



# A multi-platform marketing plan.

by [BinkNyc.com](http://BinkNyc.com) (a subsidiary of Williamsburg Concierge, LLC)

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*March 17, 2018*

*Optimal businesses should have these 4 building blocks in their operational procedure as well as in their marketing plan.*

BRANDING

DESIGN

COMMUNICATIONS

ADVERTISING

*Many businesses don't have all 4 of these blocks in place so a result is that they either go out of business or struggle for years.*

BRANDING

DESIGN

Intangible

Tangible

COMMUNICATIONS

ADVERTISING

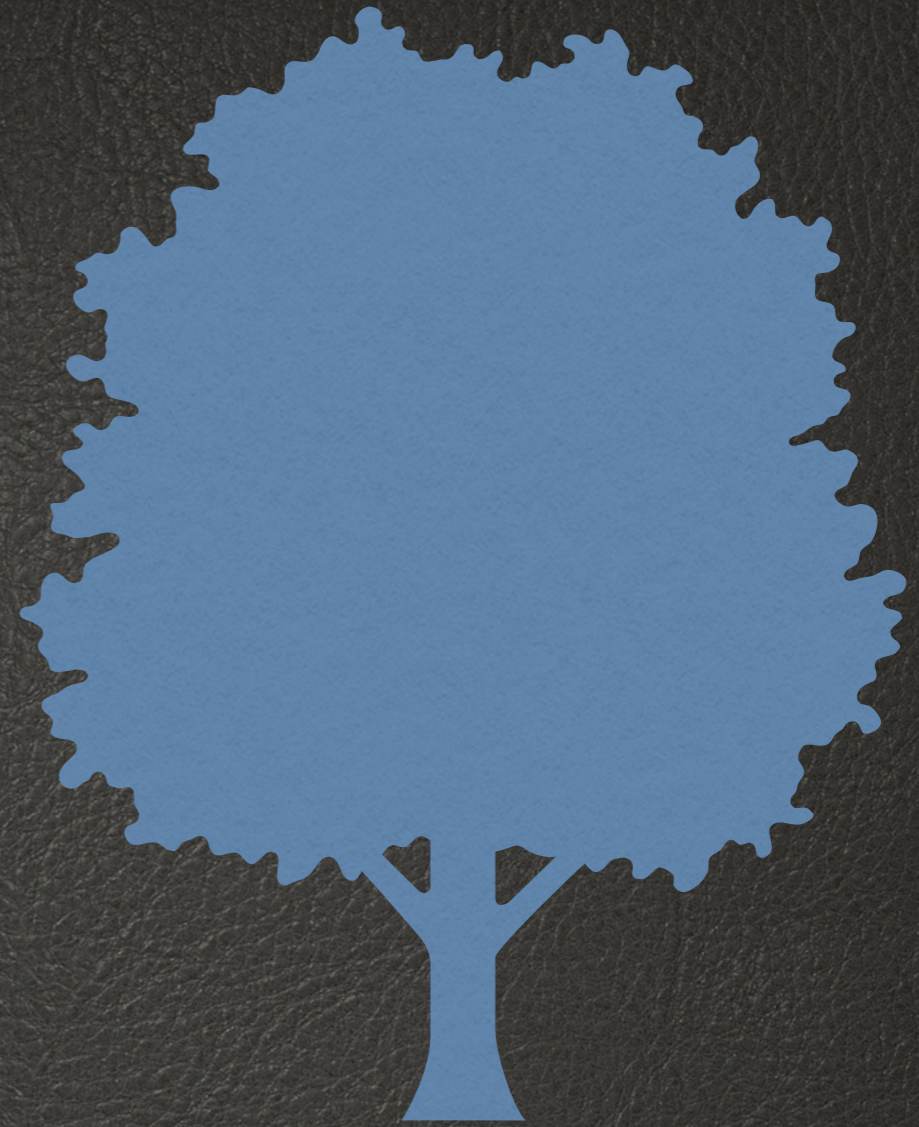
Intangible

Tangible

*Intangibles v. Tangibles*

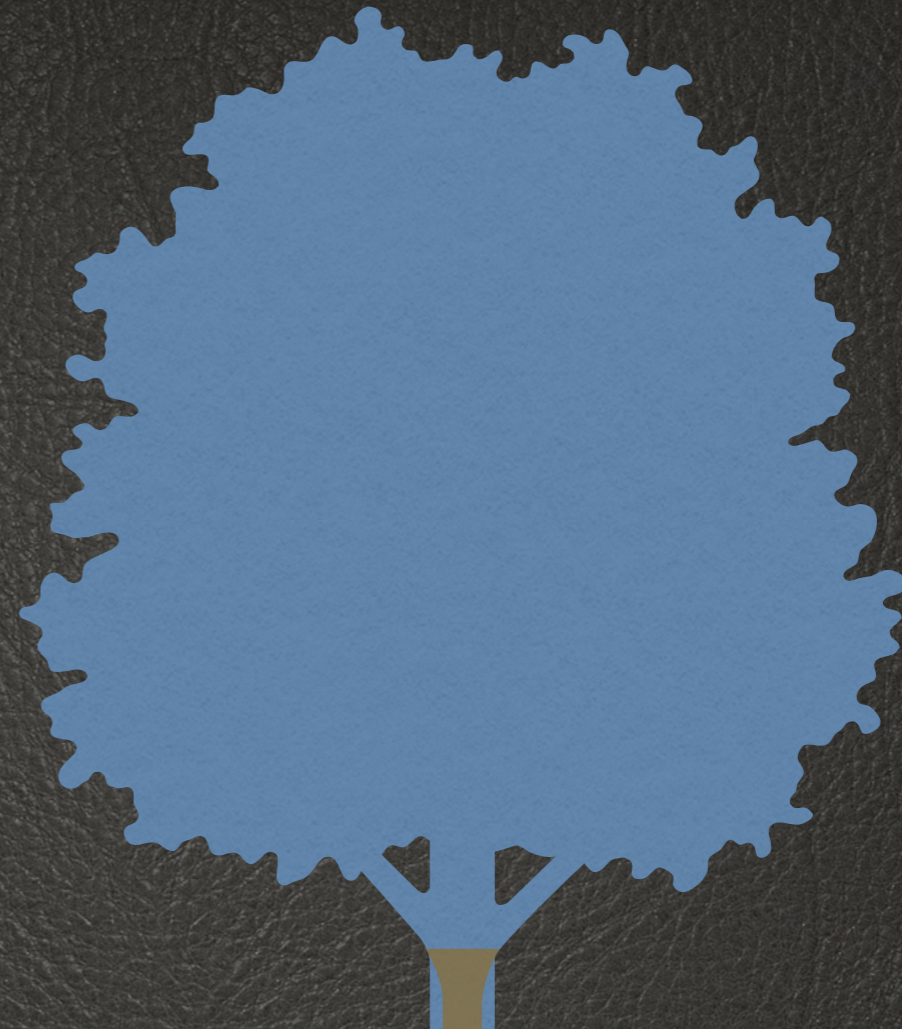
# METAPHOR

*Let's look at how Nature operates for inspiration. This is a tree. 🙌*



*What is NOT illustrated here is that this tree would not stand up without the roots that hold it firmly in the ground.*

*The roots are the BRAND. Brands are intangibles. They are never seen but they should be FELT by the customer.*

