



BRAND STRATEGY

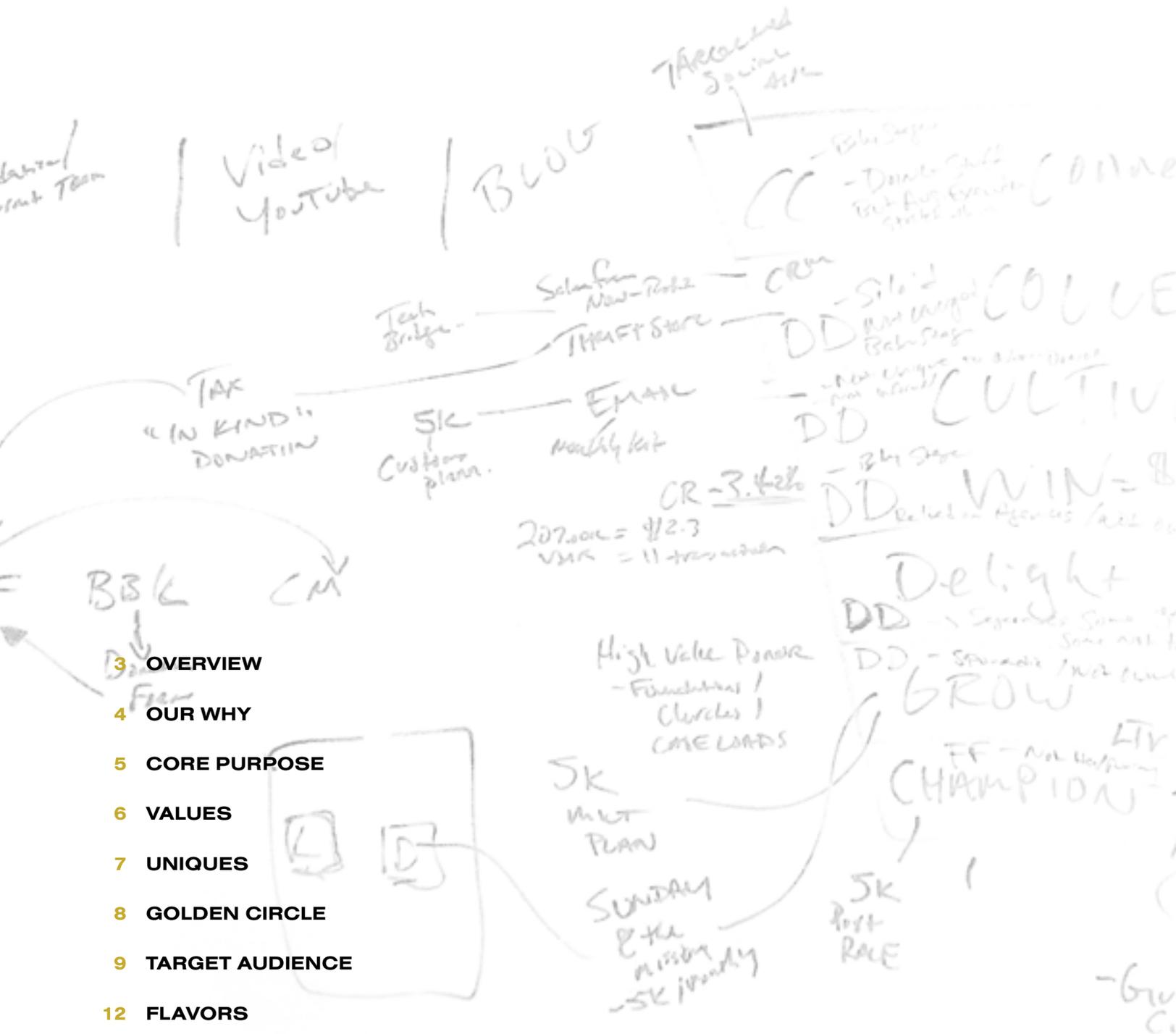


SYRUP
BRAND STRATEGY

BRAND STRATEGY

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OVERVIEW

WE LOVE

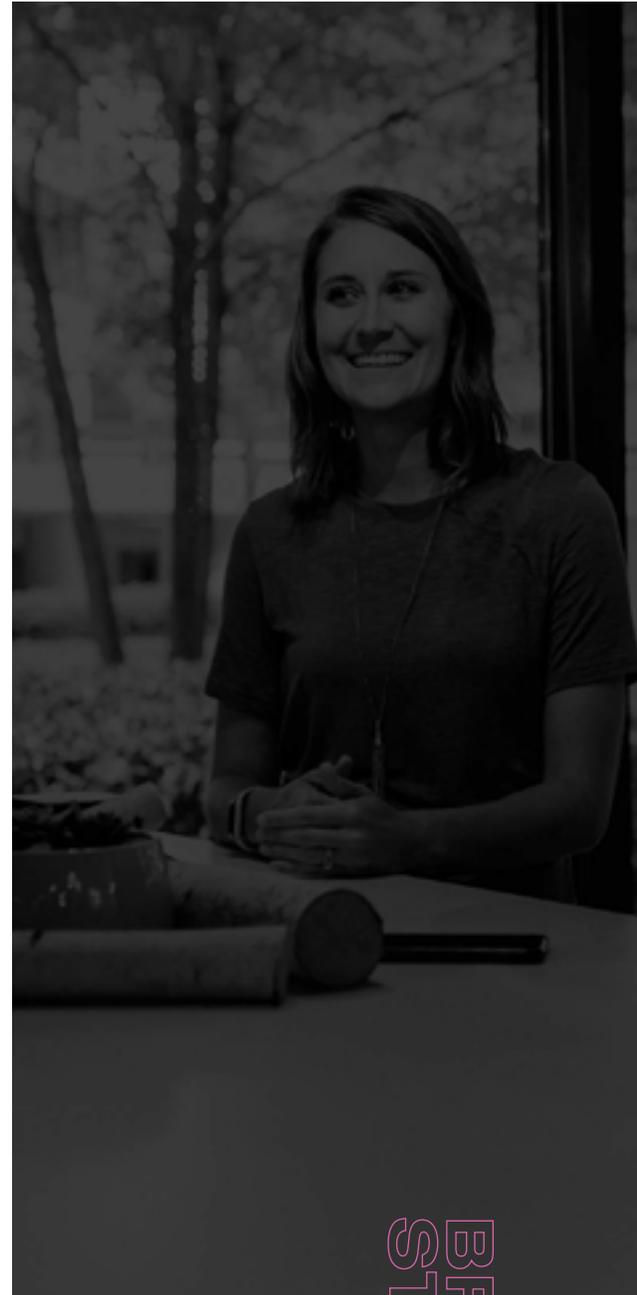
**TURNING COMPETITORS
INTO CHAMPIONS.**

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.**



**BRAND
STRATEGY**

OUR WHY



**WE LOVE TURNING COMPETITORS
INTO CHAMPIONS.**

BRAND
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CORE PURPOSE



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



BRAND
STRATEGY

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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STRATEGY

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

**BRAND
STRATEGY**



GOLDEN CIRCLE

WHO, WHY, HOW, & WHAT?

