

Kate McEnroe

CONSULTING

Value Added Marketing Materials and Activities

*Roundtable in the High Desert
October 2010*

Kate McEnroe
770.333.6343
kate@katemcenroe.com

The State of Affairs

Lots of Duplication

Lots Volume

For Me, Value Added Means

The unexpected

The rare

The exclusive

The personal

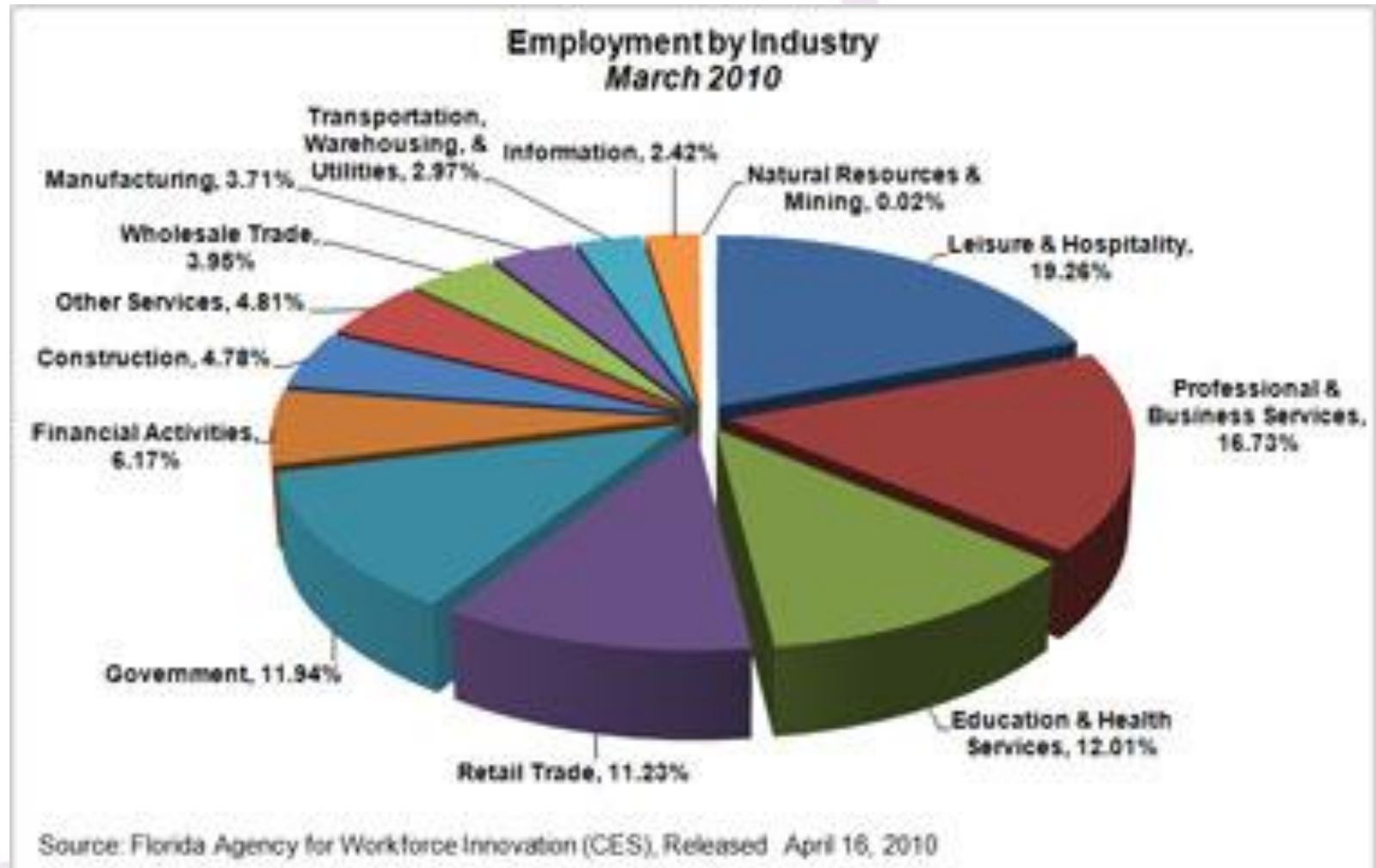
Do you really have a research function?

