



# BRAND STRATEGY

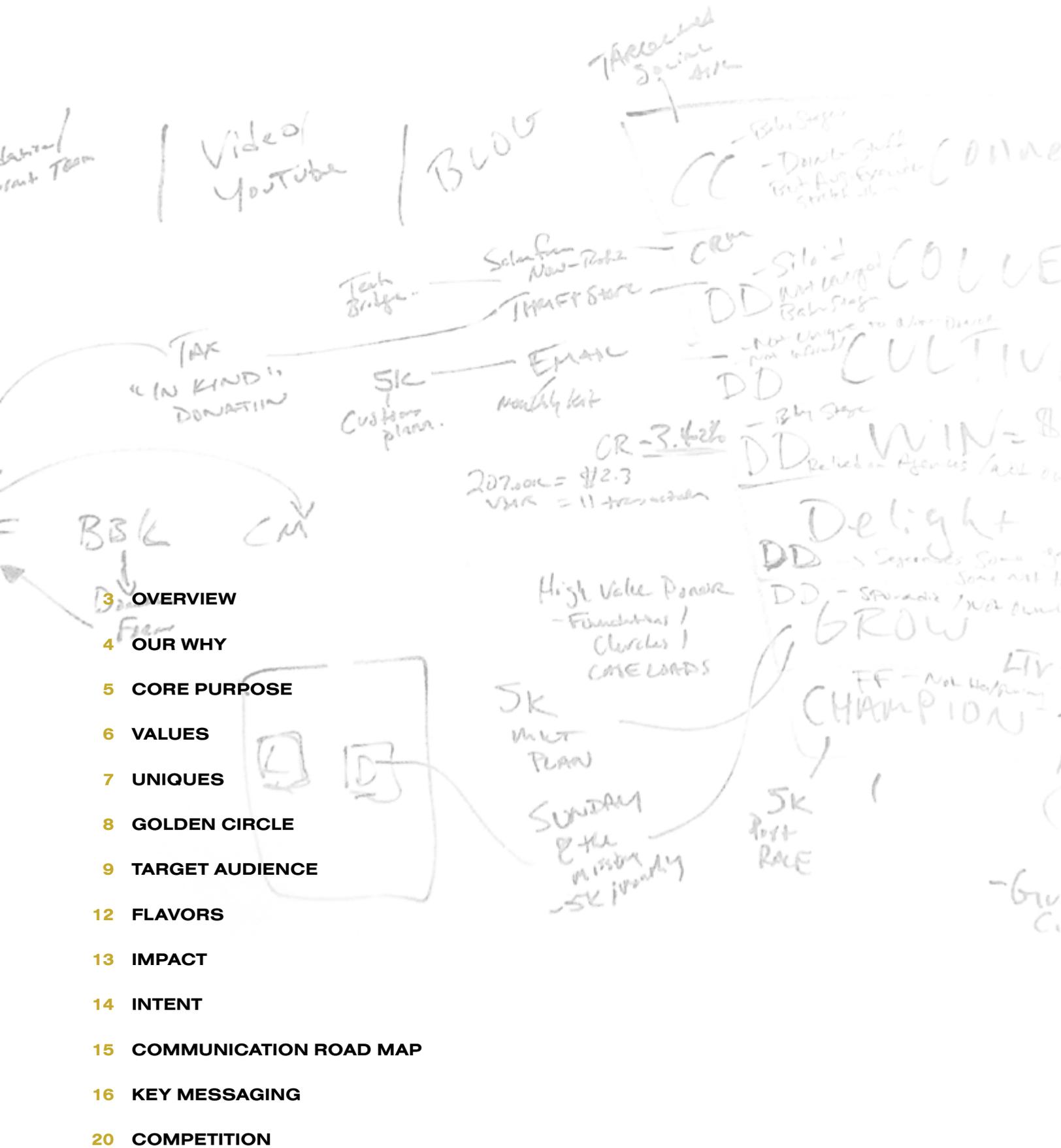


**SYRUP**

Brand Strategy  
December 2020

BRAND STRATEGY

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# OVERVIEW

## WE LOVE

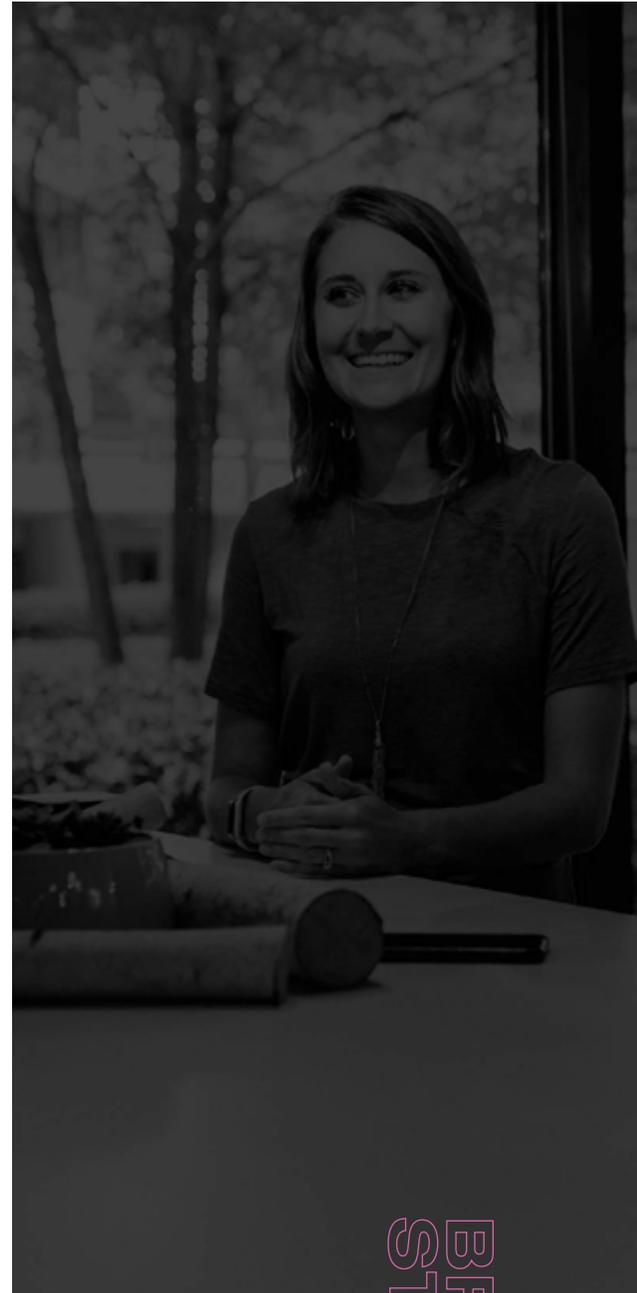
**TURNING COMPETITORS  
INTO CHAMPIONS.**

## WE EXIST

**TO GROW B2B COMPANIES IN  
REVENUE AND MATURITY.**

## WE'RE THE ONLY BRAND AND DIGITAL MARKETING AGENCY

**THAT PROVIDES YOU WITH  
FOCUS, CONFIDENCE  
AND GROWTH.**



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# OUR WHY



**WE LOVE TURNING COMPETITORS  
INTO CHAMPIONS.**

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# CORE PURPOSE



**WE EXIST TO GROW B2B  
COMPANIES IN REVENUE  
AND MATURITY.**



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# VALUES



## DEFINE YOUR CULTURE.

### WORK WITH INTEGRITY

We do the right thing, no matter what.

**Litmus test:**

Am I proud of the effort?

### ADVANCE WITH CONFIDENCE

We welcome challenges and earn the outcome.

