Create your marketing Unfair Advantage in 3 weeks

PROGRAMME'S STRUCTURE

This is a hybrid coaching and training programme: a series of highly efficient workshops and one to one calls.

You will work with Martin Bailie, strategy director at Elysian Fields directly to create a new positioning and marketing strategy for your B2B business.

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The Structure

Preparation Time

- ➔ Access training videos and templates on the Unfair Advantage method.
- ➔ Complete a state-of-the-business questionnaire and submit your current fundraising and/or sales documents for your coach to review with you.
- ➔ Submit your customer segments/profiles, competitive reviews, market analysis, trend data, and current go-to-market (GTM) strategies for the coach to review with you.

Deliverable: Your coach will be up to speed on your business and your sector ready for the collaborative sessions

Online training and template completion (1 hour)

Coach time investment (1 hour)

Session 1: Your Vision and Commercial Plan

- ➔ This session will capture and refine where you're going, why it matters to buyers and how you plan to get there.
- ➔ You will create alignment with your team and focus for the role of marketing to achieve your goals

Deliverable: Clarity on where you're going, what you stand for, and how you intend to achieve your goals

Online training and template completion (1 hour)

Coach time investment (1 hour)

Session 2: Segmentation and Market Analysis

- ➔ This session will capture your target audiences and their volume and value
- ➔ You'll get clear on their Jobs to be Done and their Buying Journey
- ➔ You'll also understand how the market affects their buying decisions

Deliverable: Capture insights on Jobs to be Done, Pains, Gains and Alternatives for your priority ideal customer's Buying Journey

Online training and template completion (2 hours)
Coach time investment (2 hours)

Session 3: Create your Value Proposition and Marketing Funnel

- ➔ This session captures the ways you get buyer Jobs done through your innovations
- ➔ We cover your technology, design, customer experience and your founding insights
- ➔ You'll then explore ways to frame your product as newsworthy; uniquely capable of solving buyer Jobs and a 'new thing' in the marketplace

Deliverable: A new framing of your product so you can become newsworthy and stand out in the market
Online training and template completion (1 hour)

Coaching session (1 hour)
Create your Value Proposition and Marketing Funnel

Session 4: Brand Positioning

Deliverable: Choose a competitive strategy and agree a Positioning, Provocative Point of View for messaging, a brand Personality and Tone of Voice
Online training and template completion (2 hour)

Coaching session (1 hour)

Session 5: The Marketing Unfair Advantage Plan

Deliverable: Create a comprehensive document with your Segmentation, Buying Journey, Positioning, Messaging and Brand personality. Ready to brief marketing agencies or designers.

Online training and template completion (1 hour)
Coaching session (1 hour)

Session 6: Marketing plan and Execution training

Deliverable: Use the templates to create your Marketing Plan using all the work to date. Receive training on how to assemble a marketing team and execute your plan.

Online training and template completion (2 hour)
Coaching session (1 hour)

Say “Hello” to your Coach 😊

Martin Bailie

Elysian Fields Co-founder, Chief Strategy Officer

Experienced digital product and brand strategist with 20 years experience in the marketing industry as a Chief Strategy Officer, innovation lead and Chief Marketing Officer.

Co-founder of award-winning digital agency Glue London (sold to Dentsu Inc)