WHO

B2B companies

WHY

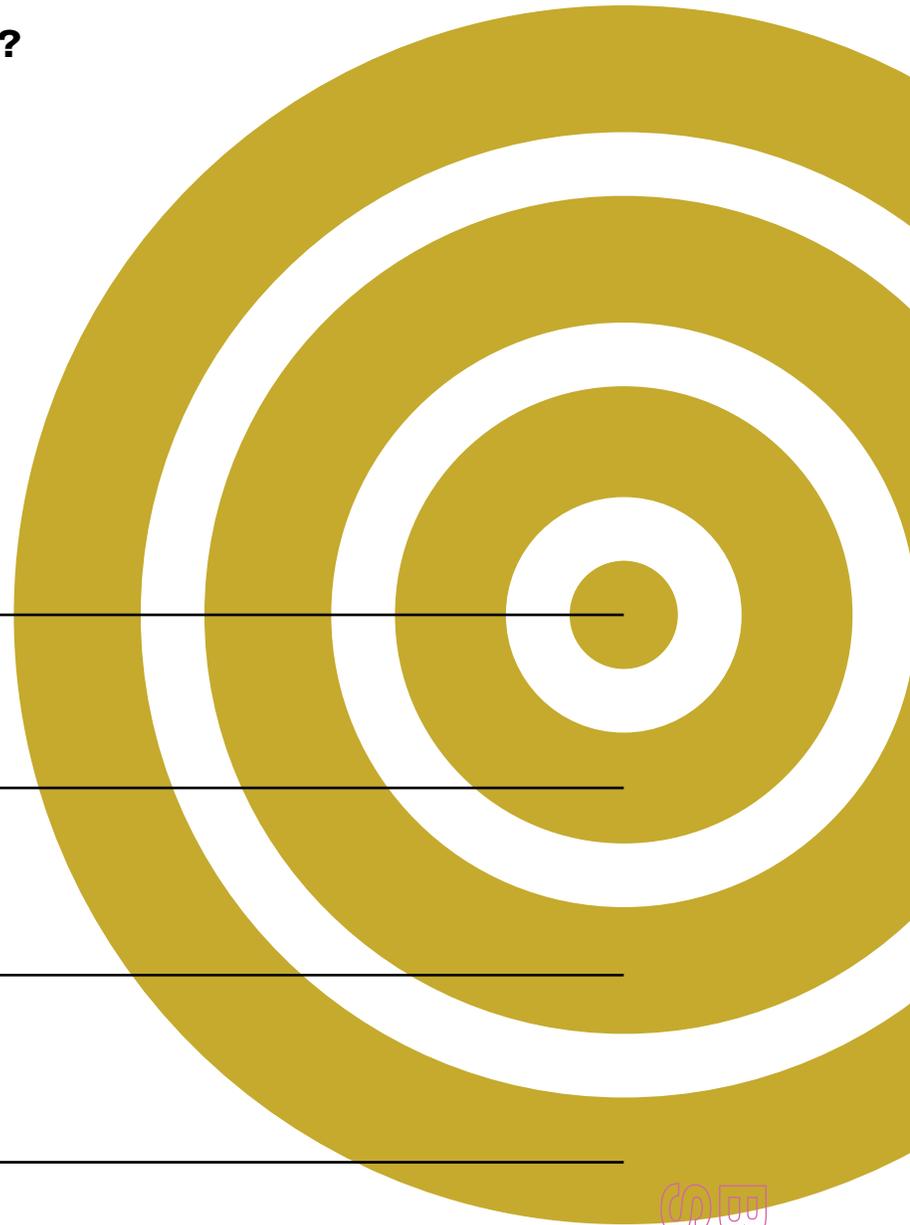
We love turning competitors into champions.

HOW

By providing focus, confidence and growth

WHAT

Brand and digital marketing agency



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STRATEGY

TARGET AUDIENCE



WHO MAKES YOUR ORGANIZATION PROFILE?

OUR NICHE

Companies that are:

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

2 MAIN AUDIENCES:

1. Owner
2. Employee with Marketing Responsibilities

OWEN, THE OWNER*

Owen is 45 years old and the owner of a software company in Atlanta. He lives northeast of the city with his wife and two kids. Much of his time is focused on growing his business. 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

Problem:

Marketing doesn't reflect the power of his product.

Future Picture:

Marketing is taken care of, your business is growing, and you're spending your time focused on what you do best.

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

*Could also be SLT executive, or non-owner SLT

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, Director
- **Job Titles:** Owner, Founder, President, CEO, COO, Director of Sales

MELANIE, THE SOFTWARE MARKETER

Melanie is 38 years old and the Marketing Director at a software 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

Problem:

She needs help executing a marketing strategy.



Empathy Statement:

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

Future Picture:

You have someone to share your ideas with, knowing they can execute.

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.



Desire:

Be liked by everyone

Problem:

No one person can do everything required for marketing (plan, strategize, execute).

Empathy Statement:

It's not fun to always be reactive and feel behind in marketing.

Future Picture:

I am proud of and see results of all the activity we are doing marketing.

