

LOGO REDACTED

# MARKETING



# INDEX

## **BRAND MESSAGING** 4

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Brand Promise	4
Positioning Statement	4
Target Audience	5
Mission Statement	5
Tone of Voice	6
Elevator Pitch	7
Brand Pillars	8
Brand Image	9
Logo	10
Website	11
Next Steps	12

## **TARGET MARKET** 13

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Audiences	13
Audiences, cont'd	14
Trends	15
Market Size	16
Next Steps	17

## **MARKETING** 18

---

Tradeshows	18
Print Ads	19
Banner Ads & PPC Ads	19
Emails & Newsletters	19
Social Media	20
Marketing Touchpoints	20
Next Steps	21

# BRAND MESSAGING

## **BRAND PROMISE**

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A strong brand promise is one that connects your purpose, your positioning, your strategy, your people and your customer experience. It enables you to deliver your brand in a way that connects emotionally with your customers and differentiates your brand.

// PROPOSED:

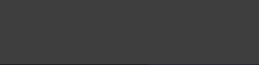
*Your potential, realized. Automate your warehouse without the growing pains.*

## **POSITIONING STATEMENT**

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A positioning statement is an expression of how a given product, service or brand fills a particular need.

// PROPOSED:

 *partners with warehouses to automate and scale their storage and retrieval systems, minimizing wasted time between picks and increasing the number of orders processed per person.*



## **TARGET AUDIENCE**

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A target audience is the demographic of people most likely to be interested in your product or service. These are specific individuals with definable roles and characteristics. Decision-makers are the people who make the final purchasing decision. It's usually their job to seek out and implement new solutions. Influencers are able to sway the buyer's decision based on their preferences and priorities. End users are quite often "stuck with" the implemented solution and have very little input during the purchasing process, though their needs are quite often a concern of the decision-maker.

// PROPOSED

*Warehouse Manager (decision-maker)*

*Director of Fulfillment (influencer)*

*Warehouse Associate (end user)*

## **MISSION STATEMENT**

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A mission statement declares an organization's purpose, or why it exists. That often includes a general description of the organization, its function, and its objectives.

// PROPOSED

*Our mission is to enable businesses and individuals to achieve their full potential by removing the boring and repetitive tasks.*

## **TONE OF VOICE**

Managing written tone of voice is a key part of achieving a unified character across all your communications, internal and external. Giving a brand or company a proper 'voice' gives an impression of solidity, trustworthiness and honesty.

// PROPOSED

***Empowering*** – hope, growth, forward movement

***Curious*** – exploratory, breaking boundaries

***Relational*** – partnership, helping hand

The competition takes varied approaches, but none quite like the one outlined above:

***6 River Systems:*** simple, playful

***Fetch:*** sophisticated, technical

***Locus:*** growth, transformation

## ELEVATOR PITCH

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Being able to describe your brand and its mission in 30 or 60 seconds is important. You have to consider the key elements of your product offering and take into account what makes you different.

// PROPOSED

*[REDACTED] imagined a world where automating fulfillment was easy for existing warehouses to implement. We partner with warehouses to offer personalized, managed AS/RS that eliminates 100% of travel time in the warehouse aisles without requiring modifications to current processes or materials. Our advanced warehouse automation software dynamically adjusts to maintain the highest units per hour (UPH) numbers in the industry and allows you to add robots or pull back based on growth or seasonal demands. Best of all, our customers never need to worry about system or robot maintenance, and we have the lowest up-front costs in the industry.*



## **BRAND PILLARS**

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Brand Pillars identify the strongest and most valuable building blocks of your brand. They ensure that every interaction reflects each facet of your brand—whether those interactions are with customers, vendors, investors, press or employees.

// PROPOSED

**No Growing Pains** – *Our automated robotic picking solution seamlessly integrates with your existing fulfillment operations and any existing warehouse management software you’re running... all at the lowest start-up costs in the industry.*

**Flexible for Today** – *Our advanced warehouse automation software dynamically adjusts to maintain the highest units per hour (UPH) numbers in the industry.*

**Scalable for Tomorrow** – *Add or remove singular robots, pack stations, replenishment stations and unlimited rack space, based on growth or seasonal demand. It’s adaptability and scalability designed around you.*

**Catered Experience** – *We create customize workstations for your business and constantly monitor and adjust operations to ensure all systems are working as expected. Plus, maintenance issues are automatically reported and remedied by our Robot Management System and our Robot Management System experts.* Note: this is especially important since “Lack of adequate talent to effectively implement and use technology” is a “Very Significant” concern of many companies that have not adopted robotic automation yet. source


## **BRAND IMAGE**

Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

In aligning their brand to the Brand Pillars and Tone of Voice, [REDACTED] should adapt a much more open and movement-oriented visual identity. Currently, [REDACTED] departs strongly from the competition by using dark, strong colors (whereas most competitor branding is light and playful), but some design elements leave the content feeling tight or closed. We should open that up with visuals and design tricks to leave the visitor wanting more.



