

Big Idea & Media Strategy

Group 5 - JunePeak Marketing:
Andres Zaldivar, Hannah Axtell, Claire Kanners,
Media Yavuz, Theo Doherty

Overview

Problem

Small businesses are in need of digital marketing solutions, yet are unimpressed of JunePeak and its services due to poor brand awareness.

Objective

Increase the number of total clients by 60% within the next 6 months.

Pain Points

Lack of resources and expertise to effectively:

1. Identify main target customers
2. Create an engaging website
3. Construct a clear and consistent brand identity
4. Stay active and engage on social media
5. Identify key marketing channels and vehicles

Key Insight (The “Why”)

Small businesses **recognize the need** for marketing services to reach their target audience and build brand loyalty, but they **struggle with cost, capacity, and expertise** while aiming to develop a clear strategy.

Single Minded Proposition

“Affordable and personalized digital marketing around-the-clock”

Big Idea Winner

- Big Idea Winner!
- Final Headline, Tagline, & Body Copy

Big Idea Winner!

JunePeak: Your Unique Story, Our Digital Expertise

Cost-Effective Marketing to Grow Your Community and Inspire Customer Loyalty

Addresses the “Why” and Resonates with the Target Audience	<ul style="list-style-type: none">• Speaks to the heart of all small businesses: community and customer loyalty• Positions JunePeak as a marketing partner that has the expertise to drive growth and can take on the capacity small businesses lack• Highlights that JunePeak is affordable, which resonates with many first-time business owners• Focuses on the digital approach of JunePeak, which is valuable to owners unsure of how to leverage technology but are aware of its importance
Aligns with Moments of Receptivity	<ul style="list-style-type: none">• Connects with customers looking to further engage in brand storytelling and build a brand community• Effectively speaks to business owners in their initial stages who are focused on growth and building loyalty• Speaks to transformation, which is relevant during times of startup or growth, new product launches, and rebranding• Reaches small businesses that have strict starting budgets but are looking to maximize promotions
Matches Tonality	<ul style="list-style-type: none">• Optimistic with an emphasis on partnership (“Your” + “Our”)• Creates a sense of empowerment to the customer and their story• Positive (“Inspire”) and forward-thinking (“Growth”)• Relays trust and credibility (“Expertise”), while not being overly formal or dull
Addresses Objectives	<ul style="list-style-type: none">• Attracts new customers by showcasing personalized service, digital proficiency, cost-effectiveness, and a commitment to building lasting customer relationships• Showcases the “JunePeak” name, increasing brand awareness• Creates a sense of excitement and possibility, encouraging the audience to explore JunePeak and its services• “Grow Your Community” fosters a sense of belonging and engagement with new customers• “Your Unique Story” suggests a personalized approach, indicating that JunePeak understands the individuality of each new customer

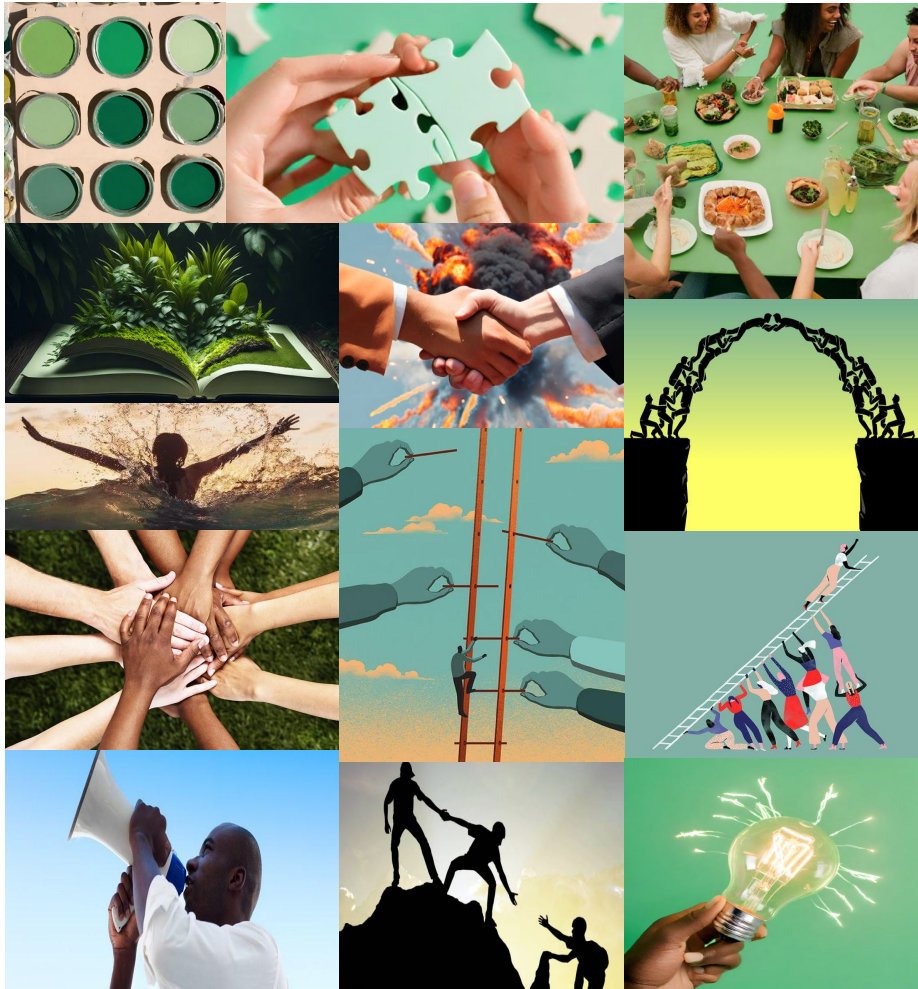
Final Headline, Tagline, and Body Copy

Headline	JunePeak: Your Unique Story, Our Digital Expertise
Tagline	Cost-Effective Marketing to Grow Your Community and Inspire Customer Loyalty
Body Copy	<i>Visit JunePeak.com to explore our tailored solutions and recent success stories. Learn about our 10+ services, including social media marketing, SEO, CRM, website development, email marketing, and content creation.</i>

Visuals, Imagery, and Fonts

- Mood Board
- Key Visuals
 - Logos, Secondary Icons, Fonts, and Colors

JunePeak Mood Board



Creativity

Growth

Community

Trustworthiness

Empowerment

Partnership

Amplification

Storytelling

Expertise

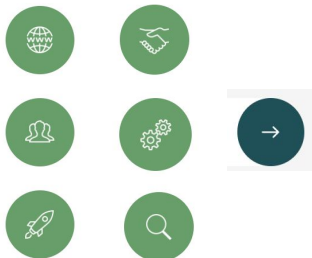
Personalization

Key Visuals

Logo



Secondary Icons



Fonts

Grotesk S SH Bold

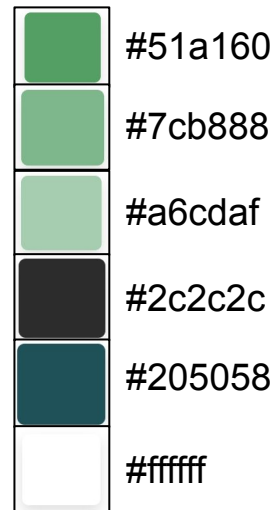
Hebrew Michol Bold

Hebrew Michol

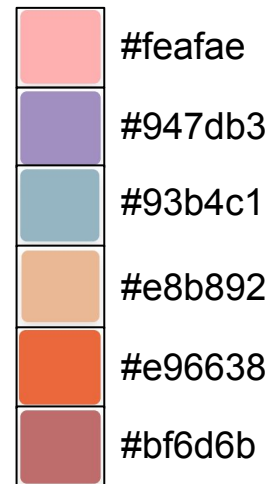
Hebrew Michol Light

Colors

Primary



Secondary



Media Strategy & Vehicles

- Customer Journey
- Media Vehicles
 - Print Ad (Newspapers & Magazines)
 - Social Media Post (LinkedIn and Instagram)
 - Email Marketing
 - Direct Mail
 - Event Marketing
 - Podcast Ad

Customer Journey



Scenario

Sarah owns a boutique bakery and is looking for marketing services to boost her online presence and attract more customers

