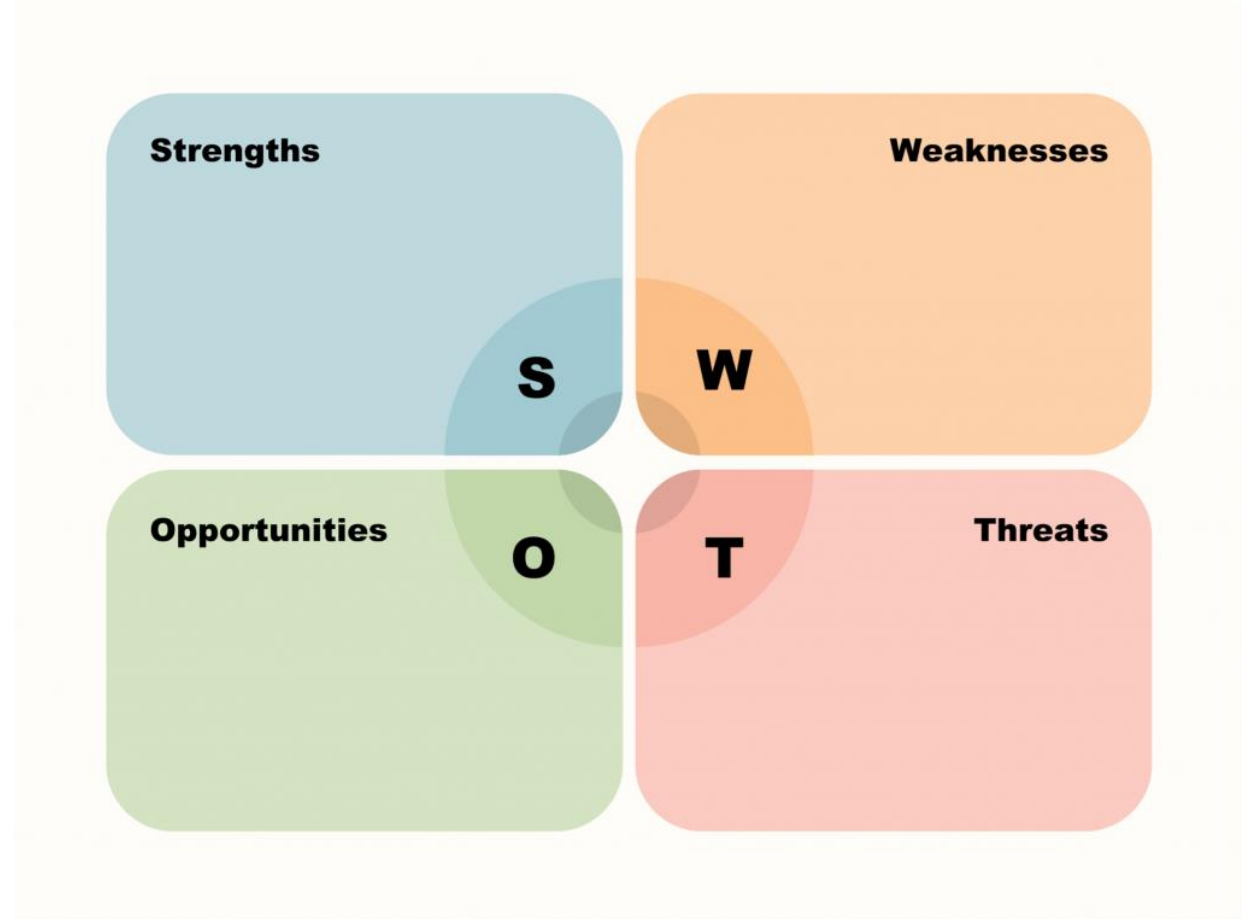
Tailor the way ChatGPT responds in this project



Challenge/opportunity

SWOT analysis

- Strengths, weaknesses, opportunities and threats.
- Gather stakeholders from different areas for input.



SMART objectives

Biggest question to answer:

- What does success look like?
- Tactics are not objectives.



Target audience

Demographics
AND
psychographics



One thing

Hardest but most important thing to answer, but is key to your messaging strategy



Key messages, proof points

How are you different or better than your competition?

Proof points make your key messages believable.



AI Tip #2

How is your business different or better than your competitors? Ask your audience!

- Works with at least 25 5-star reviews (Google Business Listing, Yelp, etc.)
- 1st Prompt: Create a list of themes consistently found in the reviews on this [client industry] page [GBP URL*]
- 2nd Prompt: Act as a branding expert and, from the list above, create a new list of 4-5 core marketing messages that reflect the brand promise expressed.

* Follow [these instructions](#) to get your GBP URL

What's in it for me?

Your messages should always be from the customer's point of view, not yours.

How does my business solve problems or create opportunities for my clients?



Call to action


This enables you to measure!

Outputs (results of an activity) vs. outcomes (long-term effects.)



Build your plan with brainstorming

- No bad ideas.
- Everyone shares (write first, talk second.)
- It's quantity, not quality.
- Think outside of the box.
- Put yourself in a creative space.



1. Wild idea Post-it notes: Come up with 28 ideas, write them on Post-it notes, arrange and discuss (online versions now available)

2. Outside of the box prep exercise

3. Mood boards

4. Word storm (white board and apps).

AI Tip #3

ChatGPT/AI is great for brainstorming

- Provide it with a clear prompt
- Ask it to generate a list of ideas, concepts or potential solutions
- Can access and process large amounts of data
- Further refine by asking follow-up questions, provide additional context and iterate on ideas you like.



Parting thoughts

1. Pour the foundation of your marketing plan before you start hanging pictures.
2. Ask for help if you need it.
3. Get input.
4. Network with like-minded people.
5. Be open to new ideas.



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