

BRANDSQUARE™ REBOOT

Introduction.

2011 saw the BrandSquare community reinvigorated and reengaged, with membership growing 100% week over week. In 2012, we have an opportunity to break out of the current community model, and look at *all* opportunities to reimagine BrandSquare.

What is Schawk, Inc.? It's a company that puts the right things first and lets the ends determine the means. Schawk, Inc. is about **results**.

What isn't Schawk, Inc.? Schawk, Inc. isn't ego. It works with brands and their agencies. It integrates strategy, creative and execution without prejudice. In every way, it works in the service of brands and their people.

So what should BrandSquare be? Dynamic because its client audience is. **Integrated** because it's what works. **Useful** because there's no other reason for being. But above that, BrandSquare must be a demonstration of what Schawk, Inc. represents, of what Schawk, Inc. is.

Agenda.

- I. Our POV on BrandSquare
- II. The Ask: BrandSquare Strategy Objectives
- III. Key Findings
- IV. External and Internal Realities
- V. Strategy Summary
- VI. The Audience
- VII. The Approach
 - I. Outreach
 - II. Connection/Conversion
 - III. Engagement
- VIII. Ideas
- IX. Engagement Considerations
- X. Two Lead Ideas
 - I. Program Elements
 - II. Budget Estimates
- XI. Success Metrics
- XII. Outcomes
- XIII. Next Steps
- XIV. Appendix: Summary of Research

Our Point of View: Value of BrandSquare.

Schawk's target clients are decision makers and influencers in branding and marketing for top brands within the Consumer Packaged Goods, Retail, and Pharmaceutical sectors. These busy professionals are not always receptive to a sales approach, but they are always interested in learning about the latest thinking and best practices in their discipline. Our challenge with the rebooted BrandSquare is to provide a resource that interests and engages these targeted deciders and influencers, and draws the connection with Schawk, Inc. in such a way that provides business advantage to Schawk companies.

POV: Current State of BrandSquare.

BrandSquare faces challenges in realizing its potential because of the way it was originally designed and constructed:

- Its Live Sessions are excellent but exist in a vacuum
- Its e-mails are informative but use borrowed thought leadership and don't reflect strongly on Schawk, Inc.
- Its user forum is moribund and not in sync with its audience's online routine
- Its marketplace of ideas is somewhat redundant to the more active Schawk blog and poorly linked to the vast assets of Schawk.com and Schawk itself
- It and Schawk.com do not synergize enough for mutual benefit

The Ask.

To provide a resource that interests and engages target audiences, and by drawing a connection with Schawk, Inc. obtain business advantage

Business Objectives

- Grow share of wallet with current clients within current revenue streams
- Grow new revenue streams from current clients (White Space)
- Develop qualified new business leads (Green Field)

Marketing Objectives

- Connect with Schawk, Inc.'s identified targets
- Grow awareness of Schawk, Inc.'s capabilities and thought leaders within its practices
- Build credibility for Schawk, Inc. as a creative company with innovative and inspiring thinkers

Key Findings.

Our discovery included:

- Review of other sites focused around specific audience or membership, including non-traditional community sites
- Online survey of marketing/branding professionals about their information-gathering preferences
- Audit of current BrandSquare user behavior

Research revealed several key points that need to be considered in any approach to the BrandSquare reboot:

- Original content is highly important
 - Multiple formats are more effective: blog, presentations, videos, research
 - Need to have some open content, or be able to “look for free,” but many are willing to pay for premium content
- There are different levels of audience
 - Top tier: senior leaders consume, don't engage, expect premium quality strategic content
 - General: junior manager-level consume, but engage more, expect tactical “how to” content at no cost
- For audience members more inclined to engage (i.e. junior influencers vice senior deciders) gamification features are important
 - Maintain a User identity
 - Ability to rate content as well as comment or reply
 - Gain points for participation, and greater recognition or status
- User-Generated Content (UGC) is important to build peer connection
- Must expand opportunities for awareness or engagement beyond the core web platform, especially social media channels

External Realities.

Expertise abounds; today's branding and marketing professional has access to an unprecedented amount of knowledge resources, thought leadership, trade media, industry conferences, and purported gurus via the web and social media

Bandwidth is challenged for our target audiences; reductions in budget and staff have resulted in larger workloads and less available time for professional improvement

Schawk's reputation as a (best in class) premedia company does not necessarily translate into marketplace acceptance in other services

Internal Realities.

Expertise exists across the branding/marketing service spectrum;
as a whole, Schawk, Inc. can truly address any client need

Schawk, Inc. experts have challenged bandwidth; client service or tactical
business development efforts consume the schedules of our potential
thought leaders

“Big Picture” thinking is still evolving; silos are being broken down, but
potential content resources still tend to focus on the immediate needs and
activities of their own business units

Strategy Summary.

Goal.

