

discovery:

gaining **clarity** by uncovering **insights**

you have a story to tell...

we help you tell it.

Discovery is a 4 part framework to help you:

- Define your brand
- Understand your users
- Clarify your message
- Prioritize your marketing efforts



what it is, & how to use it.

Your brand bible is a comprehensive playbook that helps you define your brand, understand your users, clarify your message, and prioritize your marketing efforts.

This book is a start, not an end. It's a guide, not a rule. The book is expected to expand and grow as your brand does. The marketing efforts discussed in this book are written during a particular time and setting; these things change, therefore this book should constantly be read through the filter of the now.

With that being said, this book acts as the catalyst for lifelong journey of staying relevant to your users. Everything we do should be read through the filter of this framework.

contents

01 business overview

- swiizer pitch
- product/service hierarchy
- glo's and log's
- competitive audit

02 the brand

- attributes
- brand positioning statement, value prop, x-factor

03 the users

- profiles / story
- conversion funnel / journey

04 the marketing

- historical data
- content ideas
- content mediums / distribution channels
- strategy and gameplan

facilitator:

noun

a person that makes an action or process easy or easier.

“My job is simply to **assist in the process** of **surfacing insights** that will help your brand **connect with your audience.**”

A handwritten signature in black ink, appearing to read 'Sean Tambagahan', with a large, stylized flourish below the name.