## LOGO

The current logo is strong, but is limiting because of its mandatory 2-color nature. The rounded corners around the lettering also hark back to design trends that are a few trends old. With slight changes to the existing logo (so that existing product, signage, etc. don't need to be altered), the brand could be updated to closer match Microsoft's new Fluent Design System or Google's Material Design, which are shaping what's considered "modern" in graphic design right now. Making the corners of  stronger reinforces the strength of the brand.



Additionally, adding space in the letters N and V allow the logo to be imprinted in a single color, when required, as a secondary logo option, giving the logo more flexibility for various applications.



## **WEBSITE**

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The existing architecture is ready for an upgrade. Upon updating the brand image, brand pillars, and messaging, [REDACTED]'s website should be overhauled to express their newly-refined image. The design can be updated, in accordance with new brand guidelines, and new copy can be written to account for the change in [REDACTED]'s product offering and new focus on goods-to-person automation.

Additionally, the website can be optimized for future marketing campaigns, including adding SEO elements for higher organic ranking, specific content and landing pages for PPC advertising, user tracking systems that pair with marketing automation systems.

### **Goals:**

- Create website architecture that will scale as [REDACTED] adds new products/services
- Increase website-driven leads by 20% monthly
- Rank organically on Google's first page for top industry keywords
- Improve lead conversion rate
- Use website as a means to not just generate leads but also to gather lead information to help close Sales



## **NEXT STEPS**

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**1**

Interview core staff & company stakeholders to identify/refine brand pillars

**2**

Spend time in discussion with core staff to refine Brand Promise, Positioning Statement, Mission Statement, Elevate Pitch, Brand Image

**3**

Discuss impact/effectiveness of logo modifications, and make any approved changes.

**4**

Perform additional research on Target Audiences

**5**

Fabricate a Mood Board and Branding Guidelines

# TARGET MARKET

## AUDIENCES

Identifying a target market helps your company develop effective marketing communication strategies by targeting specific individuals – their priorities, concerns, ideals, and even geography.

### // PROPOSED:

#### ***Warehouse Manager/Supervisor (decision-maker)***

- *Mean pay \$53,930/year nationally as of 2016 source*
- *Predominantly male source*
- *Highest concentration in TN, KY, NJ, ND, GA source*
- *Motivations/Concerns: ease of implementation, accuracy/reliability, productivity, labor issues*

## AUDIENCES, CONT'D

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// PROPOSED:

### **Director of Fulfillment (influencer)**

- Mean pay \$133,760 nationally source
- Predominantly male source
- Motivations/Concerns: resource usage and productivity

### **Warehouse Associate/Clerk (end user)**

- Mean pay \$24,880/year nationally as of 2016 source
- Predominantly male source
- No formal educational credentials source
- Short-term on the job training source
- Highest concentration in TN, KY, GA, NJ, MS source
- Motivations/Concerns: accuracy/reliability



## **TRENDS**

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### **Steady Growth:**

The e-commerce industry is expected to grow 9.3%, from \$409,208m in 2017 to \$409,208m in 2017 (source). China is the largest leader in e-commerce sales, but USA follows closely behind.

### **Better Prices Online:**

Data shows that markup margins for retail outlets continue to increase, while online retailers are steadily decreasing their margins, leading to better online prices than in stores. (source)

### **Stronger Competition:**

With the prevalence of Amazon Prime and Walmart's 2-day shipping services, pressure is increasing for smaller online stores to get orders shipped more quickly in order to compete.



## **MARKET SIZE**

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While more research needs to be done to estimate the number of opportunities [redacted] has at the local, state, national, and worldwide level, we know that the market for robotic warehouse automation is growing. According the Wall Street Journal (source), last year 61% of companies surveyed said “said robotics and automation are a source of either disruption of competitive advantage.” This is a rise from 51% last year, and represents the strongest potential for disruptive innovation in all technology sectors. Only 37% of respondents had already adopted robotics, with that number expected to be up to 89% in the next 6+ years, leaving a large opportunity for suppliers.



## **NEXT STEPS**

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**1**

Identify additional trends on local, state, national, and worldwide levels that may affect marketing and/or sales tactics and performance. This could include legislation, technology advancements, economic swings, and more.

**2**

Perform additional research on Target Audiences and flush out demographic data.

**3**

Work with Sales to identify total number of opportunities at local, state, national, worldwide levels.



# MARKETING

will use a variety of inbound and outbound marketing tactics to generate leads.

