THE MARKETING GP

Be known for what matters

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The room

is full of opportunity

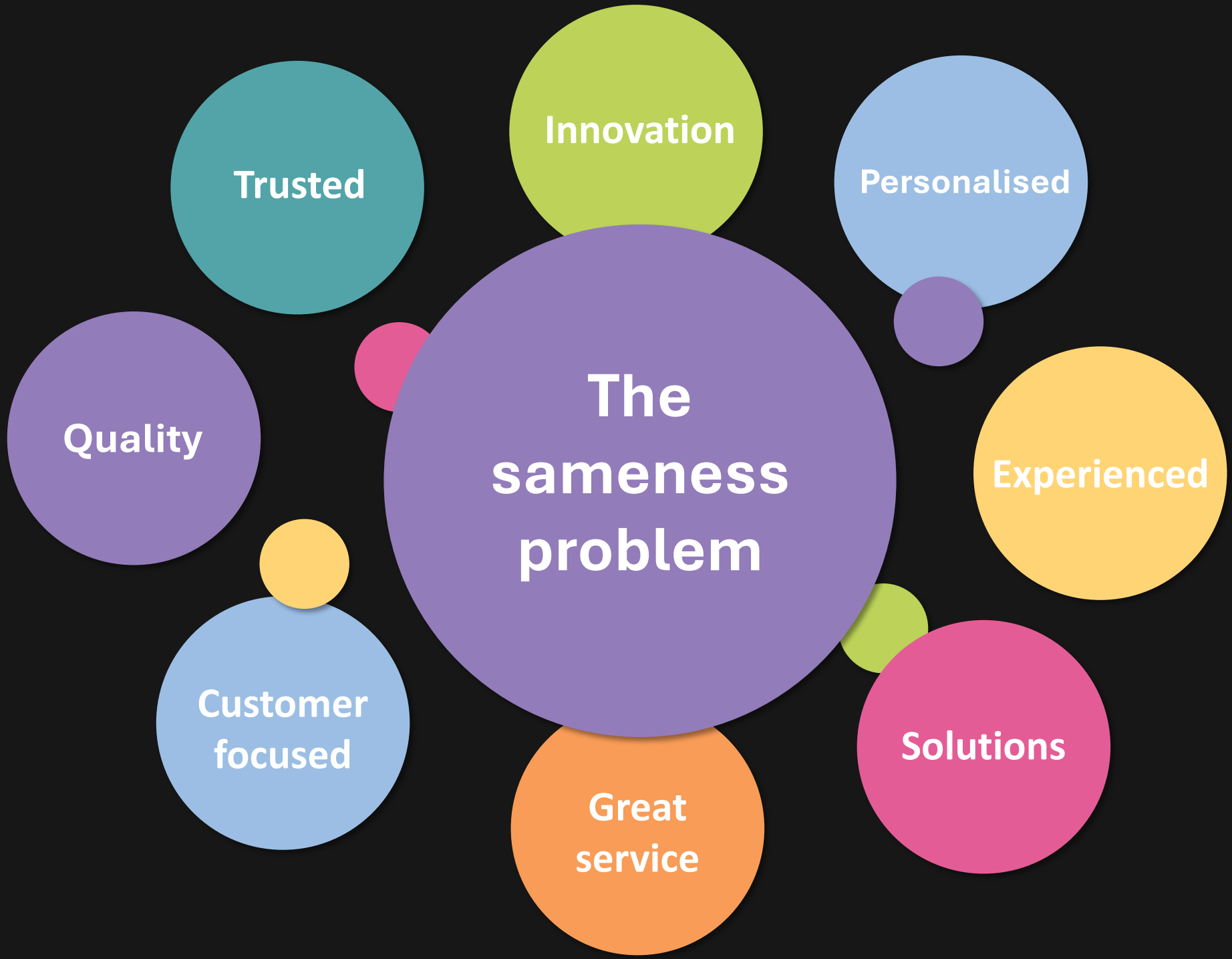
Being seen
≠ Being remembered

- Seen
- Remembered
- Chosen
- Recommended

THE MARKETING GP

We have more ways to be **visible** than ever


Instagram
LinkedIn
Networking
Ads
We have more ways to be visible than ever
Email
Website
Google
Events


Trusted
Innovation
Personalised
Quality
The sameness problem
Experienced
Customer focused
Great service
Solutions

STOP

trying to appeal to everyone

What do you want to be known for?

What you should be known for



What matters sits in the overlap



It has to matter

to the customer/client

Being known isn't just about what you say

- What you say
- What you show
- What they experience
- What other people say about you

Proof makes positioning believable

Proof makes positioning believable

Case studies

Content

Testimonials

Awards

Customer stories

Results

Credentials

Reviews

Make yourself

easy to recommend

- Who matters most to us?
- What matters most to them?
- What do we want to be known for?
- What proof do we have?
- Are we reinforcing everywhere?

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Consistency beats

constant reinvention

1% change

100% consistency

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Reach out on **Linkedin**




GOOD to GO
MARKETING