

Case Study: Keeping it Human Helps Marketing Operations Future Forum Find its Story



The Challenge

When the principals of the Marketing Operations Future Forum approached Kathy, they had an exciting, “new to-the-world” idea. What they didn’t have is clarity around the value they created to their market and a clear way of telling their story to the world.

Buried under layers of complexity, jargon and buzzwords including, “gamification,” and “paradigm shifts,” was an idea that had merit:

Lots of waste happens in companies because of marketing silos. Approaches to problem-solving are often not shared across organizations, and these inefficiencies cost companies billions in expenses each year.

What if marketers could turn to a resource to check out content that would solve really specific problems before they engaged a consulting firm? What if there were specific exercises that would allow them to see relationships and test scenarios for quick problem solving? What if these approaches could be shared across the organization so the company could be a “learning” organization and reduce the inefficiencies?

Despite the potential of the product, the team was struggling with how to describe their product to high level prospects at several large Fortune 500 companies, on their website and in their overall messaging. Several prospect interviews also revealed clearly that interviewees couldn’t “get their arms around what the product is or what it does.” Consequently, the team had a hard time clearly communicating its economic value to these potentially lucrative beta customers.

In short, the company needed to cut the clutter and uncover a simple, more human approach to communicating their value.

The Approach

Through a facilitated, problem-solving approach with the team, Kathy was able to uncover the value this company brought to the world. The first and most important part was to remove all jargon and start with a simple understanding of the problem: What was at stake for companies if they maintain the status quo and do nothing? Next, we examined all the audiences for this product and their needs. We mapped audience needs to how this product would reduce each audience's problems. Then we stripped away the jargon and complexity to uncover a clear, simple statement of value in human terms. Kathy was able to help them dust off the techno babble so the world could see why this product was important, and how it could enable marketing operations teams get better results, reduce expenses and inefficiencies.

Company Results

As a result of working with Kathy, the company was able to:

- *Describe in human-speak the true marketing, human, and economic value that they brought to the world*
- *Eliminate the convoluted jargon and focus on results they bring to customers*
- *Identify the key stakeholder groups they serve, and adapt their messaging to each group's needs*
- *Come up with great analogies and metaphors people already understand to communicate what they do*
- *Elevate their story to one that their key prospects "got" while also communicating their passion for their work*
- *Develop a tactical plan for telling their story in a fun, human way with videos that simplify, rather than convolute, their story*

According to Gary Katz, chairman of Marketing Operations Partners, "Kathy excavated our value in human terms. In doing this, she enabled us to articulate our message and test its value proposition, culminating in a re-brand around the theme of 'continuous marketing effectiveness'.

This new positioning has helped us to close more business and win more sponsors faster because our value is now a no-brainer -- un-ambiguous and easy to understand. If you need help communicating your real value in a clear and compelling way, go to Kathy."

What can Kathy do for your business? Call 408.578.8040 Email: kathy@keepingithuman.com