



**Integrating Marketing for Impact in a Digital Age**

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ARCHITECT AS CONDUCTOR 2012 DAA CONFERENCE  
THE MUSIC OF ARCHITECTURE  
continuing education

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INTRODUCTION

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INTRODUCTION  
AGENDA

**Integrating Marketing for Impact in a Digital Age:**

- o Positioning
  - Delivering impact with meaningful positioning
  - Examples
- o Marketing plan
  - Spreading the word with a strategic digital web presence
  - Case studies
- o Risk and return

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POSITIONING

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POSITIONING  
SUCCESS

What are signs of success in the digital age?

- o Awareness
- o Profile
- o Connections
- o WOM referrals
- o Media coverage
- o Proposals
- o Presentations
- o Inquiries
- o Loyalty

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POSITIONING  
PLANNING

Planning for success:

- o Introspection
- o Honesty
- o Research
- o Decisions
- o Expression
- o Leadership
- o Commitment

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## POSITIONING USP CHOICES

Identify your Unique Selling Proposition (USP):

- o Attribute
- o Benefit
- o Competitive quality
- o Type of service
- o Value

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## POSITIONING USP DON'TS

A Unique Selling Proposition won't be effective if it is:

- o Too vague
- o Too narrow
- o Confusing
- o Doubtful

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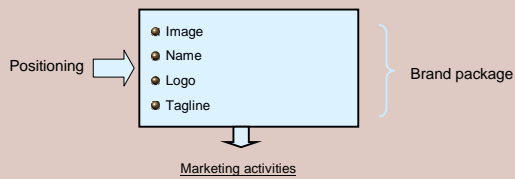
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## POSITIONING BRANDING

Branding enables marketing to make an impact:



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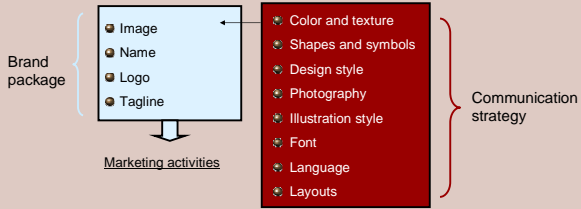
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# POSITIONING IMAGE

Establish the creative direction for all marketing activities:



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## EXAMPLES

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## MARKETING PLAN

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## MARKETING VEHICLES

Marketing vehicles that reach an architect's prospective clients and facilitate referrals:

1. Stationery	10. Proposals
2. Signage	11. Public relations
3. Brochure	12. Video
4. Direct mail	13. Newsletters
5. Print advertising	14. Seminars
6. Presentations	15. Showroom
7. Website	16. Exhibition
8. Events	17. Networking
9. Social media	18. Elevator pitch

} Marketing vehicles

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## MARKETING SEO TRENDS

Recent changes in search engine optimization:

- o Quality content
- o Duplicate content
- o Relevance and volume of links
- o Social media marketing
- o Personalized results
- o Competition

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## CASE STUDIES

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# DIGITAL RISK AND RETURN

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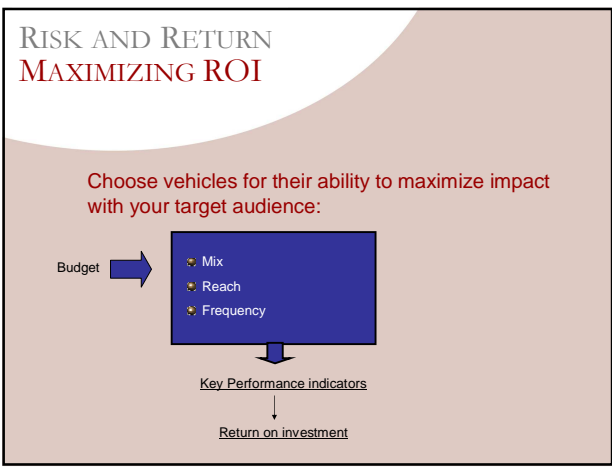
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- ## RISK AND RETURN MEASURING ROI
- Tools to measure the return on the digital portion of your marketing plan:
- o Influence scoring
  - o Website statistics
  - o Newsletter outclicks
  - o Connections
  - o Lists
  - o Referrals
  - o Inquiries

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# RISK AND RETURN MANAGING RISK

Manage risk and reputation whether you are actively participating online or not:

- o Automated renewal of domain and hosting contracts
- o Google alerts
- o Social media policies and agreements
- o Poaching
- o Client confidentiality
- o Record keeping
- o Public ratings
- o Copyright law
- o Anti spam legislation

