



Visit Portland

Get Smart on Cross-channel Marketing: How to Outsmart When You Can't Outspend

10.22.24

WORK
HARD
&
BE NICE
TO PEOPLE





Who The Heck Are We, Anyway?

Nice to Meetcha!

Meranne Behrends

Co-Founder & CEO, Words From The Woods
meranne@wftw.me



- Consumer Psychology & Brand Strategy expertise
- Extensive Travel & Tourism Experience
- Passion for the marriage of strategic rigor & creative excellence
- Only has 5 states left to visit

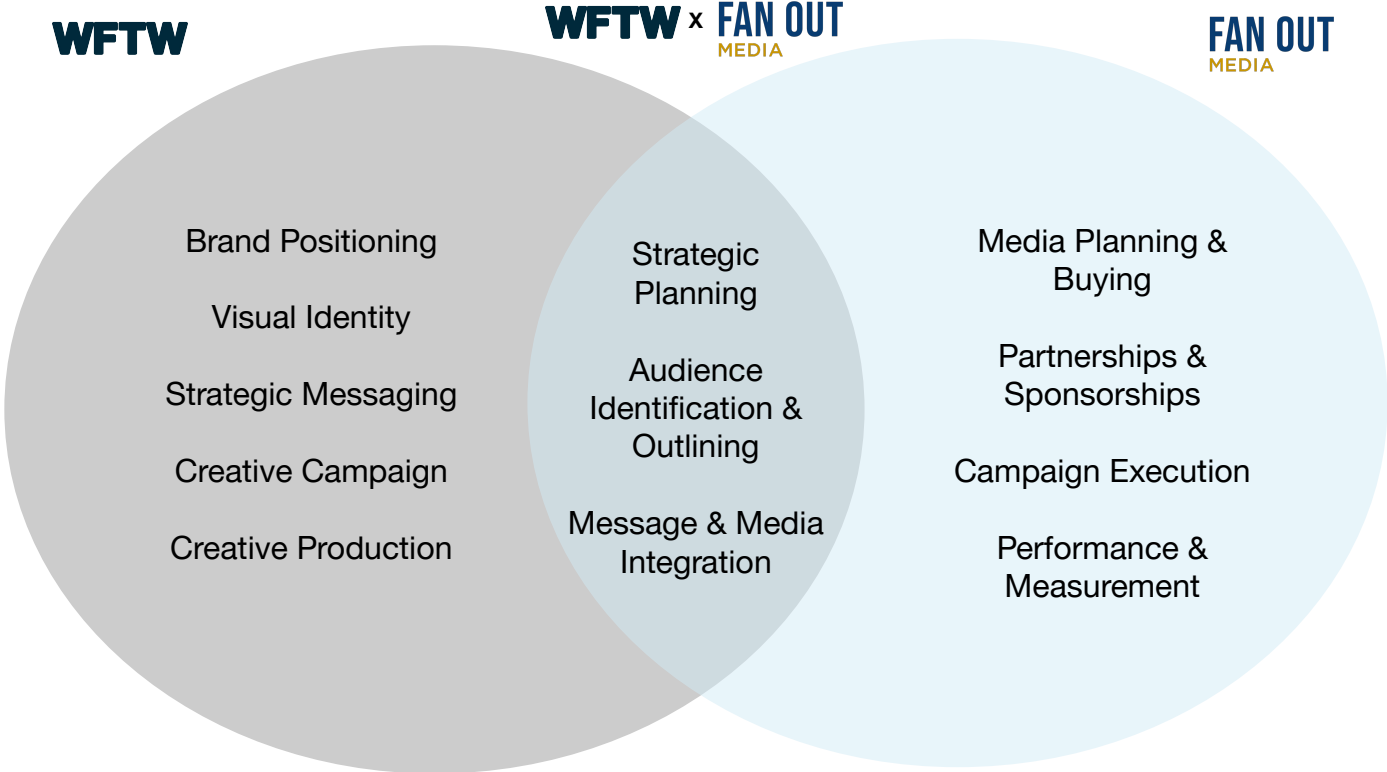
Chris Grass

Founder & President, Fan Out Media
chris@fanoutmedia.com



- Brand, agency and sales experience
- Hands-on with digital and traditional
- Media fundamentalist and ad-tech skeptic
- Bad grades in art class, has to work in media

Creative + Media | A Marriage of Minds



Idea Inception



Execution



What Are We Chatting About Today?