**Litmus test:**

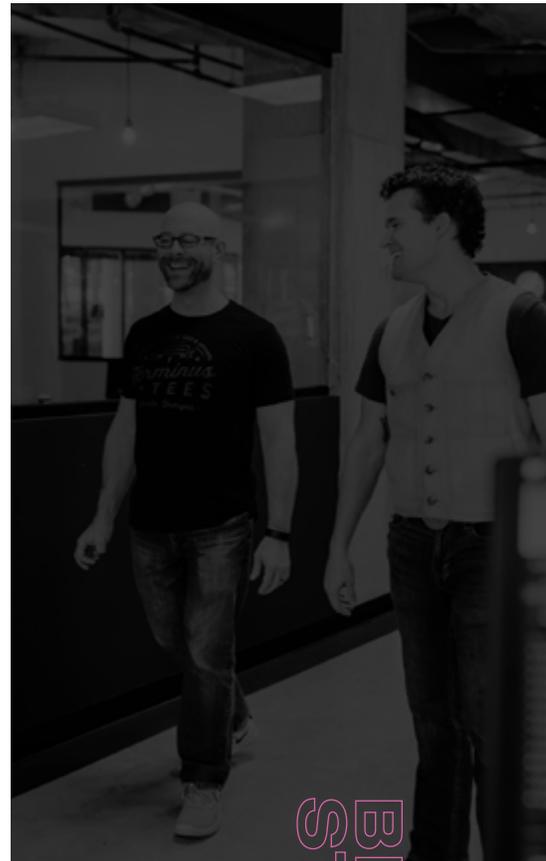
Am I attacking my work each day with joy?

### GROW WITH PURPOSE

We are curious and never satisfied.

**Litmus test:**

Am I seeking continual improvement for myself and others?



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# 3 UNIQUES



**EACH VALUABLE.  
TOGETHER POWERFUL.**

**1**

## **FOCUS**

Proven framework to identify the right things to do

**2**

## **CONFIDENCE**

Structured delivery, optimization and communication process

**3**

## **GROWTH**

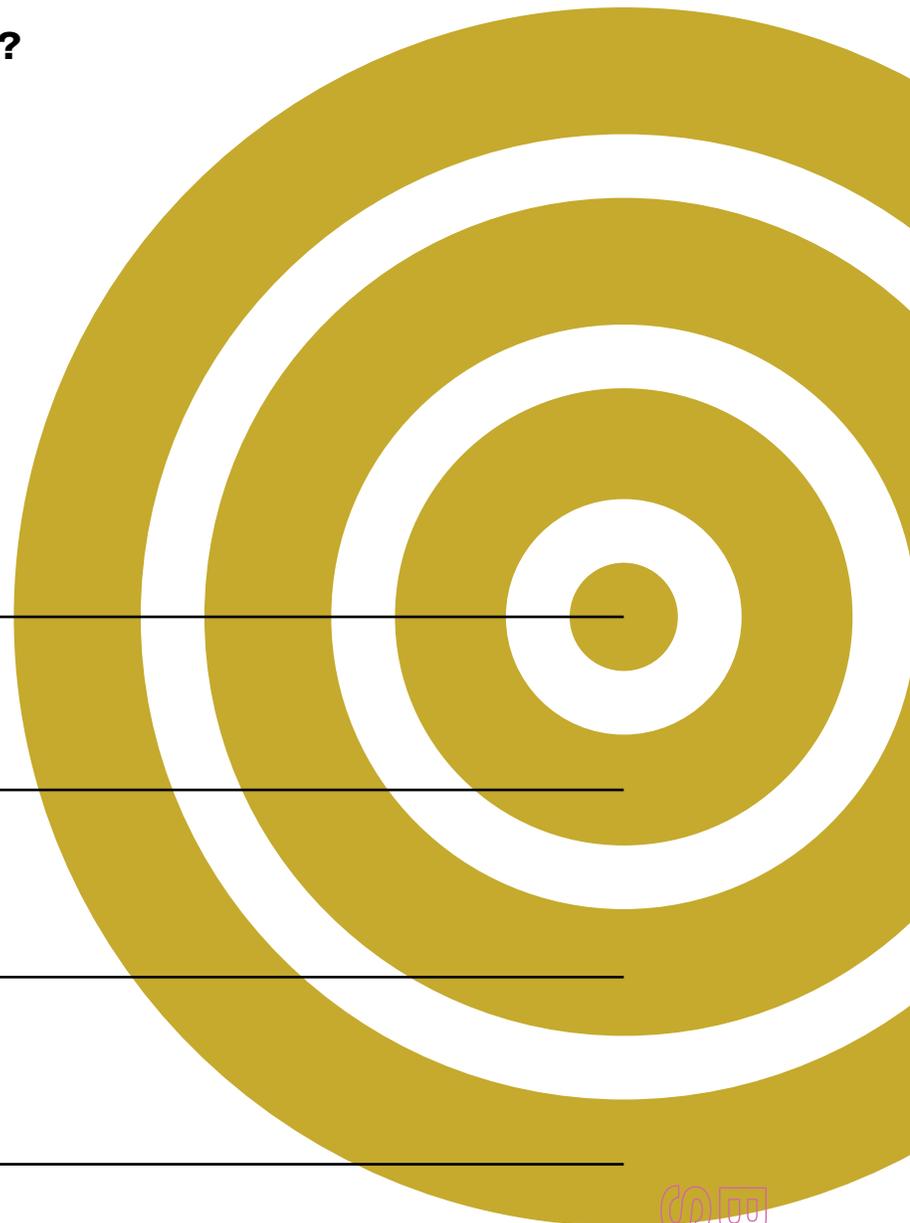
Continual improvement of revenue, maturity and customer lifetime value

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# GOLDEN CIRCLE

**WHO, WHY, HOW, & WHAT?**



**WHO** \_\_\_\_\_

B2B companies

**WHY** \_\_\_\_\_

We love turning competitors into champions.

**HOW** \_\_\_\_\_

By providing focus, confidence and growth

**WHAT** \_\_\_\_\_

Brand and digital marketing agency

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# TARGET AUDIENCE



## WHO MAKES YOUR ORGANIZATION PROFILE?

### OUR NICHE

#### Companies that are:

- B2B
- In ATL
- \$10-100mm revenue
- Growth Minded
- SaaS or Business Services

### 2 MAIN AUDIENCES:

1. Owner
2. Employee with Marketing Responsibilities

## OWEN, THE SAAS OWNER

Owen is 45 years old and the owner of a SaaS business in Atlanta. He lives northeast of the city with his wife and two kids. Much of his time is focused on building his SaaS company with a plan to sell. When it comes to marketing, Owen knows what they have in market isn't as great as it could be and he doesn't want to lose deals to bigger companies. He's smart, competitive, and knows where to contribute and add value - but also when to ask for help.

He reads anything related to the industry and keeps an eye on the competition. In the rare times he gets away from the company, he can be found traveling with his family for vacation.



### Desire:

Grow his company (with the goal to sell)

### External Problem:

Marketing doesn't reflect the power of their product

### Internal Problem:

He can't afford to have experts in every seat of marketing

### Empathy Statement:

You need a team that can help execute a marketing strategy that accurately reflects the power of your product and brand.

### When Owen owns a service company:

- He has a deeper connection to his company with no intention of selling
- While focused on ROI, it's more personal

## COMMUNICATION

### What do you want him to do?

- Use us for his brand and marketing needs
- Trust us
- Tell his network about us

### How can we get him to do it?

- Show him the possibility through results
- Communication needs to be direct
- Understand his lack of time

## THE RESULT

### How does he change as a result of Syrup?

- His company is growing
- He's spending his time figuring out how to serve clients instead of how to find them
- He has confidence in his company and us

## LIST BUILDING OPPORTUNITIES:

- **Geography:** Atlanta, GA
- **Company Size:** 50-200
- **Seniority:** Owner, Senior
- **Job Titles:** Owner, Founder, President, CEO

## MELANIE, THE SAAS MARKETER

Melanie is 38 years old and the Marketing Director at a SaaS company in Atlanta. She knows marketing and has a marketing mind, but needs a team to help execute really well. Her background is in email marketing, where she started with her career, so she feels confident in this area. But now she has many more responsibilities on her plate. While she has high-level knowledge of other tactics, she isn't aware of all the possibilities in marketing and knows she needs help.

Melanie spends her mornings reading marketing emails like Stacked Marketer, staying up to date on the industry. Her weekends are spent with family and friends.

