



Building a Strong Marketing Strategy

KW2 Presentation

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KW2 MARKETING
Madison, WI



Wisconsin Center for Education Research
SCHOOL OF EDUCATION | UNIVERSITY OF WISCONSIN-MADISON

Jennifer Savino

KW2 OWNER & CEO

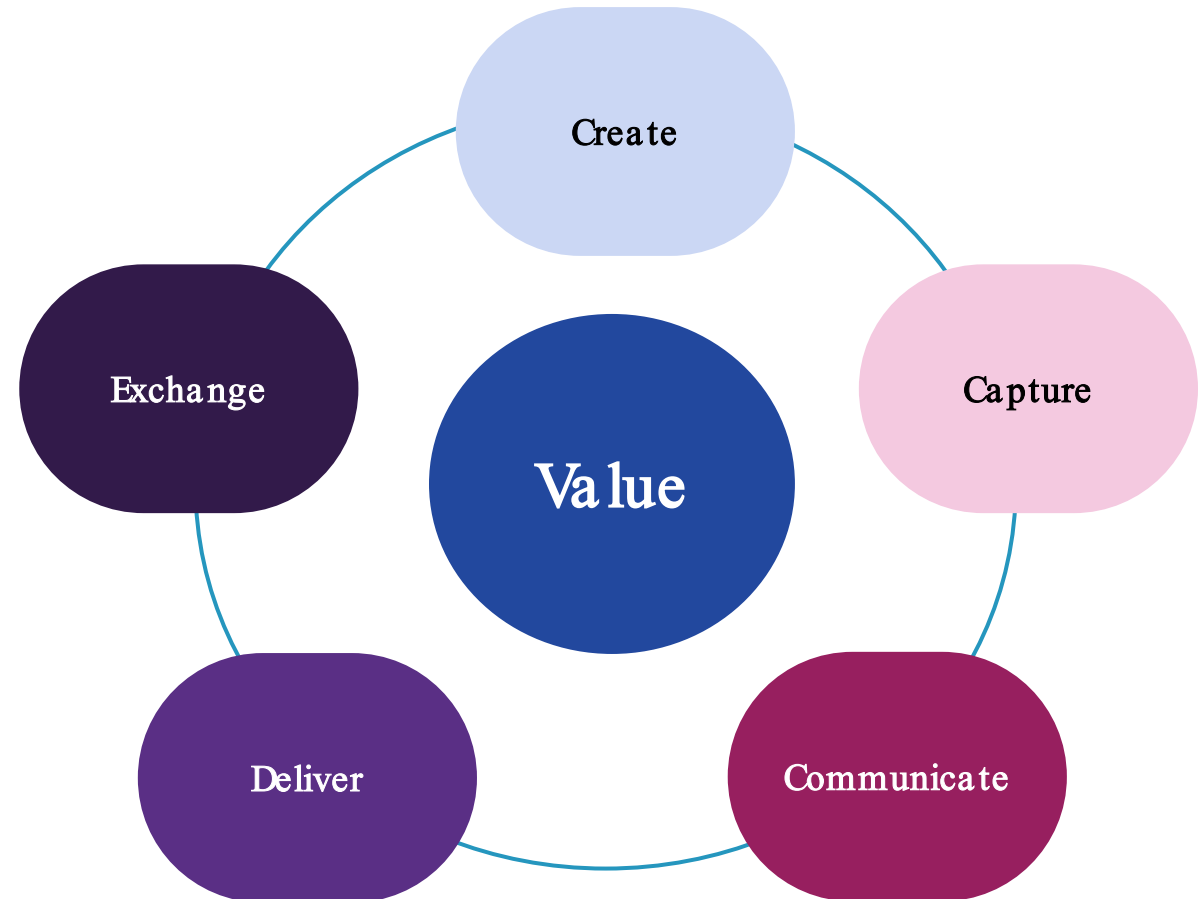


- 30+ years of advertising expertise, including national brands like Microsoft, T-Mobile, HP, and Boeing.
- Worked with numerous higher education organizations as a brand strategist and a strategic planning advisor.
- University of St. Thomas, M.A., Organizational Development
- American Advertising Federation Silver Medal award winner and honored with a Jefferson Award for Public Service.

