

# Marketing promotion activities *hands-on* completed by Todd Beck

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Todd personally did this hands-on work in any of 20+ countries. Todd also, as an executive, strategized and supervised marketing promotion work by others.

## Lead generation

### Direct mail (hardcopy, email, and e-newsletters)

- Created brand strategy
- Identified target segments
- Determined capabilities to feature
- Created campaign strategy
- Identified appropriate lists
- Created campaign theme and timing
- Wrote letters, brochures, articles, polls, Q&A, POV, and white papers
- Trained salespeople to respond to leads

### Self-sponsored face-to-face conferences

- Created brand strategy
- Identified appropriate market segments
- Determined capabilities to feature
- Created campaign strategy
- Wrote copy for direct (e)mail and salesperson scripts
- Trained salespeople how to prospect using this event
- Created presentations including instructional design of activities
- Set up and operated A/V
- Taught other presenters how to use A/V
- Delivered presentations
- Gathered leads
- Trained salespeople to respond to leads
- *See list of presentations all around the world*

### Third-party conferences

- Created brand strategy
- Identified appropriate conferences
- Determined capabilities to feature
- Wrote applications for speaking opportunity
- Wrote copy for third-party promotional material
- Wrote speeches
- Set up and operated A/V
- Delivered speeches
- Gathered leads
- Trained salespeople to respond to leads

### Webinars (including as a metaverse avatar)

- Created brand strategy
- Identified appropriate market segments
- Determined capabilities to feature
- Created campaign strategy
- Wrote copy for direct (e)mail and salesperson scripts
- Trained salespeople how to prospect using this event
- Created presentations including instructional design of activities
- Set up and operated A/V
- Taught other presenters how to use A/V
- Delivered presentations
- Hosted / administered online interface
- Designed and analyzed post-event surveys
- Gathered leads
- Trained salespeople to respond to leads
- Repurposed webinar recordings into asynchronous eLearning and articles

### Third-party trade shows

- Created brand strategy
- Identified appropriate trade shows
- Determined capabilities to feature
- Wrote copy for third-party promotional material
- Wrote copy for booth graphics
- Set up and disassembled booth
- Trained booth workers
- Worked in booth / gathered leads
- Trained salespeople to respond to leads
- *See list of presentations all around the world*

### Search Engine Optimization / Marketing

- Web analytics: SEO and SEM keywords
- Wrote blog posts for several corporate sites
- Built a Klout.com score of 69 ("Pundit") through strategic social media.

## Brand management

### Public relations

- Created brand strategy
- Regularly met with PR agency and trained new PR reps on brand and capabilities
- Identified target segments
- Created campaign strategy
- Identified appropriate publications and mailing lists
- Been interviewed on-camera by third-party news reporters and industry analysts
- Wrote and ghost-wrote press releases and articles
- Have 60+ byline articles and significant quotes in 100+ publications around the world
- *See list of publications*

### Brand identity

- Wrote brand style guide
- Wrote internal communications launching new corporate brand in 40 countries
- Assigned as Chief Brand Cop for Fortune 200 company in all media including facilities
- Evolved brand usage to respond to functional challenges with type, color, media
- Worked with design firm and manufacturers to create new packaging for all products

### Corporate web site

- Wrote copy for multiple global corporate web sites
- Designed user interface and functionality, and wrote copy, for a client-only portal
- Designed, created all graphics for, and wrote HTML code for small business web site

### Advertising

- Earned BA degree in Advertising copywriting
- Worked one year at a full-service ad agency as a copywriter and account executive
- Wrote copy for ads (freelance)
- Designed layout and graphics (freelance), both computer-based and manual paste-up
- Identified appropriate publications

### Social media

- Built a Klout.com score of 69 ("Pundit") through strategic social networking.
- Wrote blog posts for several corporate sites
- Established "Service Doctor" Q&A role for customer interaction in multiple channels

## Market research

### Data collection

- Led and observed internal and client focus groups
- Searched Web and online databases
- Reviewed academic and business literature
- Wrote items for outsourced surveys
- Set up and wrote web surveys
- Interviewed individual buyers and end users face-to-face and over the phone

### Data analysis

- Published annual portfolio plans
- Published research reports

## Media production

### Audio and video

- Scripted and directed two corporate videos produced by third-party crews
- Produced, shot, and edited 20+ corporate videos for internal use
- Produced short explainer videos served from our customer-facing website
- Produced two half-hour video courses from script and graphics to talent narration recording and post.
- Self-produced, shot, and edited 150+ personal videos generating almost 2 million views on my YouTube channel @ToddBeck

### Graphics

- Produced computer graphics that were published in design industry "how-to" manuals
- Converted the organization to computer-based publishing by designing, and then training others to use, new processes and tools

# Sales promotion and support

## Customer-oriented sales collateral

- Created brand strategy
- Identified target segments
- Determined capabilities to feature
- Wrote product sheets, brochures, research reports, and white papers
- Trained salespeople how to sell using collateral

## Customer-oriented sales presentations

- Created brand strategy
- Identified target segments
- Determined capabilities to feature
- Wrote PowerPoint presentations and scripts
- Designed custom graphics
- Trained salespeople how to sell using presentations

## Customer-oriented product demonstrations

- Created brand strategy
- Identified target segments
- Determined capabilities to feature
- Wrote PowerPoint presentations, scripts, emails, and participant materials
- Designed custom graphics
- Trained salespeople how to sell using product demonstrations

## Salesperson capability training via face-to-face conferences or webinars

- Created brand strategy
- Determined capabilities to feature
- Created sales training strategy
- Wrote copy for invitations and sales manager scripts
- Trained sales managers how to build support for and reinforce the training
- Created presentations including instructional design of activities
- Set up and operated A/V
- Taught other presenters how to use A/V
- Delivered sales training
- Hosted / administered online interface

## Salesperson prospecting tools

- Created brand strategy
- Identified target segments
- Wrote "Prospect This!" series of letters tying current issue to product or capability
- Trained salespeople to respond to leads

## Salesperson incentive programs

- Created brand strategy
- Identified salesperson target segments
- Identified key desired salesperson behaviors
- Created theme and custom branding/graphics
- Taught sales managers how to build support for incentive program
- Administered program and tracked performance
- Created event for awarding winners
- Reinforced and maintained awareness long after incentive program ended