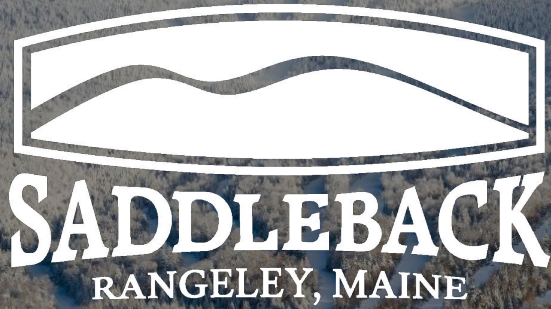
Outsmart, Don't Outspend to Drive Visitors to the Greater Portland Area

Here's What To Expect

A few principles that guide successful advertising campaigns, regardless of previous experience, budget or industry.

Brought to life through a few examples of successes.

...since this is a tourism audience, we'll refer to a solid case study here in Maine...



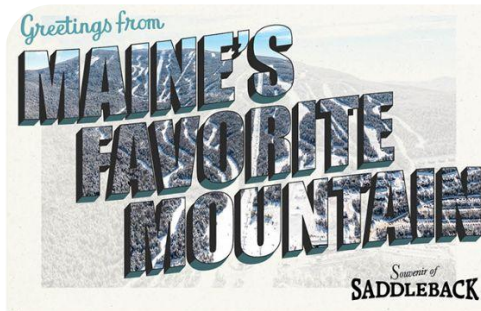
MAINE'S FAVORITE MOUNTAIN™



As seen on:

Broadcast TV & Radio, Print,
Hulu, Spotify, Paid Social, Reddit,
Facebook, Instagram,
Sponsorships, Billboards, Transit,
Direct Mail, Influencer

9 Channels / 23 Media Publishers



**OUR SECRET'S NOT A SECRET
ANYMORE**

COME SKI THE LARGEST INDEPENDENT MOUNTAIN IN THE EAST.



MAINE'S FAVORITE MOUNTAIN
SADDLEBACKMAINE.COM



SKI FREE NOW. SKI FOR LESS LATER.



LESS LINES. MORE LAPS. NEW LIFTS... DEEPER SNOW. DELICIOUSLY REFRESHING ICE COLD PEPSI!





35%

Year-over-year increase in skier visits.



400%

Increase in unaided brand awareness.



1 | How to Get Started Or Evolve

2 | Knowing Your Audience

3 | Getting to The Most Salient Message

4 | Being Where You Need to Be

5 | Tracking Progress & Performance

1

How To Get Started Or Evolve

Where to begin?

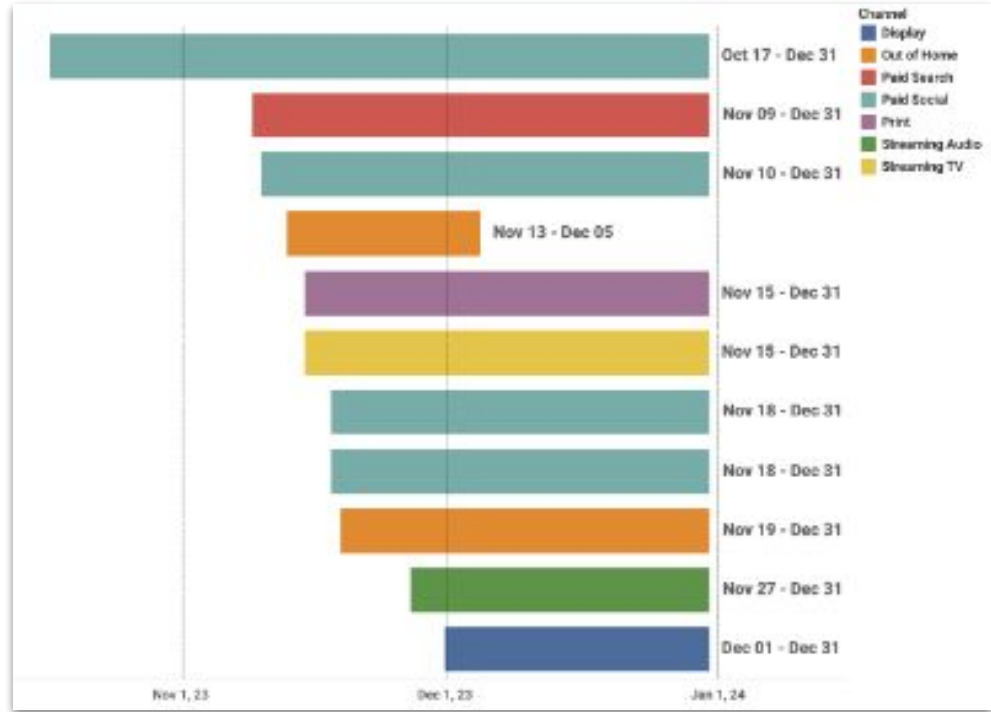
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Where to begin?

Set clearly prioritized goals.

Formulate a plan, based on those goals.



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Survey your ad infrastructure



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Survey your ad infrastructure

Identify a reasonable budget.

QUESTIONS TO ASK YOURSELF:

1. What's the % of revenue (3-10%) you're willing to spend?
2. How is it proportional to the desired outcome?
3. How can metrics inform future planning?
4. What are you *comfortable* spending?

Where to begin?

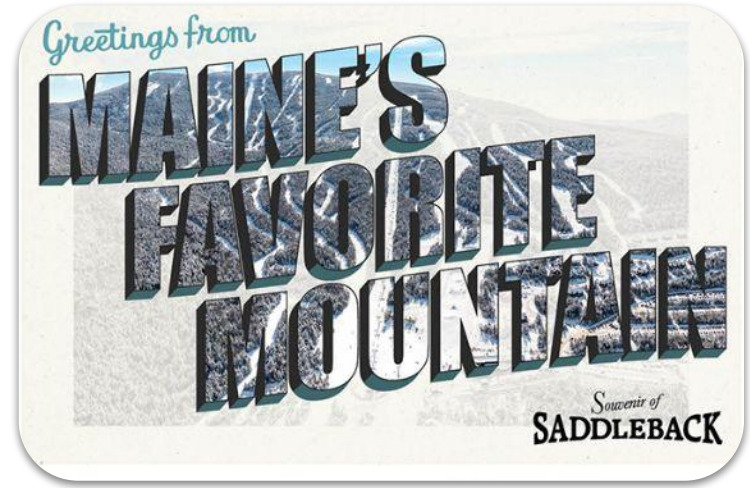
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Distill your company ethos (and know where you stand in the market)



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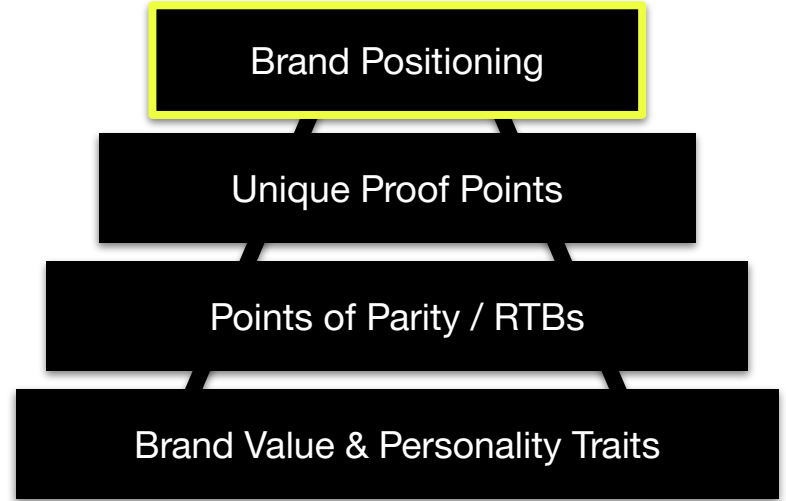
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2

Knowing Your Audience

Who's the right focus?

Identify your core audience, and know them better than anyone.

Top-of-the-Mountain Brand

Perceived "Aspirational"



Core Loyal Customer



Who's the right focus?

Identify your core audience, and know them better than anyone.

Get creative with *how* you understand your core audience.



Website Analytics
Current Customer Database
Transaction Information

Custom Surveys
Incentivized Feedback Focus Groups
Ride-Alongs & Creative Qual

Interviews & 1:1's
...Just discussions!

Who's the right focus?

Identify your core audience, and know them better than anyone.

Get creative with *how* you understand your core audience.

Write down your core profile.

Employers of any size within the following industries:
Manufacturing, Wholesaling, Construction, Automotive, Hospitals & Healthcare, Grocery Stores

- Responsible for general business and administrative functions, including management of new employee benefits package
- Care about their employees and want to provide them with benefits that will be beneficial to their lives
- Desire to attract and retain talent, increase loyalty and boost productivity
- Maintaining a positive business reputation is important

Demographics

- Male/Female, 45+ years
- Postgraduate Degree, Some College
- Regions: South East (53%), West (22%), Mid-West (21%), North East (15%), South West (11%)
- Top States: CA, TX, OH, FL, NY, SC
- DMAs: Los Angeles, New York, Washington-DC (Hagerstown), Cleveland-Akron (Canton), Houston, Boston (Manchester), Atlanta

Brand Preferences

- Want to improve their day-to-day life
- Stay loyal to brands that they like
- Like when brands make them feel valued & listen to feedback
- Prefer USA-based brands
- Interested in brands that are innovative, cutting-edge, & offer customizable, personalized solutions

Pain Points

- Limited time and resources: e.g. capital, time, mental bandwidth
- Poor understanding of insurance options and range of benefits
- Lack of dedicated HR staff to field benefits questions from employees

Insurance Provider Influences

- Support, guidance and education from a provider who can consult with them, educate, & help employees get the most out of their benefits
- Simplicity and ease: Desire to grow, & address business issues without getting bogged down
- Flexibility and personalization: Solutions to address their unique business needs

INSURANCE PRODUCTS OF INTEREST

- Auto
- Medical/health
- Homeowners/Personal Property
- Life
- Roadside assistance cover
- Travel

MULTI-TASKERS
DESIRE TO MAKE A DIFFERENCE

- Known Demographics
- Geography
- Attitudes & Behaviors
- Pain Points
- Influences
- Competitor Behavior
- Brand Affinity

