



Advanced Marketing

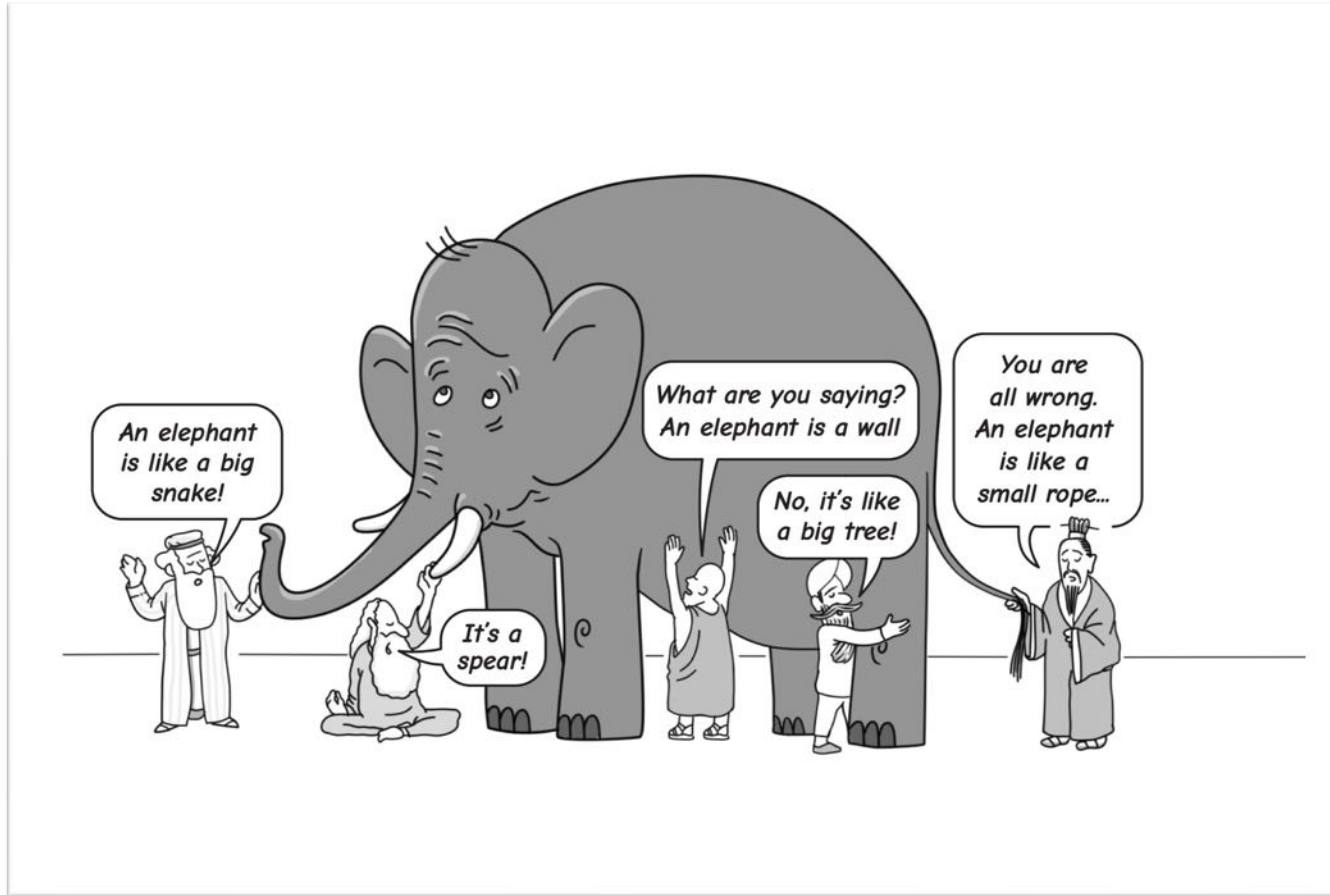
Segmentation, Targeting, and Positioning

New Founder School

Atul Minocha
Partner & CMO



What is Marketing?



8 Books That Will Help You Sharpen Your Strategic Thinking

These books can help you get your head out of the day-to-day and think long-term.

BY JOHN HALL, CO-FOUNDER AND PRESIDENT, CALENDAR @JOHNHALL



6. *Lies, Damned Lies, and Marketing: Separate Fact from Fiction and Drive Growth* by Atul Minocha

You were told social media marketing would skyrocket your sales with minimal investment. Influencers were supposed to have Gen Zers beating a path to your door. They didn't. In *Lies, Damned Lies, and Marketing*, Atul Minocha, a partner at Chief Outsiders, explains the difference between "Big-M" and "Small-M" marketing. Where mere marketing tactics fail to deliver, Minocha's strategy-based approach provides the insight you need to get real results from your marketing dollars.

Entrepreneur

MAGAZINE

These Authors Share the Good, the Bad and the Ugly about Technology's Role in Society

Is technology good? Digitization bad? Or does the truth lie somewhere in a murky in-between area? Find out for yourself after reading these half-dozen books on tech's role in everyday work and life.

By Peter Daisyme October 23, 2021

6. Atul Minocha — *Lies, Damned Lies, and Marketing*

Have you ever had the sneaking suspicion that your digital marketing efforts are leading to nothing but dead ends? Atul Minocha understands. For more than three decades, he's worked in the marketing field. In *Lies, Damned Lies, and Marketing*, he walks you through how to make the most of your online marketing dollars. Plus, he helps you finally crack the code and make your money work online.

Minocha pulls back the veil on some of the most misunderstood digital marketing concepts, from social media to creating content. Best of all, you'll finally "crack the Google code" that's been holding you and your company back from seeing honest-to-goodness results. One final note: While *Lies, Damned Lies, and Marketing* spends a lot of time talking about tech-related marketing, it dives into traditional marketing approaches, too. Therefore, if your organization dabbles in all forms of advertising, you'll appreciate this book doubly.

Nov 2, 2021, 06:00am EDT | 955 views

Success Tips For Every Entrepreneur



Serenity Gibbons Contributor @Entrepreneurs

I share insights gathered from purpose-driven entrepreneurs

1. Atul Minocha – *Lies, Damned Lies, and Marketing*

You've just about had it with marketing. Despite putting money toward Google and Facebook ads, you're seeing less traction than you'd find on a slip-and-slide. What's going on? Yale-educated Atul Minocha might say that you've fallen for *Lies, Damned Lies, and Marketing*.

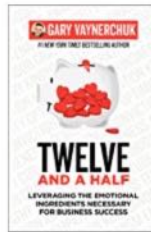
Minocha's experience in companies at all stages has led him to develop beliefs and strategies to help startups and enterprises turn the corner on their marketing. In his book, he addresses the reasons so many organizations can't seem to gain marketing momentum. You'll learn everything from when to turn on the creative to how to crack what he calls the Google code. Remember: Success can't come to a modern company without marketing.

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Marketing

#1



Twelve and a Half: Leveraging the Emotional...
 > Gary Vaynerchuk
 Hardcover
 \$20.99

#2



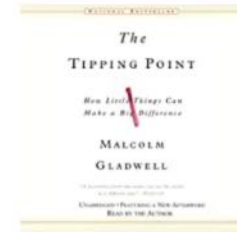
\$100M Offers: How To Make Offers So Good...
 > Alex Hormozi
 ★★★★★ 1,990
 Kindle Edition
 \$0.99

#3



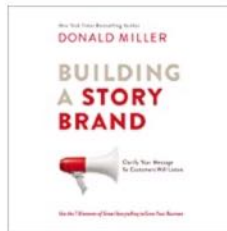
Lies, Damned Lies, and Marketing: Separate...
 > Atul V. Minocha
 ★★★★★ 22
 Kindle Edition
 \$0.99

#4



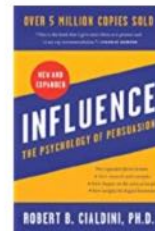
The Tipping Point: How Little Things Can...
 Malcolm Gladwell
 ★★★★★ 4,787
 Audible Audiobook
 \$0.00 Free with Audible trial

#5



Building a StoryBrand: Clarify Your Message...
 Donald Miller
 ★★★★★ 5,327
 Audible Audiobook
 \$0.00 Free with Audible trial

#6



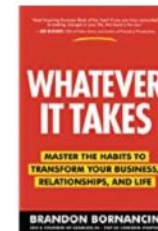
Influence, New and Expanded: The...
 Robert B. Cialdini PhD
 ★★★★★ 660
 Hardcover
 \$19.79

#7



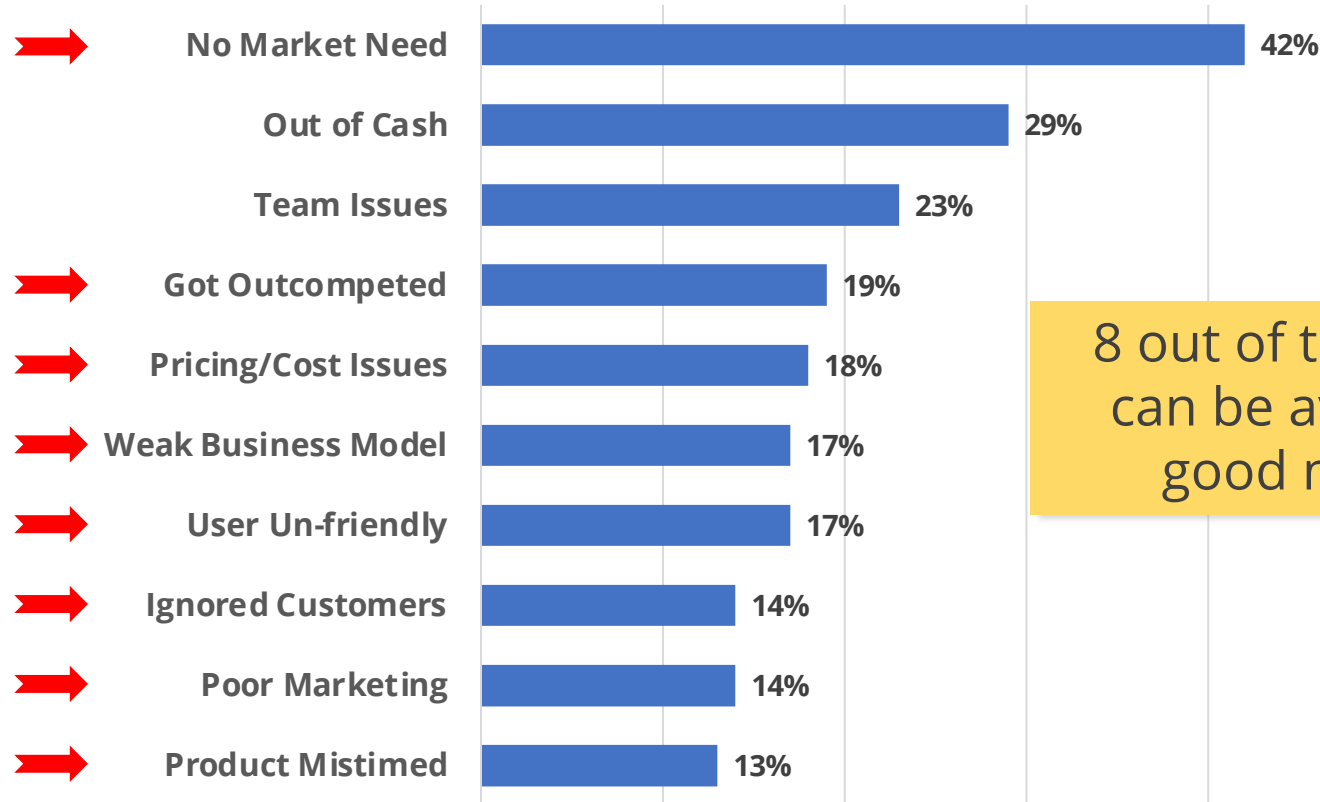
The 1-Page Marketing Plan: Get New...
 > Allan Dib
 ★★★★★ 4,961
 Kindle Edition
 \$2.99