Expectations

- Clear communication
- Creativity and innovation
- Personalization

	Awareness	Consideration	Convert	Service	Loyalty	Advocacy
Media Vehicles/ Channels/Content/ Communications	<ul style="list-style-type: none"> • Print Ad Viewer • Social Media Post Viewer • Outbound Email Recipient • Direct Mail Recipient • Attendee at Event/Viewer of Sponsorship • Listener of Podcast Ad 	<ul style="list-style-type: none"> • Visits Website • Reads Testimonials • Scans Social Media Profiles • Reviews Past Work Portfolio • Email or Direct Mail Recipient 	<ul style="list-style-type: none"> • Makes Inbound Phone Call • Sends Inbound Email Enquiry • Talks Face-To-Face • Makes an Online Booking • Makes an Offline Booking 	<ul style="list-style-type: none"> • Interacts Face-to-Face and Exchanges Emails • Receives Customer Invoices • Reviews Customer Reports (Progress, Performance, Briefs, etc.) 	<ul style="list-style-type: none"> • Creates Future Scoping Documents • Completes Customer Surveys • Exchanges Emails • Posts Experiences on Social Media • Acts as a Reference 	<ul style="list-style-type: none"> • Writes Customer Testimonials and Reviews • Generates Referrals • Spreads Word of Mouth Between Customers • Posts Customer Experiences on Blog or Social Media
Customer Thought Process	<p>1</p> <p>"I need help marketing my small business! I heard an ad for this company called JunePeak on a podcast I listen to for small businesses. They may be an option for me."</p>	<p>2</p> <p>"I wonder what work JunePeak has done in the past, if they are credible, and if they fit my needs and budget."</p>	<p>3</p> <p>"JunePeak seems to offer everything I need. I am going to contact the business, get more personalized information, and sign a contract."</p>	<p>4</p> <p>"Working with JunePeak is amazing. They are getting me more customers, and they communicate effectively. I pay them for their good work."</p>	<p>5</p> <p>"I am going to re-sign my contract with JunePeak because they are now my marketing partner. I am now planning next year's strategies with them."</p>	<p>6</p> <p>"I want other small businesses to grow with JunePeak like I am. I will write a post about them on social media and refer other business owners to them."</p>
Key Metrics	<ul style="list-style-type: none"> • Social Media Post Engagement (Number of Impressions/Saves/Likes) • Email Interactions (Open Rate) • Number of Unique Interactions 	<ul style="list-style-type: none"> • Website Engagement (Number of Visits) • New Leads • Social Media Profiles Engagement (Number of New Visitors) 	<ul style="list-style-type: none"> • Number of First Purchasers • Ratio of Dead vs. Converted Leads • Number of Successful Leads from Email/Phone/In-Person 	<ul style="list-style-type: none"> • Total Revenue and Payments • Email/Phone Interaction Rate • Asset Utilization Ratio 	<ul style="list-style-type: none"> • Rate of Repurchase • Customer Turnover Rate • Customer Survey Results • Frequency of References • Rate of Scope Expansion and Future Planning 	<ul style="list-style-type: none"> • Online Review Ratings • Number of Social Media Mentions/Tags/DMs • Number of Referrals

Media Vehicle #1: Print Ad (Newspapers & Magazines)

Fits Objective

Offers a **targeted local reach**, building trust with prospective customers with a **community approach**

Conveys **credibility** when placed in reputable publications, providing **legitimacy** to new customers

Print ads are kept for longer than digital ads, and providing a **lasting physical presence** that improves brand awareness

JunePeak can **measure QR Code use**

Fits Journey

Generates **awareness** and appears in relevant publications to reach small business owners

Available at **all times** during the day, especially when customers are not distracted

Fosters a sense of **connection** when recognized in local community papers

Unique Benefit

The use of QR codes and other **calls to action** drive website engagement

Complements digital strategies and creates a foundational brand image that is **consistent**

Provides the option for **storytelling in local** markets, creating a visual and **emotional impact**

Fits Budget

Careful planning, cost-saving measures, and a **focus on high-impact advertising** will allow JunePeak to make the most of this resource with a limited budget of \$100-\$500/month

Local outlets offer **package deals or local discounts** for print ads

Media Vehicle #2: Social Media Post (LinkedIn & Instagram)

Fits Objective

Essential for **storytelling** and brand loyalty, which creates **engagement** and fosters **community building**

Allows JunePeak to convert likes/saves/comments by individuals into **promising leads**

Provides JunePeak the opportunity to share **brand personality and showcase content**, drawing possible customers in

JunePeak can **track engagement** through number of impressions/saves/likes

Fits Journey

Builds **awareness** of JunePeak by showing up on customer feeds and **connecting** to the feeds of friends

Serves as a platform for customers to **revisit** and understand the brand's **essence** and interactions, functioning as a "get to know me" space to enhance customer comfort during the **consideration** stage

Unique Benefit

Quick responses to inquiries, gather raw **feedback**, and **personalize** the customer journey

JunePeak can **showcase their expertise** by providing successful content they have created

Offers a place to share customer **testimonials**

Prospective customers can ask questions and have a **conversation**

Fits Budget

Organic social media posts are **free** and fit within budget.

JunePeak might consider purchasing information to guide them to the right followers, and this can be more expensive, but is unnecessary as JunePeak gains organic followers

Media Vehicle #3: Email Marketing

Fits Objective

Allows for **direct call to action** links that drive prospective customers to website

Increases **targeted awareness** and grows **engagement**

JunePeak can monitor email **open, click through, bounce, and conversion rates**

Fits Journey

Using **automated nurture sequences**, JunePeak can deliver relevant content at **awareness and consideration** stages, nurturing leads and increasing the likelihood of conversion

Small business owners are likely to **check their email often** as they grow and acquire new business

Unique Benefit

Email marketing allows you to communicate **directly with your audience** in a **personalized** way.

Easy to **track the performance** of email campaigns

Fits Budget

Very cost-effective, ranging from \$50-\$300 per month¹, which is well within JunePeaks's budget

Does not require much creative or any printing, and can be completed in-house, so no agency fees

¹(Dib, 2022)

Media Vehicle #4: Direct Mail

Fits Objective

Increases brand awareness by providing a **personalized, impactful message**

Stands out from competitors and digital advertising clutter

Can include additional content (articles, tips, etc.) that builds **positive relationships** with prospective customers

JunePeak can measure

Fits Journey

Allows the receiver to **engage directly** with JunePeak and can likely lead to higher **customer retention**

Brings awareness to the customer's home and/or place of work and can linger through **awareness and consideration stages** given its permanence

Unique Benefit

Creates a **lasting impression**, as it provides a **tangible** means of engaging the customer and creating a more memorable experience

Easily **customizable** for each customer and acts as a type of readily available business card

Fits Budget

Inexpensive method to target potential customers, and fits well into the JunePeak's budget

Some websites offer a **free bulk order** of 1,000 customized postcards for new customers, and the total costs of **one postcard can be as low as \$.50²**

²(Postcard Mania, 2023)

Media Vehicle #5: Event Marketing & Sponsorships (Local Farmers/Artisan Markets)

Fits Objective

Speaking and networking in-person creates **instants leads**

Collection of **contact information** of small business owners to then follow-up and solidify contracts

Powerful, personable, and instant brand awareness

JunePeak can measure **number of unique booth visits and emails collected**

Fits Journey

Being present at local markets is immensely helpful with making small business owners **aware** of your services

Conversing with owners directly walks them through the **consideration** stage and instantly builds trust

Unique Benefit

Allows JunePeak to have a physical booth and **directly meet face-to-face** with small business owners in a single place

Easily spread brand awareness with sponsorships among **exact target market** and learn first-hand of customer needs

Fits Budget

The total cost of a booth at a farmer's/artisan market is between \$100-\$500³, which is **within JunePeak's budget**

Sponsorships at a local market can start at \$50, also within budget

³(Foods, 2018)

Media Vehicle #6: Podcast Ad (Small Business Podcasts)

Fits Objective

Ads embedded in podcasts that speak directly to small business owners allow JunePeak to **talk directly** to and **increase their brand awareness** among their target market

JunePeak can **monitor average number of listeners and measure ad impressions**

Fits Journey

Small business owners might hear of JunePeak for the first time on their favorite podcast, **creating awareness** of the brand

If JunePeak were to act as a steady sponsor of smaller business podcasts, then they could **convert listeners over time**

Unique Benefit

Placing an ad within a podcast about topics small business owners are interested in allows JunePeak to **reach their target market when they are most attentive and receptive** to taking in new information

JunePeak can reach customers when they are in **positive mindsets**

Fits Budget

The cost of a 30-sec ad on a micro-influencer's podcast costs, on average, \$18 per thousand listeners⁴, which is **within JunePeak's budget**

⁴(Boswell, 2023)

Appendix

Appendix A: Big Idea Inspiration Ad Examples

Ad#1

Digital Marketing Experts

Affordable For Small Businesses

BRANDING • MARKETING • WEBSITES • SOCIAL MEDIA

FREE QUOTE

ON FIRE GROUP

This advertisement features a black background with white and orange text. It highlights digital marketing services for small businesses and includes a prominent 'FREE QUOTE' button. The On Fire Group logo is at the bottom.