Marketing is not new to you.

Marketing is

- The activity and process for creating, capturing, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



AMA, October 2007

Successful organizations follow a similar process.

What do you offer? Who do you offer it to? What makes you different?

Definitions

- **Market** – Broad term for the landscape of buyers, sellers, services, and price.
- **Industry** – A group of organizations that offer similar services.
- **Market share** – The portion of sales that an organization owns within a market.
- **Client/Customer/Member** – An individual or organization purchasing a service.
- **Prospect** – A potential client/partner.

Fee-for-Service Opportunities



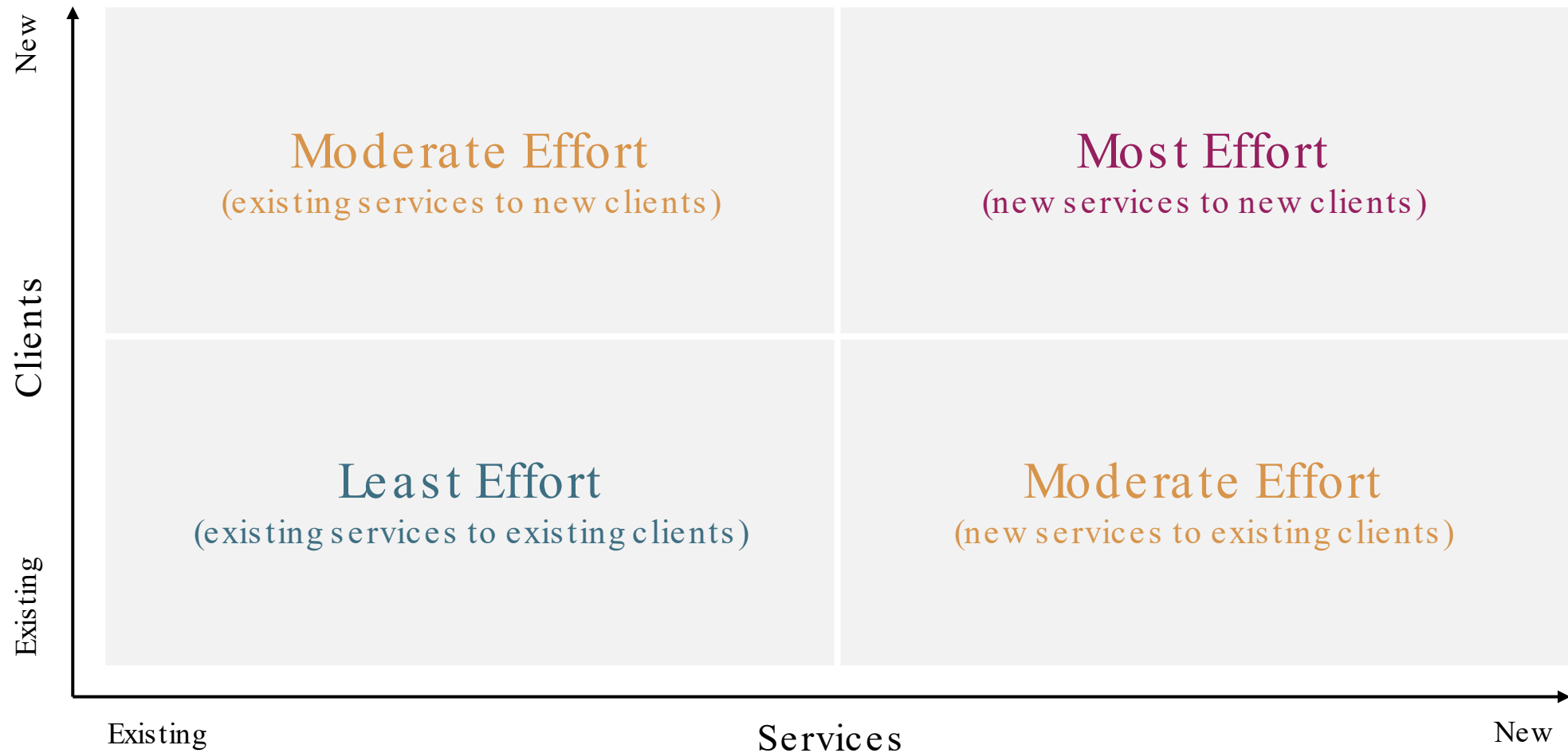
Services



Clients

**Marketing strategy is the art
of sacrifice.**

Revenue Generation



Marketing Strategy



Cooper, S. The Successful Marketing Plan. 2012

The first step.

Develop a strong understanding of your lab's current state and the environment in which you hope to do business in.

Services Inputs

- What is unique about your product or service?
- Does your lab have any unique attributes (pricing, support, etc.)?
- Do you have competitors that you find hard to compete with? Do they offer something you do not?
- How familiar are prospects, clients, and influencers with your lab's products or services?
- What are the barriers to purchasing your product or service?
- What would clients/members view as success using your lab's services? How do they define value?
- **What are the internal resources available to expand services or expand into new markets?**