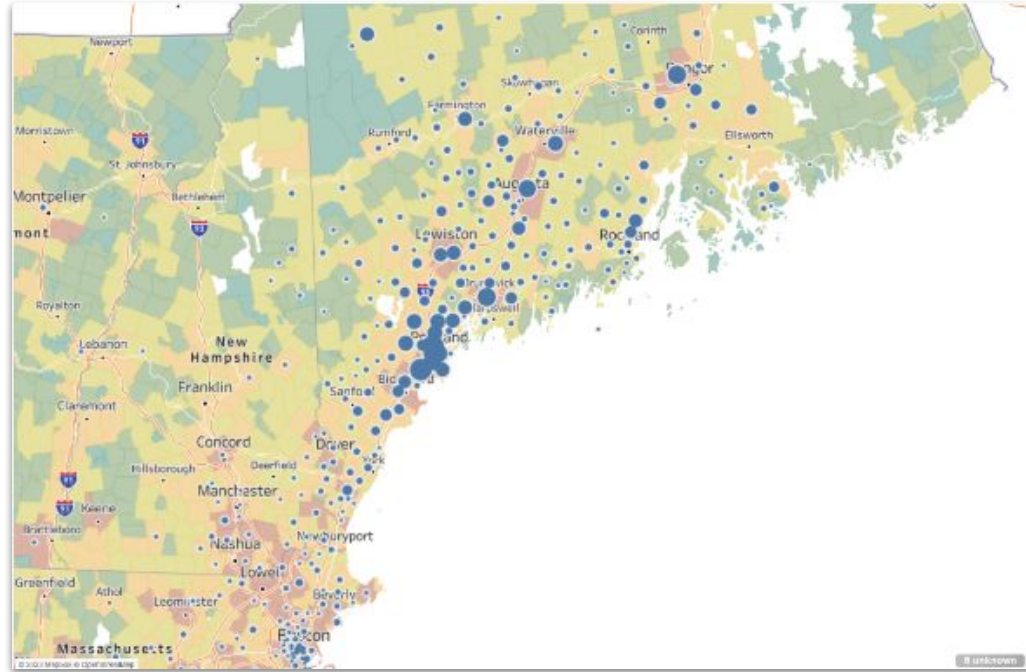
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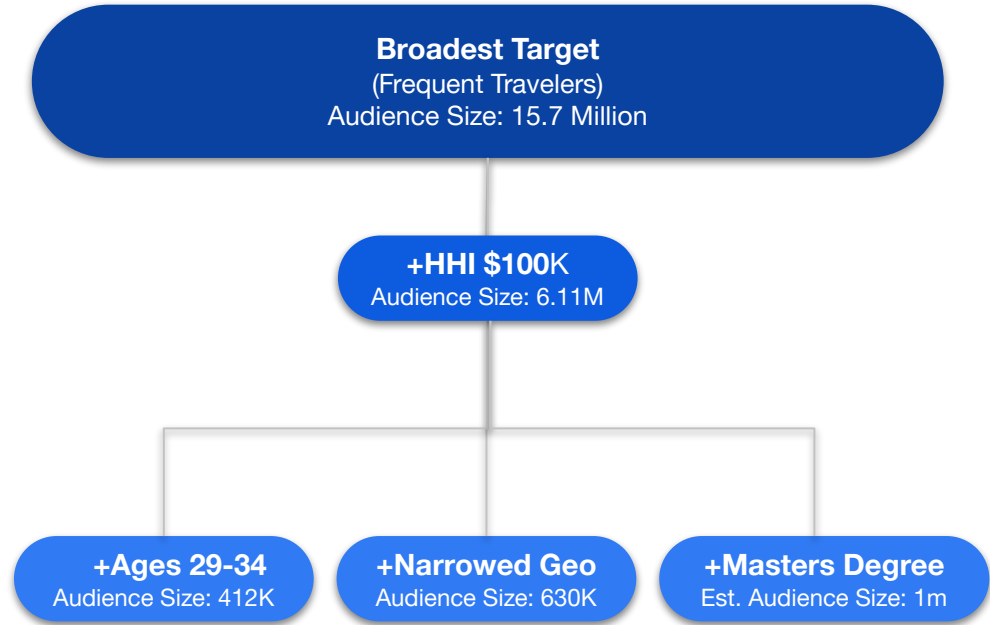
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Quantify your audience, compare to budget, scale appropriately



3

The Salient Message

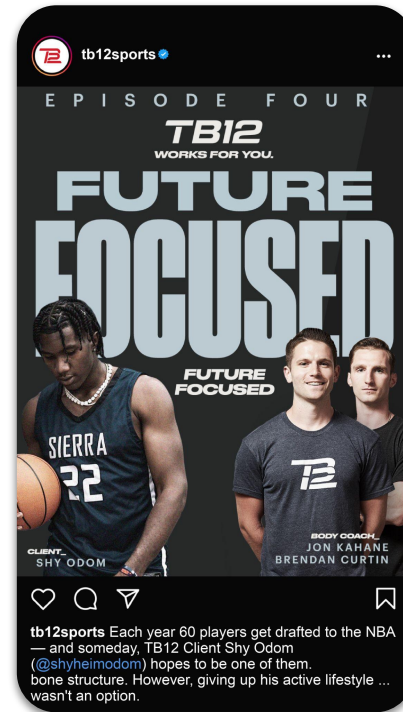
What do you say?

