

Video 7: The Visual Communication Planner: from purpose to results

In this video #7, I talk about product and service and all the questions to answer to fill this element of the Visual Communication Planner. Discover more on <https://visualcommunicationplanner.com>

Hello and welcome to the seventh training video about the Visual Communication Planner.

As an expert climber would do, we looked at the top of our mountain and we are imagining our path backward.

The summit of this peak is our goal. Going backward, we have KPIs, then channels and activities. Before that, content, and even before that the Marketing Distinguo.

Now you want to determine which product or service you are going to market or share with the world. It is important to remember that your product is the result of a good value proposition. Remember the problem you are solving.

Since most companies focus all their communication on the product or service, these should be the easiest questions to answer:

- Do you offer a product, service, or solution?
- How are these aspects of your offer possibly related to each other?
- Is your offer consistent in relation to the market you want to approach?
- Do you need to change your product or service in relation to the target you have set and the goal you have decided to achieve?
- Do you need to change the packaging, labels, or other aspects of the product / service for the market you have selected?
- How is your product / service perceived on a cultural level?

Please remember you can find all the questions to fill your VCP on visualcommunicationplanner.com

Here is how we apply that to our example of a B2B company:

1. goal: new RFP from manufacturing companies in Germany
2. KPI: the number of requests through the website, from each web touchpoint, in 90 days
3. channels and activities:
 - a. a new single-page website dedicated to the German market

- b. a review of the LinkedIn company page
 - c. 2 weekly updates on the LinkedIn company page
 - d. a standard advertising campaign on LinkedIn
 - e. a text ad campaign on Google Ads
 - f. a responsive ad campaign on Google Ads
4. contents:
- a. step 1: define the topics
 - b. step 2: prepare the content for all the channels and activities you have defined
5. Marketing Distinguo: +- 3 Nm
- a. with the old claim being: quality is our passion
6. Service: turning and finishing processes of small mechanical parts

There was a man that saved the Chrysler car company in the '80s. That man was Lee Iacocca, born in the US but with Italian origins.

He knew a lot about products, and he used to say:

“When the product is right, you don’t have to be a great Marketer.”

The fact is that if you come up with the right product it means you are a great marketer!

Thank you for watching and happy climbing!