(The On Fire Group, n.d.)

Ad#2

IMPRESSIONZ

Your Digital **Marketing Expert**

No.1 Digital Marketing Agency

- Website Designing
- Audio & Video Production
- Single Ads Service
- Graphic Designing
- Automated voice Calls
- Youtube Promotes
- Online Business Compadres
- Social Media Promotes
- Branding Logo / Banner / Poster
- Bulk Whatsapp / Service

"Your Path to Success Starts"

This advertisement for Impressionz features a central image of a diverse team of professionals. It lists various digital marketing services and includes a quote at the bottom.

(Impressionz - Digital Marketing Experts, n.d.)

Ad#3

SMALL BUSINESS SATURDAY

SHOP SMALL® AND SUPPORT LOCAL BUSINESS

FOUNDING PARTNER

This advertisement has a dark blue background with white text and stars. It promotes Small Business Saturday and encourages shopping locally. The American Express logo is in the bottom right corner.

(Shop Small with American Express, n.d.)

Ad#4

RELAX!

AND LET US SAVE YOU **TIME AND MONEY**

KARMA **jack.**

The advertisement shows a man in a suit reclining comfortably. The text is bold and clear, emphasizing relaxation and time/money savings.

(Karma Jack n.d.)

Ad#5

Trueline SOLUTION

YOU HAVE **BUSINESS**
WE HAVE **STRATEGY**

Grow Your Business With Us

#development #digital marketing #branding
☎ +91 99132 99806 ☎ +91 99132 99862
🌐 www.truelinesolution.com

This advertisement features a bright yellow background with business-related icons like gears, a laptop, and a target. It uses bold text to contrast 'Business' and 'Strategy'.

(Trueline Solutions)

Appendix A: Big Idea Inspiration Analysis - Ad#1

The On Fire Group: “Digital Marketing Experts”

Problem (“Why”)	Small businesses do not often have the skills to create and/or manage their marketing channels. They lack the time, money, and expertise . They do not know where to begin!
Headline	“Digital Marketing Experts”
Headline Breaks Through Clutter	In just three words, the headline breaks through the clutter by highlighting the two needs of customers : digital marketing and experts who can best help. A simple and short headline that answers the main needs of customers breaks through the clutter.
Tagline	“Affordable for Small Businesses”
Body Copy	“Branding - Marketing - Website - Social Media” “Free Quote”
Body Copy Supports Big Idea	The body copy suggests the big idea that The On Fire Group are digital marketing experts in the areas of branding, marketing, website, and social media. The simplicity is effective , but there could be more context around the body to more directly support the idea of the group being experts on these subjects.
Communicates Objective	The objective of the campaign seems to be to increase the agency’s client portfolio. The ad communicates this, as it is showing customers that it is capable and provides services they desire. Additionally, the “free quote” action item is calling customers to learn more and invest.
Why It Resonates	The ad resonates because it is direct and speaks to what the consumer needs most . They need experts who can help them with their marketing their brand. Without being wordy or overly demonstrative, the ad gives the consumer what they need to see without distracting them. The fluency of the ad color, message, and overall design makes it effective.

Appendix A: Big Idea Inspiration Analysis - Ad#2

Impressionz: “Your Digital Marketing Expert”

Problem (“Why”)	Small businesses or individuals may not have the expertise to handle their own digital marketing needs and are looking for a reliable expert to manage this for them.
Headline	“Your Digital Marketing Expert”
Headline Breaks Through Clutter	The headline is clear, straightforward, and positions the company as the go-to expert in digital marketing. The use of “Your” personalizes the message, making it resonate more with the viewer.
Tagline	“No.1 Digital Marketing Agency”
Body Copy	"Website Designing" "Audio & Video Production" "Graphic Designing" "Online Automation Campaigns" "Search Engine Optimization" "E-Commerce Websites" "Social Media Promotions" "Pay Per Click Google Ads"
Body Copy Supports Big Idea	The body copy provides a comprehensive list of services that the agency offers, which supports their claim of being an expert in digital marketing. It shows that they're versatile and can handle various aspects of digital marketing, further cementing their expertise .
Communicates Objective	The advertisement effectively communicates that "Impressionz" is more than just a digital marketing agency. They are experts in the field, providing a wide range of services to cater to various digital marketing needs. In this way, they are calling for customers to buy into what they are promising .
Why It Resonates	The ad uses a combination of a clear headline, tagline, and comprehensive list of services to effectively communicate their value proposition. By positioning themselves as "Your Digital Marketing Expert" and backing it up with a list of services, it provides clarity and assurance to potential clients that they can handle all their digital marketing needs. The imagery of professionals further adds credibility and gives a face to the brand, creating trust and relatability . The contrasting colors and design also make the advertisement stand out, capturing attention.

Appendix A: Big Idea Inspiration Analysis - Ad#3

American Express: “Small Business Saturday”

Problem	American Express' Small Business Saturday campaign is designed to address the challenge of supporting small, local businesses , especially during the competitive holiday shopping season. The campaign's big idea is to encourage people to shop at their local small businesses to help them thrive and strengthen their communities .
Headline	"Shop Small on Small Business Saturday"
Headline Breaks Through Clutter	The headline effectively breaks through the clutter by being direct and action-oriented . It clearly communicates the main message of the campaign: encouraging consumers to support their local community and businesses over larger corporate entities .
Tagline	"Where Every Purchase Makes a Big Difference"
Body Copy	“Small Business Saturday” “Shop Small and Support local Business” “Founding Partner: American Express”
Body Copy Supports Big Idea	The body copy of this campaign relates to American Express’ greater campaign purpose and big idea to generate significant media attention and increase their card usage in a new market. By supporting local businesses, fostering a sense of community , and making a positive impact, the campaign works to establish customer loyalty , engage in corporate social responsibility , and improve their brand reputation .
Communicates Objective	The body copy successfully communicates the objectives of the campaign by highlighting the benefits to both consumers and small businesses, emphasizing community support and the fulfilling qualities of local investment .
Why It Resonates	This ad, in particular, resonates with our group because it highlights the benefits of choosing to partner with small businesses over larger, more notable companies , which is a strong concept we are looking to sell in our own campaign.

Appendix A: Big Idea Inspiration Analysis - Ad#4

Karma Jack

Problem	Businesses of all sizes see marketing as vital to the growth of their enterprise but get bogged down with the intricacies of it.
Headline	“Relax!”
Headline Breaks Through Clutter	This headline breaks through the clutter due to the straightforward nature of it as it offers an extremely simple yet attractive proposition.
Tagline	“Good Karma better, marketing”
Body Copy	“And let us save you time and money”
Body Copy Supports Big Idea	The body copy outlines what the customer can gain from a relationship with the agency. They simplify all aspects of digital marketing.
Communicates Objective	It translates the benefits of working with the agency and how the customer can conduct their business more efficiently with the help of Karma Jack.
Why It Resonates	It resonates with the viewer as it is effortlessly communicates the services that the business offers and allows the potential customer to see what Karma Jack can do for them.