#8



Whatever It Takes: Master the Habits to...
 > Brandon Bornancin
 ★★★★★ 333
 Paperback
 \$19.97

Top 10 Reasons for Business Failure



8 out of top 10 issues
can be avoided with
good marketing

Source: CB Insights, December 2020

5/21/22

Marketing: Big M \leftrightarrow small m

Big M (Strategic)

• Insights

- Why
- Company
- Customer
- Competition

• Strategy

- Segmentation
- Product/Service design
- Differentiation
- Positioning
- Pricing
- Messaging

Unless you
DO these,
and get them
RIGHT...

small m (Tactical)

• Execution

- Logos
- Promotions
- Lead generation
- Websites
- Sales collateral
- Testimonials
- Social media
- Event marketing
- Advertising
- Public relations
- Metrics

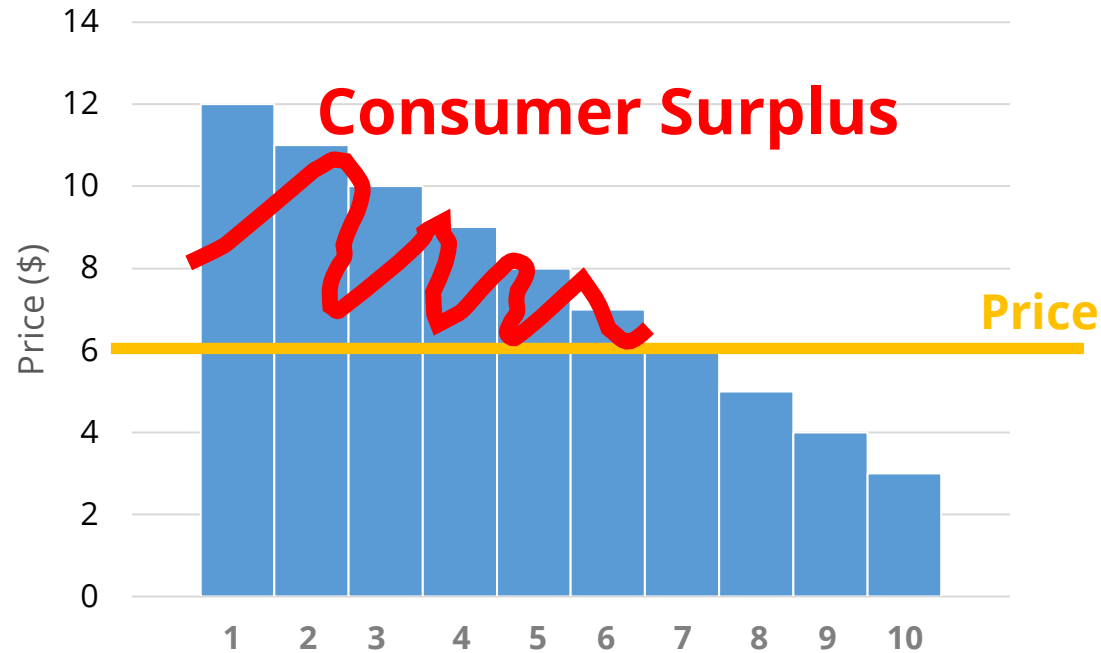
...you'll continue
to WASTE at
least 50% of
your marketing
budget

Segmentation

Why Segment?

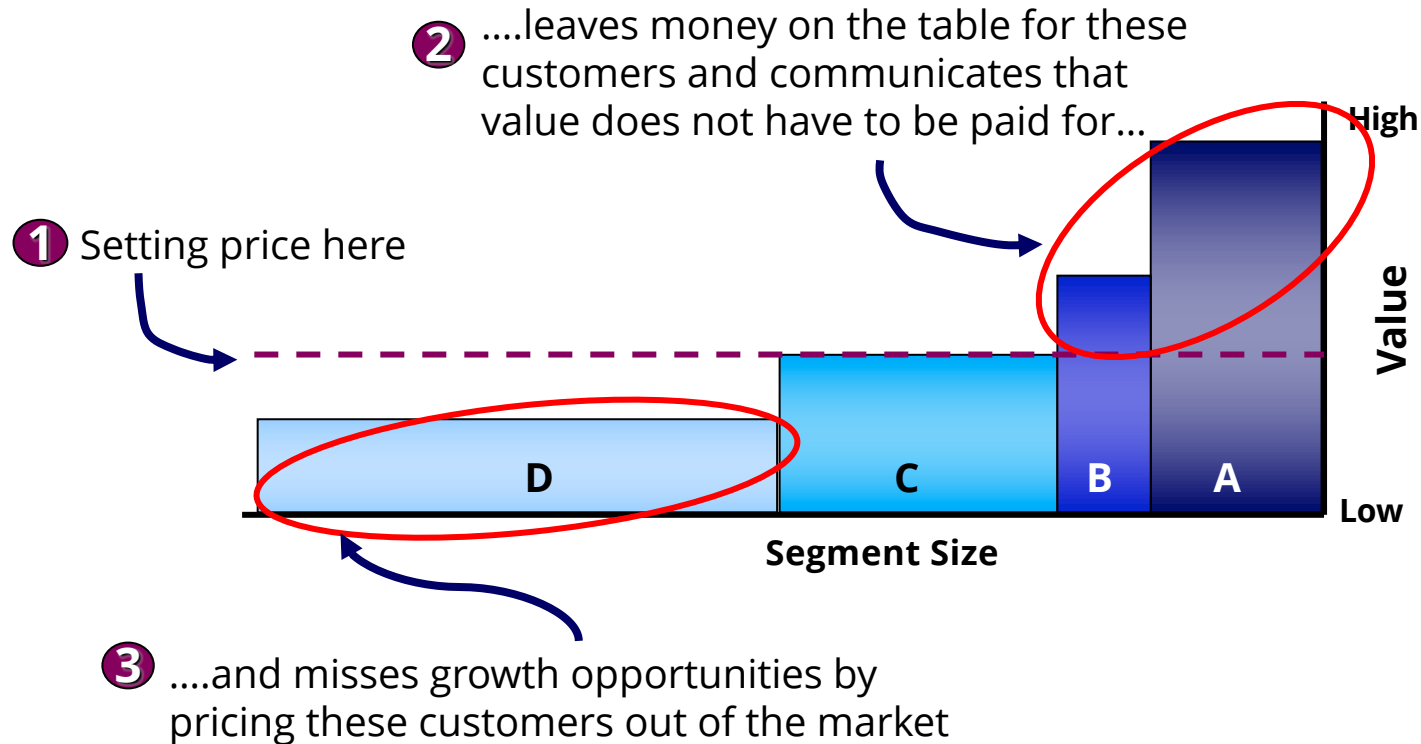
- Sharpen your focus
- Differentiated products (and pricing)
- Greater profits

Burger, Fries & Coke



Segmented Pricing

A one-size fits all approach to pricing reduces profitability and intensifies customer pricing pressure



The Challenge Of Segmented Pricing

Variable Cost/Unit = \$5		5 Segments				
	A	B	C	D	E	Total
Optimal Price by Segment	\$20	\$15	\$10	\$8	\$6	
Segment Size ('000)	50	150	350	250	200	1000
Percent of Market	5%	15%	35%	25%	20%	100%
Contribution \$ ('000) with:						
One Price of \$10						
Two Prices of \$15 & \$8						
Five Prices of \$20, \$15, \$10, \$8, \$6						

3 Choices

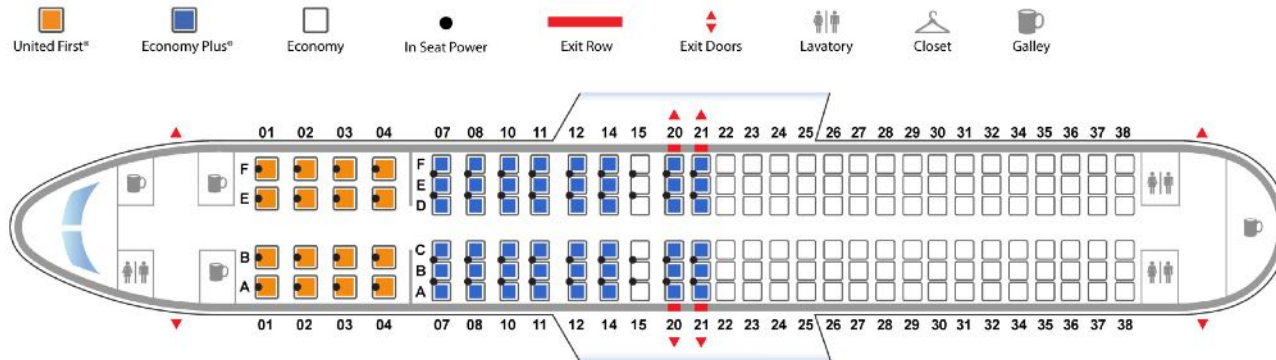
The Benefit Of Segmented Pricing

5 Segments						
Variable Cost/Unit = \$5						
	A	B	C	D	E	Total
Optimal Price by Segment	\$20	\$15	\$10	\$8	\$6	
Segment Unit Sales ('000)	50	150	350	250	200	1000
Percent of Market	5%	15%	35%	25%	20%	100%
Contribution \$ ('000) with:						
One Price of \$10	\$250	\$750	\$1,750	\$0	\$0	\$2,750
Two Prices of \$15 & \$8	\$500	\$1,500	\$1,050	\$750	\$0	\$3,800
Five Prices of \$20, \$15, \$10, \$8, \$6	\$750	\$1,500	\$1,750	\$750	\$200	\$4,950