Articulate the MOST important thing to focus on.



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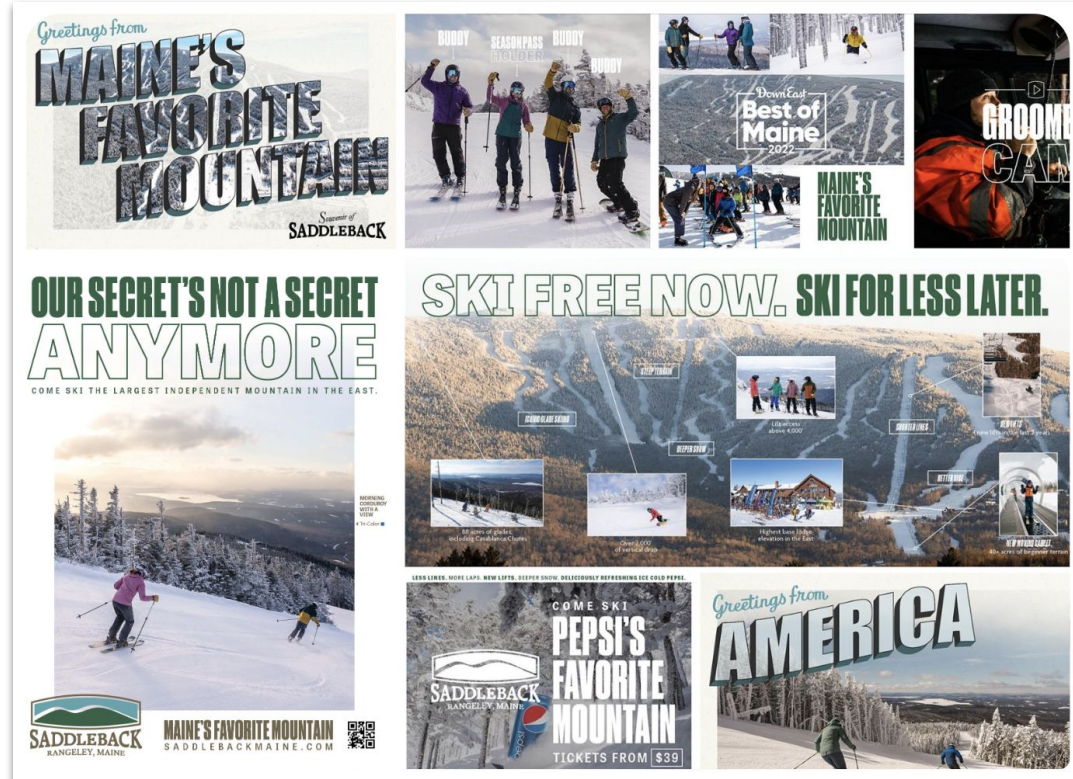
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Consistency, consistency, consistency. Be consistent.



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Don't say everything, all at once, to everyone.

Focus on the channel and audience to influence the message.



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3X

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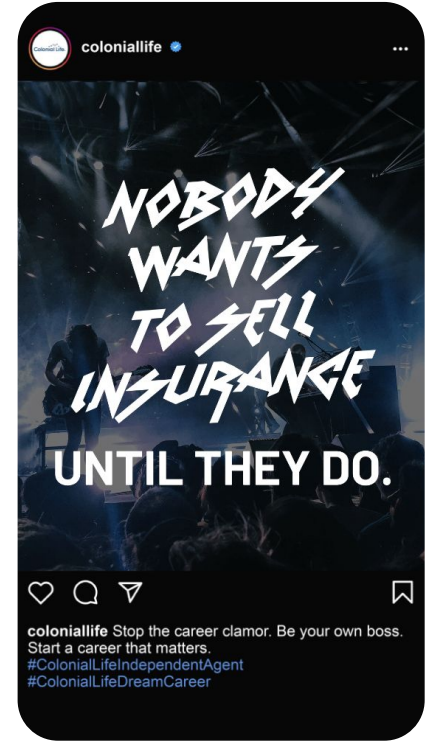
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Be Bold: Anxious approvals are a leading indicator of success



4

Being Where You Need To Be


Where?

