

JWT

**JWT Minneapolis**  
**MARKETING PLAN**

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JWT Minneapolis enjoys a healthy and steady revenue base, the majority coming from a small number of clients. Though organic growth from the existing clientele is expected, there is recognition that diversifying the client list by moving into different market segments is a smart business strategy.

Among our clientele, JWT Minneapolis enjoys an excellent reputation for being smart, knowledgeable and an invaluable partner. However, there is an extremely low level of awareness in the Twin Cities that JWT even has an office in Minneapolis and about what we do.

**Raising our profile and “spreading the word” of our capabilities to the many “blue chip” companies headquartered in Minneapolis/St. Paul is the first step toward growing and diversifying our business portfolio.**

**80% of decision makers say they found the vendor, not the other way around**

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### Who we are. What we do.

**We design, build and execute on-brand and highly effective digital strategies to help companies connect with their customers online and grow their business.**

**We make it easy for our clients' customers to do business with them online.** Our deep expertise in software development and backend integration to complex systems make us trusted partners to our clients' IT organizations. We've worked for years with clients on ensuring secure and accurate data transfer between disparate systems.

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### What sets JWT Minneapolis apart from the rest?

JWT Minneapolis has been working in Web since long before it was cool. The Minneapolis office is regarded as a digital center of excellence for JWT North America, one of the largest advertising and marketing networks in the world.

Our 50+ digital experts are laser-focused on designing, building and managing best-in-class web strategy. For nearly two decades, our office has worked with clients to provide highly strategic, smart, tailored digital solutions that solve business problems. Our forté is developing digital strategies that streamline business operations and provide superb user experiences. Our ability to leverage the right technology to be agile and responsive to complex business needs sets us apart from other agencies who just “build pretty websites.”

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### Our ideal customer

- Headquartered in the Minneapolis/St. Paul metropolitan area
- Strong desire for incorporating digital/Web into their current and future marketing initiatives for business growth. Either has a current website that needs to be overhauled, or needs to build a web presence.
- Annual revenues of \$25 Million + (budget of \$200,000+)
- Doing business in the financial services, healthcare, travel or education segments

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### What is most important to our ideal customer when they're buying what we're selling?

- Proven experience and expertise in successfully completing projects similar in scope and complexity to theirs
- Depth, strong processes and methodology, yet easy to work with
- Impressive management team
- Price/value

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### General Goal

Grow and diversify JWT Minneapolis's client portfolio. Significantly elevate the awareness of JWT Minneapolis throughout the Twin Cities business community (and possibly beyond) as the preeminent digital agency in the Midwest known for smart business strategy and flawless execution on even the most complex of projects.

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### Specific goals

**2011 Goal: Work on identity, brand and “filling the tool box”**

#### Year 1 Goal (2012): Brand build and Network

- I. Meet with/present to digital decision makers in 30-40 companies in the Minneapolis/St. Paul metro.
- II. Pitch low-investment (i.e. \$10K-30K) “foot-in-door” projects such as assessments, competitive analyses, or preliminary strategy work. Aim to close 5-7 “investment projects” as a means of building portfolio and deepening contacts.

#### Year 2 Goal (2013): Build awareness, Network and Sell

- I. Follow-up on leads generated from Year 1 efforts.
- II. Meet with/present to digital decision makers in 50-60 companies in the Minneapolis/St. Paul metro.
- III. Pitch low-investment (i.e. \$10K-30K) “foot-in-door” projects such as assessments, competitive analyses, or preliminary strategy work. Aim to close 7-10 “investment projects” as a means of building portfolio and deepening contacts.
- IV. Aim to close 5-7 new client deals. Short-term focus should be on winning relevant project “showcase” work with high-profile client brands, and on covering costs.

#### Year 3 Goal (2014): Promote, Network and Sell

- I. Follow-up on leads generated from Year 2 efforts.
- II. Meet with/present to digital decision makers in 50 companies in the Minneapolis/St. Paul metro.
- III. Aim to close 5-7 new client deals. Short-term focus should be on winning relevant project “showcase” work with high-profile client brands, with increasing focus on growing revenues.



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### Strengths

- Seasoned, high-caliber talent with deep expertise in digital
- Strong focus on digital
- Excellent reputation for digital
- Expertise in health insurance, banking, and education segments
- Agile, ability to scale quickly
- Best-in-class\* Project Management methodology (\*can we say this?)
- Highly respected for quality of execution
- JWT corporate brand

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## Weaknesses

- Methodology can be hard to “scale down” for smaller projects
- Extremely low awareness in a competitive marketplace

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### Opportunities

- Minneapolis employees are hungry for change and growth
- Strong personal contacts with local blue-chip companies
- Though awareness is low, when JWT Mpls is known, it's for high-quality work (there is no negative reputation to deal with)
- Pent-up demand in a recovering economy means this is an ideal time for new business efforts
- Some local competitors are struggling with digital accounts (could be ripe for the taking)

