



# GENIUS EXCHANGE MARKETING + SYSTEMS INTENSIVE

---

JULY 12-14, 2018

The Ritz-Carlton, Denver, CO

## The Secret: Marketing Is A Strategy

Dawn Brinson



# The **Big** Marketing Secret

Upstream and Downstream Marketing Strategies











# The Secret?

It's not a Marketing Strategy, it's your Business Strategy



Upstream

Downstream

Products/Services  
Sourcing/Resources  
Production/Logistics  
Pricing  
Innovation

Brand  
Customer Perception  
Trust  
Tailoring  
Network  
Action based on Data





# Upstream **Marketing** Efforts

**What Do I Want to  
Provide and How?**





# Upstream **Marketing** Efforts

1) Products, Services or Both



# Upstream **Marketing** Efforts

- 1) Products, Services or Both
- 2) Sourcing and Resources



# Upstream **Marketing** Efforts

- 1) Products, Services or Both
- 2) Sourcing and Resources
- 3) Production, Logistics and Delivery



# Upstream **Marketing** Efforts

- 1) Products, Services or Both
- 2) Sourcing and Resources
- 3) Production, Logistics and Delivery
- 4) Pricing



# Obstacles to Purchasing

Lack of Need

Lack of Hurry

Lack of Trust

Lack of Understanding

Lack of Money





# Upstream **Marketing** Efforts

- 1) Products, Services or Both
- 2) Sourcing and Resources
- 3) Production, Logistics and Delivery
- 4) Pricing
- 5) Innovation in Products or Service



## Downstream **Marketing** Efforts

**How Do I Want Customers  
to Experience Me/My  
Company?**





# Downstream **Marketing** Efforts

1) Understand Your Brand





Don't just **be** in this world,  
**Live** in this world.





# Downstream **Marketing** Efforts

- 1) Understand Your Brand
- 2) Shape Customer Perception



# The Five C's

Customers

Crave

Confidence

Clarity &

Consistency





# Downstream **Marketing** Efforts

- 1) Understand Your Brand
- 2) Shape Customer Perception
- 3) Build Trust



# Downstream **Marketing** Efforts

- 1) Understand Your Brand
- 2) Shape Customer Perception
- 3) Build Trust
- 4) Tailor Offerings to Circumstances



# Downstream **Marketing** Efforts

- 1) Understand Your Brand
- 2) Shape Customer Perception
- 3) Build Trust
- 4) Tailor Offerings to Circumstances
- 5) Harness Your Network





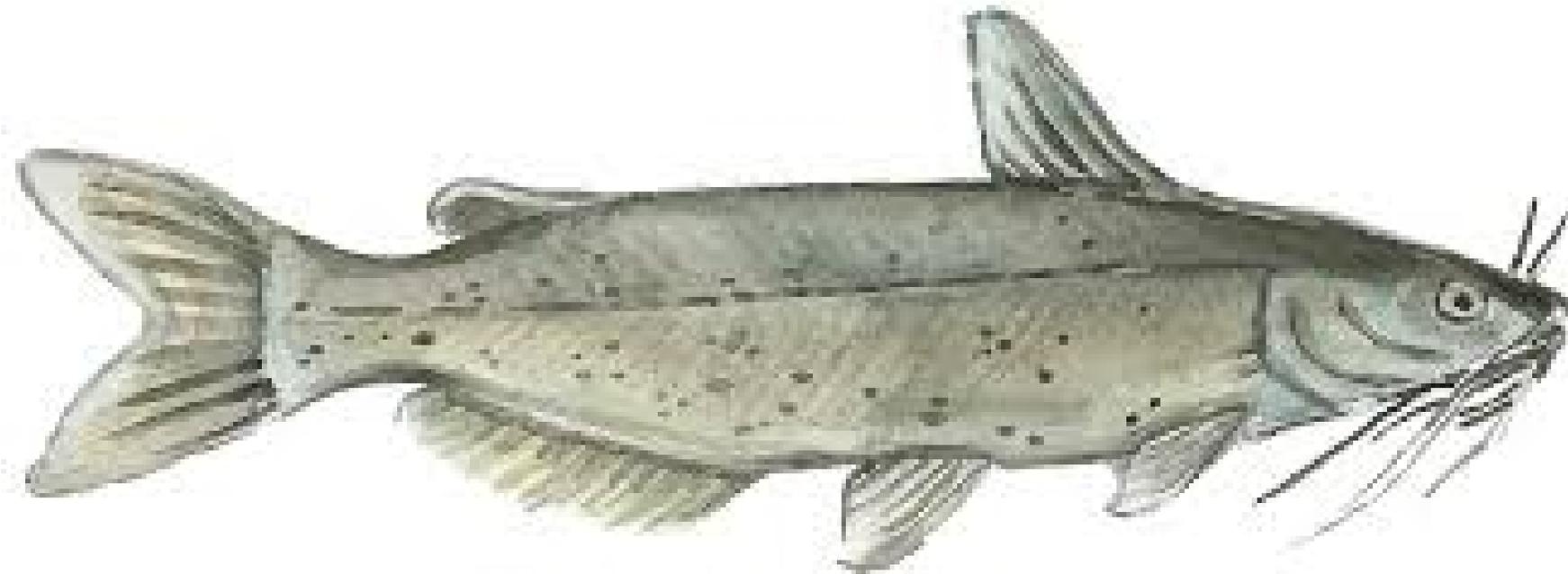
# Downstream **Marketing** Efforts

- 1) Understand Your Brand
- 2) Shape Customer Perception
- 3) Build Trust
- 4) Tailor Offerings to Circumstances
- 5) Harness Your Network
- 6) Review and Act on Data





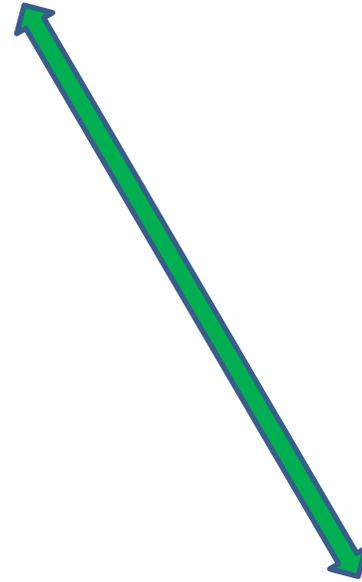
# The Catfish and the Cod







Your **Business** is Marketing



Marketing is **Strategy**



## **Upstream**

Products & Services  
Sourcing & Resourcing  
Production, Logistics, Delivery  
Pricing  
Innovation

## **Downstream**

Understand Your Brand  
Shape Customer Perception  
Build Trust  
Tailor Offerings to Circumstances  
Harness Your Network  
Review & Act on Data









# Best. Day. Ever.

tmm.agency  
Dawn@tmm.com