Provide a resource that interests and engages the target audience, and draws the connection with Schawk, Inc. in such a way that Schawk, Inc. can obtain business advantage

Audience.

Leverage the insight that branding/marketing information-seeking individuals fall into two general tiers: senior branding/marketing officials with authority to decide vendors/partners, and manager-level staff that still influence vendor/partner decisions. Our target audience categories include Schawk, Inc. business targets, prospects, current clients, and potential employees.

Approach.

Operate as a program, not a community site. Integrate Outreach and Connection/Conversion activities into the Engagement activity to best leverage the value Schawk, Inc. derives from members.

Provide original and aggregated content that meets the needs of the different audience levels. Use technology and high production values to make the experience compelling and innovative. Make the connection process as seamless and easy as possible to facilitate conversion of target members into Schawk, Inc. clients.

The Audience: Three Classes.

Primary – Deciders and Influencers

- Marketing and branding influencers and deciders, and new product development and innovation drivers, from C-level through to manager at companies representing Schawk, Inc.'s top 100 business development targets.
- Procurement and operational and influencers from managers to C-level at same target companies
- Other marketing, branding, and procurement deciders from other companies that are potential Schawk, Inc. clients but not necessarily targeted

Secondary – Current Clients

- Current clients of Schawk, Inc. or individuals of interest whom are employed with a company Schawk, Inc. currently does business with

Tertiary – Those who might have impact or influence in the future

- Students (the influencers of tomorrow)
- Staff (creative and production) and educational professionals

The Audience: Two Tiers.

Senior Leaders

- Branding/marketing C-, VP, or Director level with authority to choose vendors and partners
- Need strategic and high level content
- Will consume but not likely to engage
- Need content that can be time-shifted or consumed on their schedule, and that is easily accessible

Junior Managers and Staff

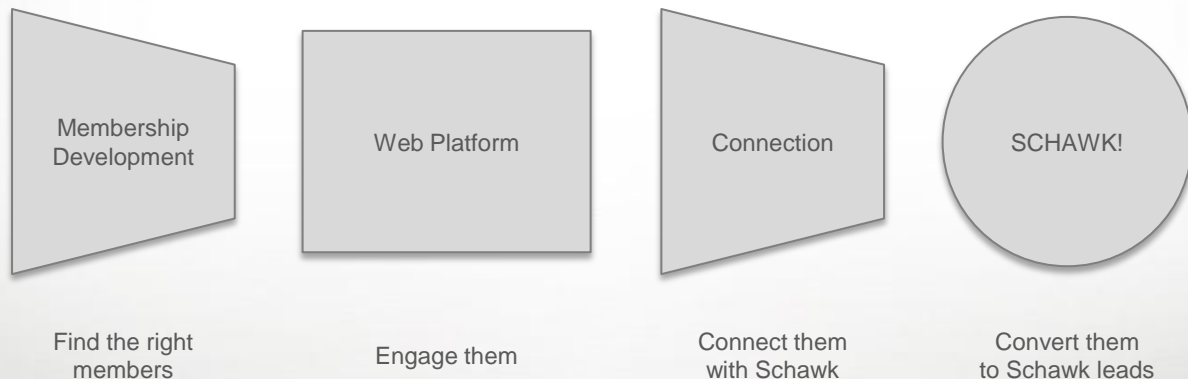
- Middle managers or executorial, but still influential in choosing vendors, partners, tools
- Want tactical content
- Willing to engage, enjoy social/gamification elements
- Need content that is multi-channel and accessible

The Approach.

Outreach: Build awareness and participation among targeted audiences

Engagement: Keep audience members active and receptive to the program

Connection/Conversion: Connect audience with Schawk, Inc. to become prospects or clients



Approach: Outreach.

We must have an audience that has business value to Schawk, Inc. Attracting the right membership is vital to the success of BrandSquare as a program. Two key aspects:

Identification

BrandSquare team needs to know the specific companies that are targeted for business development and any specific prospects, by name and title

Use tools like LinkedIn to find individuals within target disciplines (branding/marketing) in target companies or sectors (CPG, Retail, Pharma)

Ensure leads or prospects generated from other sources (company web sites, conferences and events) are invited to join BrandSquare

Awareness

Develop email invitation to join BrandSquare and conduct audience building email campaigns

- Purchase lists from appropriate sources, such as AdAge

Extend BrandSquare activity into broader social channels, which mirror activity and can be managed in conjunction with the main program

- Facebook page
- LinkedIn group
- Twitter cross-linking

Use cost-effective online advertising to further extend reach

- Google AdWords
- LinkedIn Direct Ads

Approach: Engagement.

How do we interest and engage these targeted deciders and influencers?

High quality, original content produced for BrandSquare that targets their needs, interests, and concerns is the core element of any approach.

BrandSquare concepts:

1. BrandSquare as Independent Publisher
2. