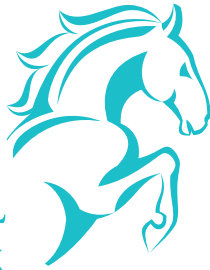


BUSINESS & MARKETING CONSULTANT

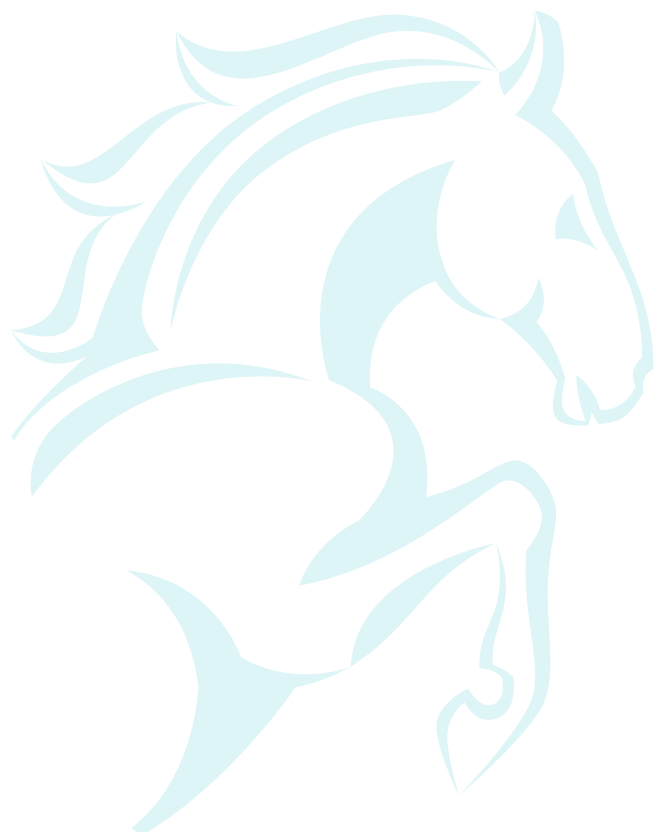


ELAINE BALL
www.elaineball.co.uk

Raising stands for the Geospatial Industry globally

TECHNICAL MARKETING WORKSHOP

Workbook



Who am I?

Elaine Ball is the creator and visionary of Elaine Ball Ltd, a global business and marketing consultancy for the Geospatial Industry. One part marketer, one part biz development, one part strategic thinker and one part superhero, she has dedicated 20 years to international marketing and business development for the technical industry. Mining, Quarry, Oil & Gas, Aviation, Transportation, Forestry and Surveying. You name it; she markets it.

Her mission? Giving surveyors through to manufacturers a dedicated resource for business, sales, marketing and strategic communications... and above all, brightening up the industry with creative marketing to help companies grow and prosper.

"There is a lack of specialised technical sales and marketing expertise within the geospatial industry and surrounding vertical markets, so I jumped at the chance to get stuck in and offer a dedicated resource. The cherry on the cake? I understand the industry having lived and breathed it over the years."

Elaine's client list includes Trimble, NM Group, Korec, Seiler, NEI, Laser Technology Inc, Building Point and Certainty3D, to name only a few.

Outside of work, Elaine has experience in non-executive board work and is a trustee to support people in transition from substance misuse.

Where did she come from?

Elaine Ball, founder and CEO was Managing Director of Measurement Devices Ltd (MDL) from 2008 to 2012 and doubled sales within this period, she then assisted with the acquisition of the business to a FTSE 250 company in 2013. MDL was 95% export business with four offices and over sixty resellers globally.

After this period Elaine then established Elaine Ball Ltd as she saw huge opportunity for devoted business & marketing consultancy within the Geospatial Industry. While the Geospatial Industry is technical and passionate, they lack understanding on great marketing techniques and are somewhat sceptical of the subject. Elaine Ball Ltd are results driven and want to educate these industries on how marketing can have huge benefits and returns for their business.

Elaine Ball Ltd have set themselves 'a mission'

"To provide great content and marketing training aids for all companies within the sector, to use and benefit from. They believe it will assist to build strong and profitable businesses globally"

INSEAD
The Business School
for the World®

Elaine has qualified in Industrial Marketing from INSEAD

ID

Elaine completed her Diploma in Company Direction from Institute of Directors

"Elaine is an experienced entrepreneur, business founder and company director. She leads an organization that offers unique value by combining knowledge of specific market domains with effective, state-of-the-art marketing techniques. She is experienced working with both large and small companies across the major global markets of Europe, the Americas, Africa and Asia-Pacific. Elaine maintains impeccable professional standards, being an active member of both the Chartered Institute of Marketing and the Institute of Directors."

Peter Large, VP Trimble (2014)

So, why a workshop?

Firstly, the workshop structure is laid out to develop your understanding on why a vision is important for communicating to your market. We start with **BIG** picture and slowly delve into the details building on your learning.

Equipment dealer success story

“Elecdata Solutions in Idaho, USA have seen an increase in over 300% on sales revenue since implementing market segmentation and focused campaign management. Further sales have come from GIS Professional Services, Trimble R1 product line, Rugged tablets and Geo7X. The company estimate income tripling in the next 6-12months”

Electronic Data Solutions, Idaho, DEALER

What others have said

“Hat’s off to Elaine Ball Ltd. Not only was the training informative but, it was eye opening. Elaine customized our marketing plan for our particular needs and we realized what our actual focus for marketing in different verticals should be. Very interactive. A class act organization”.