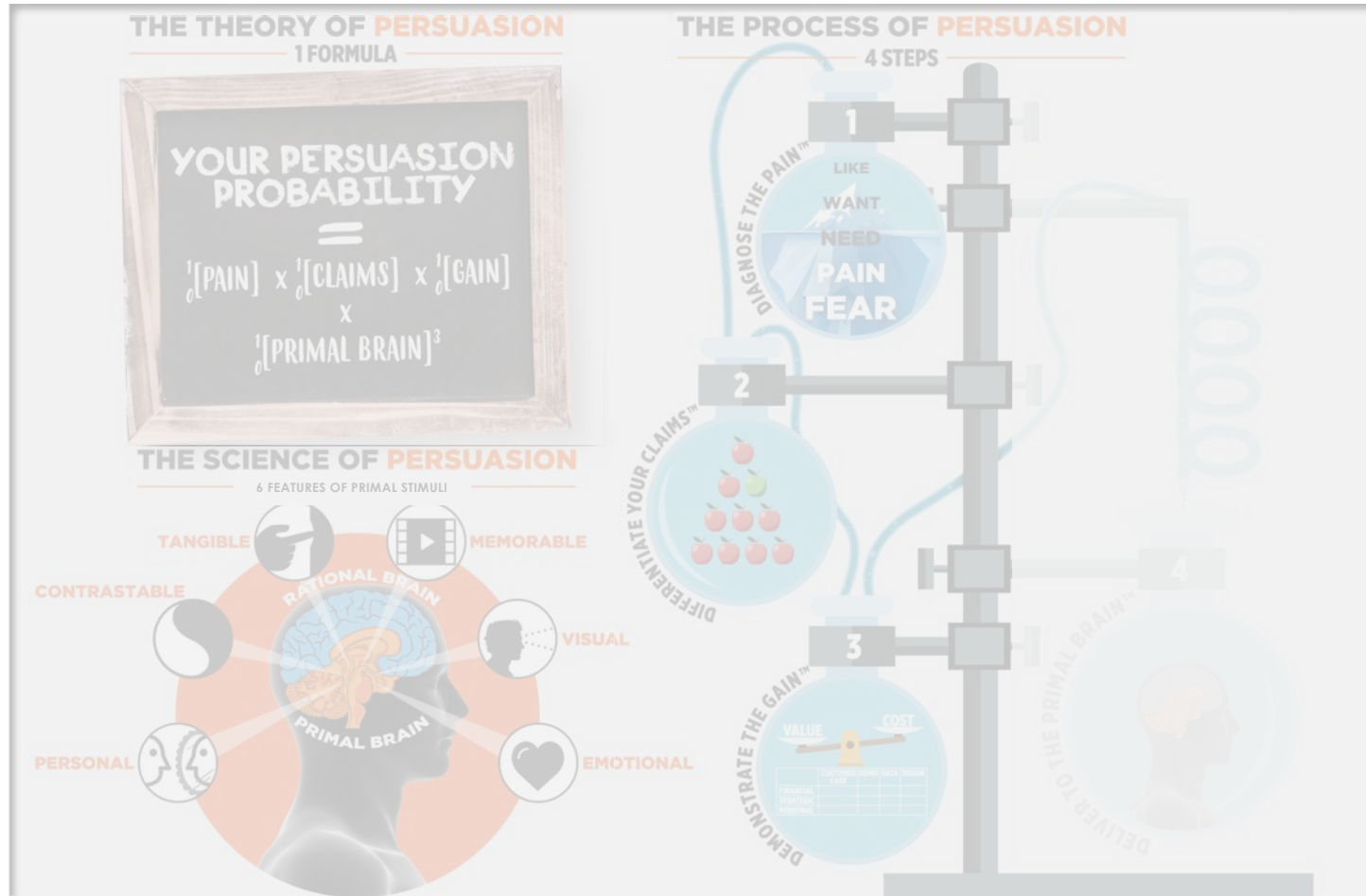
Targeting

Different Segments

- Business vs Leisure
- Income/Price sensitivity
- Seat comfort
- Food/beverage choice
- Luggage or no luggage
- Departure time preference
- Non-stop vs stops
- Etc., etc.



Messaging



The background of the slide is a repeating pattern of orange and brown geometric shapes, specifically cubes and diamonds, creating a 3D effect.

PAIN



Product
or
Pain?

Product or Pain?



Re-enacting the Pain



Everyone in favor
of a lighter projector
raise your hands.

NEW
XGA Version

Introducing the Sony VPL-XC500
Ultra Personal™ Projector with
true XGA resolution. Even at just 8.2 pounds,
it delivers detailed images along with 600
ANSI lumens of brightness. Choose it for

our VPL-SC90J with SVGA resolution and 300 ANSI
lumens. Both have the same strong, compact
magnesium body and three-year warranty,
which makes them the projectors to pack
for presentations that pack a punch.

VPL-XC500
Ultra Personal Projector

SONY

Sometimes the Pain is

Want



Pain



Buyers' Iceberg

Like
Want
Need

Pain
Fear

CONSCIOUS
Rational Brain

UNCONSCIOUS
Primal Brain

10%

90%

Sometimes the Pain is

Want



Pain

Sometimes the Pain is

Want

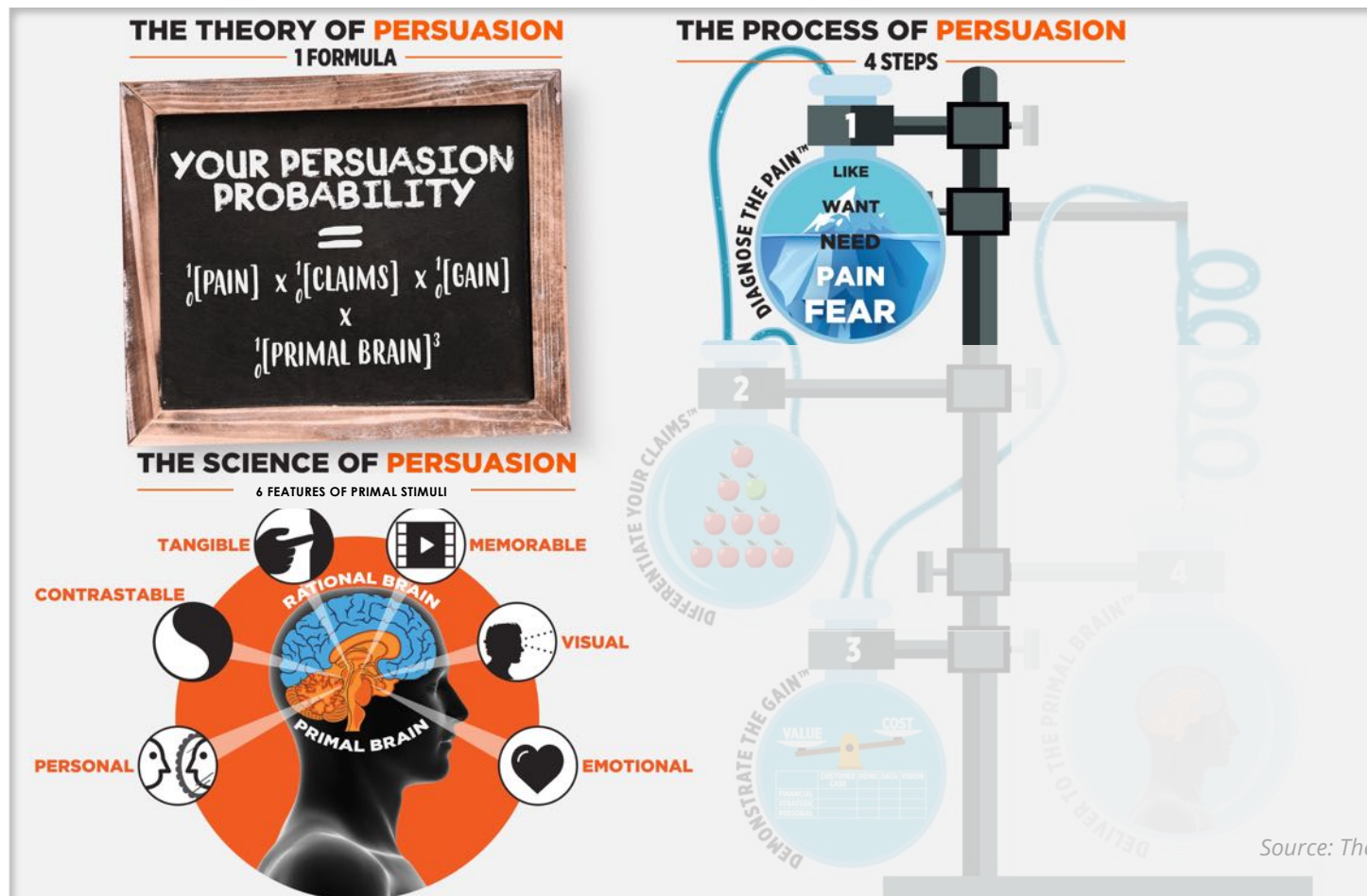


Pain

- 0.1 List the Best Questions to Diagnose Your Customers' PAINs
- 0.2 Learn to Listen: Pause, Permission (to Print), Paraphrase
- 1.1 List Your Customers Top PAINs (Negative Emotions)
- 1.2 Rank These PAINs
 - Awareness
 - Urgency
 - Intensity
 - # Afflicted

Dig Deeper for Better Diagnosis





The background of the slide is a solid blue color with a repeating geometric pattern of interlocking cubes or hexagons in various shades of blue, creating a 3D effect.

CLAIM

Epson Claim

YOU'VE GOT TO SEE IT IN **EPSON** COLOR.

WITH OTHER PROJECTORS YOU SEE THE WORLD'S SMARTEST MAN.


WITH OUR PROJECTOR HE'S EVEN BRIGHTER.

Albert Einstein. Photographed by Dr. Hugo B. Kohn. Agency Inc., Beverly Hills, CA.