## **TRADESHOWS**

will appear at major industry tradeshow events. Some to consider would be RILA, MODEX, 3PL Summit, NACES, and MinnPack, in addition to the aforementioned ProMat show. Pre-show and post-show lead nurturing will be vital.

## **WEBINARS:**

will use webinars to both educate and qualify potential customers. “How to” webinars typically generate much more enthusiastic response and higher attendance numbers than general product demonstrations. Recordings can also be put on the website and used to generate traffic and capture leads well after their air-date.



## **PRINT ADS**

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█ will begin placing ads in relevant industry-specific publications in target markets, ideally employing special URLs and/or phone numbers to help measure ad success rates and exposure.

## **BANNER ADS AND PPC ADS**

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Like paid advertisements, online banner ads and PPC ads will generate leads long-term. These methods are generally cheaper than print and are much more trackable with online tools, making ROI easier to determine.

## **EMAILS & NEWSLETTERS**

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█ will continue capturing lead email addresses and nurturing those leads through the distribution of case studies, success story interviews, product info, and other engaging content. █ will also use emails to market to existing/previous customers to reinforce buyer satisfaction, highlight other use cases, and educate on new products releases or optimizations. Using Marketing Automation software, █ could create lead “tracks” that send leads content based on interests or industry.



## **SOCIAL MEDIA**

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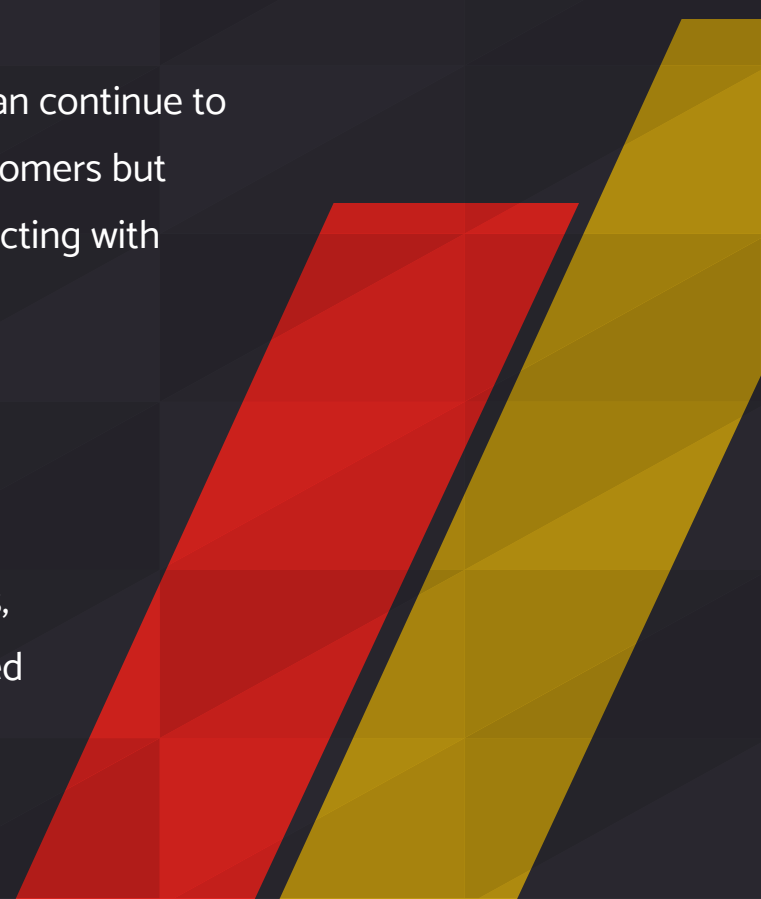
Social media is a “pay to play” platform when it comes to lead generation, meaning it’s relatively impossible to make money on those sites without spending money, but is proving to be a very effective way to boost customer satisfaction and reinforce a company’s brand. Twitter, Google, T-Mobile, and many other large companies have refocused their social media accounts from marketing platforms to customer service centers. This results in not just happier customers but also the kinds of customers that spread the word about their favorite brands and products.

█ already has a well-established set of social media accounts. They can continue to leverage those accounts to connect with both potential and existing customers but would probably be best served by focusing social media efforts on connecting with customers.

## **MARKETING TOUCHPOINTS**

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█ will write and utilize a variety of case studies, one-sheets, brochures, and white papers to draw in potential leads. These pieces can also be used as hand-outs at tradeshow and during partnership events.



## **NEXT STEPS**

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**1**

Begin formulating yearly marketing budget

**2**

Draft first-round marketing touchpoints: one-sheet, case study, and white paper.

**3**

Schedule first webinar for after new website is launched.

**4**

Draft up tradeshow display ideas and overall strategy, including lead nurturing.

**5**

Develop print/online ad campaign

# THANK YOU

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