Appendix A: Big Idea Inspiration Analysis - Ad#5

Trueline Solutions: “You have business We have strategy”

Problem (“Why”)	Small businesses may not have the expertise to create an effective branding strategy, and they are struggling with growth .
Headline	“You have Business. We have Strategy”
Headline Breaks Through Clutter	The headline breaks through the clutter by having bold statements that speak to the customer’s current mindset. The headline appreciates the customer for having a business and something to offer, and then it suggests a partnership through the agency’s expertise of creating effective strategy.
Tagline	“Grow your business with us”
Body Copy	“#branding” “#development” “#digital marketing”
Body Copy Supports Big Idea	The body copy outlines Trueline Solutions and their goal for their clients which includes branding, development and digital marketing . This supports the big idea because its focused on specializing in growing the branding and digital marketing of small businesses.
Communicates Objective	“Grow your business with us” tagline suggests Truline Solutions wants Small businesses to take advantage of their digital marketing strategies to grow their business.
Why It Resonates	The ad resonates with customers because it speaks to both their achievements of having their own business while also providing them with the direct promise of good digital strategy .

Appendix B: Print Ad (Newspapers & Magazines) Inspiration Examples

DCM
SURPRISINGLY SIMPLE

Nobody does DM like DCM

40+ years of experience.

70 of the top 100 brands in Canada.

An end-to-end solution.

A record of flawless execution.

When it comes to direct mail, we know how to do it more simply and sustainably, with more ROI.

Learn more:

printreleaf

SGP SUSTAINABILITY GREEN PARTNERSHIP

Smartmail Marketing | Expert Partner

We can offset 100% of everything we print for you. Ask us how to be part of our PrintReleaf program.

We are SGP-certified, and 7 of our facilities maintain sustainability management systems according to SGP protocols.

datacm.com
info@datacm.com

(Issue Library, 2023)

Everything you need to make the right marketing moves ...

Data
50 privacy-compliant databases covering more than 30,000 variables that detail what your customers are thinking, doing and buying.

Analytics Software
Purpose-built SaaS platform with workflows and routines that provide deep consumer insights and location intelligence.

Services
Comprehensive consulting, analytical and marketing services, including data hygiene, interactive dashboards, training and campaign analysis.

ENVIRONICS
ANALYTICS

environicsanalytics.com

(Issue Library, 2023)

One-Stop Shop for Data-Driven Marketing Solutions

Now more than ever before, it is vital to get in front of customers and prospects efficiently, economically and with customer-centricity. Melissa has been helping businesses cut waste, increase personalization and save on postage since 1985. With proven data-driven solutions, our formula for direct marketing success is as easy as 1-2-3.

- 1. GET**
Mailing Lists & Sales Leads:
Micro-target a customized list of consumer, homeowner or business prospects.
- 2. CLEAN**
Your Current Customer List:
Clean up, add missing information & enrich customer marketing lists.
- 3. MAIL**
Directly to the Mailbox or Inbox:
Mail or email your list efficiently with postal presorting and email services.

Get Started Today!

MelissaDirect.com
1-800-MELISSA

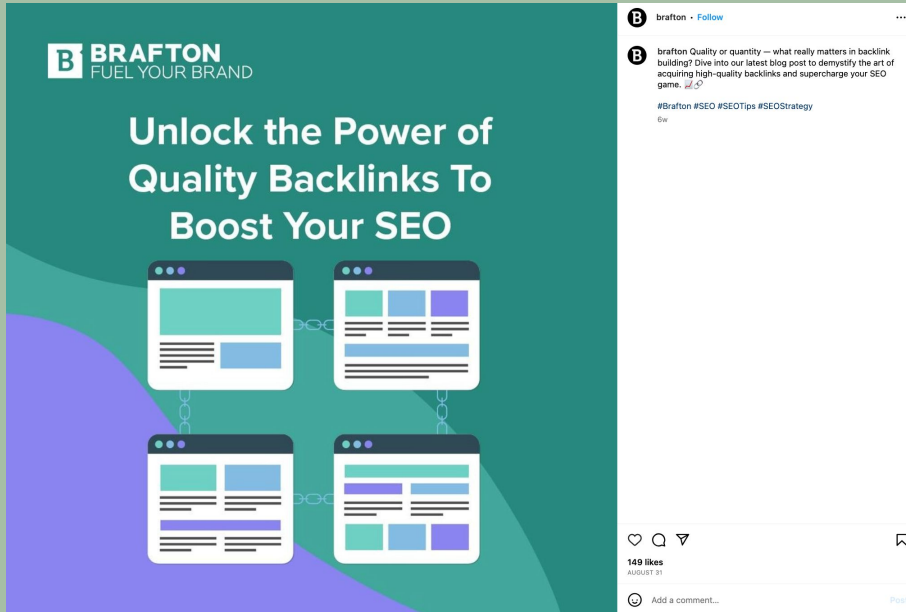
melissa
DIRECT

(Issue Library, 2023)

Appendix B: Print Ad (Newspapers & Magazines) Inspiration Examples - Analysis

Commonalities	<ul style="list-style-type: none">• All three placed their brand logo in a corner of their magazine ad, used bold fonts to highlight key messages, utilized their brand color scheme, and included images to attract audience
Essential Aspects to Include	<ul style="list-style-type: none">• QR Codes• Brand Name and Logo• Bold Colors and Fonts• Call to Action• Strong Images
Likes	<ul style="list-style-type: none">• Environics Analytics' design was simple and approachable while communicating their intended message• DCM effectively used contrast choices that emphasized their text content without overwhelming the reader• Advantageous for DCM to use a QR Code and Melissa Direct to use a call to action to encourage the reader to take the next step towards working with them
Dislikes	<ul style="list-style-type: none">• Not drawn to the color scheme used by Melissa Direct• Melissa Direct and Environics Analytics' ads to be text-heavy and difficult to read
How JunePeak will Differentiate	<ul style="list-style-type: none">• Unique brand elements: fonts, logos, and color palette• Demonstrate intent to cater to small businesses looking to improve their online brand visibility• Limit text, use strong visuals, and highlight a QR code and call to action to communicate our message while engaging our audience.

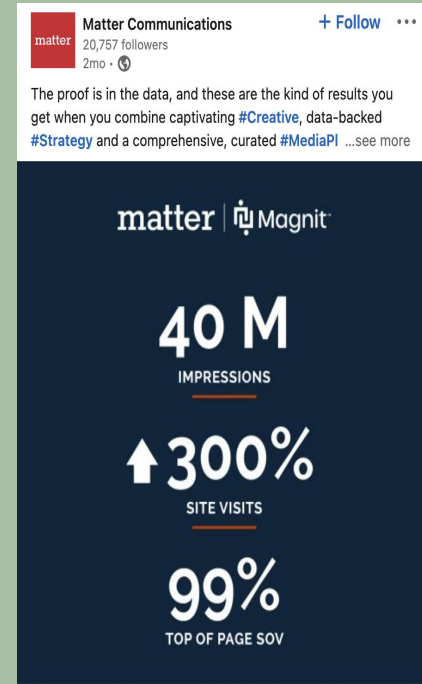
Appendix B: Social Media Post Inspiration Examples



(Brafton Instagram, 2023)



(Brafton LinkedIn, 2023)




(Matter Communications LinkedIn, 2023)

Appendix B: Social Media Post Inspiration Examples - Analysis

Commonalities	<ul style="list-style-type: none">• Each ad features the company's logo and color scheme• They all highlight a specific benefit or result that the service provides• The ads use simple graphics and clear and concise text
Essential Aspects to Include	<ul style="list-style-type: none">• A straightforward message that communicates the value of the service• The use of graphics or images that are eye catching• Consistent use of logos, fonts, and colors
Likes	<ul style="list-style-type: none">• The designs are clean, professional, and visually appealing• The use of numbers and stats effectively showcase their success• Providing information that can educate clients
Dislikes	<ul style="list-style-type: none">• The ads are impersonal and lack the human element that would make them relatable• The ads have limited information
How JunePeak will Differentiate	<ul style="list-style-type: none">• Use images or videos of people, potentially customers or team members, to add a relatable human element• Include interactive elements such as quizzes or sliders that engage the user and make the post stand out• Use real-life success stories and testimonials to make the ad more relatable and compelling

Appendix B: Email Marketing Inspiration Examples

30 Days of Unlimited Brand Design - FREE! [View this email in your browser](#)



12 Days of Branding

1 MONTH UNLIMITED BRAND DESIGN FOR FREE

Have you heard about our Tailor Brands Studio subscription?

We give you unlimited access to logo revisions, social posts, social cover headers, business card design, weekly designs, watermarking, and more - perfect to keep your brand looking great.

From now through December 19 at 11:59 PM EST, we're giving you a **MONTH FOR FREE!**

Use code: **SANTA1** through your Brand Profile.

Code: SANTA1

Act quickly to take advantage of this deal!

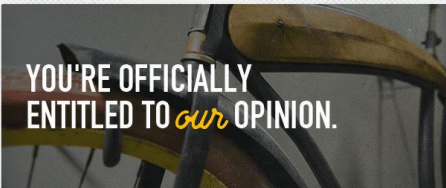

[@](#) [f](#) [e](#) [t](#)

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Tailor Brands
100 G Street
New York, New York 10010

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(Campaign Monitor, 2020)



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(Campaign Monitor, 2020)

LOCALIQ X  **WordStream**



Mastering Copywriting for Conversions

[GET THE FREE TOOLKIT](#)

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(McCormick, 2022)

Appendix B: Email Marketing Inspiration Examples - Analysis

Commonalities	<ul style="list-style-type: none">• All three of the Ads placed there brand Logo & Name at the top of the email Ad• Used varying levels of font size to indicate separate ideas• All included linked buttons and links to social media accounts to drive engagement• All ads included one main visual and did not crowd with too many images/icons
Essential Aspects to Include	<ul style="list-style-type: none">• Brand name, unique offer, bold fonts, bright images, and embedded links• Use of symmetry when aligning text, images, and buttons• Include email, socials, and contact at the bottom of the page
Likes	<ul style="list-style-type: none">• Tailor Brands advertisement leveraged seasonality to engage the customer and bolded their free offer to entice the reader• WordStream and MBB+ used bright colors to highlight their call to actions - bringing the reader's eyes to the most important areas• All the ads had a border and appeared to be floating on the page - not stretched out or crowded
Dislikes	<ul style="list-style-type: none">• Social media buttons are too small and they are all text-heavy• They all look too similar, and that's the problem - lack of disruption/style differences
How JunePeak will Differentiate	<ul style="list-style-type: none">• Create a less traditional design that makes the reader stop and learn more• Provide consumers with limited copy that is valuable and not in a paragraph• Share stories about the brand, product, and clientele while making it more personalized

Appendix B: Direct Mail Inspiration Examples



THIS SEASON'S SALE!

50% OFF

THE ALPHA CRAFTS

A wide variety of gifts and decorative accessories

NEW SPECIALTY CATERING MENU

FRESH ^{FC} CITY

Way Better Than Takeout

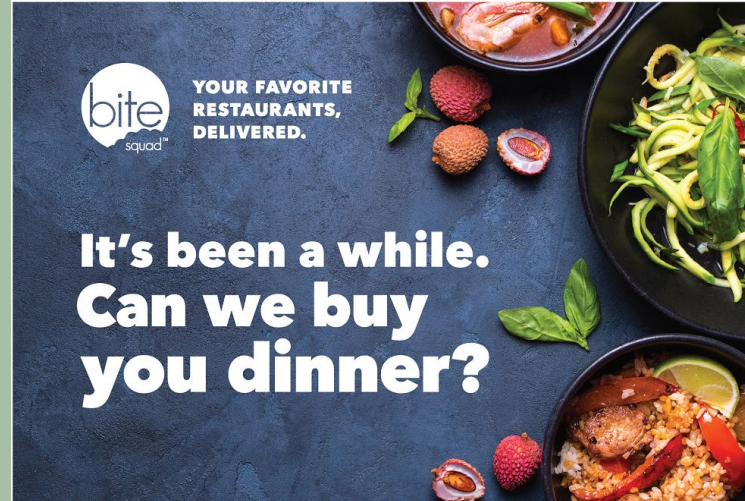
%pURL%



ASIAN LETTUCE CUPS
A selection of beef and chicken stir fried with a tangy teriyaki sauce and served with lettuce, Asian style slaw and chopped cashews on the side.

Comes with
**THAI NOODLES,
MANDARIN SESAME SALAD
and FRUIT SKEWERS**

\$15.99 per person



bite squad™

YOUR FAVORITE RESTAURANTS, DELIVERED.

It's been a while. Can we buy you dinner?

(Sumo Group, 2019)

Appendix B: Direct Mail Inspiration

Examples - Analysis

Commonalities	<ul style="list-style-type: none">• All the ads are symmetrical and have a good text-to-image balance• Images included are relevant to the product/service
Essential Aspects to Include	<ul style="list-style-type: none">• Relevant graphics and straightforward messages• Images that speak to the consumers needs and are not busy• Large and bold headline that grabs the attention of the consumer
Likes	<ul style="list-style-type: none">• Aesthetically pleasing images that relate directly to the message• Levels of headings that breakup the headline, tagline, and body• The Bite Squad ad has a clean background that fills the page, allowing the food to float on top• The Fresh City ad utilizes a horizontal image with a vertical pattern, creating a cross-over effect
Dislikes	<ul style="list-style-type: none">• The Alpha Crafts ad looks too much like a stereotypical template• The Fresh City ad is too busy, and customers are not likely to read through all the body
How JunePeak will Differentiate	<ul style="list-style-type: none">• Limit body copy to not overwhelm readers• Utilizing a unique proposition that draws the reader in deeper• Include a call to action for the customer to get in contact and/or learn more

Appendix B: Event Marketing & Sponsorships Inspiration Examples



(Signazon, 2023)



(Pinterest, 2023)

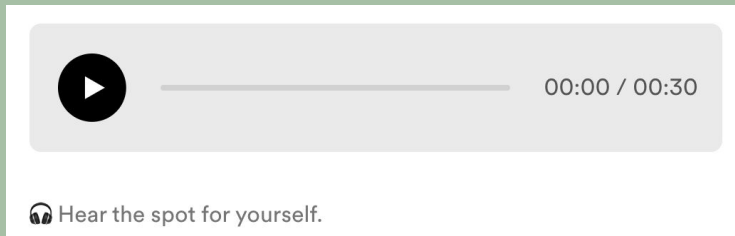


(Alt Terrain, 2018)

Appendix B: Event Marketing Inspiration Examples - Analysis

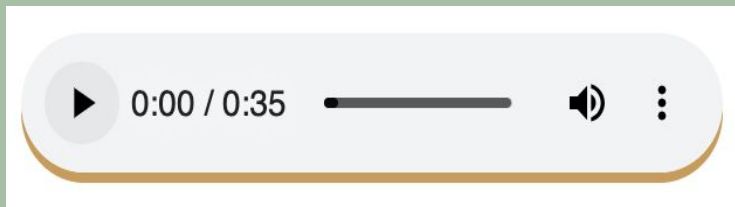
Commonalities	<ul style="list-style-type: none">• The brand names are everywhere, drawing attention to the physical booth in every way• The sponsorship banner is clean and bold, like the print on the tents• There is not a lot of wording, and the focus is on the images/colors
Essential Aspects to Include	<ul style="list-style-type: none">• Colorful booth to bring customers in and catch their eye• The JunePeak name plastered everywhere to drill in brand awareness• Interactive components for visitors to spend more time at the booth
Likes	<ul style="list-style-type: none">• All elements of the Mike Guerra Realty Group tent are matching and on brand• The Dime Bank USA tent allows visitors to capture their interactions with the brand, creating episodic memories associated with the bank
Dislikes	<ul style="list-style-type: none">• The Reynolds Realtors sponsorship banner has poor color contrast and color pairing
How JunePeak will Differentiate	<ul style="list-style-type: none">• Incorporate more relaxed and welcoming colors that contrast well into tents and sponsorships• Create engaging activities and workshops that drive booth engagement• Hand out physical information or contact for visitors to keep with them and refer back to when considering a partnership

Appendix B: Podcast Ad Inspiration Examples



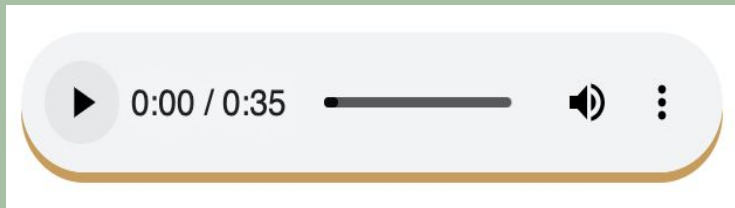
<https://ads.spotify.com/en-US/inspiration/two-men-and-a-truck-case-study/>
(Spotify Advertising Team, 2021)

SCRIPT: "This is brought to you by Two Men and a Truck. Clutter can add up fast, whether you're getting ready to move, renovating, or doing a bit of spring cleaning in your home office. The point is you need space and you need it now. That's why two men and a truck offers junk removal services. Their professionally trained teams are equipped to remove your unwanted items properly and safely and that means your space will actually be yours again. Call Two Men and a Truck today for your free junk removal quote today."



<https://www.thepodcastexchange.ca/audio-samples>
(The Podcast Exchange, 2021)

SCRIPT: "PRX is supported by HSBC. Did you know you can get up to \$700 when you start banking with HSBC, plus you could pay no monthly banking fees. But really you get much much more than banking. HSBC has many advantages like zero dollar global wire transfer fees, no interaction transfer fees, and access to over 3300 ATMS all across the country. Terms and conditions apply. Visit hsbc.ca/offers today to get started HSBC bank. Together, we thrive."



<https://www.thepodcastexchange.ca/audio-samples>
(The Podcast Exchange, 2021)

SCRIPT: If the Porsche Macan has proven anything, it's that the days of sacrificing performance for practicality are gone, long gone. Engineered to deliver a driving experience like no other, the Macan has demonstrated excellence in style and performance, to become the leading sports car in its class. So don't let those five doors fool you. Once you're in the driver's seat, one thing will become immediately clear. This is a Porsche Macan. Now leasing from 3.99%. Conditions Apply.

Appendix A: Podcast Ad Inspiration Examples - Analysis

Commonalities	<ul style="list-style-type: none">● Audio length is around 30 seconds, and they all have a professional tone as they stress key benefits● Each include a call to action, using phrases like “call”, “visit”, and “now leasing.”● All brands mention their names in the <i>first 3 seconds</i> as well as in the <i>last 3 seconds</i>● After introducing their brand name, they all invite the listener to imagine themselves in a scenario with phrases like “whether you’re...”, “the days of...”, and “did you know that you can...”
Essential Aspects to Include	<ul style="list-style-type: none">● A call to action, guiding people to JunePeak’s website● Start off with mentioning JunePeak, and end the ad with JunePeak’s name (to reinforce remembering)● Create some scenario that puts the listener in a place where they imagine themselves needing JunePeak
Likes	<ul style="list-style-type: none">● The Porsche Ad masterfully uses visual imagery to help the listener imagine they’re in the driver’s seat● The Porsche Ad uses repetition, such as “gone, long gone”, to create a sense of permanence● The Two Men and a Truck Ad sets up a perfect problem-solution connection with stating a common problem (clutter) and then offering a clear solution (junk removal services)● The Two Men and a Truck Ad creates a sense of urgency: “you need space and you need it now”
Dislikes	<ul style="list-style-type: none">● The Porsche Ad lacks specific details about why their car experience is so luxurious● The Two Men and a Truck Ad lacks differentiation and doesn’t explain how their service is different● All of the ads lack social proof - any type of indication their products are credible
How JunePeak will Differentiate	<ul style="list-style-type: none">● Showcase JunePeak’s values and mission - the reason they care about amplifying small businesses● Focus on niche targeting, instead of trying to reach large audiences with general messaging● Consider offering a promotion or free trial to improve listener action● Highlight social proof and testimonials of current/past clients

Appendix C: Big Idea Brainstorming

1. Headline: "JunePeak: Bridging Dreams and Digital Realities for Urban Startups."
Tagline: "Your Journey, Our Digital Expertise."

2. Headline: "Small Business, Big City: JunePeak's Digital Edge."
Tagline: "Unlock Urban Growth Potential with Us."

3. Headline: "JunePeak - Crafting Digital Success Stories in the Urban Landscape."
Tagline: "Your Vision, Our Digital Strategy."

4. Headline: "Urban Entrepreneurs Thrive with JunePeak's Digital Insights."
Tagline: "Empowering City Dreams Digitally."

5. Headline: "JunePeak: Your Guide to Urban Digital Dominance"
Tagline: "Elevate Your Urban Presence with Confidence."

6. Headline: "Digital Growth for the Urban Generation: JunePeak Leads the Way."
Tagline: "Transforming Urban Aspirations into Reality."

7. Headline: "JunePeak: Digital Alchemy for Modern City Entrepreneurs."
Tagline: "Crafting Urban Success, One Click at a Time."

8. Headline: "Urban Ambitions, Digital Achievements: JunePeak's Promise."
Tagline: "Your Urban Journey, Our Digital Expertise."

9. Headline: "JunePeak - Your Partner in Navigating Urban Digital Terrain."
Tagline: "Small Business Success in the Heart of the City."

10. Headline: "Elevate Your Urban Influence with JunePeak's Digital Mastery."
Tagline: "Amplify Your City Presence with Us."

11. Headline: "JunePeak: Where Urban Dreams Find Digital Wings."
Tagline: "Digital Success in the Cityscape."

12. Headline: "Small Business Revolution Starts with JunePeak's Urban Expertise."
Tagline: "Transforming Urban Dreams into Success Stories."

13. Headline: "JunePeak: Your Digital Compass for Thriving in the Urban Jungle."
Tagline: "Crafting Digital Success in the Urban Landscape."

14. Headline: "Digital Mastery for Urban Entrepreneurs at JunePeak."
Tagline: "Your City, Your Brand, Our Expertise."

15. Headline: "JunePeak: Pioneering Digital Growth for Modern Entrepreneurs."
Tagline: "Amplify Your Urban Presence with Us."

16. Headline: "Urban Innovation Starts Here: JunePeak's Digital Excellence."
Tagline: "Small Business, Big City Impact."

17. Headline: "JunePeak: Empowering City Entrepreneurs through Digital Brilliance."
Tagline: "Your Digital Journey, Our Expert Guidance."

18. Headline: "Digital Strategies for Urban Trailblazers at JunePeak."
Tagline: "Unleash Your Business in the Urban Playground."

19. Headline: "JunePeak - Your Passport to Digital Success in the Urban Jungle."
Tagline: "Elevate Your Brand in the Urban Landscape."

20. Headline: "JunePeak: Bridging Dreams and Digital Realities for Urban Startups."
Tagline: "Your Journey, Our Digital Expertise."

1. Headline: "Elevate Your Small Business with JunePeak Marketing"
Tagline: "Where Your Success Story Begins"

2. Headline: "JunePeak Marketing: Your Business's Best Friend"
Tagline: "Empowering Your Brand, Building Your Future"

3. Headline: "Unlock Your Business's Full Potential with JunePeak"
Tagline: "Personalized Marketing for Your Unique Journey"

4. Headline: "Experience the Difference with JunePeak Marketing"
Tagline: "Tailored Solutions for Small Business Triumph"

5. Headline: "JunePeak: Your Partner in Small Business Success"
Tagline: "Crafting Your Brand's Unique Path to Growth"

6. Headline: "Transform Your Brand with JunePeak's Expertise"
Tagline: "Your Vision, Our Strategy, Your Victory"

7. Headline: "Small Business, Big Dreams, JunePeak Marketing"
Tagline: "Where Your Journey to Success Begins"

8. Headline: "JunePeak Marketing: Your Beacon in the Digital World"
Tagline: "Illuminating Your Brand's Online Presence"

9. Headline: "JunePeak: Your Bridge to Brand Visibility"
Tagline: "Connecting Your Business to the World"

10. Headline: "Maximize Your Brand's Reach with JunePeak"
Tagline: "Empowering Small Businesses to Soar"

11. Headline: "JunePeak Marketing: Your Path to Online Dominance"
Tagline: "Taking Your Brand to New Heights"

12. Headline: "Small Business Success Redefined by JunePeak"
Tagline: "Your Growth, Our Commitment"

13. Headline: "Discover the JunePeak Difference"
Tagline: "Customized Marketing, Real Results"

14. Headline: "Your Business, Our Passion – JunePeak Marketing"
Tagline: "Crafting Success Stories, One Brand at a Time"

15. Headline: "JunePeak: Your Vision, Our Expertise"
Tagline: "Your Brand, Our Priority"

16. Headline: "JunePeak Marketing: Your Journey to Prosperity"
Tagline: "Where Ambitions Meet Achievements"

17. Headline: "Turn Your Brand into a Sensation with JunePeak"
Tagline: "Small Business, Big Impact"

18. Headline: "JunePeak Marketing: Your Growth Navigator"
Tagline: "Charting a Course to Brand Success"

19. Headline: "Amplify Your Brand's Impact with JunePeak"
Tagline: "Your Business, Our Expertise"

20. Headline: "JunePeak: Your Gateway to Brand Brilliance"
Tagline: "Redefining Small Business Success Together"

1. Headline: "JunePeak: Small Business, Big Digital Dreams!"
Tagline: "Affordable Artistry in the Digital Realm - Turning Your Story Into A Digital Haven of Loyalty and Engagement."

