

## What is your Brand Blueprint?

Competitors can copy your product, but they cannot copy your Brand. Your unique Brand is your most powerful competitive advantage.

## MacInnis Marketing

### Global Vision

*To foster empathy*

Businesses need to get back to feeling, seeing and showing empathy to their customers and employees.

### Vision

*To develop a global to create customer centric businesses*

Through *the Strategic Service Design Process* – to create a customer centred mind set so that companies can use empathy to make better business decisions. To be recognised as the leader in creating this movement.

### Purpose

*To build companies that move towards humanising service.*

A customer centric mindset humanises service

*A customer centric company is a mindset. It puts the customer at the centre of all your decisions. You are constantly aware of their needs and choose business decisions based on what is right for them. This is balanced with the needs of your employees who create the human service and put their energy into creating delightful touch points that create a human empathic journey with your brand.*

In building a Customer Centric Company:

- Understands the needs of your customers
- Maps out purposeful delightful touch points
- Seeks constantly to engage and understand customers and employees
- Strives to be irreplaceable
- Leverages all the individuals in the company to create a culture that everyone wants to be apart of

## Values

- **Authentic** - being honest, being ourselves and doing our best to deliver you with the best marketing solution for your business. This includes admitting when we make a mistake.
- **Passion for customers** - being thoughtful by putting your needs first. By being personally invested by ensuring we deliver great value for your marketing dollar investment.
- **Innovation and IT** - keeping abreast of current marketing IT solutions and identifying the most affordable and suitable marketing technology for your small business. Yes, that is right we are IT marketing geeks.
- **Sharing Knowledge** - educating and communicating marketing information with you to improve your marketing knowledge and skill base.
- **Creativity and fun** - brainstorming, thinking outside the square, enjoying the process and constantly collecting great ideas for marketing in small business.
- **Try to use the pay it forward principles** It begins with doing a favor for another

## Personality

*Fun, creative, easy going, young at heart, social, caring, supportive, thoughtful, analytical, strategic, big picture thinker, honest, giving, inspiring, dependable, responsible, real, exploratory*

## Product

- Podcast
- Key note speaking
- Workshops
- Web site to drive business, subscriptions, free learning and paid coaching. Interactivity to invite companies to contribute ideas of HOW they creatively activate, live, manage and express their Brand Energy – Global Vision, Purpose, Values, Personality and Product
- Knowledge portal: subscription membership for marketing resources

## Brand Essence

*Empathy*