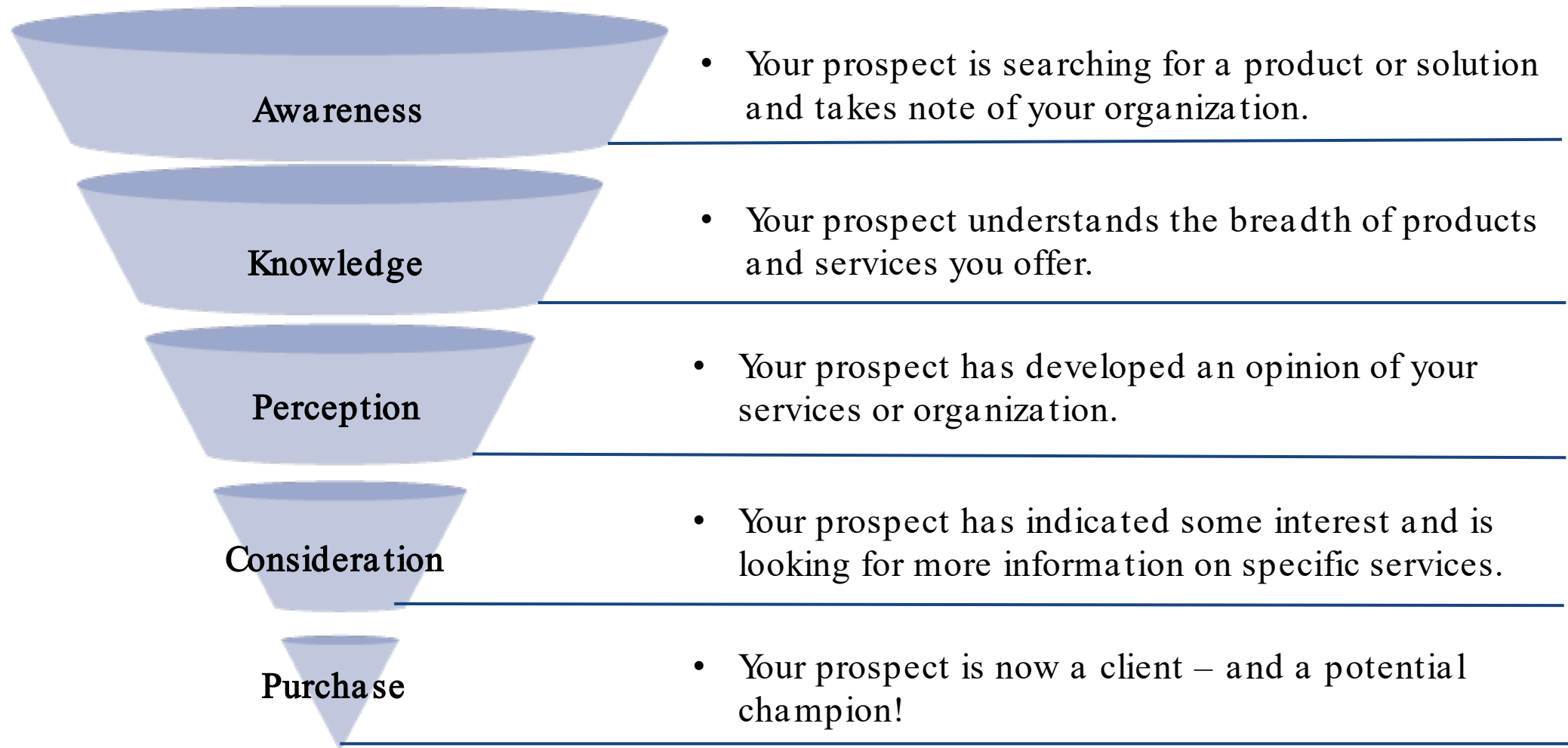
Competitors Inputs

- How many direct competitors do you have (duplicating what your lab does or have similar offerings or solving the same problem)?
- Who is the biggest competitor?
- Is there a newer or up-and-coming competitor?
- Is the marketplace you want to do business in consolidated or fragmented with competitors?
- Is there an opportunity to fulfill a need or do significantly better in a new market where competition is lighter?
- Is there a segment of your audience that is growing, but competitors have not caught up?

Purchasing Behavior Inputs

- Who is actually the key decision maker to purchase services?
- Who influences the decision?
- What drives their decision? What is important to them?
- What is important to the users? What would make them be an advocate?
- Where are both purchaser or user in the consumer behavioral model?

Consumer Behavioral Model



Pricing Input

- Are your prices on par with competitors?
- Is your pricing structure easy to understand?
- How price sensitive are your services?
- Are competitors doing things to increase value (bundling, long-term contracts, etc.)?

Trend Inputs

- What is happening in your industry that might make it easier or harder to do business in the future?
- How are new technologies impacting what you do and who you compete with?
- Are there projected funding increases or decreases in this industry?

Brand inputs

- Where is the equity in the relationship? Is it with an individual or with the University/School/Center/Lab? Outside organizations?
- What are those equities and where can you use them to gain credibility?
- If an individual leaves, what does that do to the perceived value from a client/partner perspective?

Marketing Strategy



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Core competency

- What do you do?
- Your core competency is a combination of strengths that form a capability that gives you a competitive advantage.
- This decision guides many others – ‘start,’ ‘continue,’ ‘stop’ fall out of your core competency offering.



Example

AAA sells insurance, credit cards, travel items, roadside service, and more.

But their core competency?
Member travel organization

Target

- Who are you for?
- Successful companies can't be everything to everyone.
- Use attitudinal descriptions to help you resonate with your audience.
- **People—not institutions or businesses—buy services.** Keep your audience to an individual level.



Example

New car buyers spending \$35k or less with champagne tastes on a beer budget.

Source: Campbell Mithun targeting

Brand position

- How are you different?
- This is always answered against your competitive set with the top benefit that a client gets from working with you.
 - Expertise
 - Quality
 - Better client experience
 - Price
 - Types of services
 - Geography