### Desire:

Results and growth

### External Problem:

She needs help executing a marketing strategy

### Internal Problem:

She doesn't have the capacity to do it all



### Empathy Statement:

There are many opportunities in marketing, but with limited capacity, time, and resources, it's hard to keep up.

## COMMUNICATION

### What do you want her to do?

- Trust us
- Use us for all of her brand and marketing needs
- Be a champion for Syrup

### How can we get her to do it?

- Communicate the value behind what we do
- Structured communication (biweekly, monthly, quarterly)

## THE RESULT

### How does she change as a result of Syrup?

- Relief that someone is handling the details
- Her company is growing
- She's confident in us and their marketing

## LIST BUILDING OPPORTUNITIES:

- **Geography:** Atlanta, GA
- **Company Size:** 50-200
- **Seniority:** VP, Senior, Director
- **Job Titles:** Marketing Director, Executive Marketing Director, VP Marketing

## MOLLY, THE SERVICES MARKETER

Molly is 29 years old and the Marketing Manager at a B2B company in Atlanta. She has a lot on her plate and often feels overwhelmed. She often feels like she's herding cats and needs a team to help that knows what to do. She is constrained by a small team and resources, but really wants to help her company grow - she's invested and cares a lot about the company. Without the time to go deep into specific tactics, she is forced to keep things high level. She knows the questions to ask and who to go to to get things done, but needs a subject matter expert.

multiple vendors, taking up even more of her time.

### Desire:

Be liked by everyone

### External Problem:

She needs a subject matter expert

### Internal Problem:

She lacks the time to go deep into specific tactics



### Empathy Statement:

With so much on your plate, marketing and keeping up with the trends can fall to the wayside.

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## COMMUNICATION

### What do you want her to do?

- Work with Syrup for brand and digital marketing needs
- Trust us
- Be a champion for Syrup within her company

### How can we get her to do it?

- Communicate the value behind what we do
- Structured communication (biweekly, monthly, quarterly)
- Give her the confidence she needs to take to her boss
- Educate her on what needs to happen to hit her goals
- Talk about the model and the HOW (not as much the WHAT)

## THE RESULT

### How does she change as a result of Syrup?

- Her professional skill set has grown
- She is confident
- Her company is growing

## LIST BUILDING OPPORTUNITIES:

- **Geography:** Atlanta, GA
- **Company Size:** 50-200
- **Seniority:** Manager
- **Job Titles:** Marketing Manager, Marketing Coordinator, Brand and Marketing Manager

# FLAVORS



## HOW THE MARKET DESCRIBES US.

### SHARP

The team at Syrup is insightful and they always know the right questions to ask that are going to drive the results I am looking for.

### VALUABLE

I am so encouraged by the crew at Syrup. They are always energized and you can tell they want to grow my company as much as I do.

### BUSINESS SAVVY

Syrup really understands the B2B world. They take the time to know and understand my company from the inside out.

### GENUINE

Syrup's entire team is real and personable. They each care about my company, my team, and me personally. You can tell they truly each have a heart to help.



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# IMPACT



## HOW THE CUSTOMER FEELS.

### CONFIDENT

I believe Syrup will drive results. They're extremely talented, know what they're talking about, and have the experience needed to grow my company. I feel relieved knowing they've got it.

### MOTIVATED

I'm energized after seeing the process and how it will work for my company. It's exciting to see someone else working so hard to grow my company and now marketing is one of my top priorities.

### SATISFIED

After seeing the results and growth of my company, I am beyond pleased with the money spent with Syrup. I can see the value in working with them and the value in a holistic funnel approach.

### IMPRESSED

I have had the most positive experience working with Syrup. They know their stuff and truly care about my company. Syrup has made a mark on my company.

# INTENT



## WHY WE COMMUNICATE.

### EMPATHIZE

We understand your challenges and we care about them.

### EDUCATE

There are universal fundamentals that everyone should know. We have a team with deep, tactical leadership.

### SIMPLIFY

It's not complicated, but takes special skills. There is an easy, high-level system you need to follow.