- It's not just subscription management
- It's not just database management
- It's not just graphic design
- It's not just proposal preparation

Copying Kills Credibility

**Examples
are for
Inspiration
not
Duplication**

This is not value-added information



This is value-added information

Major Employers in Metro Orlando Manufacturing

Company	City	County	Employees	Product / Service
Lockheed Martin Missile & Fire Control	Orlando	Orange	6,000	Military electronics & missiles
Siemens Westinghouse Power (HQ)	Orlando	Orange	3,000	Motors and generators
Lockheed Martin Corp. - Simulation, Training & Support	Orlando	Orange	2,500	Simulators & training equipment
Orlando Sentinel Communications (HQ)	Orlando	Orange	1,500	Daily newspaper printing & publishing

Metro Orlando Distribution Operations

Company	City	County	Facility (Sq. Ft.)	Product/Service
Ashley Furniture	Orlando	Orange	348,360	Furniture
Cargill	Kissimmee	Osceola	35,000	Chemicals
Circuit City	Tavares	Lake	700,000	Electronics

And there's lots more

This is not value-added information

HIGHER EDUCATION FALL ENROLLMENT

Public Institutions

Total All Public Colleges and Universities

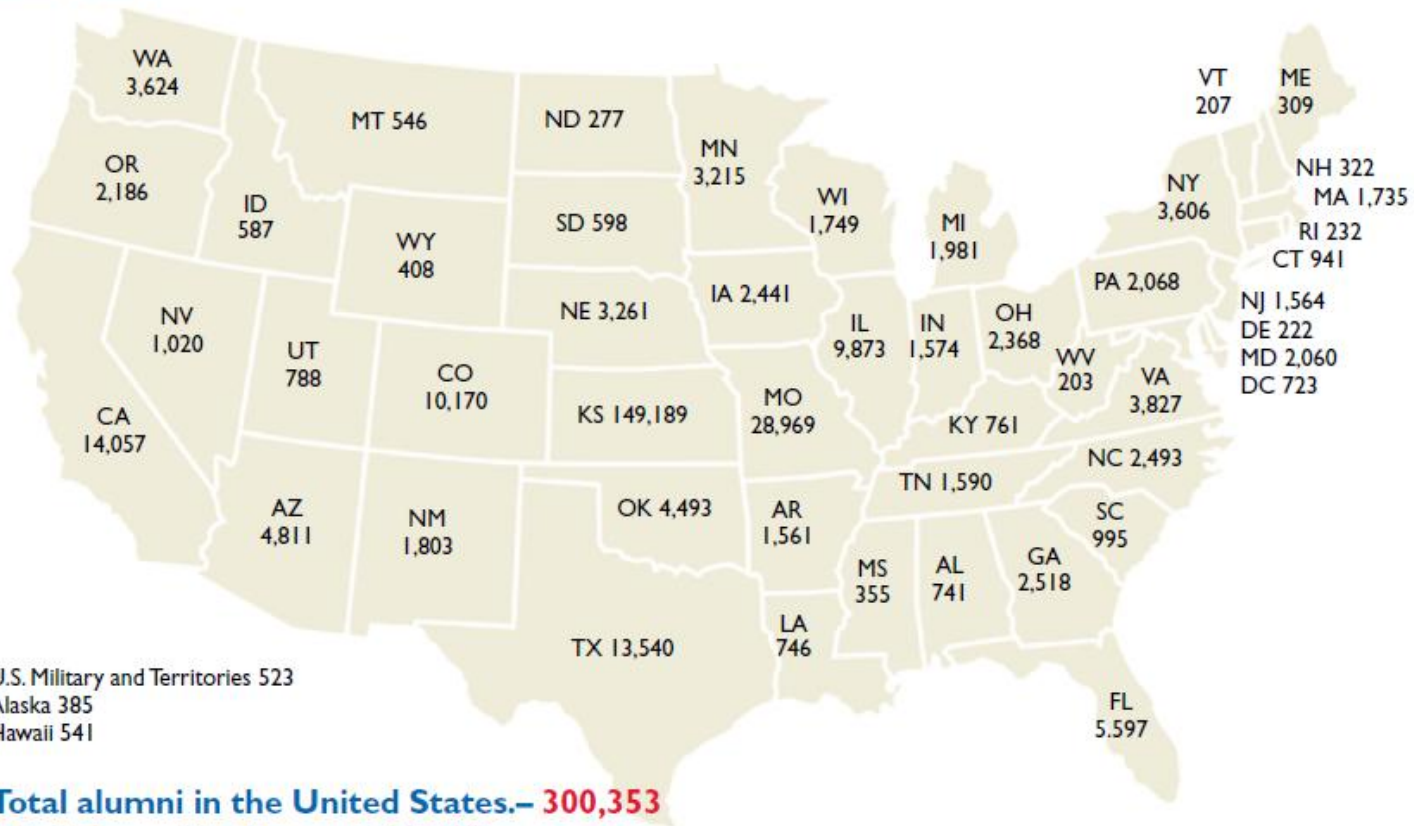
239,472

This is value-added information. . .