*Note that these
tend to be
short-term*

Marketing Strategy

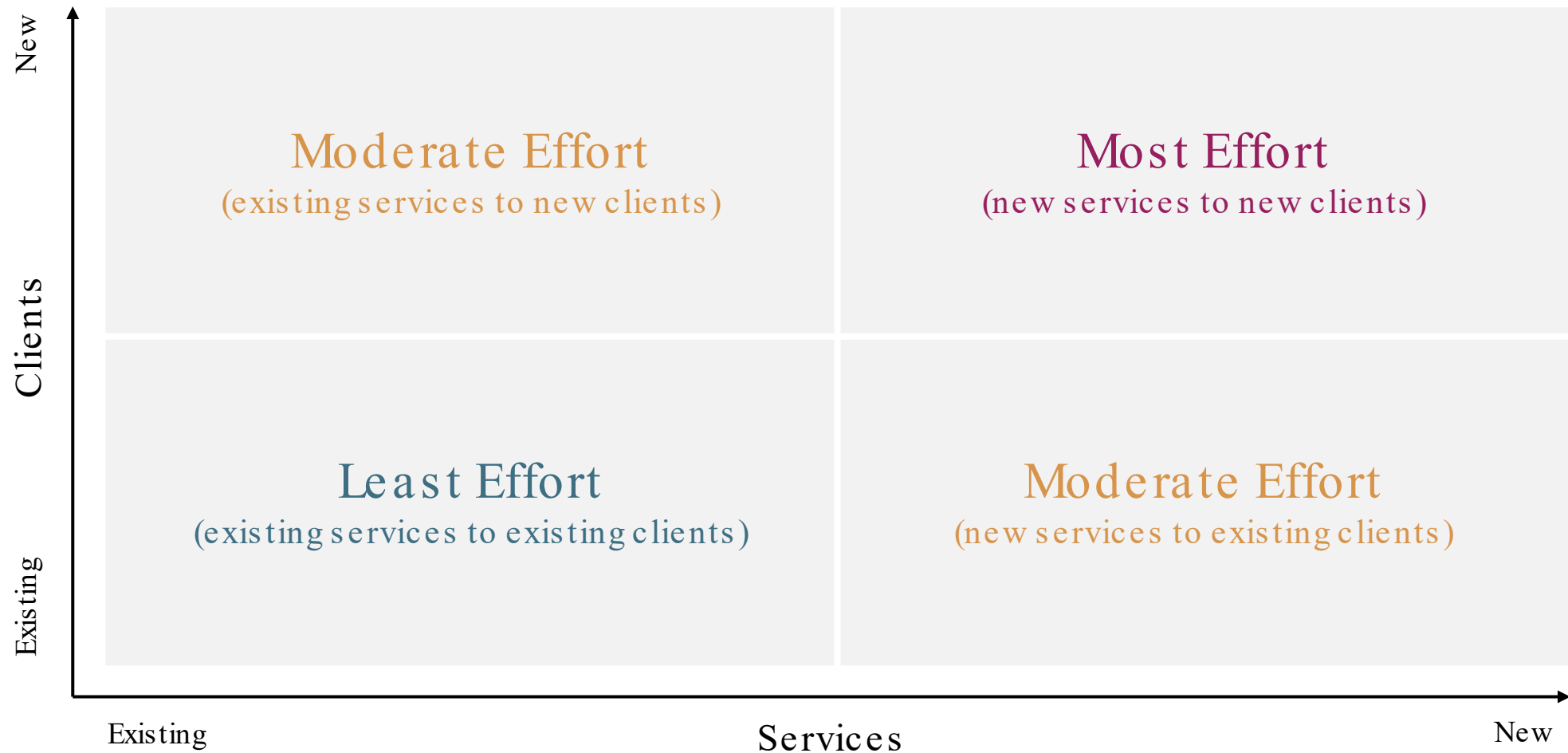


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Get small to grow big.

The strength of your core competency and audience is more critical than the end products and services you offer initially.

Revenue Generation



Steal? Build?

- Steal share when:
 - You are moving into a market with lots of competitors
 - You have a strong advantage over what competitors are offering
 - You do not need to explain new technologies or services (less expensive)
 - You are serving more mature markets
- Build share when:
 - You can be the "first" or the "only" in a market
 - You are offering a new technology or service
 - You have a great position for an emerging market

“A simple rule of business is if you do the things that are easier first, then you can actually make a lot of progress.”