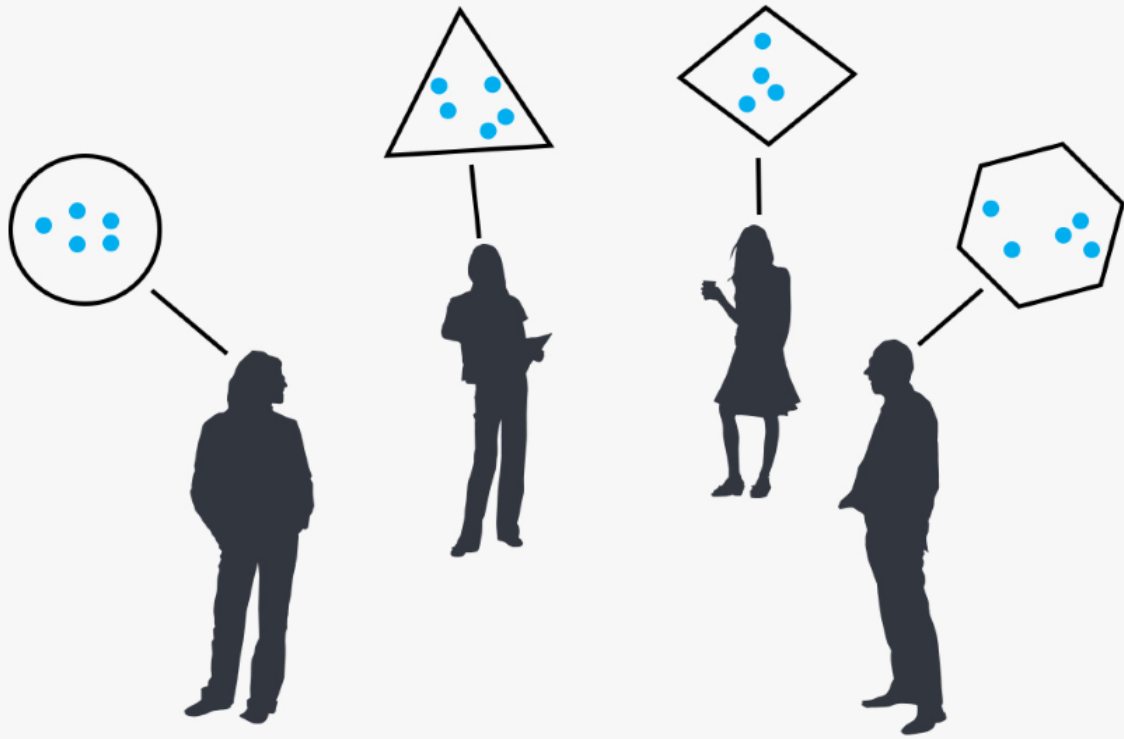
sean tambagahan

founder | ceo | brand
strategist



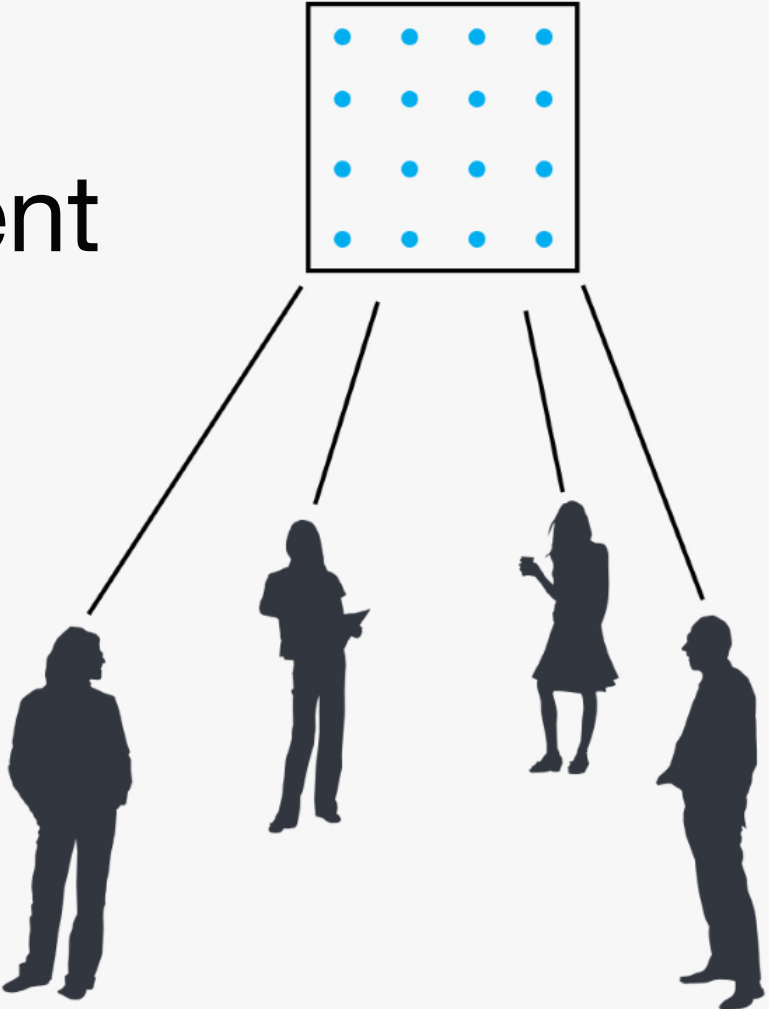


individual ideas & agendas



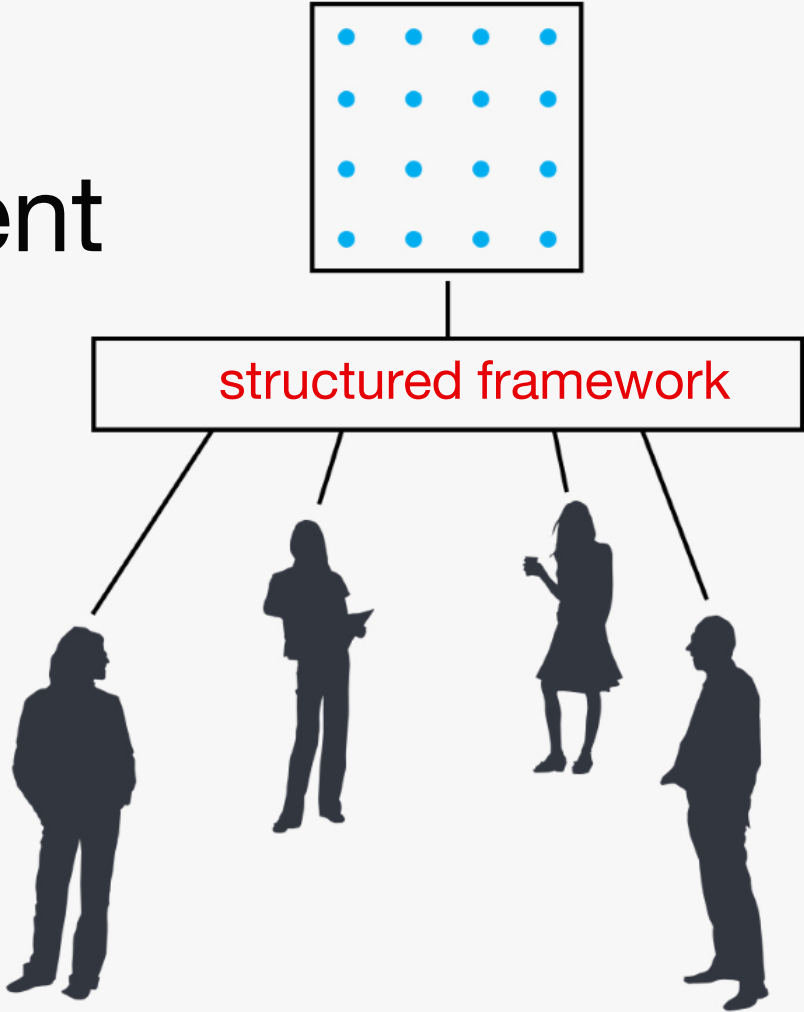


alignment



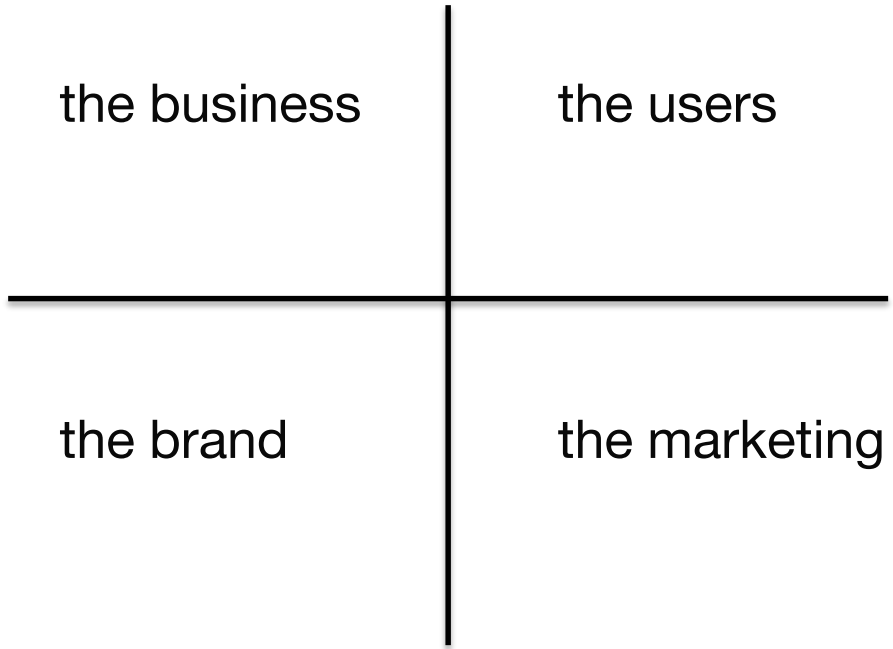


