

# MARKETINGPLAN TODAY

Discover your added value and translate that into revenue

Make your marketing plan within an hour  
at [www.marketingplantoday.com](http://www.marketingplantoday.com)  
or with this workbook.

Six questions every entrepreneur must ask.  
Answer them and increase your chances of success  
through the right focus and diversity.

## WELCOME FROM ROBB SELANDER

I met Albert in 1996. We were both working for Libertel, a Vodafone subsidiary in the Netherlands. We quickly discovered we shared a common passion for marketing. The customer experience has always been my favorite part of marketing. I believe it is the most crucial part. If customers don't know why they should love you, why they should buy from you or pay you any attention at all, then nothing else in the company really matters. History is filled with superior products that never made it, while the inferior products from the competition became top sellers. Even revolutionary, first in category products are not guaranteed success as Otto Rohwedder found after he invented sliced bread in the early 1900's. Bakeries he tried to sell to rejected him. People didn't want it. They didn't understand it. It wasn't until Continental Bakery introduced sliced bread to the masses via the brand Wonder, that sliced bread began adding value to the lives of people everywhere.

Logic would tell us that the best product wins. One thing I have learned in all my years in marketing and business, is that logic doesn't play as big of a role in our decisions and lives as we believe. We can make a cup of coffee at home for a few cents, but many of us go to Starbucks and wait in a line to spend hundreds of times that amount. In our homes, we all have water and water filters, yet we still buy bottled water. We talk to our friends about how we need to lose weight and get back in shape while we share a cheesecake. We humans are not as logical as we like to think. We are emotional, driven by pleasure or the avoidance of pain. We are driven by approval from others and the need to fit in. Or stand out. And so on.

I have been involved in business, business strategy and marketing pretty much since my professional career began in the late 1980's. I started in customer service at PacTel Cellular in

Irvine, California, one of the first commercial cellular network operators. It was there, taking call after call, that I realized the importance the customer's experience has for an organization. Today, there is a whole industry built on experiential branding, but in those days, the main experience was about how good the service worked and how well problems were handled. Our customers would leave if they felt they were waiting too long on hold or if they felt the person on the phone was rude or unknowledgeable. Those were the days when it cost \$0.50 per minute incoming or outgoing to talk on the cellular phone that cost hundreds, if not thousands of dollars. In the early days, we dealt mostly with movie studios, doctors, lawyers and government. The average person did not have the means to afford a cellular phone or the service. After Pac Tel, I stayed in mobile telecoms, working for NYNEX Mobile in New York, and then Libertel/Vodafone, British Telecom/Telfort and Dutchtone/France Telecom in the Netherlands.

I started my own business, consulting for Shell Oil and Cisco Systems around the world. My next stop was with an advertising agency, handling the Microsoft account for the Netherlands until I was asked to be part of the agency team for Microsoft in India. I also helped start a brand and marketing company in India as well as one in Tanzania a few years later. The customer experience was important back in the 80's at PacTel Cellular and I have learned that no matter where you are in the world, people want a good experience when dealing with a company. If you can deliver that, they may stay when a competitor comes in with lower prices or fancier stores. If you can't give them a good experience, they will leave you the moment they have another option and probably never return.

When Albert introduced me to his idea for Marketingplan Today, I was a bit skeptical. Six questions? About an hour? I did not believe six questions would deliver a marketing plan. Certainly not one with powerful insights, targeted

messaging and attainable goals. Not only that, but in an easy to use format that not only made it possible to get all the necessary people on board and involved, but also made it simple to communicate. My experience with marketing plans had always been messy, complicated and about as fun as going to the dentist. They were bulky and required revision after revision often only to end up on a shelf or in the drawer when we all got too frustrated. Many entrepreneurs don't want to "waste" all that time working on a marketing plan. Now, they don't have to. Neither do you. It only took a short demonstration from Albert to convince me he had an awesome idea. As an entrepreneur myself, I knew right away that I wanted to be a part of it.

I have spent a lot of time working in and with businesses of all sizes. At the time of this writing, I work for a non-profit funded by the US Small Business Administration. From helping someone decide whether it is a good idea to turn their Christmas cookie-baking hobby into a business, to launching nationwide

companies that grew to 1500 employees in a few months, I have learned that the same principles apply. I hear a lot of business pitches, read a lot of business plans and am involved with a number of businesses in various stages of starting up, growing and restructuring. I have two questions I often ask my clients: "So what?" and "Who cares?" I ask them on behalf of the customer, business or consumer. Simple questions, yet most businesses I have worked with cannot answer them. They can tell me why their products are great, how everyone needs the gadget or service, but the mistake they are making is working from a place of ego or product features instead of from what people actually want and what will make them open their wallets and purses and pay for whatever is being sold.

A good marketing plan takes those things into account. A great marketing plan turns those things into value added communications and campaigns that, in turn, get converted into loyal customers, brand ambassadors and profit. This is my favorite part of Mar-

marketingplan Today. It forces us all to ask the important questions. What role do we play in the lives of our customers? Why do or will our customers love us? Within those confines, what do we have to say that will resonate with our customers? Think for a minute about your favorite products or brands. Why role do they play in your life? Why do you love them? What are they telling you that resonates?

Whether you are new to this thing called marketing, or you are frustrated with trying to create plans that translate into real, measurable results and looking for an easier solution, this book and the online resources at [marketingplantoday.com](http://marketingplantoday.com) will guide you on your journey of marketing discovery and creating a powerful marketing plan.

I am honored to be on this journey with you.

ROBB SELANDER |  
CO-AUTHOR MARKETINGPLAN TODAY



*Most people need an external spark to achieve bigger things. Such a spark can be a simple sentence with far-reaching consequences, an active role in my life or just the remark to go write something.*

*This book would not be possible without the sparks from Ronald Boele, Nico Brokking, Remco Claassen, Phil McKinney, Natalie Wassenberg.*

*Robb would like to thank John Plum for all his support. And thanks to Albert for inviting me to be part of his Marketingplan Today dream.*

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# WELCOME

## IMPROVING

It's great that you are on the path to discovering your added value and the possibility of translating that value into revenue and profit. In a time that requires constant improving while also providing the flexibility to react, a new focus is needed. A focus on polishing what you have, but with a new structure injected with fresh inspiration that will lead to better results.

Many sole proprietors as well as small and mid-sized organizations operate on automatic pilot. It is as though there are only two roads: the traditional method of refining what doesn't work so well or at all, or tossing everything aside with new business models and a kick-start adventure. The first being the route of the perfectionist, the latter of the rebel. No matter which route you choose to travel, there is always that long moment of holding your breath until visible results materialize. Many organizations lose their focus

and come face-to-face with the reality of losing their connection with clients.

You must avoid the dead-end streets. With the step-by-step plan explained in this book, you will (re)discover what your value is; who you create value for and how you can translate that value into revenue and other goals. This methodology works for companies and is also a great tool for entrepreneurs and non-profits. Our goal is to help you grow the areas that have potential and to prune out the ones that are taking up a lot of time and energy while delivering little, if any value to the company or clients. Once you have laid the foundation, you will have the space in which to develop new competencies and products. Marketingplan Today focuses on results in the short term. We will help you make your new marketing plan in about an hour, instead of weeks or months.