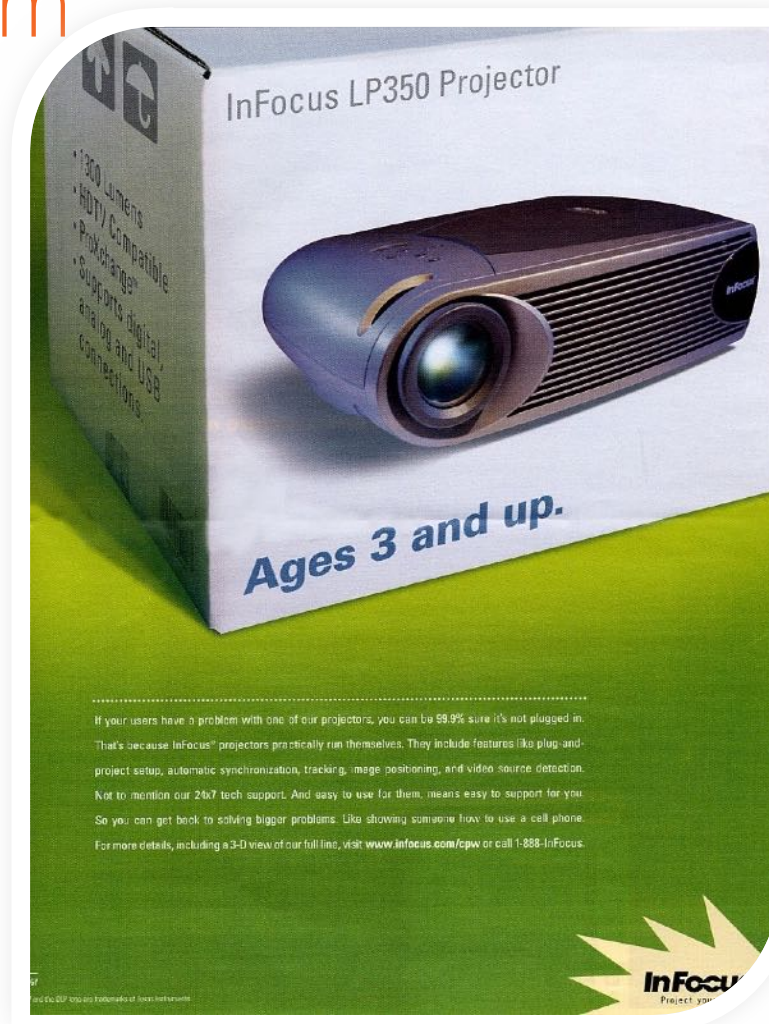
Talk about smart. Though its mass is a mere 13.7 pounds, when it comes to projecting, the Epson® PowerLite® 5300 makes a quantum leap. With 1200 ANSI lumens, it's bright enough to dazzle any audience – even in a lit room. Yet, to take advantage of this advanced performance, you don't need a PhD. Just connect the cords, push a button, and our exclusive SizeWise™ formatting takes care of the rest. Your images will come out looking brilliant. And you – you'll come out looking like a genius.

Epson PowerLite 5300

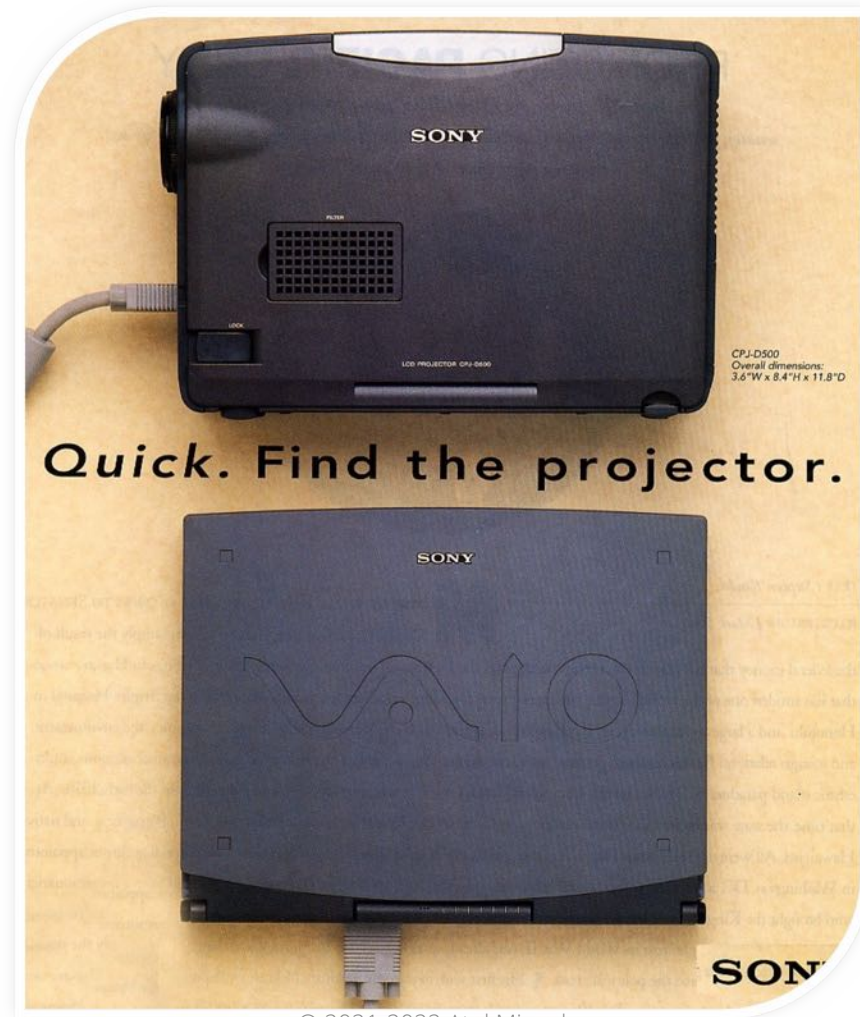
INTRODUCING THE POWERLITE 5300. 1200 LUMENS HAVE NEVER BEEN SO PORTABLE.



InFocus Claim



Sony Claim



A Typical (B2B) Website ...

- Who We Are... (blah, blah, blah...)
- What We Do... (blah, blah, blah...)

First **WHY**... and then **WHAT**

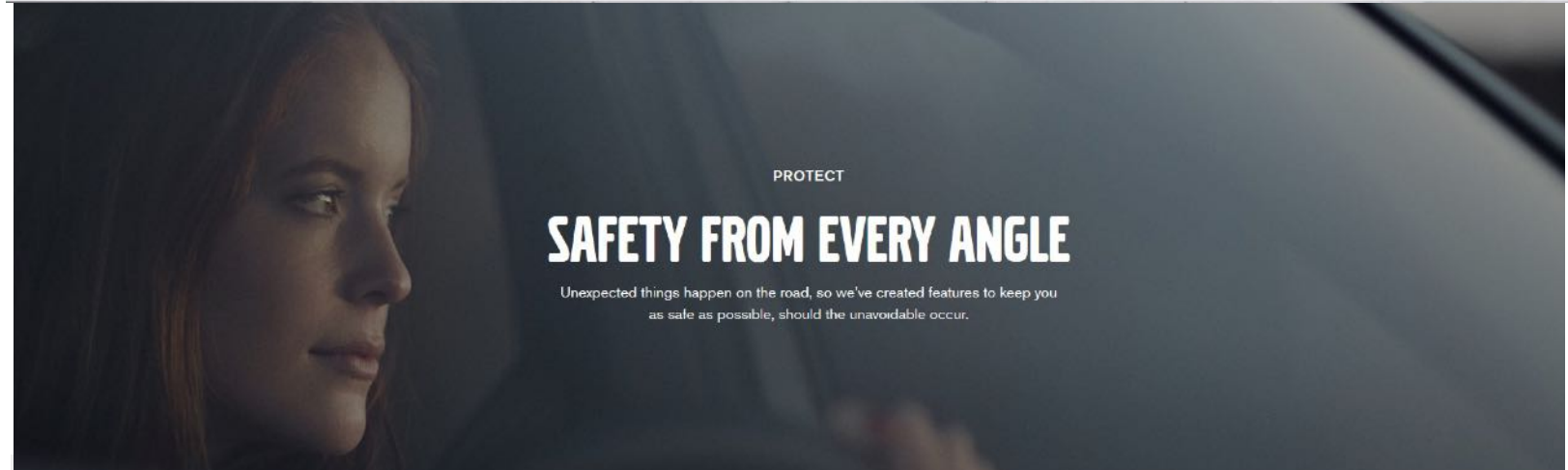
A Great Website ... is Like a Book



Rösler USA: Claims & Sub-Claims

- Finish *Fast*
 - Reliably Higher Throughput
 - Reliably Lower Downtime
 - Reliably Smoother Changeover
- Finish *Right*
 - Better Finish
 - Better Techniques
 - Better Process Design
- Finish *Ahead*
 - Lower Total Cost of Operation **OR** Higher Value
 - Reduced Labor Requirement
 - Easier Installation, Monitoring and Maintenance

Claim of a Car Company



Pedestrian airbag

A safe car should protect those inside and out. That's why the Pedestrian Airbag — a Volvo first technology — automatically releases to cover the windshield and lessen the impact. (Not available in the U.S.)



Seat belts

We invented the three-point seatbelt in 1959, but today, ours are safer than ever. Now, our seatbelts automatically tighten within a few thousandths of a second after a collision.



Stronger construction

Made of super-strong boron steel and lighter steels, our safety cages hold strong during an accident, while allowing the energy to disperse to help keep you safe.

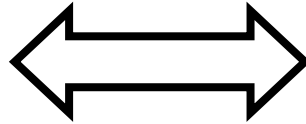
What's a Brand?

Rooted in the *brain of the customer*, a brand is an *associative memory* linking the *name of the company* with a set of *attributes – factual or emotional*.



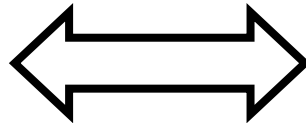
Emotional Association

- Can be Positive or Negative



"Tar-jé"

*affordable
chic*



***"Whole
Paycheck"***

*too
expensive*

Claim: Code Blue Insurance



EXTRAORDINARY **SPEED**

Your policyholders can now get the fastest response time in the industry.

[LEARN MORE](#)



EXTRAORDINARY **SCIENCE**

Your policyholders can benefit from our advanced Science of Drying techniques.

[LEARN MORE](#)

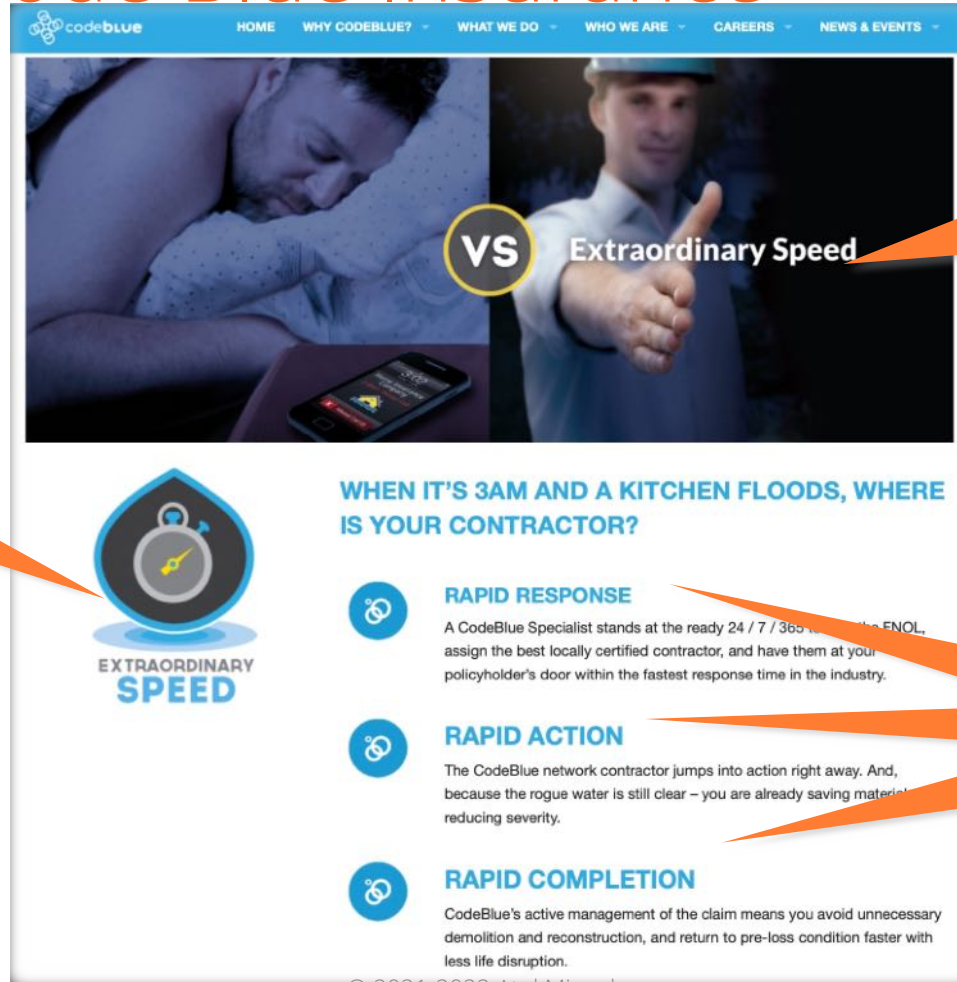


EXTRAORDINARY **SERVICE**

See how you can benefit from our advanced Science of Drying.