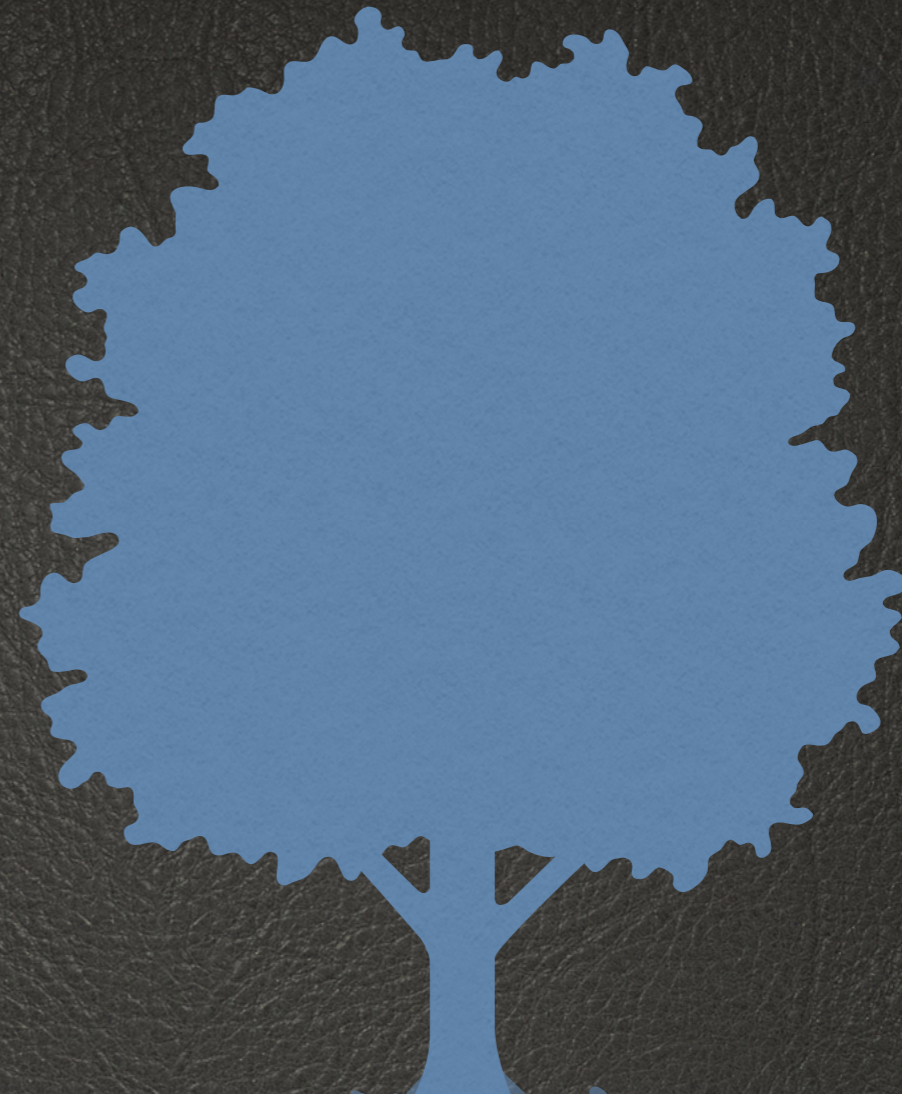


*BRANDs are feelings, values, beliefs. You can't hold, touch, feel, taste, see, smell or hear brands.*



*The truck is the **DESIGN** which connects right to the roots and holds up the branches and leaves (& fruit).*

*The branches and leaves are the equivalent of the **COMMUNICATIONS** in our building block metaphor.*

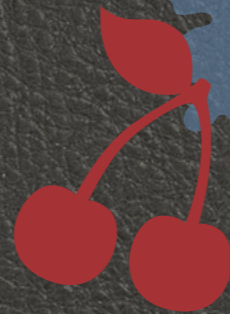


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***ADVERTISING** is the last of our 4 building blocks.*

*ADVERTISING is telling people about the actual product or service a company sells.*

*This advertising should always encompass the values, beliefs and feelings from the Brand and the Design. It's the last and final part to building any business.*



*BRANDs are never about convincing people to come to the book store cafe, clothing store or furniture store. Brands draw people in because of the beliefs, values in the market segment.*

BRANDING

1.

NEURO  
BRAND—ID

DESIGN

2.

GRAPHIC  
DESIGN

COMMUNICATIONS

3.

PROCESS,  
STAFFING,  
OUTREACH

ADVERTISING

4.

