

# How We Drive Value

## **Through Marketing Orchestration & Alignment**

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Jack McDaniel

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Our *Marketing Orchestration & Alignment* framework adds ***discipline, structure and visibility*** to Marketing. It is data and analytics driven.

Key decision makers need the sort of visibility and value-driven approach provided by our Marketing Orchestration & Alignment framework. So do investors and Board members. That visibility is driven in two ways: ***expanding the KPIs*** (Key Performance Indicators) for Marketing Campaigns, and ***Reports*** that specific personas in the organization will benefit from. These KPIs and Reports aren't an endgame. They become a feedback loop designed to enable continuous improvement and, most importantly, visibility into Marketing.

Our framework provides improvement by keeping the entire organization in sync. No more silos. Each department becomes aligned across the entire enterprise.

# Our Holistic Approach

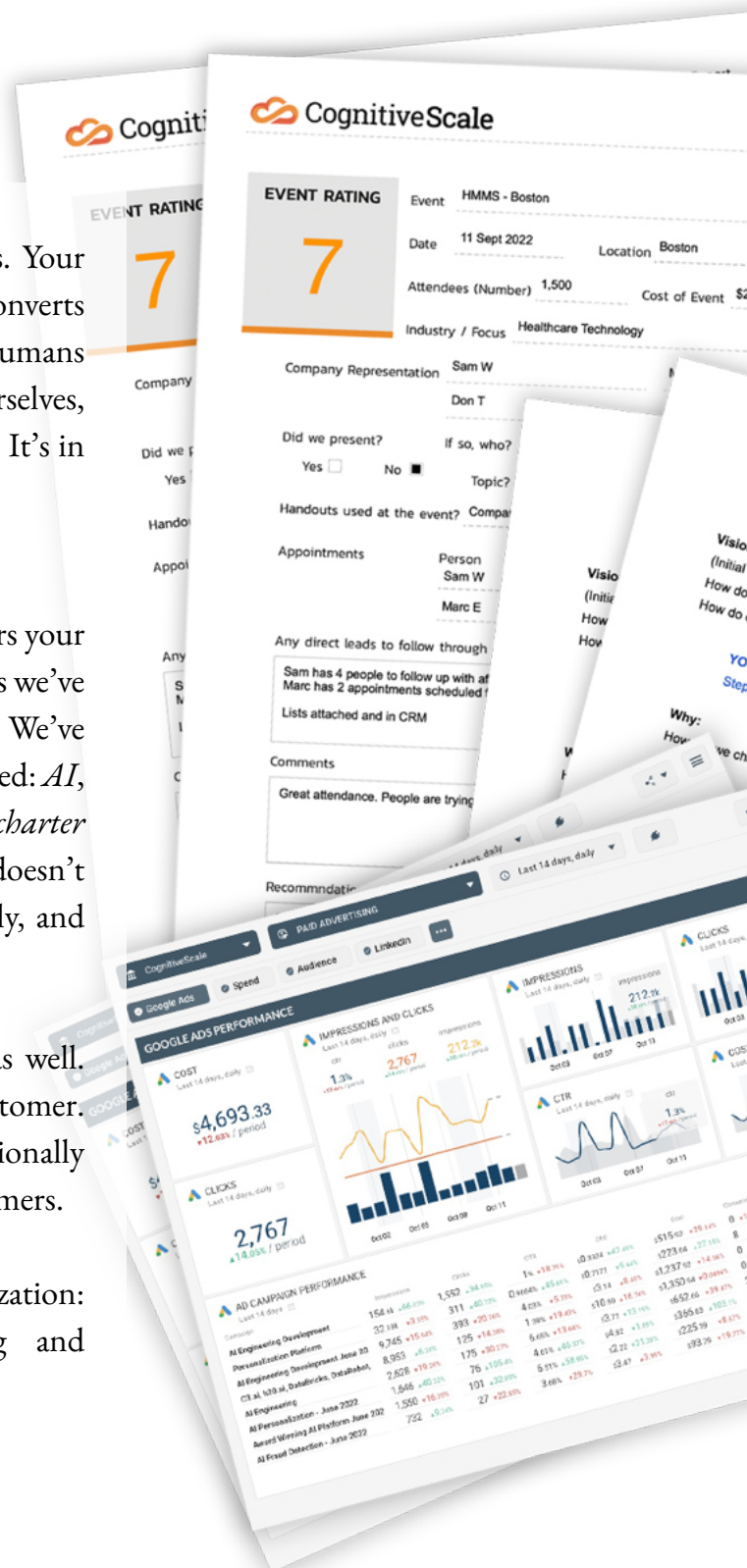
We take a holistic approach to your marketing needs. Your visuals matter. But it's your story—your copy—that converts and it's the data (analytics) that dictate direction. Humans orient to the world via stories—the stories we tell ourselves, the stories we tell others, and the stories others tell us. It's in our DNA. We take advantage of this to drive value.

## Blending Science & Art

There's a science to telling stories and convincing others your products or services are right for them. For twenty years we've used science and art to write copy for our clients. We've become experts in subjects we would never have imagined: *AI, cheerleading, landscaping, royalty free music, private charter jets, and long-haul diesel engines*, to name a few. It doesn't matter your field or market niche: we learn it, quickly, and become a valued asset that delivers results.

There's a science to how humans consume stories, as well. We're experts at moving people from prospect to customer. We understand how to connect your message emotionally with people and then use data to turn them into customers.

We bring everything into alignment across your organization: website, brochures, email marketing, advertising and presentations. It all has to speak as one.





**Alignment:** The Framework brings the entire enterprise into alignment. It makes certain each department has input and a stake in marketing. It demands that everyone—internal and external partners—represent the company in the same consistent manner, that they tell the same story. That includes your website, online ads, traditional ads, sales presentations, white papers, etc. All one voice.

*The entire organization benefits from the focus and synergy attained with Alignment, including Investors and board members.*

**Design:** Like great copy, there is a science and an art to great design. We don't use cookie-cutter templates in our work. We create a custom solution that is as unique as your business. Your business deserves to stand out from the crowd and your website should be your top employee, working twenty-four hours a day seven days a week.

**Messaging:** Marketing Orchestration & Alignment fine-tunes Messaging with input from all sources within and outside the organization (through key decision maker work and analytics). We use the science of human interaction to develop messaging that connects at an emotional level, a key to generating sales and SQLs (Sales Quality Leads).

*The entire organization benefits from Messaging that is aligned and in-tune with the goals and values of the organization. With each employee and department telling the same story there is a clear understanding of who the company is and the customers and industries it serves.*

**Leadership and Authority:** We identify areas of strength the company has within its industry and niche market and look for ways to develop the proper content for the company to become the market leader. This takes a little time but is worth it. Leadership and Authority are built through great content—web pages, case studies, white papers, ebooks, podcasts, interviews, targeted advertising and more.

Leadership and Authority aren't just for bigger companies. We've done it for local small businesses, too. iThrive Yoga dominated their market niche in Parker, Colorado through this approach, earning them more than 7,000 visitors a month to their website. So, too, have Gilmore and Dunn Dentistry and Cobblestone Speech Therapy, all local businesses. Company size—or the lack of it—isn't a deterrent to this approach.

*Successfully developing industry Leadership and Authority is a key indicator for Investors and owners that the enterprise is living up to its promise (messaging) and moving in the right direction.*

**Measured Results (KPIs):** We build a data and analytics platform (including a Sales and Marketing dashboard) that shows the effectiveness of marketing campaigns and puts the team in a position to fine-tune the campaigns going forward. We don't just measure website performance. We look at advertising, social networking, email marketing, traditional ads, trade shows, etc. We measure everything and compare performance over time.

*More KPIs that are relevant to the company's goals means Sales and Marketing understand their efforts better and more completely. Senior Management can look for areas of strength and weakness for long-term planning. Various personas within the organization benefit from reports designed to enhance their area of expertise and keep them informed. Investors get added visibility into marketing efforts and can better judge the value of their investment and future potential.*

**Reporting—Persona Specific:** It's easy to create reports for key decision makers within an organization. Some of them are self-generating—like Google Analytics or social Media analytics—and part of the GTM (Go To Market) Dashboard. Others can be generated easily because the data required is available in the KPIs. Sales and Marketing can and need to view everything, Finance can have its own reports, as can Investors and other senior management personnel.

*The key is visibility into Marketing and its efforts, and that includes visibility for Investors and Board members.*

**Collaboration:** The Framework and Discipline brings the people and departments of the organization together to focus its messaging and outward-facing voice in a cohesive manner. It eliminates the silos that keep organizations from achieving their goals.

*Collaboration helps invest your management team and key personnel in the outcomes of marketing efforts. Every one of them has a stake and a say in the end product.*

**Sales and Lead Tracking:** With more data and KPIs in place it is easier to track marketing effectiveness on sales outcomes, especially since Salesforce and other CRMs can be integrated into the Sales and Marketing Dashboard. The KPIs help create a sales funnel with pertinent data all along the path.

*A more in-depth and holistic view of the company benefits everyone.*

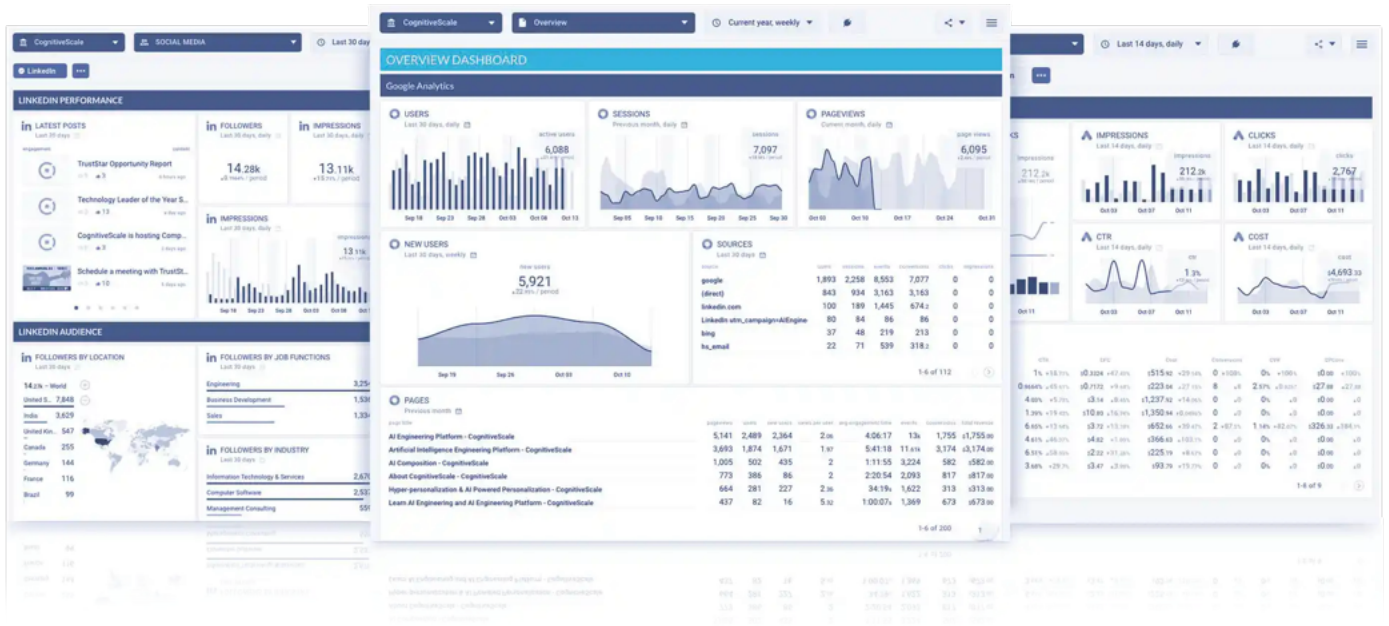


**Agility:** As industries and companies change over time the framework puts in place the Discipline (system, processes and tools) to be agile in meeting the new challenges. This is especially important in volatile or new industries, or industries where companies are at the bleeding edge of the technology. Oftentimes, change will show in analytics before it does elsewhere.

*The ability to react quickly—and completely—to market changes makes the organization more competitive.*

**Transition:** New hires can be brought up to speed quickly because of the systems and processes in place.

*The value here is in how much quicker new hires can get up to speed and incorporated into the company culture.*





# CognitiveScale

New industries are difficult to navigate. Companies at the bleeding edge of the industry aren't just competing for business. They are trying to create a market for it. They also have to deal with the difficult process of defining the industry, the nomenclature, and the expectations for service and product performance. By default, a company's messaging will have to change several times as the market changes, the industry develops, and then begins to mature. CognitiveScale was in this position at the beginning of 2022.

For most companies in this situation Marketing and Sales are chaotic. They are constantly having to redefine themselves and refocus their efforts as the market attempts to define its needs and direction. To meet these demands requires processes and infrastructure designed to add structure to the chaos. Having a framework in place allows them to manage the changes while remaining agile and in control.

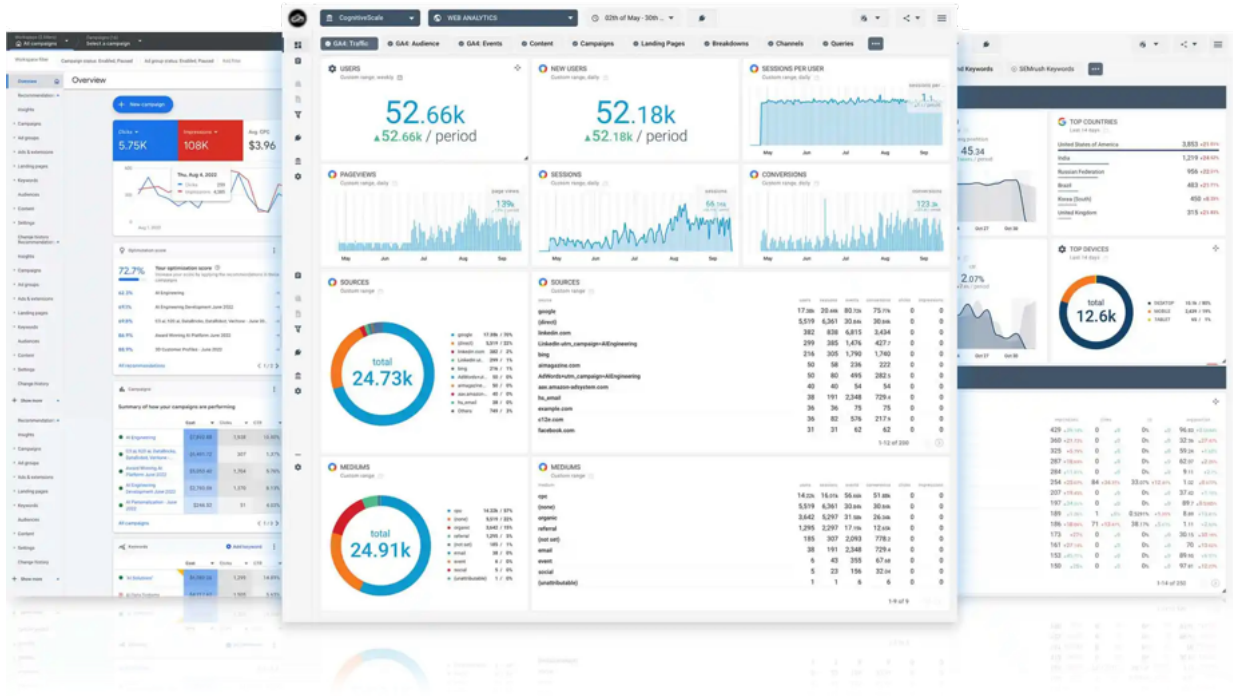


This is a good part of what we did for CognitiveScale. We put processes and infrastructure in place to keep everything in alignment across all marketing efforts in order to reign in the chaos.

**INDUSTRY:** Artificial Intelligence for Healthcare, Banking and Insurance

**KEY STATS:** 400% growth in website visits | Moved SEO Rankings from rating for 3 Keywords to more than 200 in six months—including 30 top 20 results | Managed & budgeted online and traditional ad campaigns

**MESSAGING:** Complex. CognitiveScale markets an Artificial Intelligence Platform that allows enterprises to build AI apps across all areas of healthcare, banking and insurance business operations.