[LEARN MORE](#)

Claim 1: Code Blue Insurance



codeblue

HOME WHY CODEBLUE? WHAT WE DO WHO WE ARE CAREERS NEWS & EVENTS

VS Extraordinary Speed

EXTRAORDINARY SPEED

WHEN IT'S 3AM AND A KITCHEN FLOODS, WHERE IS YOUR CONTRACTOR?

RAPID RESPONSE
A CodeBlue Specialist stands at the ready 24 / 7 / 365 to assess the ENOL, assign the best locally certified contractor, and have them at your policyholder's door within the fastest response time in the industry.

RAPID ACTION
The CodeBlue network contractor jumps into action right away. And, because the rogue water is still clear – you are already saving material reducing severity.

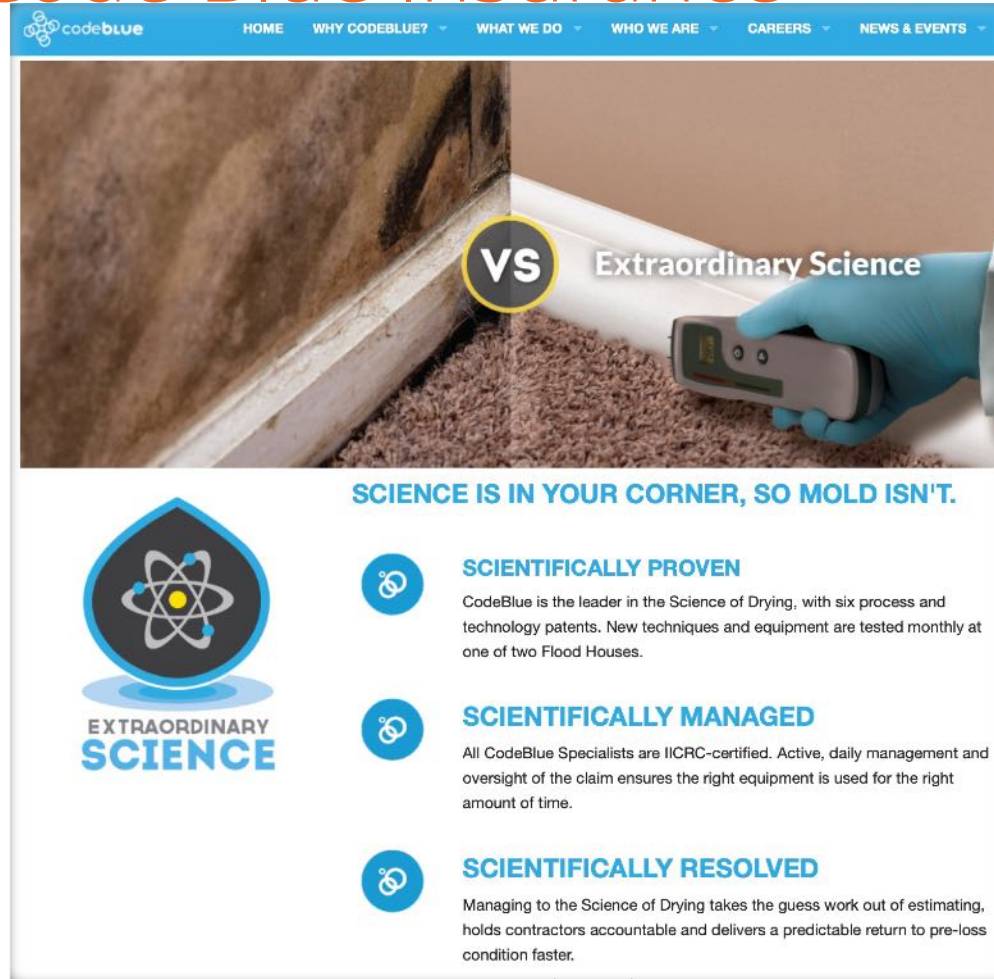
RAPID COMPLETION
CodeBlue's active management of the claim means you avoid unnecessary demolition and reconstruction, and return to pre-loss condition faster with less life disruption.

Chapter
Heading

Image
Speaks for
Itself

Sub-
chapters

Claim 2: Code Blue Insurance



The screenshot shows the CodeBlue website with a blue header containing navigation links: HOME, WHY CODEBLUE?, WHAT WE DO, WHO WE ARE, CAREERS, and NEWS & EVENTS. The main visual is a split image: the left side shows a wall corner with significant brown mold growth, while the right side shows a gloved hand using a moisture meter on a carpet. A yellow circle with 'VS' is in the center. Below the image, the text 'Extraordinary Science' is on the right. To the left of the text is a logo featuring an atom symbol inside a blue shield shape, with the words 'EXTRAORDINARY SCIENCE' below it. To the right of the logo, the text 'SCIENCE IS IN YOUR CORNER, SO MOLD ISN'T.' is displayed. Below this, three circular icons (each containing a stylized 'CB' or atom symbol) precede three sections: 'SCIENTIFICALLY PROVEN', 'SCIENTIFICALLY MANAGED', and 'SCIENTIFICALLY RESOLVED', each with a brief description of CodeBlue's services.

codeblue HOME WHY CODEBLUE? WHAT WE DO WHO WE ARE CAREERS NEWS & EVENTS

VS Extraordinary Science

SCIENCE IS IN YOUR CORNER, SO MOLD ISN'T.


EXTRAORDINARY SCIENCE


SCIENTIFICALLY PROVEN
CodeBlue is the leader in the Science of Drying, with six process and technology patents. New techniques and equipment are tested monthly at one of two Flood Houses.


SCIENTIFICALLY MANAGED
All CodeBlue Specialists are IICRC-certified. Active, daily management and oversight of the claim ensures the right equipment is used for the right amount of time.

SCIENTIFICALLY RESOLVED
Managing to the Science of Drying takes the guess work out of estimating, holds contractors accountable and delivers a predictable return to pre-loss condition faster.


Claim 3: Code Blue Insurance


[HOME](#)
[WHY CODEBLUE?](#)
[WHAT WE DO](#)
[WHO WE ARE](#)
[CAREERS](#)
[NEWS & EVENTS](#)






WHAT IF RETURNING TO PRE-LOSS CONDITION FASTER COULD MAKE YOUR BOTTOM LINE AS HAPPY AS YOUR POLICYHOLDER?




GUARANTEED RESULTS

We stand by our process. Because we take the guesswork out of the claim through science, you can rest assured that your policyholder is well taken care of.



GUARANTEED SAVINGS

Because we are actively managing the claim daily, there are no unnecessary expenses. In fact, we guarantee you will see at least a 20% reduction in severity.



GUARANTEED SATISFACTION

Our subject matter experts act as advocates for policyholders on your behalf and return them to pre-loss condition fast and efficiently, resulting in more policy renewals.

Claims: Matworks Flooring Company



Claims: HSI Training Company



Claims: Digitech Systems



DIGITECH SYSTEMS

Products ECMNOW! Industries Resources About Press Room Contact Us Resellers ImageSilo Logi

Overwhelmed by your current information management system?

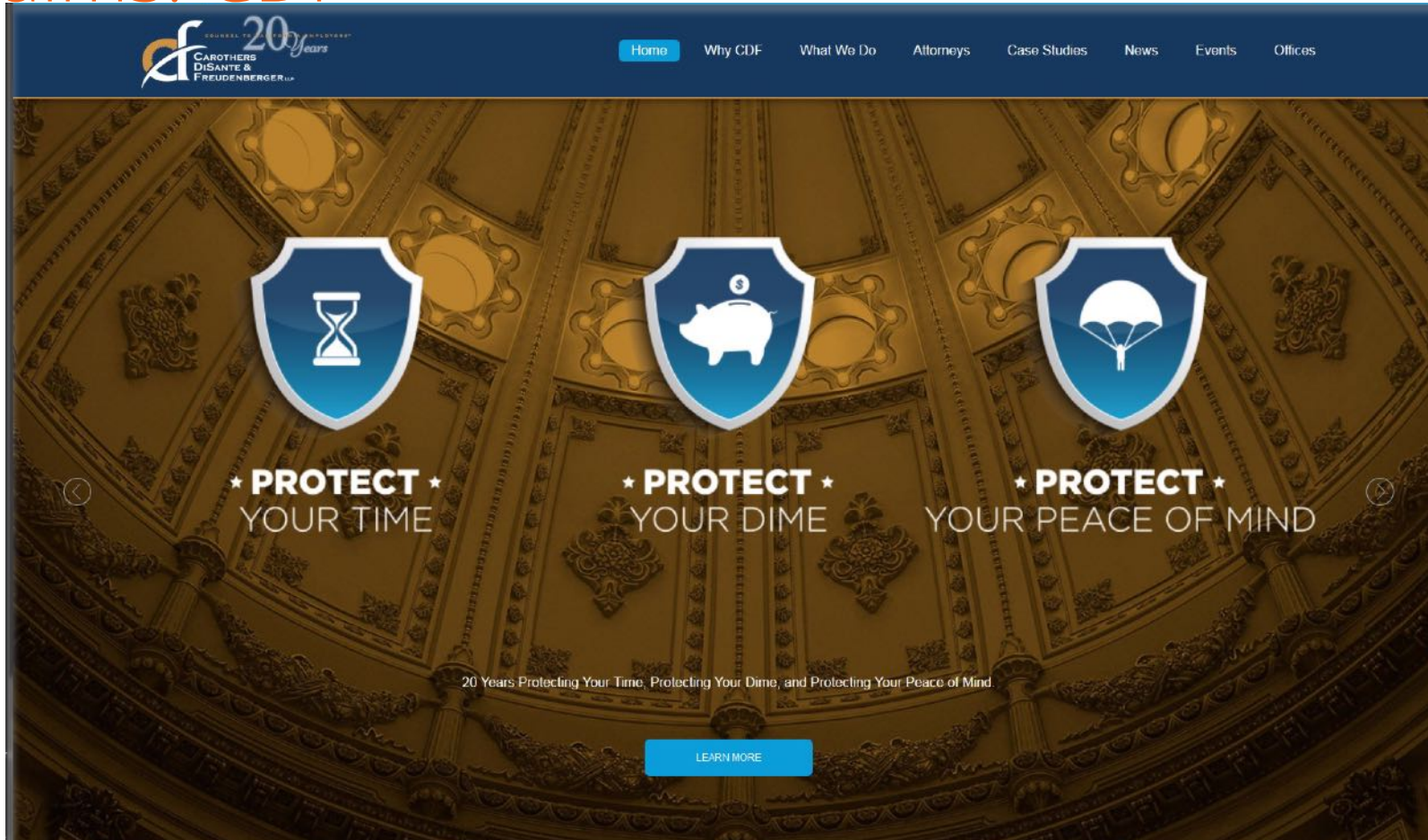
Free yourself with ECMNOW!