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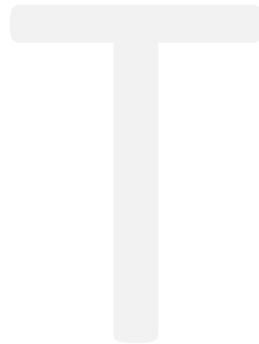
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### Threats

- Could be regarded as a “one trick pony” due to current client list
- Change Management: Culture will need to shift to accommodate a new entrepreneurial focus on business growth alongside client service
- New business development must remain supported over time to reap the benefits. Priorities will need to be clear to ensure the right balance between current client work and the work needed to ensure future health and growth of the agency.

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# 1

### Identity work:

Develop/refine the JWT Mpls “story,” elevator pitch, key value proposition, differentiators, and key messages. Includes determining our voice and our look.

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## 2 Improve our Web presence

Update and enhance JWT Minneapolis-specific content for JWT corporate site.  
Develop refresh strategy.

I. Work within current JWT corporate website structure to positively position JWT Minneapolis and its capabilities to prospective clients

TO DO

1. Replace the current people photos
2. Evaluate who should be featured on the site
3. Review and update showcased work
4. Validate search items. (For example, when you search for Minneapolis under "people," an Art Director from Hamburg Germany shows up)
5. Provide easy access to the JWT Minneapolis blog, Twitter, etc once they are updated and ready

**FACT:** Among businesses looking for new agencies, 93% go to the agency's website first. It is critical that our site presents our brand character in a clear and compelling way.

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## 3 Marketing and promotional materials

Develop beautifully designed, distinctly branded documents that work together as a system.

- **Capabilities Presentation** (PowerPoint/Keynote): Develop a comprehensive and customizable presentation to show to prospective clients, showcasing JWT's expertise, approach, and strengths. *Note: Must be able to be easily loaded and run on iPad.*
- **Case Studies and testimonials:** Write business cases demonstrating how JWT Minneapolis developed smart digital solutions to address specific client challenges. Focus on Problem, Approach, Solution, and Results. *Note: Must be able to be easily loaded and run on iPad.*
- **Leave-behind Template:** Develop an attractive, professional and easy-to-use template as a companion document to the Capabilities presentation.
- **RFP Template and assets** (i.e. bios): Develop an attractive, professional and easy-to-use template that can be used in responding to RFPs.
- **Proposal Template and assets:** Develop an attractive, professional and easy-to-use template to build a high-quality proposal for clients.

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## Communications Plan

1. Update content on the Minneapolis section of JWT.com, with new bio images and fresh marketing messages
2. Employee communications regarding key messages, for grass roots efforts
3. Local meetings and conference strategy, examples:
  - MIMA
  - Medical Alley
  - Twin Cities Business
  - Etc.
4. Outreach and networking plan
  - Identify target companies at which we have a strong connection
  - Determine phased contact plan
  - A highly targeted direct mail campaign consisting of a letter to C-level execs of select prospect companies introducing ourselves and paving the way for a subsequent meeting.
5. Customized email signatures which include promotional messaging (i.e. tagline) and hyperlink to JWT Minneapolis-specific content on JWT.com
6. PR strategy
  - Local and/or regional (national?)
  - By industry segment



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TASK	DESCRIPTION	STATUS
Staff bios	New photos and bios of staff for use in proposals, pitches, promotion, etc.	<b>12/7/11:</b> Most bios have been written and approved. Most photos have been taken and are now posted on the JWT website. Reshoots for some are scheduled in the coming weeks.
Key messages	<p>Key messages for press releases and marketing materials.</p> <p>Key messages will also be provided to employees to aid in grass roots awareness efforts.</p>	<b>12/7/11:</b> Key messages have been written for the capabilities presentation, done in consultation with key staff members.
Sales attack plan (pipeline)	Database that captures a list of prospective companies, details about each including known contacts.	<b>12/7/11:</b> List has been developed. Scoring and prioritizing is next. Then strategizing on the specific pitch angles and setting up a “road show.”

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TASK	DESCRIPTION	STATUS
<b>Website update</b>	The Mpls presence on the JWT.com has been weak and in need of updating for some time.	<b>12/7/11:</b> Website was updated in mid-November to include new case studies and graphics, new bios and photos, and Twitter feeds.
<b>Marketing materials</b>	Need to develop beautifully designed documents and templates to support sales and marketing efforts.	<b>12/7/11:</b> Capabilities presentation in in final draft. Creatives are designing a collateral system.
<b>Case studies</b>	Build a library of diverse case studies to be used in marketing and sales efforts.	<b>12/7/11:</b> Four have been written and posted online. For one, we haven't gotten approval for online posting but we're planning to use in meetings.