## Phase 1: Proof of Value

It didn't take long to complete an evaluation of where things stood at CognitiveScale. Their previous marketing teams hadn't left much that was usable and the current people were doing their best, but lacked a plan and focus and the ability to prioritize needs. That's where we came in. There were a lot of things that needed work online and offline to move the company in the right direction. SEO was non-existent. Analytics wasn't being used, though it was in place. There was no list of Keywords that mattered or where the company ranked for them. In fact, a little research showed that the company only ranked for four keywords, including its name.

More importantly, there were no standards, no *Brand Style Guide* or defined uses of colors and the logo, and no messaging documentation that was current. The website had over fourteen colors being used and the wording on the site was flowery and overly complex, filled with industry jargon.

For Phase 1 we cleaned all of that up, fixed the "under the hood" issues of the code of the site, and put standards in place (Brand Style Guide) for usage of fonts, colors and the logo, among other things. Below is a list of

some of the things we did during Phase 1.

- Evaluation and Plan
- Messaging: for each product and service
- Under-the-hood inspection and updates to the code to make the website SEO friendly
- Installed Google Analytics
- Brand Style Guide published

## Phase 2: Infrastructure

Phase 2 is about building out processes and structure. It is also about bringing the team into alignment and working with the same tools toward the same goals. To that end, we installed multiple tools to measure (KPIs) our efforts and their results. These became an important part of the weekly GTM (Go To Market ) meetings. Some of the tools we implemented are:

- Monday.com management tool
- Marketing Calendar
- Sales and Marketing Dashboard
- AdWords and Social Media (LinkedIn) advertising campaigns
- Bi-weekly or monthly newsletter

In addition to these changes, we took the new messaging and rebuilt the website. The new site was more agile and easier to change the pieces out and add new areas than the old site was, and it was built with SEO in mind.

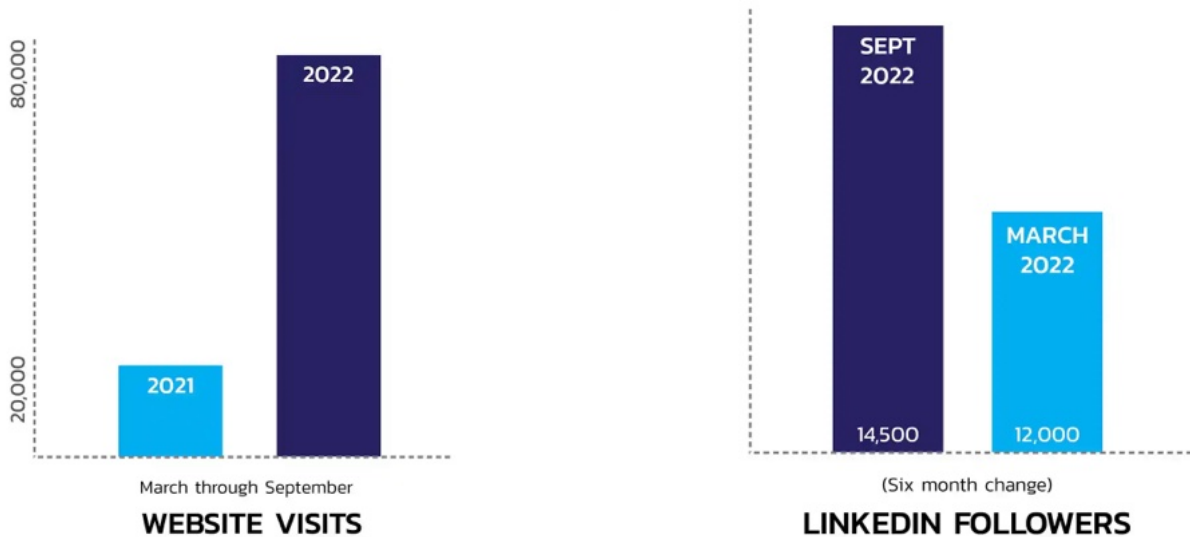
The *Marketing Calendar* was a working calendar that included milestones for all events, advertising campaigns and releases. It listed trade shows, webinars, advertisements, analyst relations, newsletter publication, etc. The milestones were deadlines that needed to be met at certain points. KPIs were kept for each.