ECMNOW
BY DIGITECH SYSTEMS, LLC

Paper documents holding you back?

Drop the paper weight!

Claims: CDF



The banner features a dark blue header with the firm's logo and a 20th anniversary emblem. The main content area has a background of a classical dome interior. Three blue shields with white icons (hourglass, piggy bank, and umbrella) are arranged horizontally. Below each shield is the text '★ PROTECT ★' followed by 'YOUR TIME', 'YOUR DIME', and 'YOUR PEACE OF MIND' respectively. At the bottom, a blue button says 'LEARN MORE'.

20 years
CAROTHERS
DiSANTe &
FREUDENBERGER LLP

[Home](#) [Why CDF](#) [What We Do](#) [Attorneys](#) [Case Studies](#) [News](#) [Events](#) [Offices](#)

★ PROTECT ★
YOUR TIME

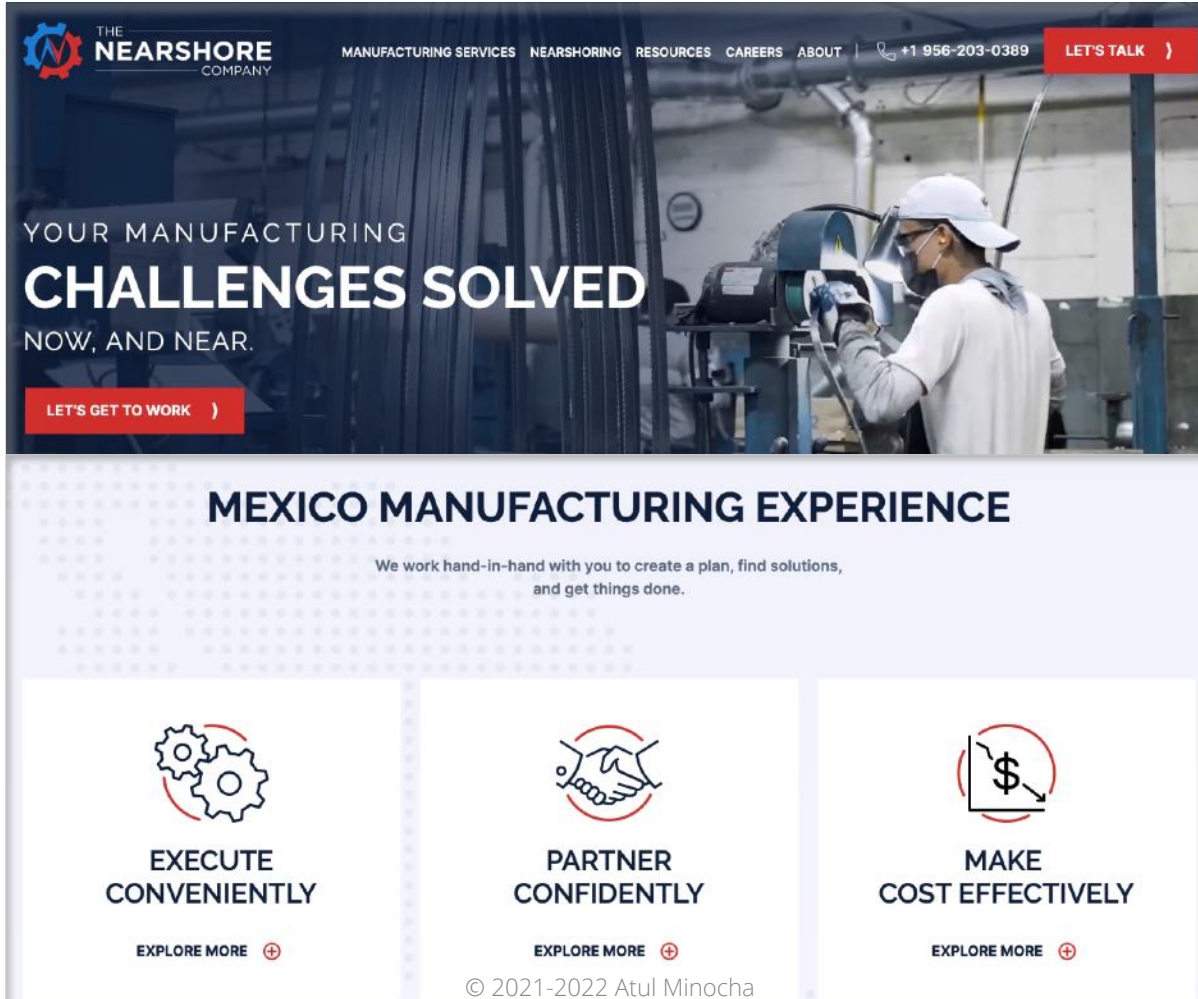
★ PROTECT ★
YOUR DIME

★ PROTECT ★
YOUR PEACE OF MIND

20 Years Protecting Your Time, Protecting Your Dime, and Protecting Your Peace of Mind.

[LEARN MORE](#)

Claims: The Nearshore Company



The screenshot shows the homepage of The Nearshore Company. The header features the company logo, navigation links for Manufacturing Services, Nearshoring, Resources, Careers, and About, a phone number (+1 956-203-0389), and a 'Let's Talk' button. The main banner image shows a worker in a hard hat and safety glasses operating a machine, with the text 'YOUR MANUFACTURING CHALLENGES SOLVED NOW, AND NEAR.' and a 'Let's Get to Work' button. Below the banner is a section titled 'MEXICO MANUFACTURING EXPERIENCE' with the tagline 'We work hand-in-hand with you to create a plan, find solutions, and get things done.' This section is followed by three columns, each with an icon and a heading: 'EXECUTE CONVENIENTLY' (gears icon), 'PARTNER CONFIDENTLY' (handshake icon), and 'MAKE COST EFFECTIVELY' (dollar sign with downward arrow icon). Each column also includes an 'EXPLORE MORE' link with a plus icon.

THE NEARSHORE COMPANY



MANUFACTURING SERVICES NEARSHORING RESOURCES CAREERS ABOUT | +1 956-203-0389 [LET'S TALK](#)



YOUR MANUFACTURING
CHALLENGES SOLVED
NOW, AND NEAR.



[LET'S GET TO WORK](#)

MEXICO MANUFACTURING EXPERIENCE

We work hand-in-hand with you to create a plan, find solutions, and get things done.


EXECUTE CONVENIENTLY
[EXPLORE MORE](#) 


PARTNER CONFIDENTLY
[EXPLORE MORE](#) 


MAKE COST EFFECTIVELY
[EXPLORE MORE](#) 

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2.1 Your TOP 3 CLAIMs

- Therapeutic to Pain(s)
- Original to You
- Provable

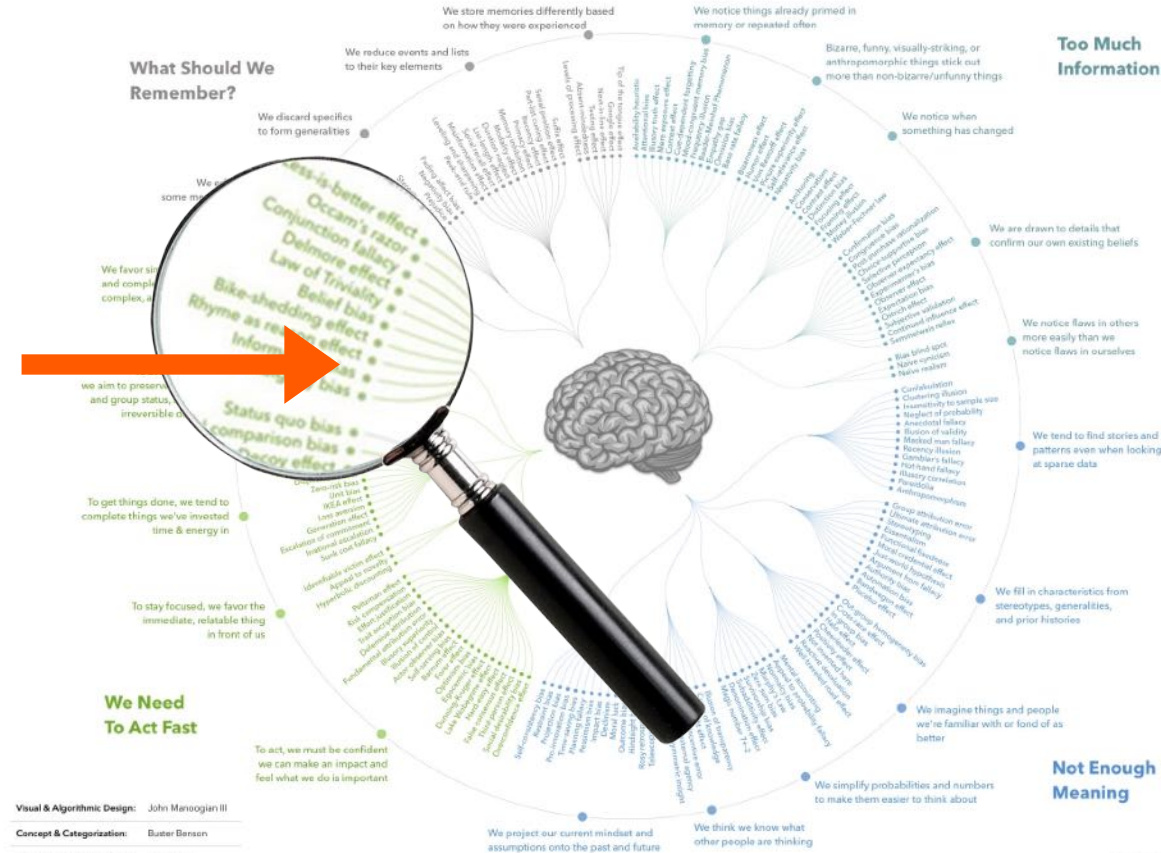
2.2 List Your Competitors' CLAIMs

2.3 Wordsmith Your CLAIMs

- Alliteration
- Rhyme
- Repetition
- ...