alignment





transfer knowledge within a **structured framework**





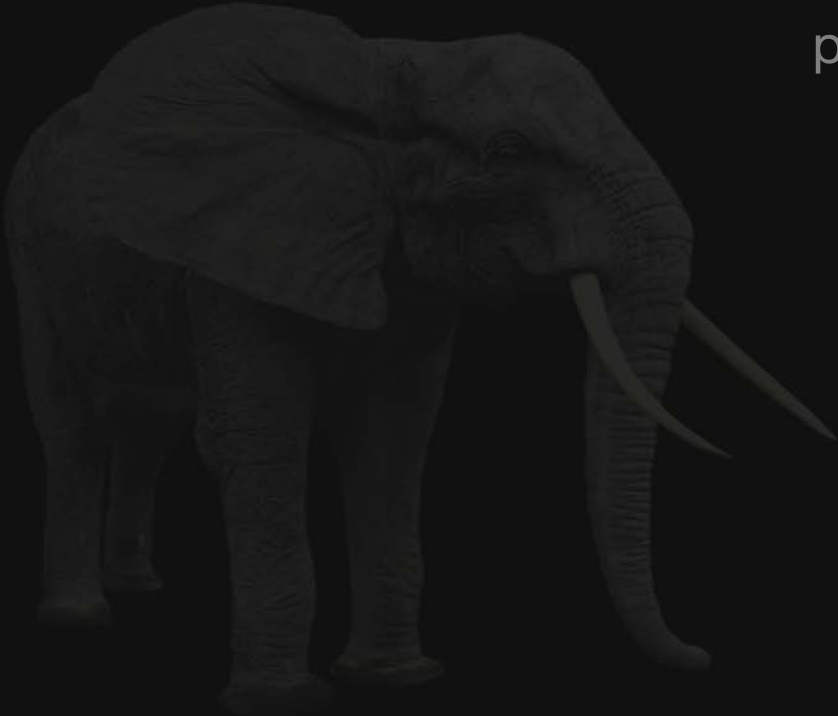
rules

- Participate
- No judgement/criticism
- Avoid jargon
- Speak like a 5th grader
- Respect time box
- Have fun!