School & Degree		Business	Chemist	Neurobiology	Comp. Science	Engin.	Math.	Physics
Our Lady of the Lake University								
Graduate	✓							
Undergrad	✓	✓		✓	✓	✓		
St . Mary's University								
Graduate	✓			✓	✓			
Undergrad	✓	✓		✓	✓	✓	✓	
Texas Lutheran University								
Undergrad	✓	✓		✓			✓	✓
Trinity University								
Graduate	✓							
Undergrad	✓	✓		✓	✓	✓	✓	
University of the Incarnate Word								
Graduate	✓	✓					✓	
Undergrad	✓	✓		✓	✓	✓	✓	✓
University of Texas at San Antonio								
Doctorate			✓	✓				✓
Graduate	✓	✓		✓	✓	✓	✓	✓
Undergrad	✓	✓		✓	✓	✓	✓	✓
Wayland Baptist University								
Graduate	✓			✓				
Undergrad	✓			✓			✓	

And so is this . . .

Membership



U.S. Military and Territories 523
Alaska 385
Hawaii 541

Total alumni in the United States.— 300,353

Total alumni in Kansas—149,189

Total members—45,000

BUT

It would be even better

if

It provided alumni location by degree

THINK DIFFERENT



Marketing Materials Can

Create a reputation

Reinforce a reputation

Counteract a reputation

Marketing Materials Should

Be Authentic

Address Anxieties

Appeal to the Right Side of the Brain

Leverage Detached Sources

Plug Us into a Real Social Network

Be Authentic

Target Industries are Boring

Acknowledge the Journey

Provide a bridge from past to present

Use challenges to showcase solutions

Look for New Inspiration

Try to forget what is in fashion

Use retention calls effectively

Look to other industries for creative

Don't be influenced by ED award winners

Stop the crazy image surveys

Debrief decision makers

Address Anxieties



Invisible Anxieties to Overcome

- Everyone is just trying to sell me something
- Statistics Lie
- I don't have the time to dig deep
- There are probably hidden costs
- Talent is in short supply, and will get worse
- I won't have access to the resources I need
- Quality of life will hurt recruiting & retention

A Quality of Life Theme that Works

Have it Your Way



Appeal to the Right Side of the Brain

Why isn't this Effective Marketing?

French DRESSING

INGREDIENTS: VEGETABLE OIL (SOYBEAN, CANOLA), DISTILLED VINEGAR, WATER, SUGAR, SALT, CONTAINS LESS THAN 2% OF: TOMATO PASTE, NONFAT DRY MILK, PAPRIKA, NATURAL FLAVOR, GARLIC*, SPICE, XANTHAN GUM, POLYSORBATE 60, PROPYLENE GLYCOL ALGINATE, ANNATTO, SORBIC ACID AND CALCIUM DISODIUM EDTA TO PROTECT QUALITY. *DRIED

Nutrition Facts	Amount/serving %DV*	Amount/serving %DV*
Serv. Size 2 Tbsp. (30g)	Total Fat 14g 21%	Total Carb. 5g 2%
Servings 16	Sat. Fat 2g 10%	Dietary Fiber 0g 0%
Calories 150	Cholest. 0mg 0%	Sugars 5g
• Fat Cal. 120	Sodium 260mg 11%	Protein 0g
Percent Daily Values (DV) are based on a 2,000 calorie diet.	Vitamin A 4% • Vitamin C 0% • Calcium 0% • Iron 0%	

What Stories Should You Tell?

- What is unique?
- What is different?
- What am I afraid of?
- What would I show them?
- Who would I introduce?

Leverage Detached Sources

A Detached Source:

Someone with nothing to gain financially, politically, or personally

Detached Sources

- National and industry media
- “Culture industries”
 - Consumer goods
 - Movies
- Home town name brands
- Corporate newcomers
- Individual newcomers
- Bouncebacks

Plug Us Into a Social Network (that you don't manage!)

- Create connections to workforce
- Create connections to knowledge
- Create connections to financial support
- Create connections to “insiders”

Stop doing what is typical

Start doing what is memorable

Places I Remember

- Cleveland Plus
- Food 4 Thought – Greenville/Upstate Alliance
- Southwest Michigan First
- Select Philadelphia
- Greater Washington Initiative

Make Yourself
One of
The Places We'll Remember