
Marketing Team Worksheet

MARK MASTERS AND MARGARET MAGNARELLI

Marketer-to-Marketer Education Series

Link to this show: emktr.co/m2m0101

The logo consists of a red square containing the text "Em." in a large, white, serif font, with "Enterprise Marketer" in a smaller, white, sans-serif font below it.

Em.
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Team Questions

1. Which is more valuable to your organization: to make content that makes money, or to make content that connects your brand with a community?

2. Does your content make money? How can you tell?

3. Does measuring your content get in the way of connecting and building trust with your audience? Do you feel like you can't prove ROI on some of your ideas?

4. Does your team build marketing personas, a buyer's journey, and a strong central message or does your team create behavior-based content?

Group Challenge

Create a persona-lite out of one of the members of your group or team. Write down who they are, what they do, what they need, how they look for information, what they're affinities are, what is a big problem they have, etc.

Create two brand messages (use one of your own brands if the persona fits):

Message #1: Connect with your persona by empathizing with a problem that they are having right now. This problem does not need to be solved by your product.

Message #2: Create a message that speaks about the values and features of the brand that would most interest or resonate with the persona.

Compare the messages and ask your persona:

How do the two messages make them feel?

How would it affect their purchasing decisions in the future?

How soon would they likely purchase?

Would they tell anyone else about your brand because of a particular message?

Would they share your message for you?

Does the message stay with them or make them feel likely to look for more information?

Retrospective

How can your team better use marketing personas and your buyer's journey to develop content that builds relationships, rather than breaking barriers to entry?

How can your team use behavior data and empathy to create buyer's journeys and marketing personas that impact the measurability of your content performance?

What are the barriers that you face when creating impactful, effective content and how can either empathy or a consistent central message solve those problems?

Thanks you for participating!

We would love your feedback. Please send any thoughts you have about the episode or guide to info@enterprisemarketer.com