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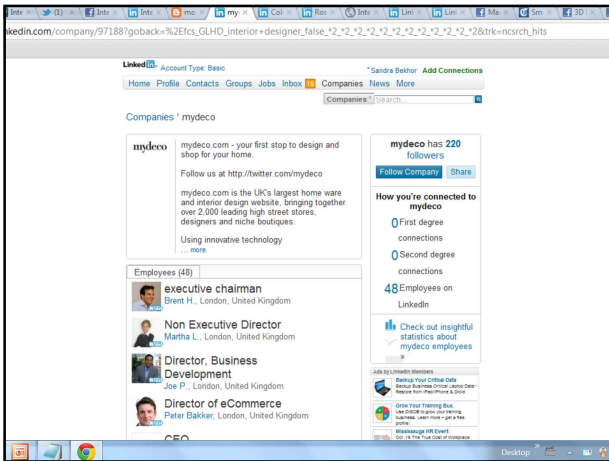
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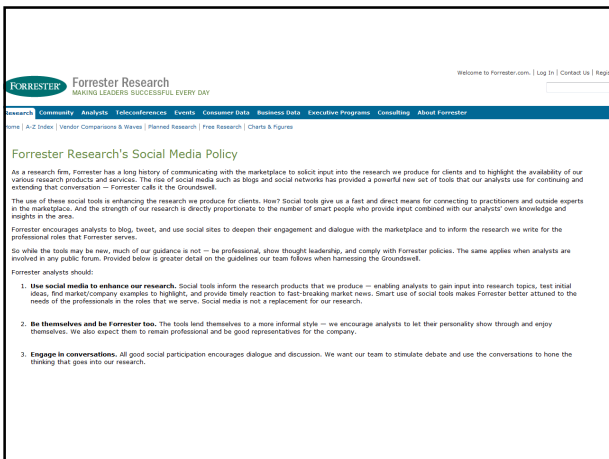
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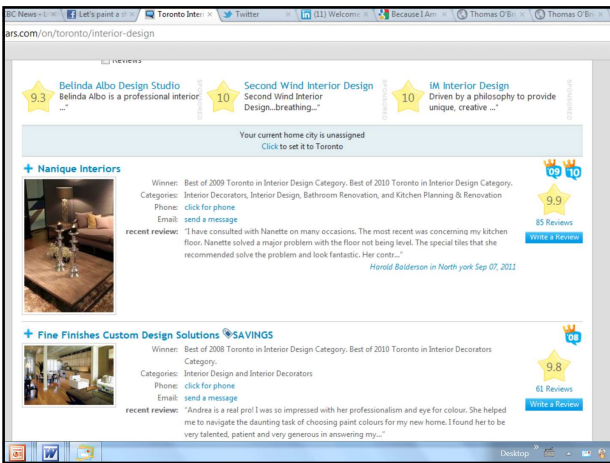
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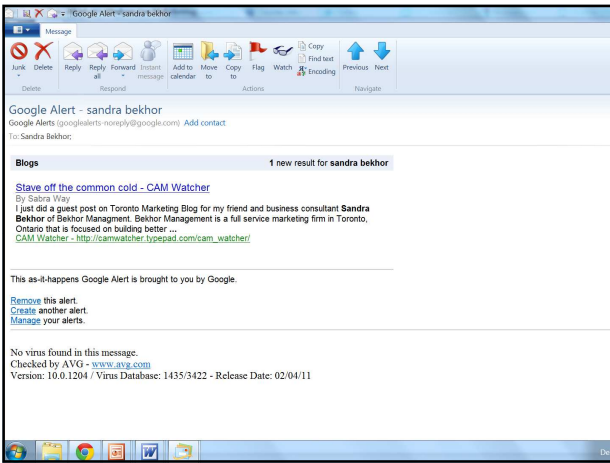
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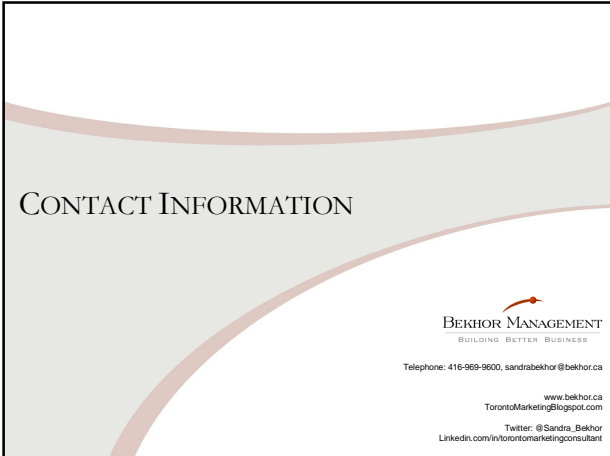
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