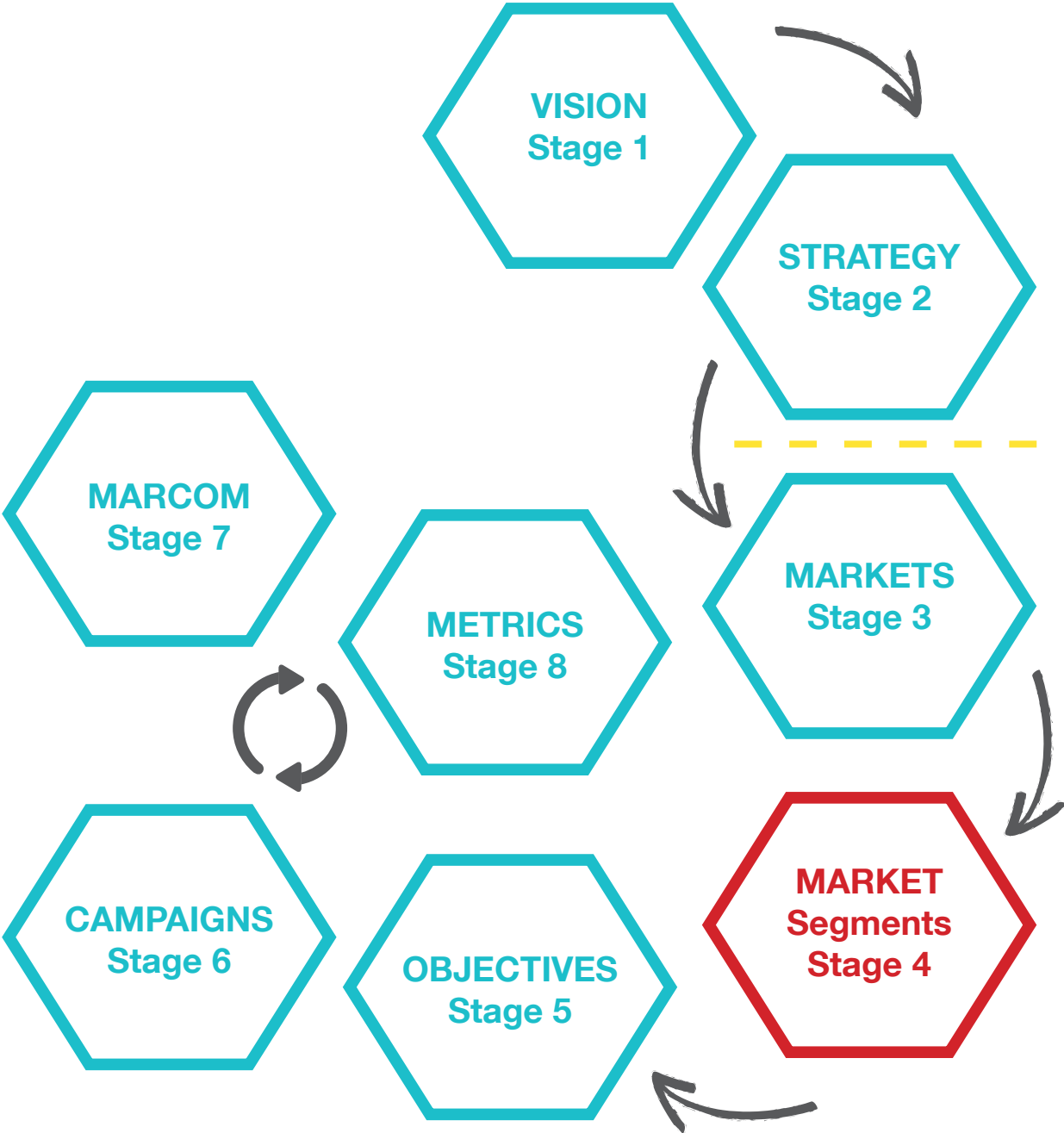
Todd Sleezer, Geospatial Sales Manager at Precision Midwest

“In the last year alone, Elaine has delivered over a dozen marketing tools and training workshops to our distribution partners worldwide. All of which have been carried out with Elaine’s creative & positive outlook, and comprehensive industry knowledge. Elaine’s relevant professional experience and data driven marketing expertise has made her a great asset to our entire distribution network.”

John Ambrey, Channel Relations Director at Trimble

Workshop Layout

Understanding the marketing process. Below I have outlined the process the workshop delivers. Each stage is critical for successful marketing and improving the sales pipeline.



Vision - Stage 1

Firstly, what is Vision and why is it important?

“Many business leaders are too busy to stop, focus and debate and agree on a comprehensive marketing plan. Instead they rush down a reactive road leading to mediocre results and higher costs in time, money and frustration. If you take the time to truly define business and marketing goals, measureable objectives, an execution plan and an investment strategy, your marketing efforts will more efficiently and effectively deliver the intended ROI”¹ .

STOP + THINK + WRITE

Exercise 1 Vision *(on the white board)*

A. What does our future look like in 3 years?

¹ Chapter 2, developing your marketing plan, Smart Marketing for Engineers, Rebecca Geier

Strategy - Stage 2

What is a strategy? A Strategy is a road map to visualize 'how' a company reaches its vision. Strategies are the game plan to reach that vision. This can take the form of several paths.

Levitt argues that market definitions of a business are superior to product definitions. A business must be viewed as a customer satisfying process, not a goods producing process! Philip Kotler, Marketing Management, Page 45.

Company	Product Definition	Market Definition
Missouri Pacific Railroad	We run a railroad	We are people and goods mover
Xerox	We make copying equipment	We help improve office productivity
Trimble	We make survey equipment	We help improve survey process/ workflows

Client name:

Table Philip Kotler, Marketing Management, Page 46.



STOP + THINK + WRITE



Exercise 2 Strategy *(on the white board)*

Markets - Stage 3

Establishing the key markets your business will focus on is important for successful strategy. We will now choose your 5 key markets in order to 'concentrate' your limited time during the workshop.

STOP + THINK + WRITE

Exercise 3 Markets

(on the white board)



Focus on what
you are good at.

Following the example below we will fill out the table with the 5 key markets and their corresponding statistics.

Example:

Markets	Home Owners	Architecture	Contractors	Sub Contractor	Developers
Sales % (Total Sales \$1m) \$1m total	30% \$15m	10% \$1m	15% \$5m	10% \$3m	35% \$2m
Most growth markets (Which market is growing now?) 1 = high, 5 = low	2	1	3	4	5
Most profitable to your co. (1-5)	1	5	3	2	4
Size of total market (Est.)	300m	100m	150m	100m	100m
Market Share %	5%	1%	1%	1%	2%

Markets	Home Owners	Architecture	Contractors	Sub Contractor	Developers
Sales % (Total Sales \$1m) \$1m total					
Most growth markets (Which market is growing now?) 1 = high, 5 = low					
Most profitable to your co. (1-5)					
Size of total market (Est.)					
Market Share %					

$$\text{Sales} / \text{Size of Total Market} \times 100 = \text{Market Share \%}$$

Market Segments - Stage 4, Part A

What is a market segment?

It is not uncommon to call markets; market segments. However this is not correct esp from a business point of view. The best way to segment a market is to focus on “needs” of the customer.

By focusing on ‘needs’ and ‘problems’ of your target audience, you can focus your marketing efforts (the content) on their chosen issues thus the reader is more likely to take action! Think how you chose something!

A focused approach

For example;

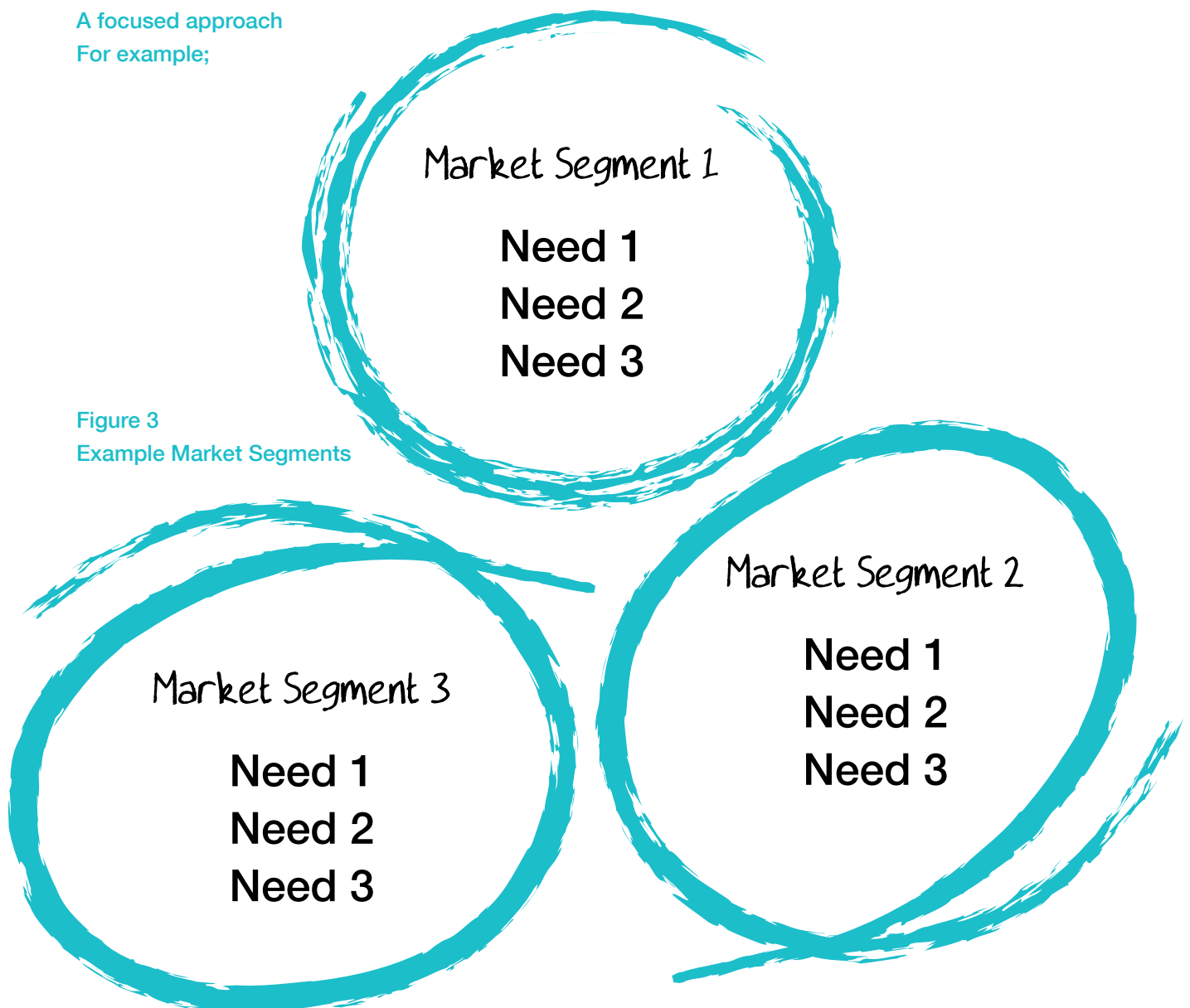


Figure 3
Example Market Segments

NOTES

- #1. There will be overlaps
- #2. Remember, there will be a ‘prime’ issue within each segment
- #3. This is the foundation for focused campaigns management

STOP + THINK + WRITE

Exercise 4 Market Segmentation *(needs)*



Company A.



Company B.



Company C.



1. Take 1 piece of paper and write one client within the market you have chosen from exercise 1 e.g. Company A, Company B etc.
2. We need between 20 and 40 customer profiles
3. On each piece of paper, answer the following questions:

A). Why did “potential client 1” call you?

C). What are their needs as a company?

B). What problems do they face?

D). What can you offer to solve their problem / needs?

This section of the workshop is time consuming and requires access to 'customer facing individuals' who know the clients needs and problems.

Why?

Without the real needs analysis it is difficult to know the true market segments.

Why?

When you review using a current database and review per customer, you get into the head of each client. This is important so you can't 'assume' and 'bias' the real answers! If you are at the customer discovery stage, then we will have to 'guesstimate' the potential target audience. And pay particular attention to each potential interested party in order to re-shuffle our marketing communications efforts. This can be costly, so attention is key

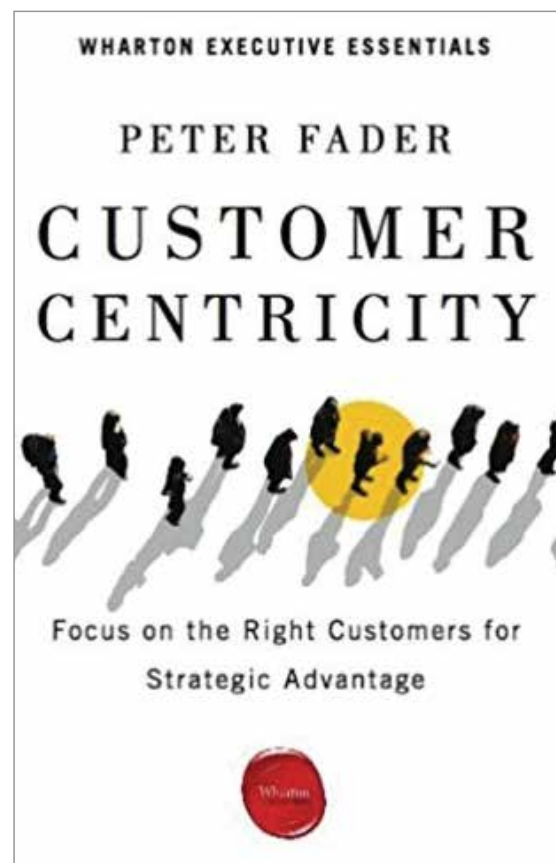


Figure 4 Recommended reading

Market Segments - Stage 4, Part B

After you have reviewed between 20-40 customers, the next stage is to review the customers and place them into common groups of needs. These are known as **Market Segments**.

Each market segment will have a prominent 'need' ie. Innovative. Don't worry about the exact 'term', this is just to clarify the market segment but identifies the key need highlighted.

"The goal of segmentation is to identify distinct customer groups that have homogeneous needs. Tailoring the marketing mix for particular segments leads to better planning and more effective use of marketing resources"

Journal of Marketing, Vol. 56 (October 1992), 72-82. Segmenting Customers in Mature Industrial Markets. V Kasturi Rangan, Rowland T. Moriarty, & Gordon S. Swartz

STOP + THINK + WRITE

Exercise 5 Market Segments 'Groups'

(on the white board)

As a team, discuss and group together the companies that share common needs.

Example:

"An Industry begins with the customer and his or her needs, not with a patent, raw material or a selling skill" Theodore Levitt



Buyer Persona's - Stage 4, Part C

Now that we have identified our market segments and the ones that we would like more of, it's crucial to identify and understand "buyer persona's." In other words; the different buyers within the market segments.

This is critical and should not be overlooked since the buyer process is much longer than that of a consumer (someone buying a toothbrush for example). The more value and complicated a product, service or solution, the more people involved, in the buying process. So, we must 'cater' for these people within the sales funnel aka our marketing (content).

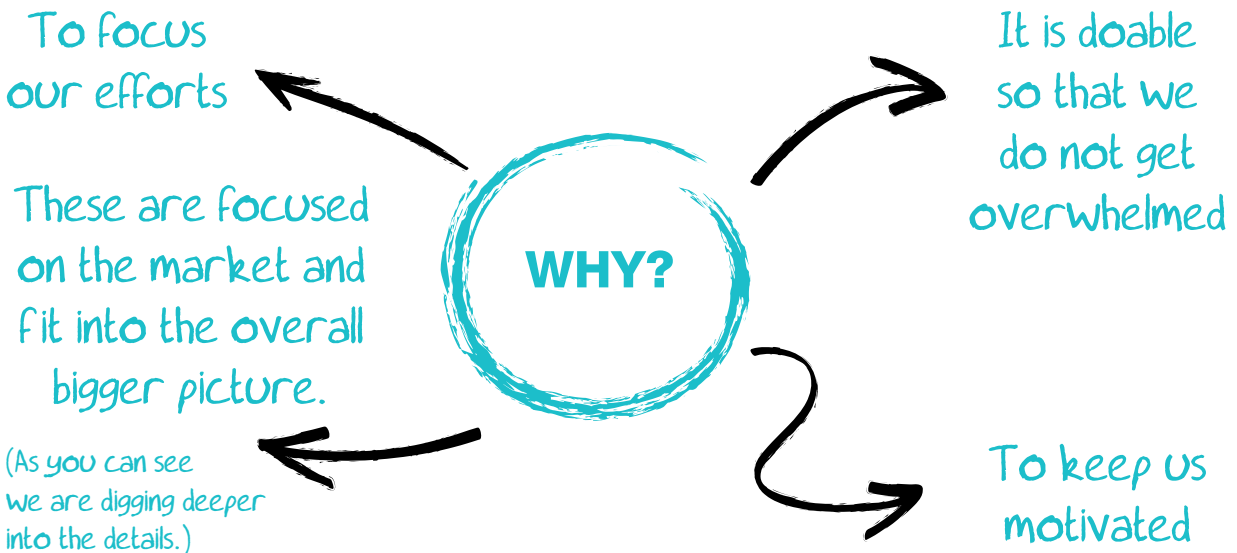


Buyer persona's review an individuals core need. ***Hence why one client may think the product is poor, another may think it's the best thing ever!***

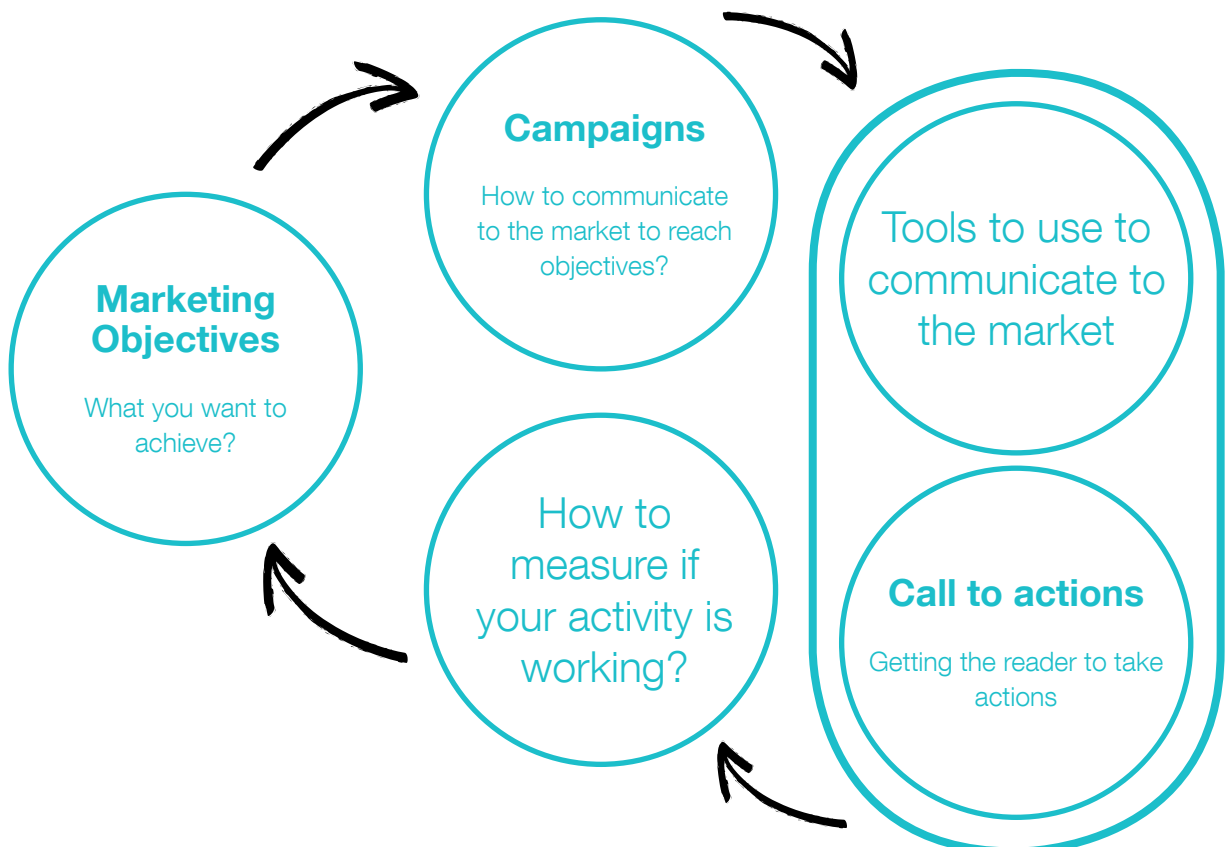
It is important for YOU to understand the different buyers and reflect this in your marketing content and delivering it via different platforms such as social media, blogging, exhibitions and so on.

Marketing Objectives - Stage 5

Before we begin to dissect 'how' to attract new customers, develop and build on existing customers and maintain our market share (for example) and the ways we do it (through marketing communications). We need to establish some KEY REALISTIC MARKETING OBJECTIVES that we can reach in the next 12-18 months.



The Marketing Cycle



STOP + THINK + WRITE

Exercise 6 Market Objectives

Focus on the market and write down some marketing objectives for each.

Marketing Objective for

Example Marketing Objective:

To develop brand awareness (noise) in the market in order to attract 'visitors' to the website where they will be educated on and how transforms

MARCOM Objective

Develop a focused website which educates visitors on the brand through videos, animations, highlights talks and delivers 'time-on-site' traffic to the site.

Sample marketing objectives

- Increase brand awareness
- Demonstrate thought leadership
- Develop an online rapport with customers
- Penetrate a market
- Launch a new product, software or service
- Create a user community
- Increase web visits
- Increase leads
- Communication with employees or partners

With any objective they must be realistic otherwise you will not reach them. Later on we will discuss metrics and this is how to clarify if you have reached your chosen objective.

Campaigns - Stage 6

The best way to sift through the myriad of different, new and existing marketing tools is to focus your marketing on 'campaigns' or buckets of activities with common goals. This will make it easier to implement your marketing communications activity.

So for example; building brand by

- Focusing on 1 or 2 key market segments – lets get the content right
- Sending out consistent and timely messages to the target audience
- Using LinkedIn Sponsored Ads, Blog and Video with Call-to-Action (CTA) being webinars and signing up for one-on-one at Intergeo
- Time frame: 6 months

Firstly;

"The goal is to develop brand awareness....."

The focus is on one market!

Focus on two market segments within

1. Technical, complicated projects – time is a large factor
2. Commercial, large scale projects and easy of use is necessary

What | How | Why

- Educate the market by sending out several blogs with mini smart phone video clips (simple) identifying the issue related to the core problem within MARKET and each market segment
- Sponsor the blog on LinkedIn focusing on laser scanning and mapping forums (within LinkedIn)
- Use Twitter to also attract and create 'conversations' online
- Website to be more focused on market segments explaining how the software helps versus feature orientated software posts
- Call to actions
 - o Sign up for our webinar series
 - o Campaign page focused on Intergeo, getting people to sign up for a one-on-one a the show

After you have established your marketing objectives, its time to review and discuss some new campaigns. We will follow the example outlined in marketing objectives.

Marketing Objective for

Example Marketing Objective:

To develop brand awareness (noise) in the market in order to attract 'visitors' to the website where they will be educated on NAME OF CLIENT and how NAME OF CLIENT makes transforms

MARCOM Objective

Develop a focused website which educates visitors on the brand through videos,, animations, highlights talks and delivers 'time-on-site' traffic to the site.

KPI: Increase web traffic by 15% per month (consistently going up)

KPI: Increases time-on-site by 10secs per month on average with peaks on key milestones

KPI: Convert visitors to 'enquiries' related to specific markets

Utilizing the white board or flip chart with your team will bring out creative thinking. This is an important aspect in order to review the process and 'how' the visitor becomes a sale.

When you have identified the marketing objective for each market segment, identify the KPIs in order for you to track progress. Then you can focus on 'which' tools to use.

STOP + THINK + WRITE

Exercise 7 Campaigns

On the whiteboard / flip chart **write** out potential or current marketing campaigns related to your market segment /market.

Remember the market segment is highlighting the **problems / needs** the client faces therefore your content must **relate** to that market segment in order for you to improve your return on investment (ROI). The more focused the content on the problem the better the response.

Example: client NEI direct mail campaign



Free Workshop
"Advanced Post-Processing Techniques"
Springdale, AR - March 31, 2016

Survey | Construction | Mapping & GIS | Positioning Services | Marine

Fact #22:
You Can Teach an Old Dog New Tricks.

Add value to your greatest assets.

TRAINING

Free Workshop on "Advanced Post-Processing Techniques"

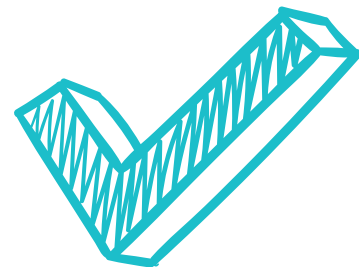
Due to a lack of "published" control points for geospatial projects, NGS has developed OPUS projects for a simple and cost effective way to achieve this.

Josh Bettis, Arkansas Survey Sales for NEI, will be covering how to set up a control network for your projects and publish them on the NGS database.

The flyer is blue with white and yellow text. It features a yellow silhouette of a person on the left and a yellow circular logo with the word 'TRAINING' on the right. The text is arranged in a clear, hierarchical manner.

Other factors to consider...

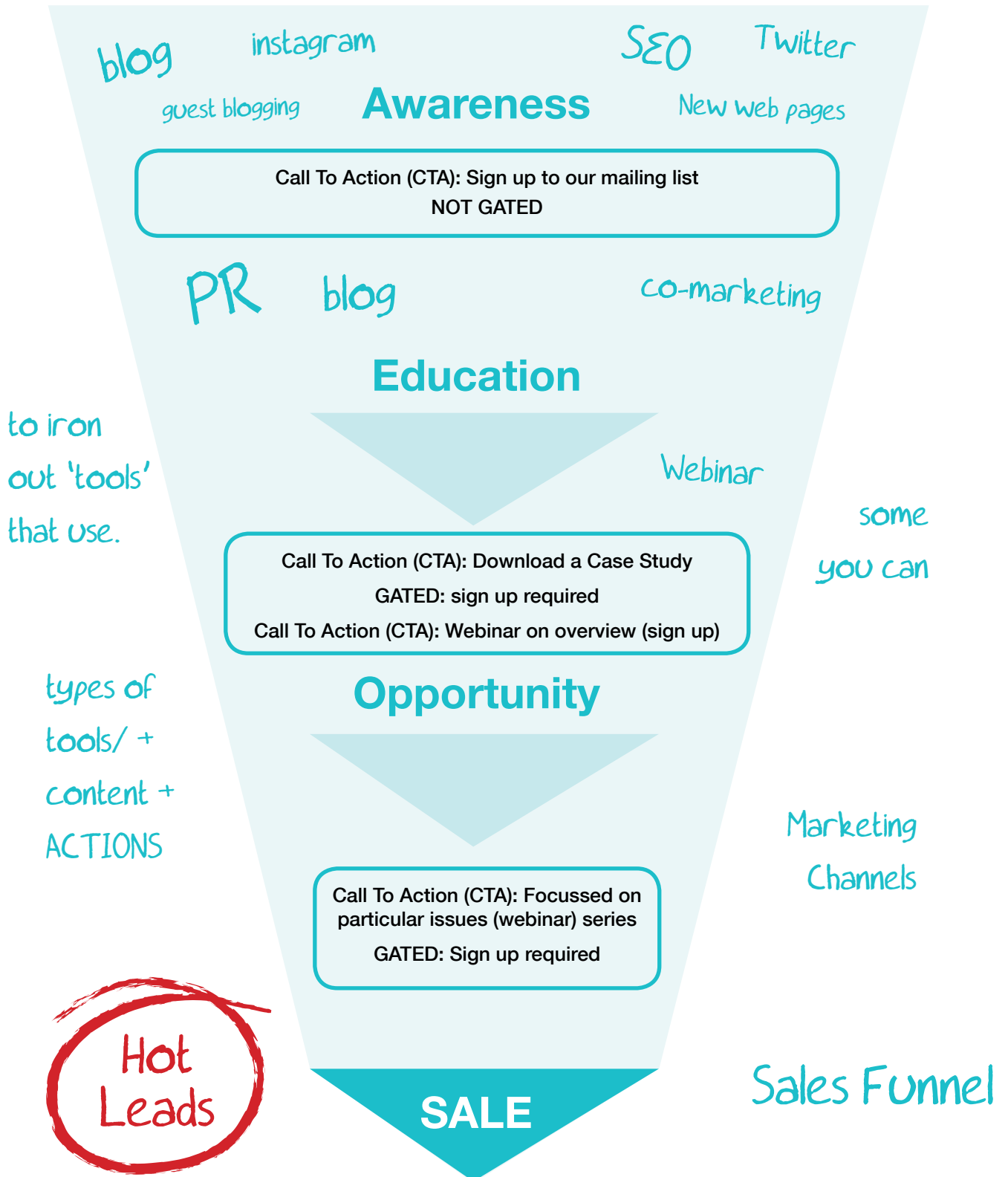
- It is visually appealing?
- Does it say what it does on the tin?
- Does it have a call to action (CTA)?