Mark Zuckerberg, CEO and co-founder of Facebook

Objectives

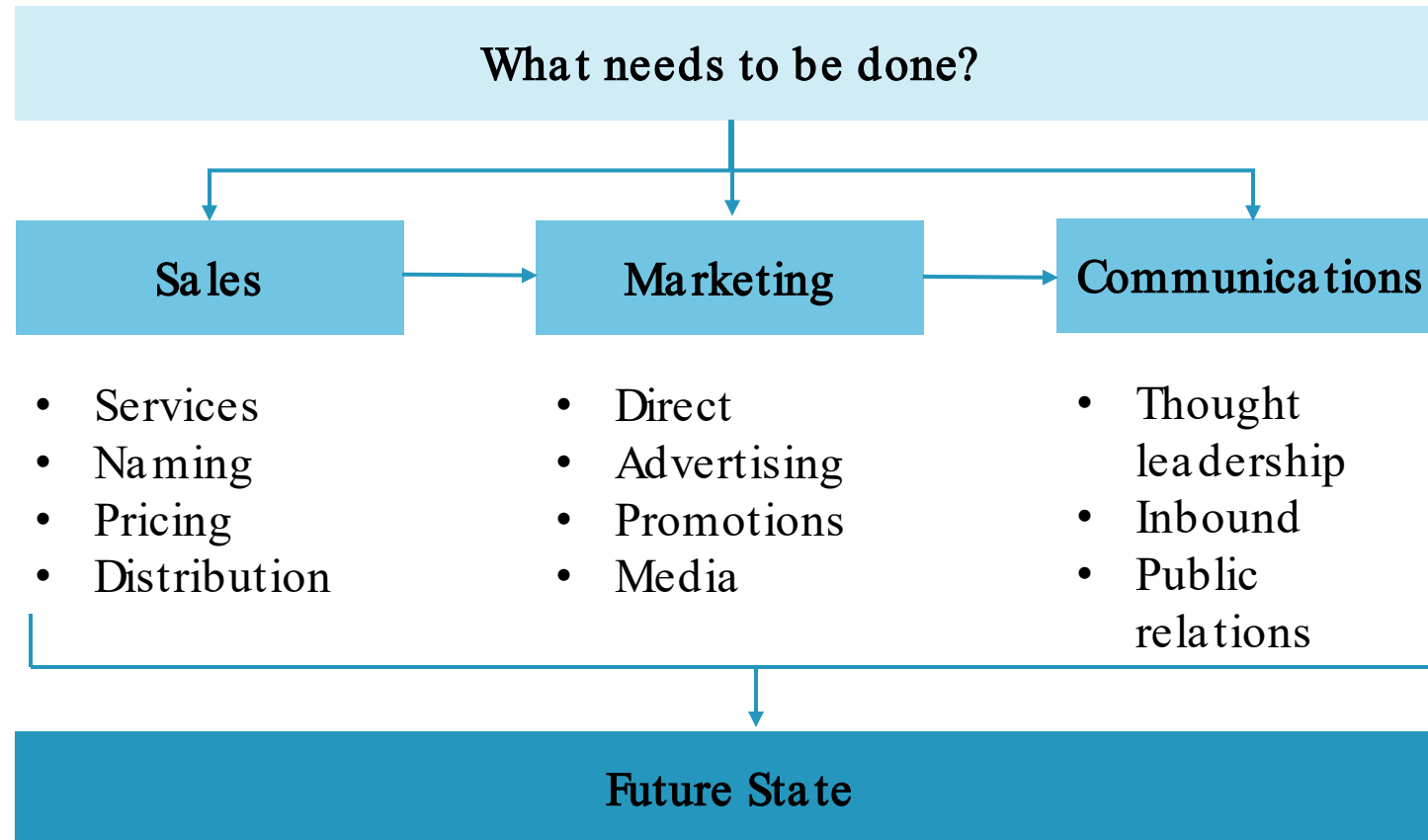
Must be quantifiable!