The *Marketing and Sales Dashboard* aggregated data from Google Analytics, Social Media, AdWords and LinkedIn Ad campaigns, SEO Keyword rankings and newsletter signups. We also integrated *SalesForce* into the dashboard to view *Lead Generation* and where in the process the leads were. Each team member had access to the dashboard to use as they needed, including for Board meetings and Investor meetings.



### Phase 3: Authority and Leadership

Phase 3 is about building Authority and Leadership in the industry. The approach changes for each company we work with. We have to assess the various types of content that are needed and then plan for them. CognitiveScale needed more in-depth product articles, videos explaining the platform and a few new pages for the website that hadn't been addressed previously. In addition to that, we had to develop some broad-reaching content that addressed the industry as a whole, not the company's product, in particular. Content that was more philosophical and that engaged a larger audience.



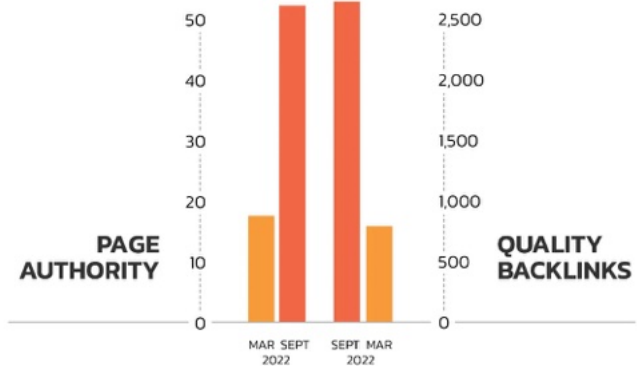
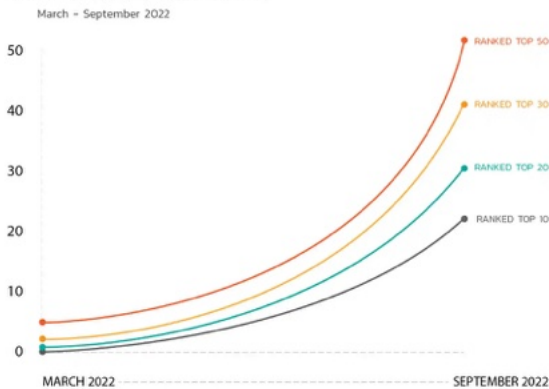
With the additional content we built out a *Learn Center* on the website, a place where potential customers could explore the platform from various angles.

Once those things were in place, put in place a program to advertise with leading journals in the industry, places that would enhance the company profile, get the attention of the correct people, and lead to further engagement.

### Phase 4: Test, Measurement and Refinement

Phase 4 is about testing, measuring and adjusting for better results. A/B testing becomes integral to the approach once the infrastructure is in place. It is an ongoing process, as each phase is. Industries and companies change over time and each area needs to be evaluated for viability and effectiveness.

#### KEYWORD RANKINGS



## Results

It's easy to talk about the results. They were clearly visible. SEO moved from ranking for 4 keywords to ranking for more than 200, including more than thirty top 20 keywords in a natural search. Page Authority rose from 17 to 51 in the process. The Learn Center became one of the most popular areas on the website and played a big role in SEO. Website visits rose from 20,000 in 2021 (March to September) to over 87,000 in 2022—a 400% increase. LinkedIn followers grew from 12,000 to 14,500 in six months. There are other KPIs and success stories. But the picture should be clear. Nothing is impossible. With Marketing Orchestration & Alignment, proper messaging, and authoritative content the outcome you want is achievable.

*Website: CognitiveScale was sold to a group out of Qatar.*



## CUSTOMER TESTIMONIAL

Jack McDaniel has been a great resource to CognitiveScale. He has helped build out a new website, write content, and develop a management dashboard to help us track Marketing KPIs. He quickly understood our business and contributed to writing and editing content, which has always been a challenge for us given the complexity of our technology. Where many agencies need us to do all of the content development, Jack was able to dive right in and contribute to our new messaging, and then translate this to SEO, advertising, and a number of Marketing campaigns. And his work drove results that were very valuable to our Sales and management teams. Jack will be valuable to any technology company looking to take their website and Marketing tools to the next level.

Akshay (Shay) Sabhiki

Founder and COO

CognitiveScale



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