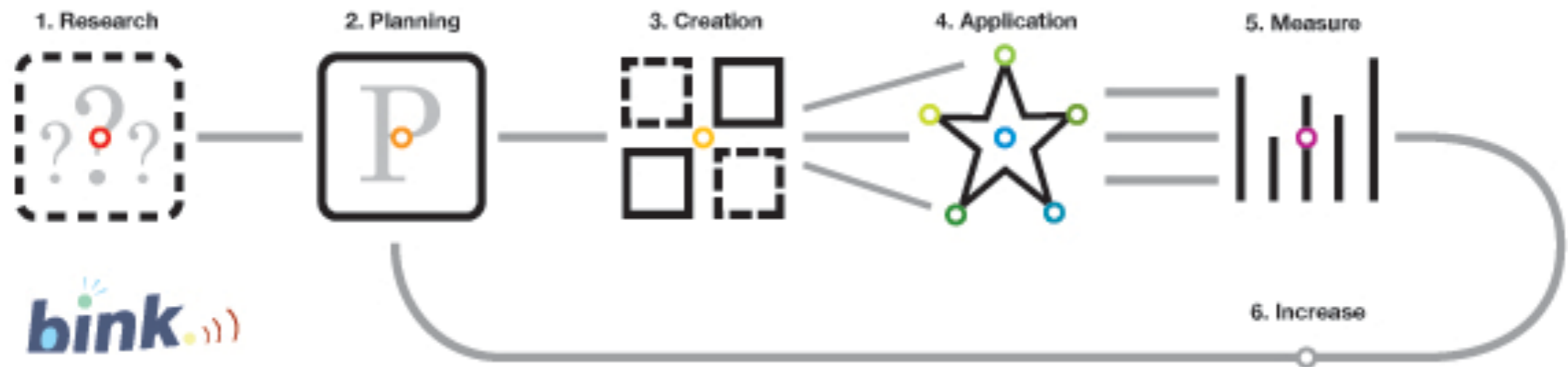
PUBLIC  
RELATIONS  
AND SOCIAL  
MEDIA

*Click the links in each box.*



# The Process

The Process.



- ◆ **Research:** competition, location, perception, persona
- ◆ **Planning:** leveraging the community's effort for optimal results
- ◆ **Creation:** rewording the messages for optimal results
- ◆ **Application:** launching the new Ganas campaign and doing Instagram.
- ◆ **Measure:** report on results, new traffic to stores, "what they are saying."

# Research



- ◆ **Search** Google online sources about Ganas.
- ◆ **Listen** to Jim and Nadatte speak about the stores.
- ◆ **Find out** hard numbers so we can all track results.
- ◆ **Produce** a report of the findings after the first week.

# Planning

- ◆ **Propose** a few different approaches for marketing.
- ◆ **Get** an approval before moving forward.
- ◆ **Plan a Strategy** for increasing Instagram followers.
- ◆ **Produce** a report of Instagram insights.
- ◆ **Plan** a print campaign after old cards are distributed.

# Create



- ◆ **Create** one of the approved marketing approaches.
- ◆ **Get** a report after two weeks and bring to Planning.
- ◆ **Recommend** next steps.
- ◆ **Bypass** trouble spots and inefficiencies.
- ◆ **Test** the approaches on Instagram.

# Application



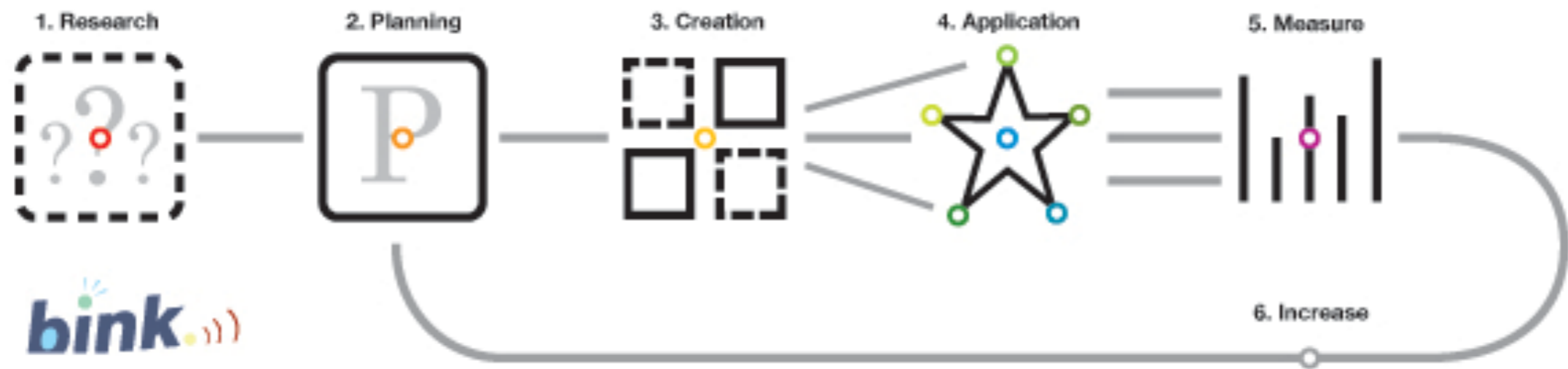
- ◆ **Engage** the audience more frequently.
- ◆ **Find People we can “tag”** engaging a wider audience.
- ◆ **Locate** other avenues and outlets to include.
- ◆ **Consider** advertizing with the SI Ferry terminal.
- ◆ **Enroll** Partnerships on Business Model Canvas.