2. Headline: "Digital Dynamos Unite! Welcome to JunePeak!"
Tagline: "Where Your Budget Blooms into a Digital Oasis - Crafting, Connecting, Conquering the Online World Together!"

3. Headline: "Elevating Local Legends with JunePeak!"
Tagline: "Strategic Digital Magic on a Budget - We Amplify Your Story, You Captivate the Community!"

4. Headline: "JunePeak: Unleashing the Power of Small!"
Tagline: "Cost-Effective Creativity Meets Digital Dominance - Your Journey to an Engaged Community Starts Here!"

5. Headline: "Transforming Local Businesses into Digital Darlings with JunePeak!"
Tagline: "Your Story, Supercharged and Shared - Affordable Strategies, Authentic Connections, Unstoppable Growth."

6. Headline: "JunePeak: Igniting Digital Dazzle in Small Biz!"
Tagline: "Where Penny-Pinching Meets Page-Popping - Crafting Your Unique Tale into a Digital Triumph!"

7. Headline: "Rev Up Your Social Savvy with JunePeak!"
Tagline: "Empowering Urban Entrepreneurs to Conquer the Digital Jungle - Creatively, Affordably, Strategically!"

8. Headline: "JunePeak: Your Local Biz's Digital Superhero!"
Tagline: "From Hidden to Hashtag Hero - Affordable, Artful Strategies for the Social Scene."

9. Headline: "Elevate, Engage, Excel: The JunePeak Journey!"
Tagline: "Crafting Digital Stories that Stick, Strategies that Shine - For the Bold, the Busy, and the Budget-Conscious."

10. Headline: "JunePeak: Turning Clicks into Community!"
Tagline: "Harness the Power of Digital Alchemy on a Budget - Your Story, Supercharged for Success."

11. Headline: "JunePeak: Sparking Digital Genius in Small Biz!"
Tagline: "Stretch Your Dollars, Not Your Imagination - Crafting Your Story, Connecting Your Community!"

12. Headline: "Elevate Your Echo with JunePeak!"
Tagline: "From Hidden Gem to Social Trendsetter - Affordable Strategies for the Bold and the Brave."

13. Headline: "JunePeak: Your Local Brand's Digital Dynamo!"
Tagline: "Crafting Digital Excellence on a Budget - Transform, Engage, Thrive!"

14. Headline: "JunePeak: Where Small Biz Dreams Go Viral!"
Tagline: "Strategic Brilliance, Wallet-Friendly Prices - Amplify Your Story, Accelerate Your Growth."

15. Headline: "Turn Up the Digital Drama with JunePeak!"
Tagline: "Cost-Effective Creativity for Community Cultivation - Let's Make Your Brand Unforgettable!"

16. Headline: "JunePeak: Unwrapping Digital Delights for Small Biz!"
Tagline: "Deck the Web Halls with SEO Sparkles and Social Cheers – Wallet-Friendly Wonders Await!"

17. Headline: "Make Your Brand Shine Bright with JunePeak!"
Tagline: "Jingle All the Web, Making Spirits Bright – Affordable Digital Magic for a Very Merry Market Presence!"

18. Headline: "JunePeak: Your Small Biz's Secret Santa of Social!"
Tagline: "Ho-Ho-Hold onto Your Hats – We're Spreading Digital Joy without Breaking the Bank!"

19. Headline: "JunePeak: Bringing Festive Flair to Your Digital Domain!"
Tagline: "Sleigh Your Online Game, Not Your Budget – Crafting Stories, Creating Cheer, Cultivating Communities!"

20. Headline: "JunePeak: Where Every Day's a Digital Holiday Party!"
Tagline: "Pop the Champagne and Light Up Your Online Presence – Affordable, Artful, and Oh-So-Merry!"

Appendix C: Big Idea Brainstorming (Continued)

1. Headline: "Maximize Your Online Presence with June Peak Marketing" Tagline: "Elevate Your Business, Expand Your Horizon"
2. Headline: "June Peak Marketing: Your Partner in Small Business Triumph" Tagline: "Your Success, Our Strategy; June Peak Marketing"
3. Headline: "Unleash the Power of Digital Marketing with June Peak" Tagline: "Ignite Growth with June Peak's Digital Expertise"
4. Headline: "Drive Small Business Success with June Peak's Marketing Mastery" Tagline: "Empowering Small Businesses with Digital Mastery"
5. Headline: "Affordable Digital Marketing Solutions for Small Businesses at June Peak" Tagline: "Your Journey to Digital Prosperity Starts Here"
6. Headline: "Your Business + June Peak Marketing = Online Prosperity" Tagline: "Where Small Business Dreams Turn into Reality"
7. Headline: "June Peak Marketing: Your Trusted Partner for Online Success" Tagline: "Unlocking the Potential of Small Businesses Online"
8. Headline: "Boost Your Small Business with June Peak Marketing's Digital Expertise" Tagline: "Tailored Marketing Solutions, Maximum Impact"
9. Headline: "Discover the Future of Small Business Marketing at June Peak" Tagline: "Your Vision, Our Expertise, Endless Possibilities"
10. Headline: "June Peak Marketing: Fueling Growth for Small Business Owners" Tagline: "Small Business, Big Results, June Peak Delivers"
11. Headline: "Small Business, Big Impact: June Peak Marketing's Approach" Tagline: "Your Path to Online Prosperity with June Peak Marketing"
12. Headline: "Your Success, Our Mission: June Peak Marketing's Commitment" Tagline: "Small Business Supercharged: June Peak's Proven Strategies"
13. Headline: "Small Business Success: June Peak Marketing's Proven Strategies" Tagline: "June Peak Marketing: Navigating Your Small Business to Success"
14. Headline: "June Peak Marketing: Your Digital Success Story Begins Here" Tagline: "Turning Small Business Dreams into Reality with June Peak"
15. Headline: "Grow Your Business with June Peak's Digital Marketing Magic" Tagline: "Small Business Owners Rejoice: June Peak's Marketing Magic Unleashed"
16. Headline: "June Peak Marketing: Tailored Solutions for Small Business" Tagline: "June Peak Marketing: Your Secret Weapon for Online Growth"
17. Headline: "Elevate Your Small Business with June Peak's Digital Strategies" Tagline: "Experience the June Peak Advantage for Your Small Business"
18. Headline: "Small Business, Big Results: Partner with June Peak Marketing" Tagline: "Small Business Success: It All Starts with June Peak Marketing"
19. Headline: "June Peak Marketing: Your Path to Online Business Growth" Tagline: "Small Business, Big Results, June Peak Delivers"
20. Headline: "June Peak Marketing: Turning Your Small Business Dreams into Reality" Tagline: "Your Journey to Digital Prosperity Starts Here"