- Example of Communication Objectives
 - Increase awareness from 5%to 15%over a 2-year period
 - Increase understanding of our service breadth to 60%of current clients
- Example of Sales and Marketing Objectives
 - Increase market share from 1%to 10%in a 3-year period
 - Increase repeat customers from 10%to 20%over 2-year period
 - Increase new clients by 5%over a 1-year period
 - Retain 80%of all current clients

Strategy Examples

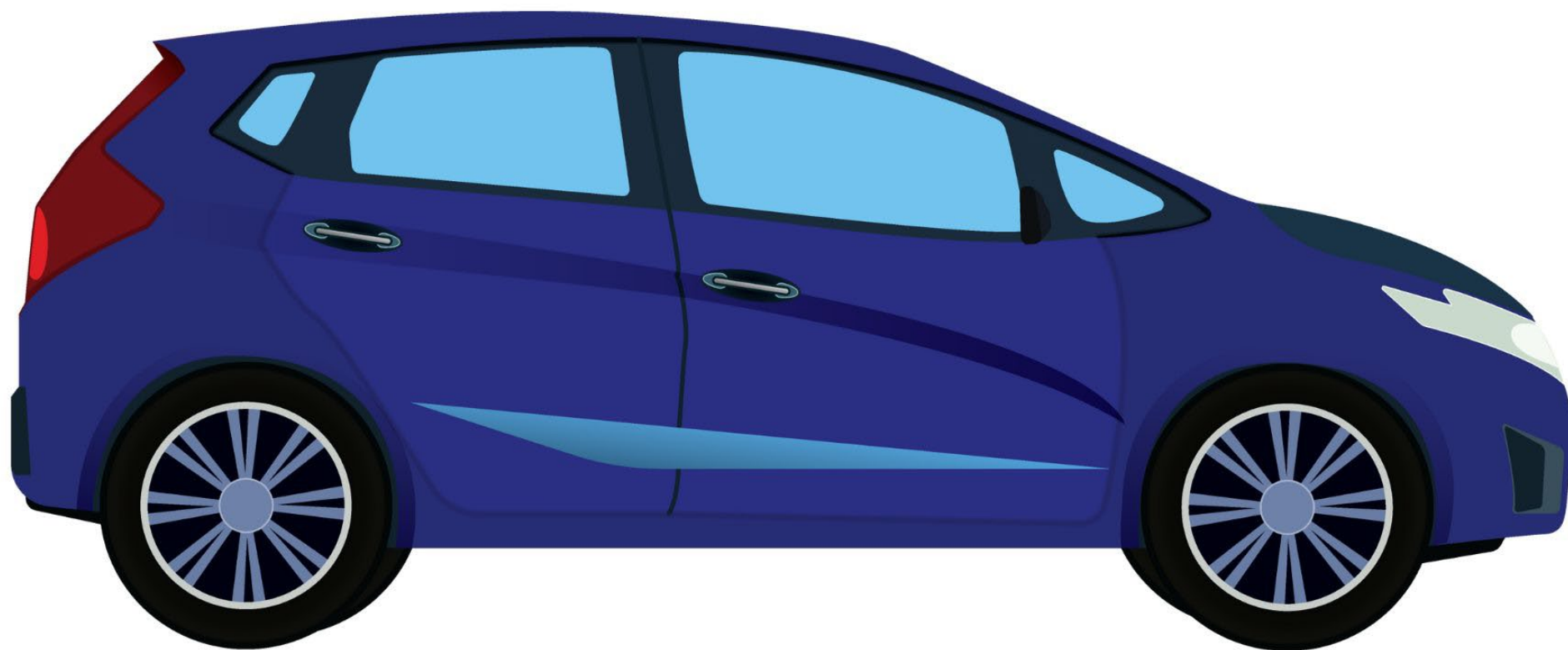
- Target Audience Strategies
- Pricing Strategies
- Product or Service Strategies
- Competitive Strategies
- Distribution Strategies
- Business Development & Relationship Strategies
- Thought Leadership Strategies
- Earned Media/Advertising/Social Media Strategies