1. Think of a strapline that would capture the 'readers' attention
2. Back this 'strapline' up with something to give it clout!
3. What solutions (product, software, service & support) does this include?
4. Who is the target audience? (message)
5. Make sure you have a call to action meaning the reader takes action ie. Sign up today for the webinar

Marketing Communications (MARCOM) Stage 7

When devising a marketing campaign, utilize the white board in order to bring out your creative ideas.



"Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Marketing identifies unfulfilled needs and desires.

It defines, measures and quantifies the size of the identified market and the profit potential.

It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."

Figure 5 Philip Kotler

A couple of key things to note:

- All marketing communications (MARCOM) must be 'integrated'. This means that they have to 'link' in with each other. For example; you may be exhibiting at Intergeo, therefore a direct mail campaign + Banners + Brochures + online adverts + PR all need to have a similar 'theme' throughout.

"There is evidence that promotions are more effective, and brand building, when they are combined."

Call to Actions (CTAs) must be implemented throughout ALL campaigns. A call to action helps the 'reader' DO something.

For example:

Get a QUOTE

EMAIL SARAH AT SARAH@SURVEYCOMPANYNAME.COM

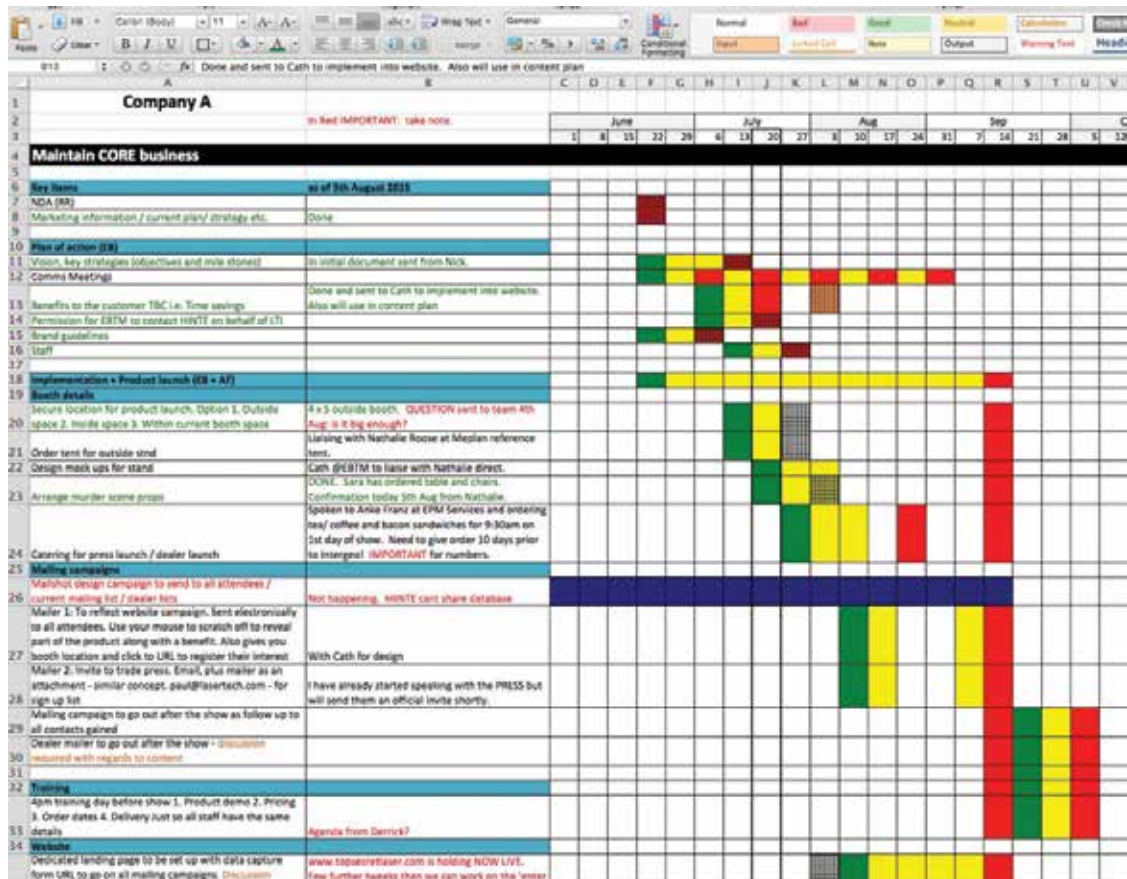
Call Stephen today on +1 306 444 888

 SIGN UP FOR OUR WEBINAR ON IMPROVING YOUR WORKFLOW

Attend a FREE workshop

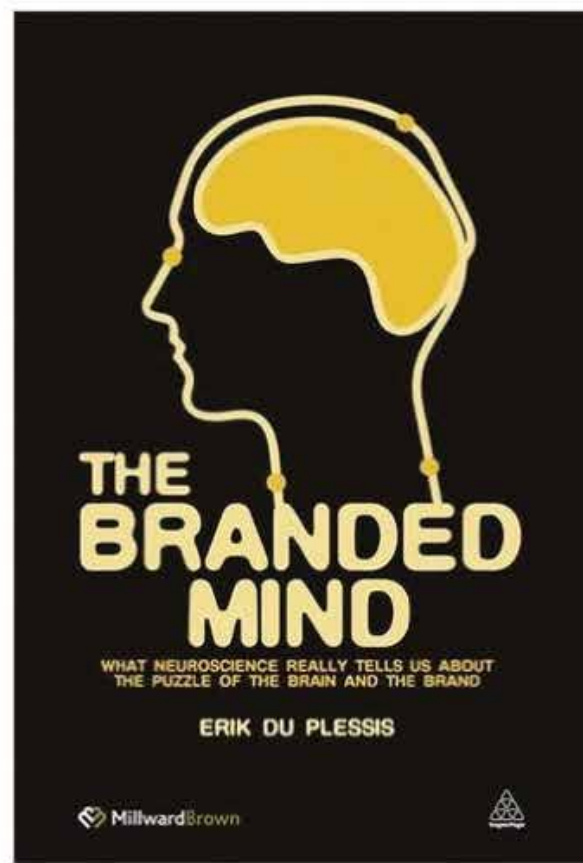
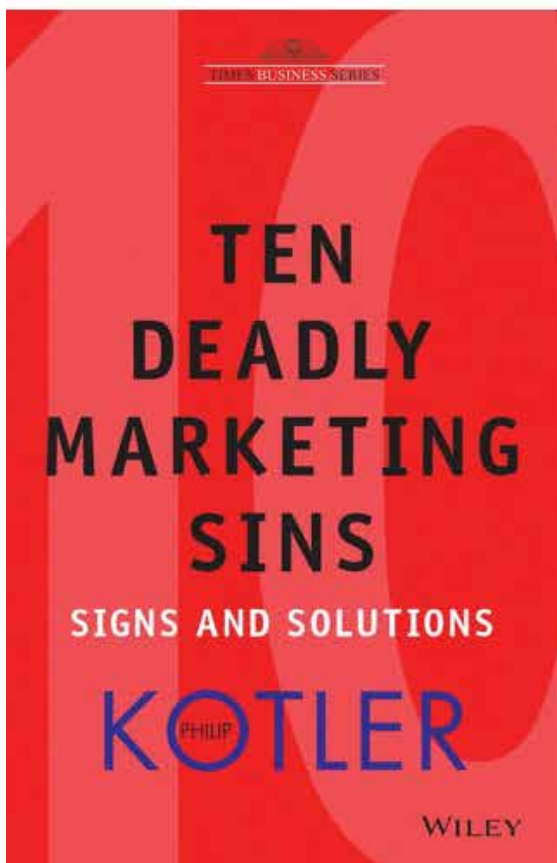
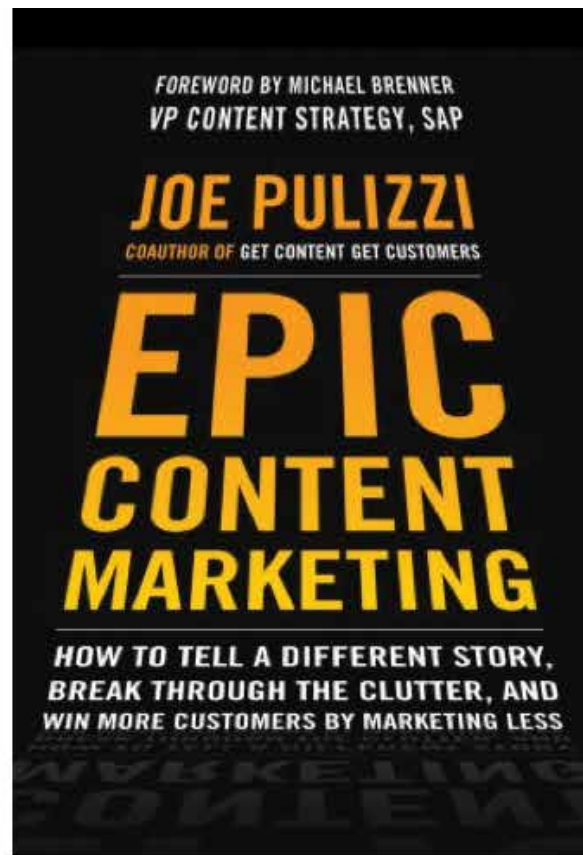
ATTEND OUR VIP OPEN EVENING

Figure 6 Activity Planner



Task	June	July	Aug	Sep
Company A				
Maintain CORE business				
See items as of 8th August 2011				
NDA (RR)				
Marketing information / current plans/ strategy etc.				
Plan of action (POA)				
Vision, key strategies (Objectives and mile stones)				
Comms Meetings				
Benefits to the customer TBC i.e. Time savings				
Permission for ERTM to contact HWTE on behalf of ICI				