### TRANSFORM

Sharing case studies, previous work, and examples of B2B growth (in both revenue and maturity).



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# COMMUNICATION ROAD MAP



## OWEN

**Desire:**

Grow his company (with the goal to sell)

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**Empathy Statement:**

You need a team that can help execute a marketing strategy that accurately reflects the power of your product and brand.



## MELANIE

**Desire:**

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There are many opportunities in marketing, but with limited capacity, time, and resources, it's hard to keep up.



## MOLLY

**Desire:**

Be liked by everyone

**Internal Problem:**

She lacks the time to go deep into specific tactics

**External Problem:**

She needs a subject matter expert

**Empathy Statement:**

With so much on your plate, marketing and keeping up with the trends can fall to the wayside.

## WE COMMUNICATE TO

- Empathize
- Educate
- Simplify
- Transform

## SO THEY FEEL

- Confident
- Motivated
- Satisfied
- Impressed

## AND SAY WE ARE

- Sharp
- Business Savvy
- Valuable
- Genuine



# KEY MESSAGING

**HOW DO YOU CAPTURE ATTENTION?**

## **TAGLINE**

**SWEET CLARITY,  
STICKY MARKETING**

## **GUARANTEE**

**WE GUARANTEE THE MOST EFFECTIVE USE OF YOUR MARKETING CAPITAL.**



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Empathy

# SWEET CLARITY, STICKY MARKETING

Continued growth is hard.

Why

We love turning competitors into champions.

Core Purpose

We exist to grow B2B companies in  
revenue and maturity.

The What

Brand and Digital Marketing Agency

3 uniques



### FOCUS

Proven framework to identify  
the right things to do



### CONFIDENCE

Structured delivery, optimization  
and communication process



### GROWTH

Continual improvement of revenue,  
maturity and customer lifetime value

Validation

"We attribute a lot of our ability to simply communicate a powerful message to the  
extremely talented & patient Syrup team of leaders."

- Robbie McDaniel, CEO, PSP

Call to Action

Ready to grow your business?

GET STARTED

# US VS THEM



	<b>BRAND/ WEB</b>	<b>FULL SERVICE</b>	<b>SPECIALTY /NICHE</b>	<b>IN-HOUSE</b>
<b>WHY US?</b>	<p>Web from a marketing perspective,</p> <p>Outcome driven Focused niche</p> <p>Inside out approach Growth in maturity and revenue</p>	<p>Proven Process</p> <p>Focused niche</p> <p>Growth in revenue and maturity</p>	<p>All specialities under one roof</p> <p>Big picture</p> <p>Growth in revenue and maturity</p>	<p>Outsider's perspective</p> <p>Cost</p> <p>Efficiency</p> <p>Focus</p> <p>Growth in revenue and maturity</p>
<b>WHY THEM?</b>	Focused expertise	A la carte offering	Deep into the niche	In the business 24/7

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# COMPETITION



COMPANY NAME	LOGO	KEY MESSAGING	UNIQUES
Matchstic *brand only		A brand identity firm that leads our clients to brave decisions	<ul style="list-style-type: none"> <li>We share values</li> <li>We have principles</li> <li>We love Atlanta</li> </ul>
Brand Fever/Phase 3 *not full spectrum but brand & marketing		<p>Changing the way companies connect with their customers through remarkable ideas and smart execution across integrated marketing channels</p> <p>The talent to ideate and the ability to execute all within one company</p>	<ul style="list-style-type: none"> <li>Build brands</li> <li>Drive demand</li> <li>Earn awareness</li> <li>Create efficiencies</li> <li>Maximize impact</li> </ul>
Nebo *brand & marketing		Fueling Demand, All Year Long	<ul style="list-style-type: none"> <li>Human-centered approach to design and marketing</li> <li>Mindset of small agency, capabilities of large agency</li> <li>We don't take budgets for granted - don't nickel and dime you with invoices</li> <li>Work with clients of all sizes</li> <li>Never outsource</li> </ul>

## KEY INSIGHTS:

- Matchstick talks about loving Atlanta and hones in on that audience
- Phase 3 mentions being an "all-in-one" agency