188 Cognitive Biases

COGNITIVE BIAS CODEX

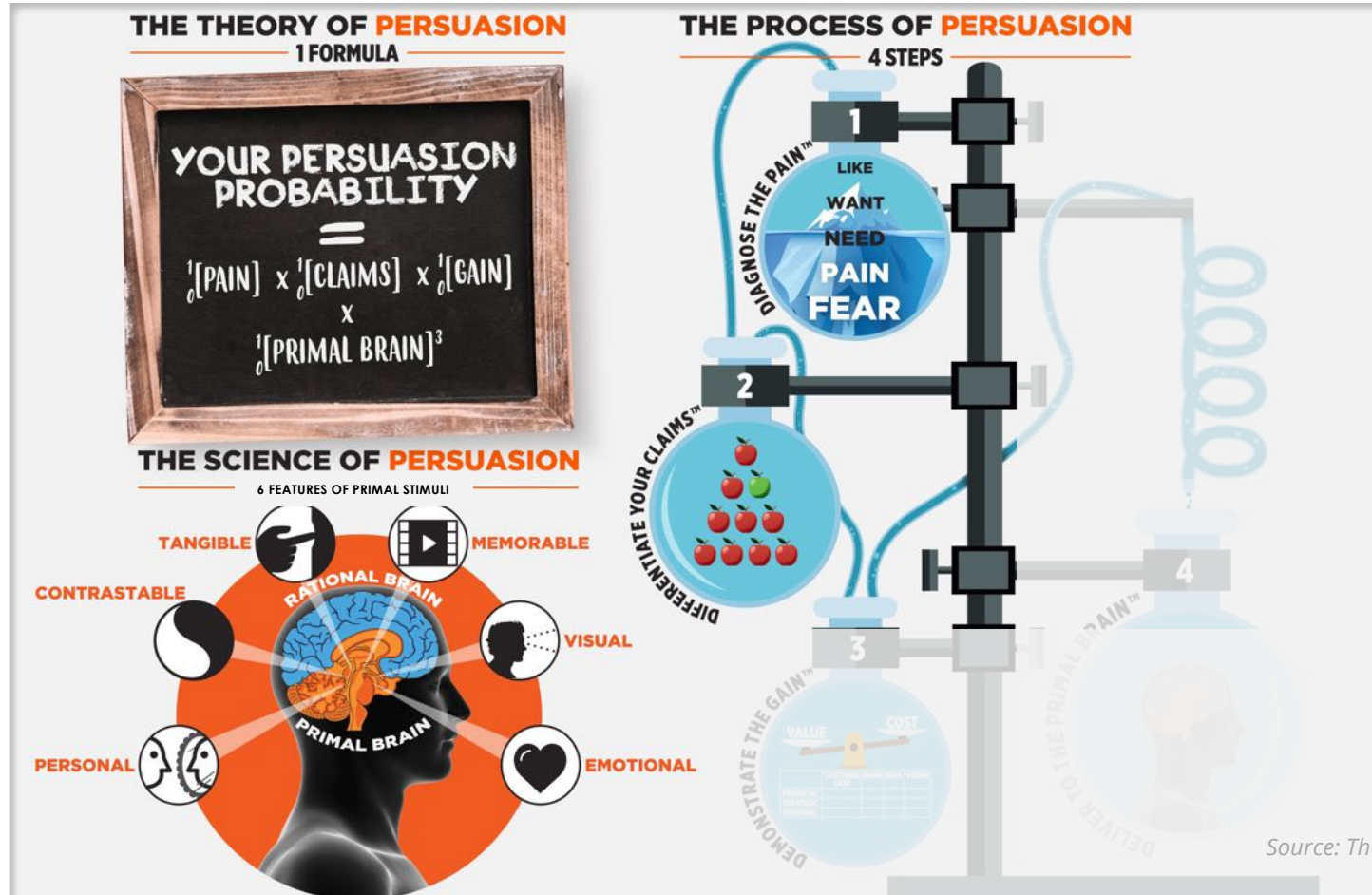


designhacks.co

Rhyme as Reason







The background of the slide is a repeating pattern of orange and brown geometric shapes, specifically cubes and triangles, creating a 3D effect.

GAIN

3 Sources of Value



FINANCIAL



STRATEGIC



PERSONAL

P R O O F

VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL				
	STRATEGIC				
	PERSONAL				

Proof Strength of Value

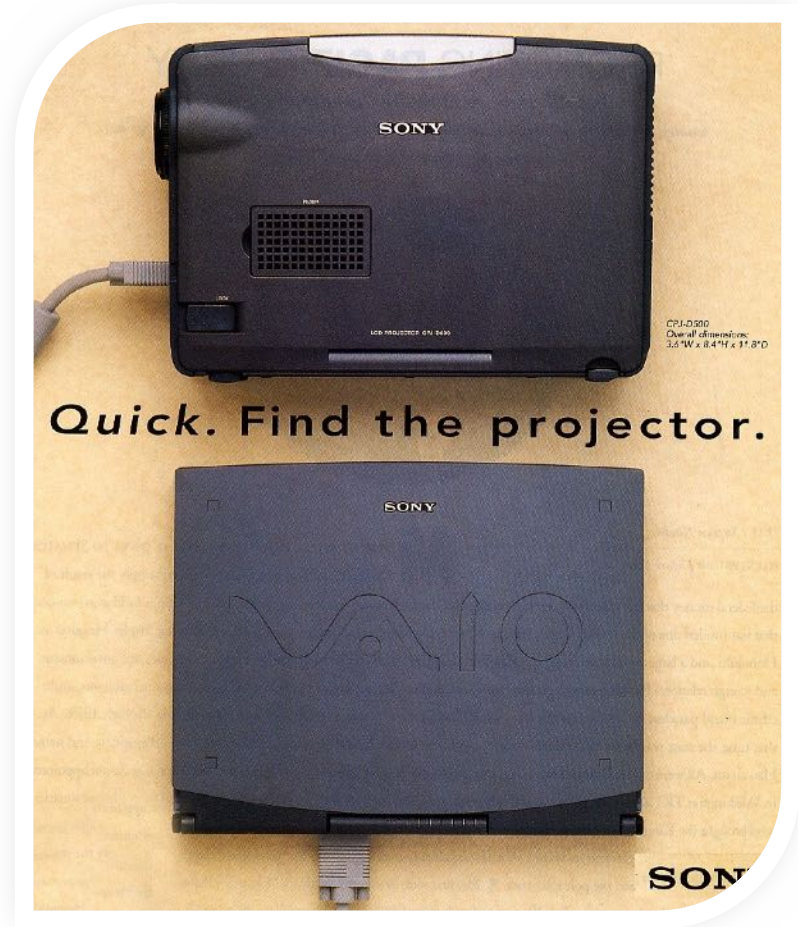


Proof Strength of Value

		★★★★	★★★	★★	★
		SOCIAL	VISIBLE	ANALYTICAL	ASPIRATIONAL
VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL				
	STRATEGIC				
	PERSONAL				

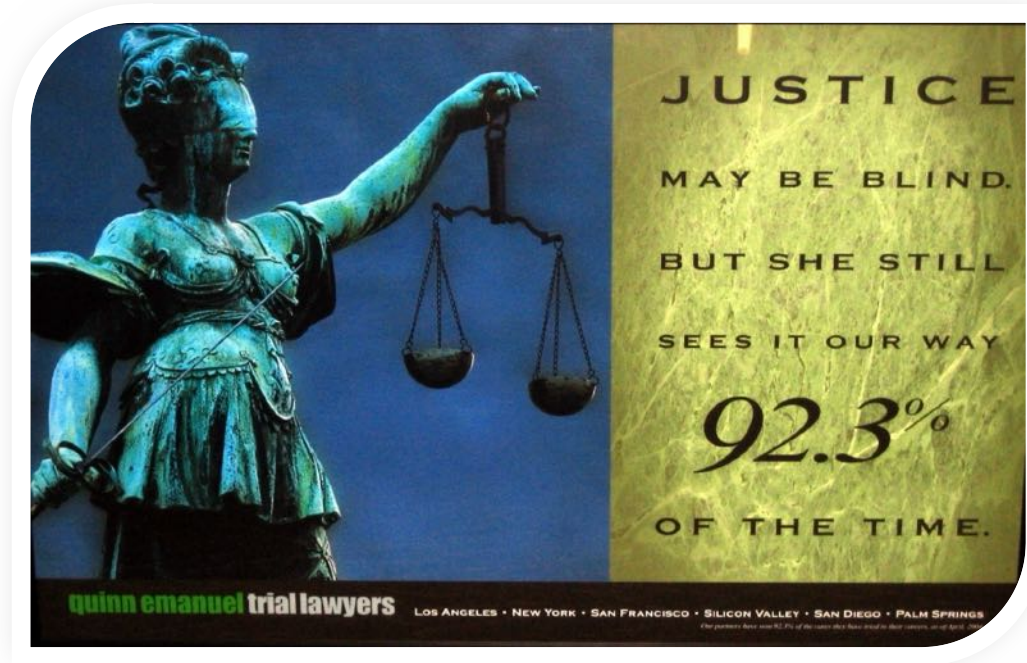
What Value? What Proof?

		P R O O F			
VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL				
	STRATEGIC				
	PERSONAL		✓		



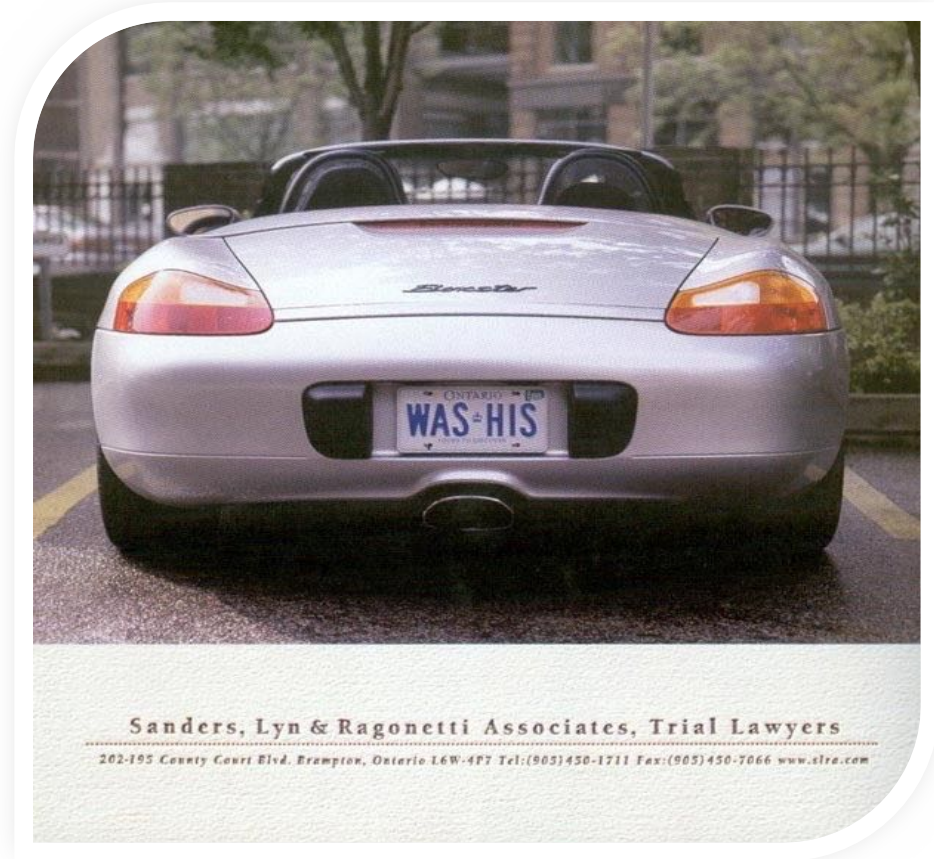
What Value? What Proof?