last rule

pause skepticism **until the end**





agenda

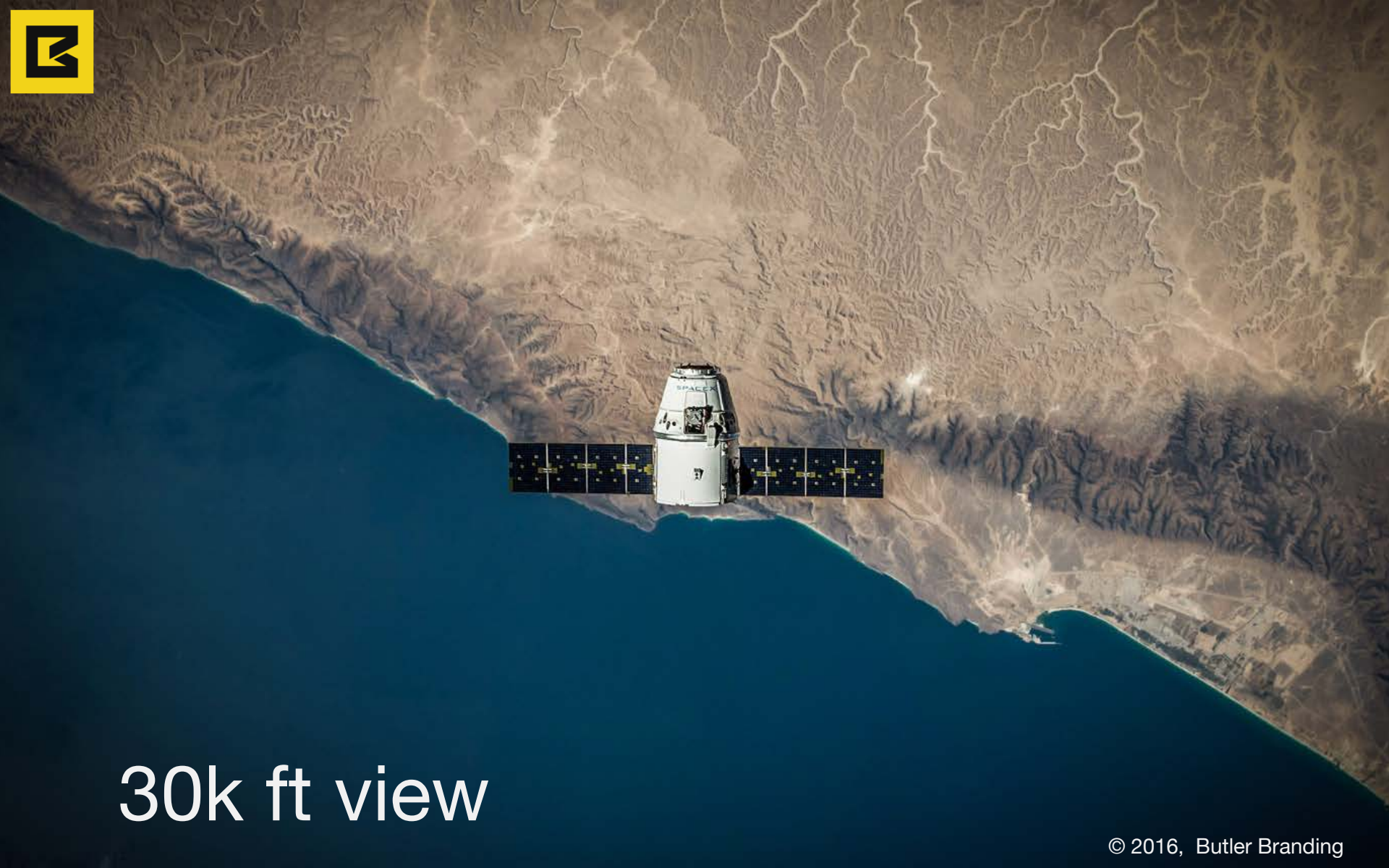
- Goals – 5-10 minutes
- Business overview – 15 minutes
- User profiles – 15-20 minutes per profile
- Brand attributes – 10-15 minutes
- Goals prioritization – 10-15 minutes



goals

- define and differentiate the brand
- understand and appeal to its users
- prioritize marketing efforts
- strategize creative execution

What else would you like to leave this session with?



30k ft view



elevator pitch

What do you do, in 30 seconds or less?



elevator pitch

Problem



Solution



Result



prioritize services/products

- List everything you do or sell
- Do they fit in categories?
- Prioritize



competitive audit

- Direct | Indirect | General Inspiration
 - What do they do great?
 - What do they suck at?
 - What gaps are we filling?