Your budget might allow more options than you think.

The New York Times

\$7 Million for 30 Seconds? To Advertisers, the Super Bowl Is Worth It.

In a time of fragmentation, advertising during the game's broadcast is still a reliable way to boost company revenue and familiarize viewers with a brand.

 Share full article



 88

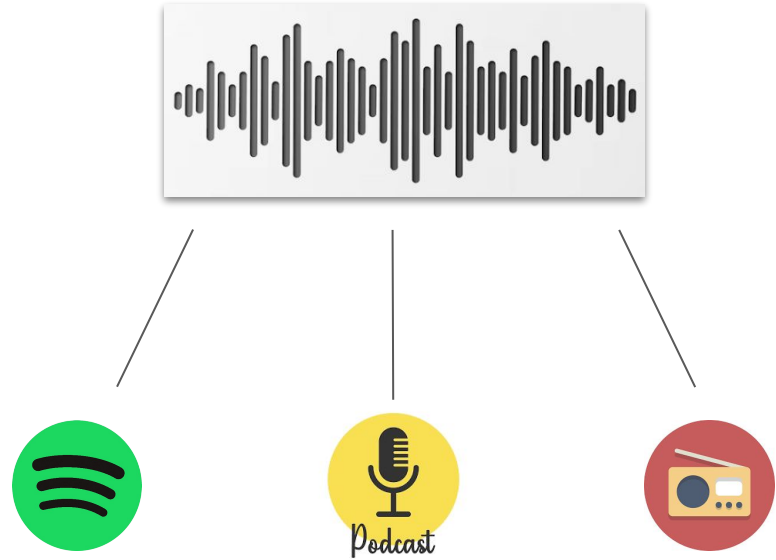


Hellmann's Mayonnaise is one of the companies that will be advertising during Sunday's Super Bowl. Hellmann's Mayonnaise

Where?

Your budget might allow more options than you think.

Assets filter and guide your media consideration set.



Being Where You Need to Be

Where?

Your budget might allow more options than you think.

Assets filter and guide your media consideration set.

Where does your audience spend their time? What's their mindset?

Think about the placement, identify the context, and create to that.

OUR SECRET ISN'T A SECRET ANYMORE
HIGHEST BASE LODGE IN THE EAST (IN FEET).

SADDLEBACK
RANGELEY, MAINE

MAINE'S FAVORITE MOUNTAIN
SADDLEBACKMAINE.COM

4 SCHEDULED LANS TO SADDLEBACK ALREADY BOOK

QR code

WE'RE ALL BUSINESS. LAW FIRM BUSINESS.

Androscoquin Bank

David Smiles Private Banking | Andrea Karkos Financial Services | Deborah Akashi Treasury Services | Kelly Dorsey Treasury Services | Susan Stacey Treasury Services

Androscoquin Bank is the business bank for lawyers. Our dedicated team of financial specialists are experts at serving law firms and helping them grow. We understand that time is money and will work tirelessly to save you both. It's why we keep it brief, so you can keep it billable.

As Maine's B-Corp bank, we got into this for the same reasons you got into law: to make our world a better place for all. Let's team up and accomplish even more together.

To learn more about why Andri's right for you, go to AndroscoquinBank.com/lawfirms.

FDIC

5

Tracking Progress & Performance

Is it working?