P R O O F					
VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL			✓	
	STRATEGIC				
	PERSONAL				

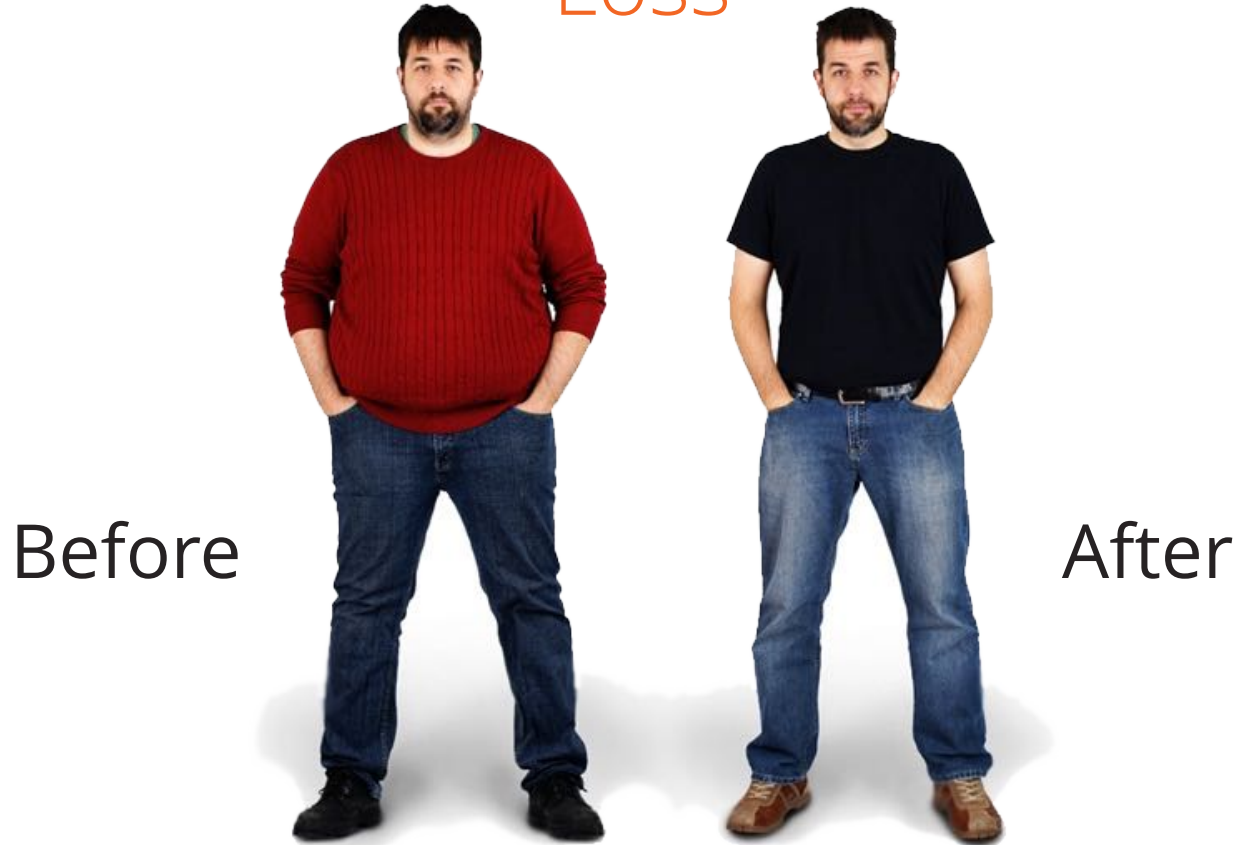


What Value? What Proof?

		P R O O F			
VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL	✓			
	STRATEGIC				
	PERSONAL	✓			



Demonstrating the ~~Gain~~ Loss



For Each CLAIM:

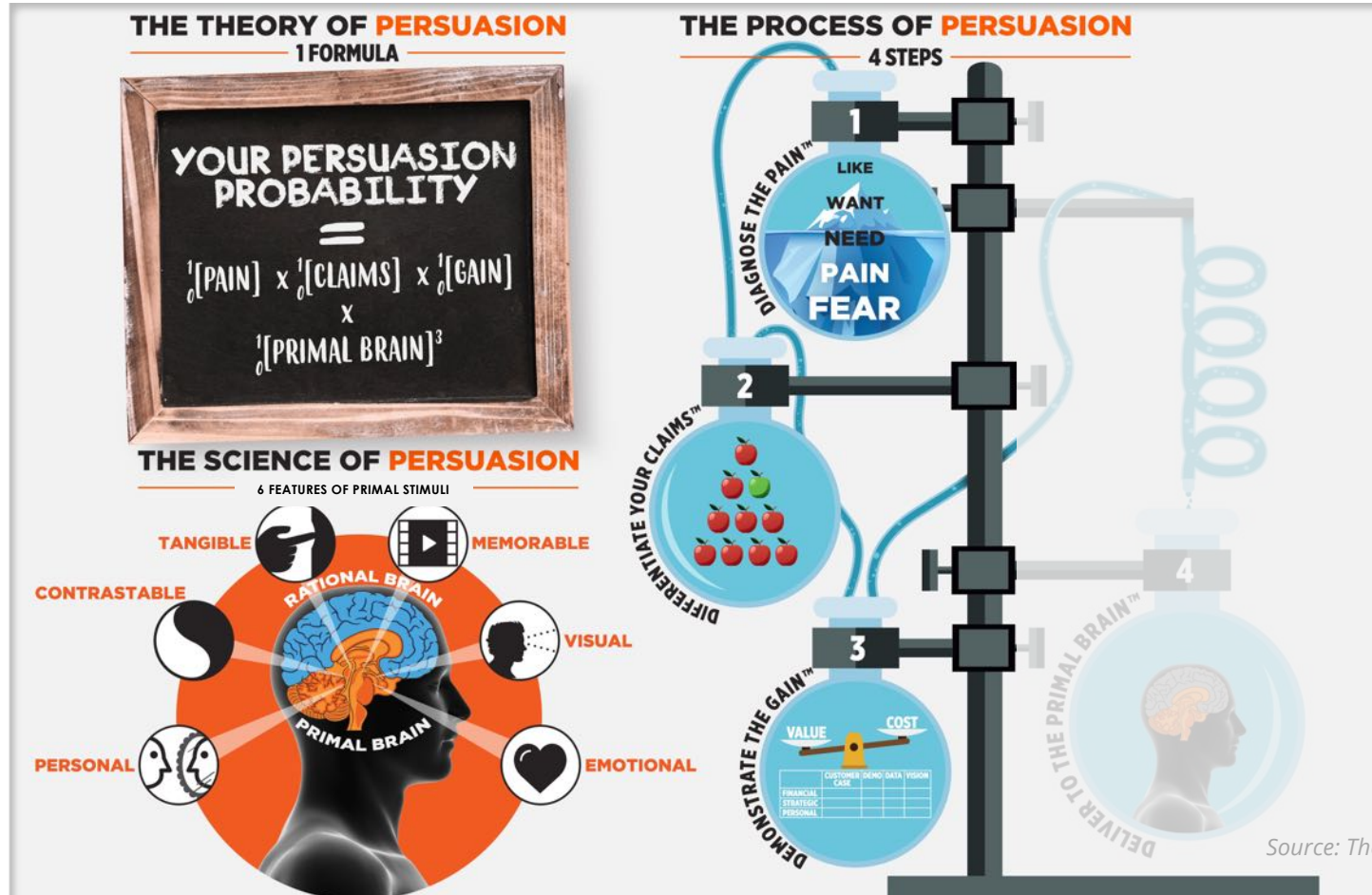
3.1 **Unveil** All Benefits or Sub-claims

3.2 For Each Benefit, **Quantify** its:

- Financial Value
- Strategic Value
- Personal Value

3.3 **Prove** the Value with:

- Customer Case
- Demo
- Data
- Vision



About Atul Minocha

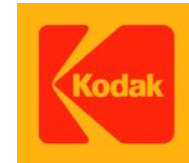
Background & Experience

- Understand and comfortable applying technology, data, and neuromarketing principles
- Ability to translate complex tech-speak into customer-friendly messaging
- Former Chief Marketing Officer/GM at F1000 companies
- Experienced in B2B, B2C and B2B2C verticals – industrial, healthcare, automotive, etc.
- 22 years of “corporate” experience
- 12 years of “entrepreneurship”
- 10 years of “consulting/advising” (including industrial goods, technology)
- 13 years of “angel investing” & “mentoring” of start-ups
- 13 years of teaching: Hult (San Francisco/Dubai/London) & Sierra Nevada University (Lake Tahoe)
- Vistage speaker, author and graduate-level professor of marketing, strategy and pricing
- Author of Amazon-bestseller *Lies, Damned Lies, and Marketing*

Education

- B.Tech. (Mech. Eng'g.) – Indian Institute of Technology, Delhi
- M.B.A. – Yale University
- Executive Program in e-Business – Kellogg/Northwestern University

Based in Reno/Lake Tahoe, NV... work across North & South Americas, Europe, Mid-East, Japan and India



Grow With The Nation's Leading Fractional CMO Firm

1,400+

Clients Served

130+

PE Firms Engaged
Portfolio Companies

70+

Industries

100+

CMO Professionals
On Board

**Inc.
5000**

Recipient 8 Years
And Counting

2.5X

Industry Average NPS Score

"In my experience, no other marketing consulting or advisory group brings Chief Outsiders' unique combination of strategic insight, a toolkit of functional best practices, and operational know-how. They are an important partner in helping ConnectWise get to the next stage of peak performance."

- Scott Marshall, SVP Marketing,
ConnectWise



Thank you!

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