Brand guidelines				
Staff				
Implementation - Product launch (BB + AF)				
Booth details				
Secure location for product launch, Option 1. Outside space 2. Inside space 3. Within current booth space				
Order tent for outside stand				
Design mock ups for stand				
Arrange murder scene press				
Catering for press launch / dealer launch				
Mailing campaign				
Mailshot design campaign to send to all attendees / current mailing list / dealer lists				
Mailer 1: To reflect website campaign, sent electronically to all attendees. Use your mouse to scratch off to reveal part of the product along with a benefit. Also gives you				
Booth location and click to URL to register their interest				
Mailer 2: Invite to trade press. Email plus mailer as an attachment - similar concept. paul@isartech.com - for sign up list				
Mailing campaign to go out after the show as follow up to all contacts gained				
Dealer mailer to go out after the show - discussion required with regards to content				
Training				
Apm training day before show 3. Product demo 2. Pricing 3. Order rates 4. Delivery just so all staff have the same details				
Website				
Dedicated landing page to be set up with data capture form URL to go on all mailing campaigns. Discussion				

Essential books to read



STOP + THINK + WRITE

Exercise 8 Marketing Communications

On the board, add key marketing tools to your campaigns and highlight the process they take.

A large rounded rectangular box with a teal border, containing 15 horizontal lines for writing. The lines are evenly spaced and extend across the width of the box, providing a space for students to write their answers to the exercise prompt.

Metrics - Stage 8

When devising a marketing campaign, utilize the white board again in order to iron out some 'tools' that you can use. Below I have outlined the main metrics to review...

Please remember; e-marketing, socials etc can be measured on their own, through click troughs and time on site. Exhibitions alone can be measured on leads etc but you must consider them with the other campaigns done prior to the show ie.