# Measure

- ◆ **Measure** the results of the campaign.
- ◆ **Look** critically at the costs vs. effort factors.
- ◆ **Consider** going back to Planning or Increasing.
- ◆ **Propose** next steps.

# Process

## The Process.



# Costs

## ◆ One month stay

Deductions (see instruction)	12	Taxes and licenses . . . . .
	13	Interest . . . . .
	14	Depreciation not claimed on Form 1125-A
	15	Depreciation <b>(Do not deduct oil and gas dep</b>
	16	Advertising . . . . .
	17	Pension, profit-sharing, etc., plans . . . . .
	18	Employee benefit programs . . . . .
	19	Other deductions (attach statement) . . . . .
	20	<b>Total deductions.</b> Add lines 7 through 19
	21	<b>Ordinary business income (loss).</b> Subtract
	22 a	Excess net passive income or LIFO recapture

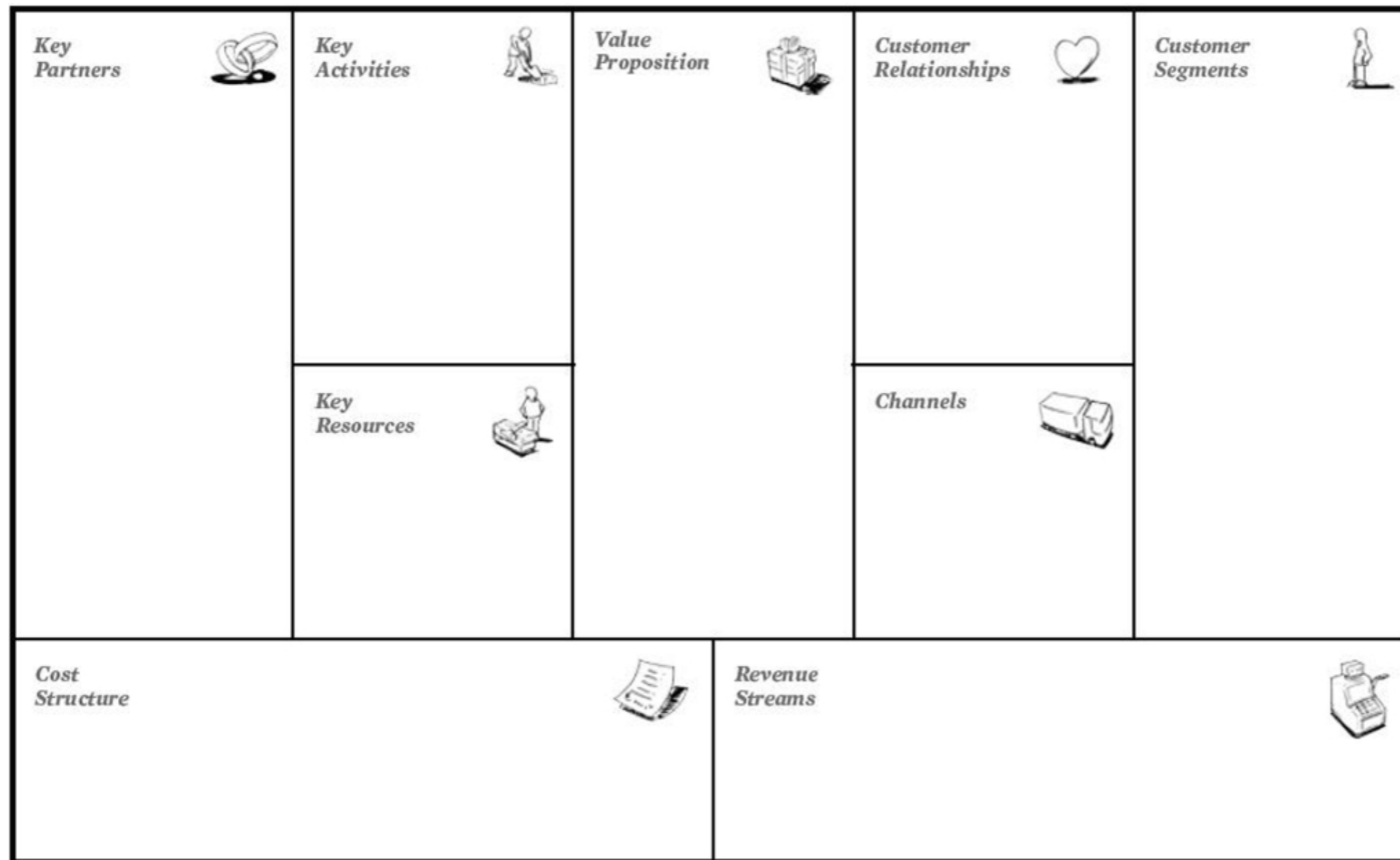
◆ The best part: *Any and all proposals, invoices from Williamsburg Concierge, LLC are 100% tax deductible. You can't beat that with a stick. 😊*