GBO's



KPI's



30k ft view



user profiles

warming up the numbers



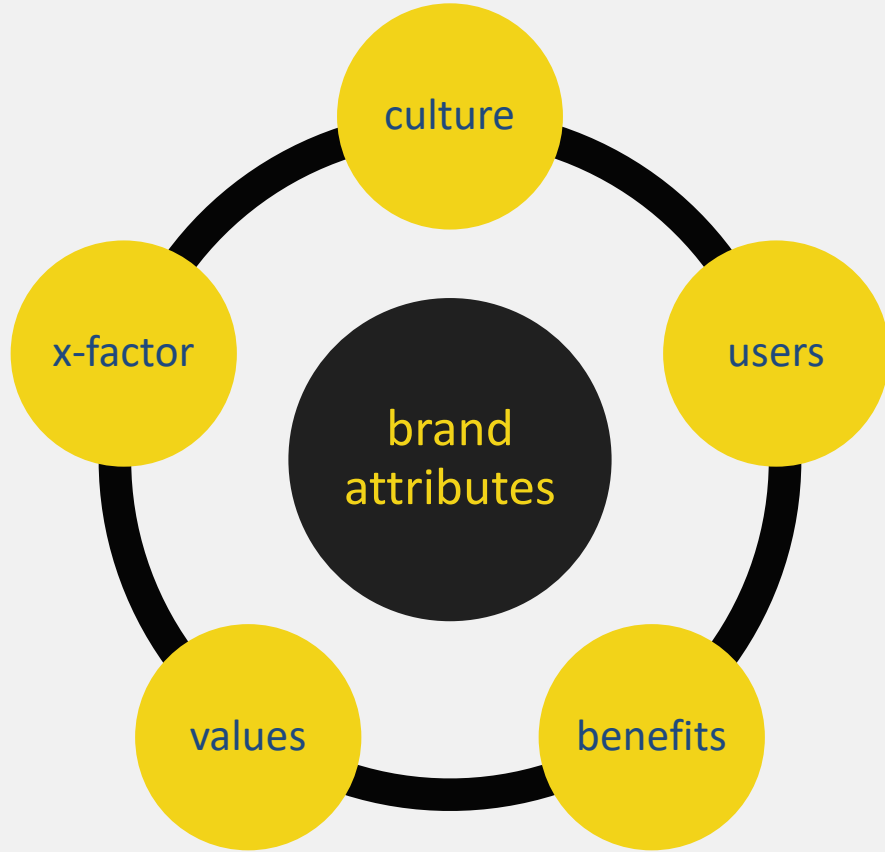


user profiles

- List user types
- Prioritize

Questions?
Challenges?
Pain points?
Wins?

Expect?
Delight?
Actions?
Functions?





brand attributes

General

Any words that come to mind when you think of your brand, culture, users, employees, etc.

Culture

How we are, feeling, atmosphere, people, vibe, etc... describe brand as a person.

Users

Our community, customers, prospects...

Voice

Our personality, how we sound, posture, tone, attitude

Benefits

The advantages our users have by working with us

Values

The underlying motivations driving their decision to work with us

X Factor

Our point of differentiation... what sets us apart

Love & Hate



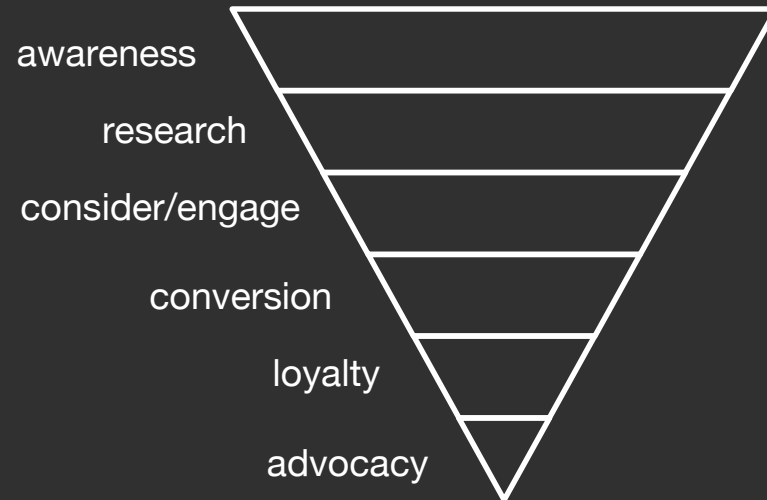
the marketing

what and where to communicate



historical data

conversion funnel





new ideas

headlines



HEADLINE

SUB-HEADING

Body copy

Feature | Benefit | Value



final thoughts?

next meeting