Inviting people through direct mail or phone call. **MARKETING MUST BE INTEGRATED WITH OTHER TOOLS TO BE SUCCESSFUL OVERALL.**

Marketing activity	Simple metrics
Exhibition	Measure number of leads Number of quotes raised (within 3months as a bench mark) Conversion into sales % (plus time line) ROI (total cost of exhibition – amount of sales) (within your typical conversion time frame ie. 6months)
E-marketing	Number of opens (how many people opened the mail?) Number of unsubscribes Number of links clicked (on the mailer) Number of people gone through to Call to Action (CTA) e.g. sign up for a webinar
Socials	Number of followers Number of likes Level of engagement Referral traffic measured via Google Analytics (GA) Time on site (GA) Geographical location (GA) URL views (GA)

Marketing activity	Simple metrics
Website	<ul style="list-style-type: none"> Number of sessions Time on site Bounce rate especially on pages Page views + which pages viewed (to measure if campaigns are working) Geographical locations Referral sites
Press releases	<ul style="list-style-type: none"> Who publishes Referral traffic (GA) Measure CTA
Advertising	<ul style="list-style-type: none"> Measure specific URL's Measure CTA ie "Sign up for our Training Session"

Rule of thumb

Pick a handful of key metrics to start with. As you gain more confidence you can experiment further. Metrics are there to give you a foundation. When you have 1 years worth of data, you can see what the norm is.

Actions

Congratulations, you have reached the end of the workshop. There is a lot to take in! Now, we need to write down key actions for the team to implement in order to start implementing the workshop.

Over the next 6-8 months the channel team and I will be communicating with you in order to help you implement a successful marketing communications plan.

Please also follow the following:

LinkedIn Geospatial Marketing Tips Page

Geospatial Marketing Tips 188 followers **Following** **Edit**

This page gives you targeted and relevant advice on Strategy, Marketing, Sales and business development techniques focused at the Geospatial Industry Globally.

Website <http://www.elaineball.co.uk> **Industry** Marketing and Advertising

Followers in your network

Admin Center **View Analytics**

Drive engagement
Posting daily updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Share an update

Share with: **All followers** **Share** [See all notifications](#)

Today's social actions
Sorry, no activity on your content today. Post an update to start a conversation with your community.

Geospatial Marketing Tips What is the Geospatial Showcase Page? Listen to the 1 minute clip!

What is the Geospatial Showcase Page?
soundcloud.com · This short to the point podcast explains who EBTM are and what the Geospatial Showcase Page is all about.

Geospatial Marketing Tips Great 'bite-sized' tips by Konrad Sanders of Creative Copywriter. My favourite "Always ask yourself, 'Will anyone talk about this?'"

99 Seasoned Pros Reveal Their Number ONE Copywriting Tip
creative-copywriter.net · Want to sharpen up your company copy? Read these 99 expert copywriting tips immediately!

ELAINE BALL
TECHNICAL MARKETING

Organic

FACToid

"74% of business buyers told Forrester Research they conduct more than half of their research online before making an offline purchase" ²

Reference from Bryn Fosburgh, Executive VP Trimble

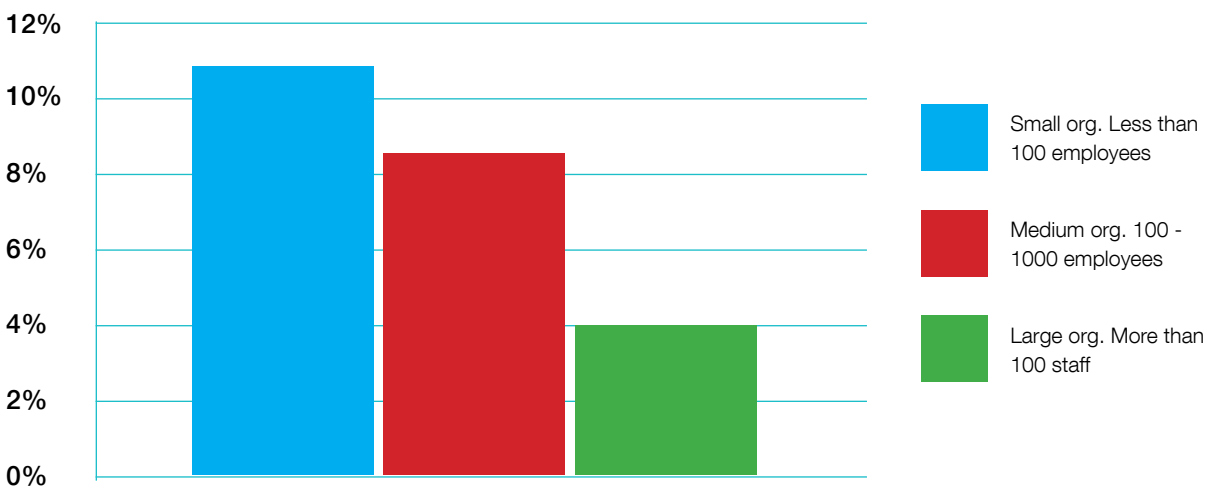
"Elaine is an entrepreneur, marketing guru, geospatial professional, and mentor. She has the unique ability to effectively navigate and communicate throughout all levels of an organization. She has educated and mentored senior executives and she has also "got her boots dirty" by working directly next to marketing professionals within an organization. In addition, she has built relationships based on trust and value. Her "can-do" attitude has created an infectious following and her competence in social media and marketing has been extremely beneficial. She developed a marketing and social media workshop that she has deployed to over 20 dealers on several continents. These workshops have addressed branding, social media, and digital marketing and how these concepts can grow revenue and profit even in the toughest of economic environments. In addition, she preaches the age old marketing concept of features and benefits. This is taught to us at a very young age in our business life, however, we all many times forget a feature must translate to a benefit. She will remind you with a smile, a push, and an excellent marketing plan. Every great product or concept always has a great marketing professional standing in the shadows. I would recommend all of you to come out of the shadows and utilize the skills of Elaine Ball. I did and I am better for it"

FAQs

How much should I spend on a Marketing Budget?

Within the Geospatial Industry, marketing spend varies on company size however for a 100 employee company the estimated spend is around 5% of company revenue. However, accord to MarketingSherpa B2B Benchmark Survey “Target an annual marketing budget of 4 to 12 percent of revenue based on company size, margins, past marketing investment, the economy and revenue forecasts.

Marketing Budget as a % of Gross Revenue



Terms

Marketing Communications (MARCOM)

The tools used to 'communicate' to the market

Call-to-Action (CTA)

A button, url link, action on an advert informing the reader to take an action

Google Analytics (GA)

Unique Visitors

Is a term used in Web analytics to refer to a person who visits a site at least once. Each visitor to the site is only counted once during the reporting period, so if the same IP address accesses the site many times, it still only counts as one visitor.

Difference

Refers to new and repeat visitors

Page views

Refers to the number of times a web user has viewed a particular Web page

Content Marketing

The term used and was established by Content Marketing Institute to describe marketing that involves creating and sharing information.

Thank you!

Elaine Ball CEO

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www.elaineball.co.uk



@Eballball



Raising stands for the Geospatial Industry globally