

# The 6PM (6-Pillar Marketing) Framework Workshop

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# Branding: Start with these 4 Questions

Key questions to ask:	What are your core competencies?	Who are your target audience?	What problems are you solving?	What emotions does your brand bring up in your target audience?
<b>Key things to consider as you answer the questions:</b>	<ul style="list-style-type: none"> <li>• What are your key achievements so far that can create credibility and trust? Testimonials? Certifications? Awards? Case studies?</li> <li>• What do you do better than your competitors? Quality? Speed? Flexibility? Price? Patent?</li> </ul>	<ul style="list-style-type: none"> <li>• Some of the points of consideration for B2B organizations: Geographic locations, industries, job functions (departments and seniority), size of companies, revenue, etc.</li> <li>• Some of the points of consideration for B2C organizations: Age, family status, education background, income level, location, previous purchase history and habits, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• What tangible benefits do you bring to your customers? Achieving efficiency – cost and/or time? Signaling social status? Having peace of mind?</li> </ul>	<ul style="list-style-type: none"> <li>• What do you want people to feel when they encounter your brand, imagine working with you, using your product, etc.? Confident? Happy? Relaxed? Proud? Healthy?</li> </ul>
<b>Write down your answers:</b>				
<b>Your Brand Purpose Statement:</b>				



# Marketing Strategy: Start with these 4 Questions

Key questions to ask:	What are business objectives?	What are marketing objectives?	What marketing activities should you execute to achieve the marketing objectives?	What are the key results and key indicators to measure?
Write down your answers:	<p><b>This fiscal year's objectives</b></p> <ul style="list-style-type: none"> <li>Objective #1.</li> <li>Objective #2.</li> <li>Objective #3.</li> </ul> <p><b>3 to 5-year goals?</b></p> <ul style="list-style-type: none"> <li>Objective #1.</li> <li>Objective #2.</li> <li>Objective #3.</li> </ul>	<p><b>What is marketing's role in achieving the business objectives?</b></p> <p><b>This fiscal year's marketing objectives</b></p> <ul style="list-style-type: none"> <li>Marketing objective #1.</li> <li>Marketing objective #2.</li> <li>Marketing objective #3.</li> </ul> <p><b>What should be 3 to 5-year marketing objectives?</b></p>	<p><b>Marketing activities to achieve marketing objective #1:</b></p> <ul style="list-style-type: none"> <li>Activity #1.</li> <li>Activity #2.</li> <li>Activity #3.</li> </ul> <p><b>Marketing activities to achieve marketing objective #2:</b></p> <ul style="list-style-type: none"> <li>Activity #1.</li> <li>Activity #2.</li> <li>Activity #3.</li> </ul> <p><b>Marketing activities to achieve marketing objective #3:</b></p> <ul style="list-style-type: none"> <li>Activity #1.</li> <li>Activity #2.</li> <li>Activity #3.</li> </ul>	<p><b>Marketing objective #1:</b></p> <ul style="list-style-type: none"> <li>Key result to measure:</li> <li>Key indicator(s) to measure:</li> </ul> <p><b>Marketing objective #2:</b></p> <ul style="list-style-type: none"> <li>Key result to measure:</li> <li>Key indicator(s) to measure:</li> </ul> <p><b>Marketing objective #3:</b></p> <ul style="list-style-type: none"> <li>Key result to measure:</li> <li>Key indicator(s) to measure:</li> </ul>
What is your marketing BHAG?				



# Next Workshop: Deep Dive in the Rooms of the 6PM Framework

@11:30am EST on Thursday, June 24<sup>th</sup>, 2021

[Sign Up for the Workshop](#)