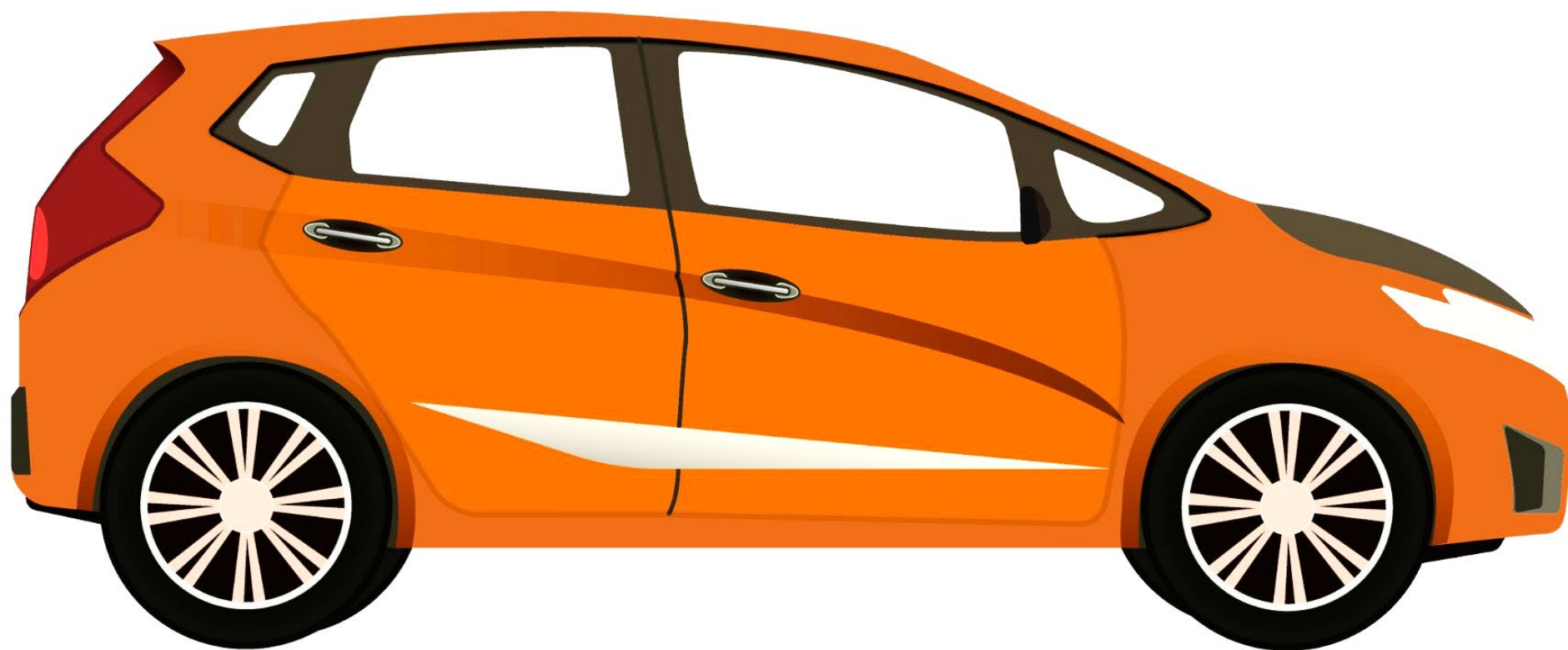
Marketing Mix Examples



Messaging: What is Your Story

- For your audience's perspective
- Can vary by audience segmentation
- Must be benefit-driven
- Must have functional and emotional support points





Marketing Strategy



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“Whenever you see a successful business, someone once made a courageous decision.”

Peter Drucker, management consultant and educator

Thank You! Questions?

Jennifer Savino, jsavino@kw2marketing.com