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### Playbook

- 1. Reach out:** Staff member with the contact at the target company reaches out with the goal to **(1)** find out who the key decisions makers are on digital projects, if not the contact and **(2)** set-up a meeting with the decision maker(s) to introduce ourselves
- 2. Learn more:** Prelim phone call between staff member (and others) and contact to learn more about needs and challenges the company may need help with.
- 3. Get smart:** Prep meeting consisting of Strategy, Account and New Biz (and others) where there is a de-brief on what is known about the company, their industry, their key challenges, and their digital properties and initiatives. Brainstorming session on possible strategic angles or key questions prior to the meeting.
- 4. Share ideas:** Small group (2-4 people) attend the get-to-know meeting with the contact and other decision makers. Capabilities conversation can include current marketing collateral, as appropriate (i.e. videos, case studies, etc.) Clear next steps to be defined at meeting's conclusion.
- 5. Track:** Details of meeting and next steps is logged into CRM system (i.e. Salesforce, etc.)
- 6. Follow-up:** Thank you letter couriered to prospect along with follow-up package including full capabilities deck, promotional materials, give-away, etc.
- 7. Loop back:** Periodic follow-up calls/emails to be made, as appropriate.

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## Playbook (DETAILS)

**1. REACH OUT:** Staff member with the contact at the target company reaches out with the goal to **(1)** find out who the key decisions makers are on digital projects, if not the contact and **(2)** set-up a meeting with the decision maker(s) to introduce ourselves

- **Action:** Ask about what they know about their company's current, future or planned digital marketing initiatives. Document.
- **Action:** Determine if they are a decision maker and, if not, find out who is. Document.
- **Talking point #1:** As I think you're aware, JWT is one of the largest and oldest advertising agencies in the world. Though we're part of that network, the Minneapolis office is quite different in that we're really focused on digital. In fact, we're considered to be a JWT Center of Excellence in North America.
- **Talking point #2:** in the past few months, our agency had undergone some really exciting changes. We've been flying under the radar for a few years now---in fact, I think most companies in Minneapolis don't even know JWT has an office here. Now, we're wanting to get out there, meet with companies like company and introduce ourselves. We'll come with some ideas specific to your business for ways to leverage digital marketing to grow your business and engage with your consumers who, as you know, are increasingly online.
- **Talking point #3 :** Can you help me set up a 45 minute meeting where we can come in, introduce ourselves to the right group of people, and share the ideas we have for how we can help you grow your business with digital strategies? Is there someone else you can help connect me with to make that happen?

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## Playbook (DETAILS)

**2. LEARN MORE:** Prelim phone call between JWT contact (and others) and company contact to learn more about needs and challenges the company may need help with.

- Can you tell us a little about what company is currently doing with regard to digital/online marketing?
- What are your primary objectives when it comes to digital marketing? (i.e. key target audience(s), growth/retention, sales growth, etc.)
- Would you describe company as being an “analog” company or a digital company? What about your key customer groups?
- How do you feel company is doing compared to your competition, with regard to engaging customers in the digital space?
- How have your online initiatives been performing for you? What have you learned?
- Looking into a crystal ball, where you like to see company in 3 years from now with regard to operations, business growth and customer engagement?

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### Playbook (DETAILS)

**3. GET SMART:** Prep meeting consisting of Strategy, Account and New Biz (and others) where there is a de-brief on what is known about the company, their industry, their key challenges, and their digital properties and initiatives. Brainstorming session on possible strategic angles or key questions prior to the meeting.

- Based on what we heard as being this company's largest **pain points**, what ideas do we have for them?
- Given the company's stated **key business objectives**, what sorts of things might we recommend for them to consider in the digital space?
- What are some "**foot in door**" (low hanging fruit) ideas?
- What are some "**big ideas**" that we could propose that might be a game changer for them?

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### Playbook (DETAILS)

**4. SHARE IDEAS:** Small group (2-4 people) attend the get-to-know meeting with the contact and other decision makers. Capabilities conversation can include current marketing collateral, as appropriate (i.e. videos, case studies, etc.) Clear next steps to be defined at meeting's conclusion.

- a. Opening remarks
- b. Capabilities conversation with the PowerPoint deck as backdrop
- c. View select video case studies (when available, as appropriate)
- d. Discuss preliminary strategy approaches and ideas
- e. Determine next steps
- f. Closing. Provide a leave-behind document for internal routing.

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Oct-Nov  
2011



**Focus on tasks that are needed quickly**

- Marketing plan
- Develop case studies
- Write employee bios
- Complete Phase 1 of staff photos
- Draft Target Company List

Nov/Dec  
2011



Formal communication to current clients

- Joint press releases
- Employee event
- Key messages provided to employees
- Target Company List is refined. Conduct brainstorming on key prospects. Set up meetings.

Jan  
2012



**New business development effort kicks off in earnest.**





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TBD