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

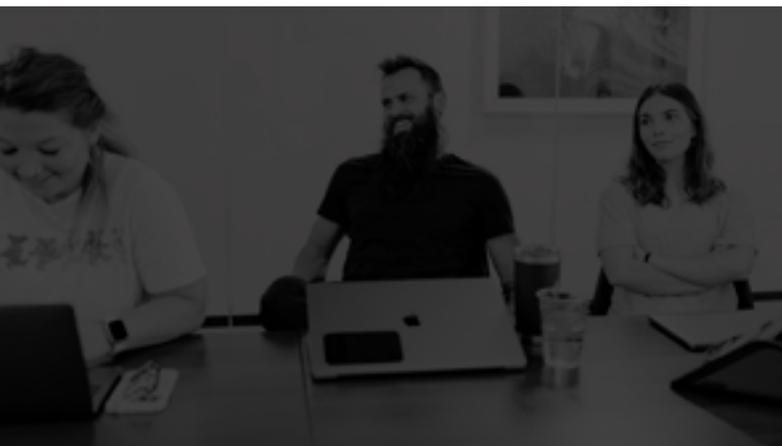
I am so encouraged by the crew at Syrup. They are always energized and you can tell they want to grow my company as much as I do.

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

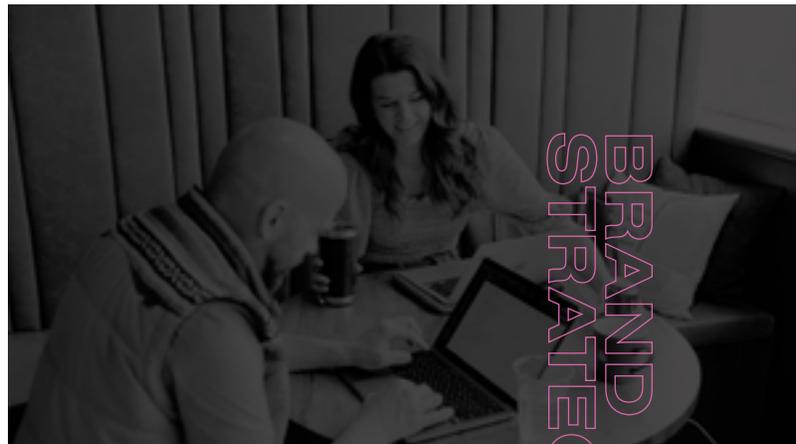
There are universal fundamentals that everyone should know. We have a team with deep, tactical leadership.

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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STRATEGY

COMMUNICATION ROAD MAP



OWEN

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MOLLY

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Empathy Statement:

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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.**



**BRAND
STRATEGY**

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](#)

COMPETITION



	MARKETWAKE	BROWN BAG	DO NOTHING	KEEP IT IN-HOUSE
THEIR STRENGTH	<p>Tactical focus</p> <p>Balanced and effective</p>	<p>Business-first approach</p> <p>Tactical focus</p>	<p>No risk</p>	<p>In the business 24/7</p>
SYRUP STRENGTH	<p>Focused on B2B & market segment</p> <p>Proven Process</p> <p>Focus, Confidence, Growth</p>	<p>Focused on B2B & market segment</p> <p>Proven Process</p> <p>Focus, Confidence, Growth</p>	<p>All specialities under one roof</p> <p>Big picture</p> <p>Growth in revenue and maturity</p> <p>Focus</p> <p>Confidence</p>	<p>Outsider's perspective</p> <p>Cost</p> <p>Efficiency</p> <p>Focus</p> <p>Growth in revenue and maturity</p>

COMPETITION



COMPANY

KEY MESSAGING

UNIQUES



The Best Digital Marketing Agency for Data-Driven Creativity

We believe in the power of great ideas and exist to help people unlock their potential to leave lasting change in the world.

- Balanced and Effective
- Salesforce team
- Pardot implementation product



We solve your business challenges using heart and hustle.

- Talent, Toolset and Range needed to market
- Business-first, full-service approach

KEY INSIGHTS:

- Competitors logos are all focused on black and white, but both bring other colors in on their website
- Competitors are not clear on what makes them unique
- Competitors are not clear on who they are for. Brown Bag seems very generalized and for anyone, while Marktwake subtly mentions small companies on their about page.