1. Headline: "Junepeak: Your Digital Success Story Starts Here" Tagline: "Cost-Effective Strategies, Loyal Communities, Infinite Possibilities"
2. Headline: "Fueling Growth with Junepeak Marketing" Tagline: "Strategic Digital Craftsmanship for Your Unique Narrative"
3. Headline: "Crafting Digital Magic with Junepeak" Tagline: "Amplify Your Story, Ignite Engagement, Build Loyalty"
4. Headline: "Empower Your Brand Online with Junepeak" Tagline: "Cost-Effective Strategies, Endless Customer Connections"
5. Headline: "Elevate Your Digital Game with Junepeak" Tagline: "Strategic Mastery, Compelling Stories, Loyal Communities"
6. Headline: "Junepeak Marketing: Where Your Journey Begins" Tagline: "Transforming Digital Presence, Fostering Loyalty"
7. Headline: "Small Business, Big Impact: Choose Junepeak" Tagline: "Crafting Success, Building Digital Communities"
8. Headline: "Junepeak: Nurturing Digital Ecosystems for You" Tagline: "Cost-Effective Strategies, Loyal Customer Foundations"
9. Headline: "Crafting Success, Building Connections: Junepeak" Tagline: "Transforming Digital Landscapes With Expertise"
10. Headline: "Junepeak Marketing: Your Path to Prosperity" Tagline: "Amplify Your Story, Cultivate Loyal Communities"
11. Headline: "Empower Your Small Business with Junepeak" Tagline: "Strategic Digital Craftsmanship, Loyal Customer Communities"
12. Headline: "Unlock Your Digital Potential with Junepeak" Tagline: "Cost-Effective Strategies, Lasting Customer Engagement"
13. Headline: "Junepeak: Crafting Your Digital Triumph" Tagline: "Your Story, Our Expertise, Community of Devotees"
14. Headline: "Fueling Success with Junepeak Marketing" Tagline: "Digital Craftsmanship, Enduring Community Bonds"
15. Headline: "Junepeak: Where Digital Transformation Thrives" Tagline: "Empower Your Story, Ignite Customer Loyalty"
16. Headline: "Discover Growth with Junepeak Marketing" Tagline: "Cost-Effective Strategies, Engaging Loyal Communities"
- Headline: "Junepeak: Your Bridge to Digital Brilliance"
17. Tagline: "Strategic Craftsmanship, Loyal Customer Foundations"
18. Headline: "Junepeak Marketing: Your Digital Dream Team" Tagline: "Crafting Success, Building Digital Communities"
19. Headline: "Junepeak: Amplifying Your Digital Impact" Tagline: "Transforming Presence, Fostering Loyalty, Igniting Growth"
20. Headline: "Junepeak Marketing: Unleash Your Digital Potential" Tagline: "Cost-Effective Strategies, Building Loyal Communities, Transforming Success"

Appendix C: Big Idea #1 & Rationale

Big Idea #1

JunePeak: Your Story, Our Digital Expertise

Cost-Effective Marketing Strategies to Build Authentic Engagement and Customer Loyalty

Addresses the “Why”	<ul style="list-style-type: none">• Highlights that the JunePeak solution addresses customer needs of affordability and expertise.• Calls out that JunePeak can satisfy customer longing for loyalty.
Aligns with Moments of Receptivity	<ul style="list-style-type: none">• Effectively speaks to customers thinking of growth and positioning.• Short, absorbable message that would be appropriate on social media postings (LinkedIn) or posters at local artisan markets
Matches Tonality	<ul style="list-style-type: none">• Sounds expert and qualified, while not being overly formal.• Relays a creative and “blue sky” sentiment that speaks to achieving the high aspirations of customers.• Gives feeling of empowerment and some technicality without being too dull.
Addresses Objectives	<ul style="list-style-type: none">• Draws possible clients into the business as an attempt to acquire them as new customers.

Appendix C: Big Idea #2 & Rationale

Big Idea #2

Unlock Your Digital Potential with JunePeak

Affordable Marketing Strategies and Expertise to Build Your Community

Addresses the “Why”	<ul style="list-style-type: none">• Suggests that small businesses have untapped digital marketing potential.• Implies that JunePeak can provide the key to unlocking this potential.
Aligns with Moments of Receptivity	<ul style="list-style-type: none">• Suggests transformation, which is relevant during times of startup or growth, new product launches, and rebranding.• Resonate with small businesses looking to maximize promotions without breaking the bank.
Matches Tonality	<ul style="list-style-type: none">• Chosen words are empowering, suggest trustworthiness, and creativity.• Language is expert and speaks to qualified knowledge in the field without being overly formal or technical.
Addresses Objectives	<ul style="list-style-type: none">• Tagline indirectly addresses the objective of increasing the total number of clients.• "Cost-Effective Strategies" could attract small businesses mindful of their budgets, "Authentic Engagement" could differentiate JunePeak from competitors, and "Unstoppable Growth" speaks to potential clients, which is likely to attract businesses aiming for significant growth.

Appendix C: Big Idea #3 & Rationale

Big Idea #3

JunePeak: Your Story, Supercharged and Shared
Tailored Marketing Strategies and Expertise to Ignite Customer Loyalty

Addresses the “Why”	<ul style="list-style-type: none">• Spotlights how each relationship JunePeak has with their clients is curated specific to their individual brand growth needs.• Calls attention to the unique nature of JunePeak’s specialized, personalized, and around-the-clock support approach.
Aligns with Moments of Receptivity	<ul style="list-style-type: none">• Strives to connect with customers who are looking to further engage in brand storytelling and building their online visibility.• Is best suited for digital marketing and social media platforms (ex: Instagram and Youtube).
Matches Tonality	<ul style="list-style-type: none">• The tonality is positive, energetic, inspiring, forward-thinking, and result-driven.• Illustrates a professional approach, indicating that the company is highly skilled, trustworthy, and experienced.
Addresses Objectives	<ul style="list-style-type: none">• Encourages the audience to get involved with JunePeak to explore its services, by creating a sense of excitement and possibility.

Appendix C: Big Idea #4 & Rationale

Big Idea #4

JunePeak: Your Bridge to Brand Visibility

From Hidden Gem to Celebrated Standout - Affordable Marketing that Activates Customer Loyalty

Addresses the “Why”	<ul style="list-style-type: none">• Emphasizes the unique strategies that JunePeak tailors to your brand at an accessible price point• Positions JunePeak as the missing piece to a small brand’s reach and visibility• Speaks to the customer’s desire to transform their business into something more
Aligns with Moments of Receptivity	<ul style="list-style-type: none">• Reaches customers at a time of startup/growth when they are in the “honeymoon” stage of high hopes and expectations for their small business
Matches Tonality	<ul style="list-style-type: none">• Inspirational and headline with an emphasis on partnership• Aspirational tagline highlights creativity and empowerment to the customer
Addresses Objectives	<ul style="list-style-type: none">• Emphasizes JunePeak’s commitment to providing new customers with the unique tools to actualize the true potential of their brand

Appendix C: Summary of Client Meeting

Media vehicles:

Print ad, linkedin, email marketing, instagram, flyers, newspaper ads, blog, podcast, direct mail

- LinkedIn: more text heavy vs. instagram
- Have business cards, will send brand elements over with fonts and color hex codes
- Have podcast 'sonder' unrelated to JunePeak but the three of them, not overly professional, was originally "Sonder Marketing" but terrible SEO, interview clients w/ podcasts in the future?

Big Ideas Feedback from Amil Khattar and Ganesh Kolli from JunePeak Marketing:

- **Ganesh:** Likes Big Idea #2 best, simple and powerful, captures essence of brand, brings flavor
 - Liked "affordable" connects with community but might communicate association with "lower-tiered" want to be reachable but high-quality, likes "digital potential" aspect of #2
 - Liked community aspect in #2's tagline, targeting small businesses and local community groups
 - Cool to think about their brand: where are they now vs. where they want to be/see themselves
- **Amil:** Likes Big Ideas #1 and #3 best, focuses on the brand storytelling, we give them the platform to do so, liked 'ignite', 'supercharged', and 'customer loyalty'
 - Maybe we don't mention price at all in tagline? They're not doing it for the money, but the experience
 - Want people to be interested in working with them and then lower price is just the cherry on top
 - Andres: But when we interviewed small businesses, cost was one of their main reasons for not already having marketing services

Headline Workshopping:

- moving 'community' from tagline to headline?
- Like #1: "digital expertise", add "unique"
- **Final: JunePeak: Your Unique Story, Our Digital Expertise**

Tagline Workshopping:

- "Cost-effective" vs. "affordable"
- In #1, instead of "authentic engagement," create/cultivate communities w/ customer loyalty
- "Unite your community" "Inspire customer loyalty" "Grow your community"
- A lot of their clients rely on repeat, local clients
- Like that it wouldn't apply to just smaller communities but also larger markets
- Dropping "services" from "marketing services"
- **Final: "Cost-effective marketing to grow your community and inspire customer loyalty"**