# Business Model Canvas



STATEN ISLAND, NEW YORK CITY



## Brand

- Brand ID
- overall market analysis
- competitive landscape
- audience segmentation
- lifestyle availability (white space)
- branding wheel design
  - emotional
  - aesthetic
  - rational benefit
  - emotional benefit
- brand persona
- brand essence model
- brand lexicon & messaging (narrative)
- local, niche, segment market stratégie
- test market
- tetrad management
- subconscious seeding
- expansion stratégie
- deep metaphors (seven giants)

- CRM/e-CRM stratégie
- in-house staff training
- neurochemical conditioning
- correspondence strategie
- media stratégié
- iconography (vector)
- presentation guide (pdf)
- visual brand metaphors
- identifying 'white space'
- local & niche stratégie
- MSM training
- location audio design
- spokesperson training
- brand ambassadorship
- Game and Network theory

## Communications



## Design

- Corporate ID
- business cards
- letterhead
- logotype
- website
- aesthetic style guide
- iconography (vector)
- presentation guide (pdf)
- visual brand metaphors
- locating 'white space'
- local, niche, strategies
- printed material
- technology
- UX design
- promotional materials
- infographics

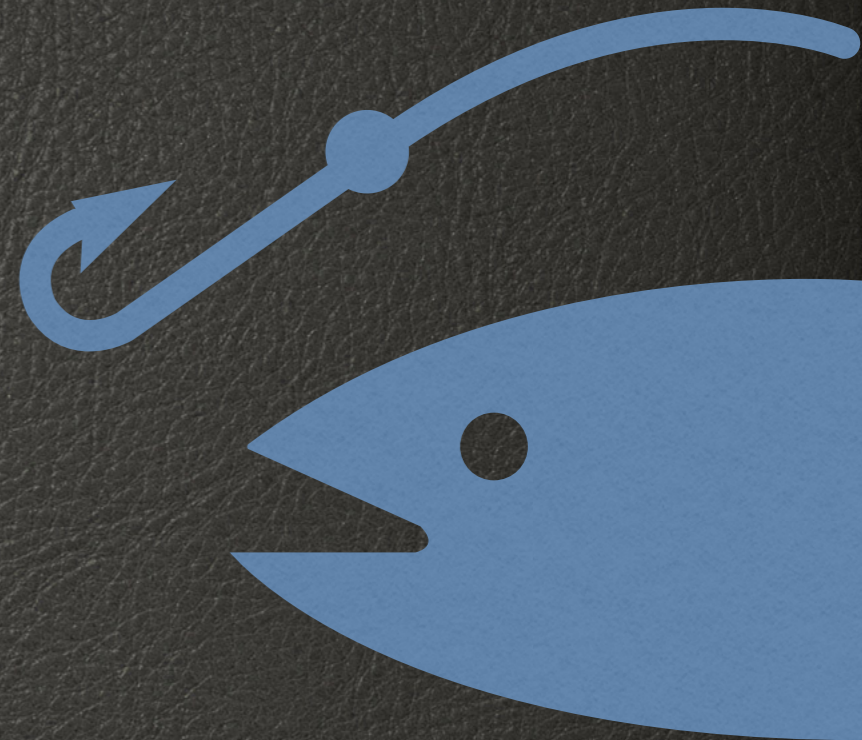
- copywriting
- phenomenological event planning
- film & video
- location scouting
- photography
- content (outbound) marketing
- (inbound) marketing star
- disruptive advertising
- guerilla marketing
- direct marketing
- product placement
- MSM broadcasting
- subversive media channels
- outdoor media
- Word-Of-Mouth
- Social Media (IG & FB)

## Advertising

Full services and capabilities

This is much easier  
and much more fun  
than it looks. I think  
we can build an  
excellent and far  
reaching marketing  
campaign for Ganas.

*Breuk*





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