Track things you don't have to explain to a CEO

Track, analyze and optimize proportional to your resources

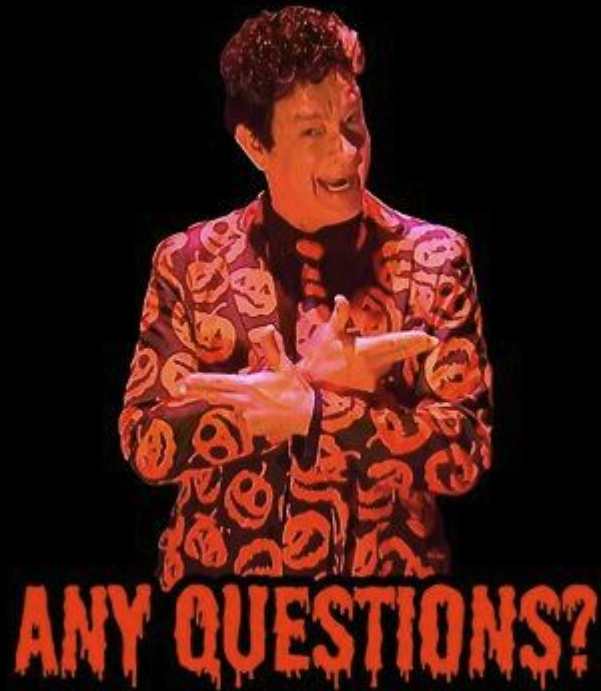
Don't love your campaign to death; Think long-term.


Expected ROI or Lottery Ticket

$dM < 0;$ $M = F(t);$ $Q = \sum m_k \cdot v_k$
 $dQ = F^e dt$ $M = |dM| = -dM$
 $dQ = F^e dt;$ $\sum m_k v_k = M v c;$
 $M \frac{dv}{dt} = F^e + u \frac{dM}{dt};$ $M \frac{dv}{dt} = -u \frac{dM}{dt} \sim dv = -u \frac{dM}{M};$
 $M \frac{dv}{dt} = F^e + \Phi;$ $v = v_0 + u \ln \frac{M_0}{M};$ $Q = M v c.$
 $\frac{dM}{dt} = -G_{can};$ $\Phi = -u G_{can}$ $M_0 = M_k + M_T; \sum F_k^e = 0;$
 $u_M = -u dM;$ $v_1 = v_0 + u \ln(1 + \frac{M_T}{M_k});$ $Q_1 = const.$
 $dQ = M dv - v dM.$

Don't make it rocket science

Let's Chat!



A collage of black and white photographs. The top left shows a close-up of a hand holding a small object. The top center shows a dog sitting on a chair. The top right shows a group of people, including a mascot wearing a baseball cap. The middle left shows a group of people sitting at a table. The middle right shows a group of people standing together. The bottom left shows a close-up of a person's face. The bottom right shows a sign on a brick wall.

WORDS FROM THE WOODS

**WORK
HARD
&
BE NICE
TO PEOPLE**



WORDS FROM THE WOODS

An independent ad agency
giving brands a breath of fresh air.



Words From The Woods | The 50k-ft View

Words From The Woods is an independent ad agency headquartered across the street from Yosaku.

Born from a literal marriage of strategy and creative.

Experts at creating behavior-shifting campaigns for brands in search of outside thinking.

15x full-time employees spanning strategy, creative, account, project management and production.

28x Maine Ad+Design Broderson Awards

2x Boston/New England Emmy-Nominations

Words From The Woods

14 York Street #101

Portland, ME 04101

(*validated parking off Maple Street!)

Founded in 2018.

We exist because nothing like us did before.



Words From The Woods | Our Trusted Media Partner



Fan Out Media specializes in planning, buying and executing strategic campaigns that push the limits of paid media.

Rejects one-size-fits-all formulas, crafts bespoke media plans to achieve brand objectives, balances the quantity, quality, and cost-efficiency of advertising placements by employing both digital and traditional channels.

Offers a range of capabilities that open up unrestricted access to classic and state-of-the-art media channels. Basically, if it's an ad, they can buy it. Even better, they know if you should, and at what price.

Based in Falmouth, Maine.

Founded in 2022.



Chris Grass

Founder & President

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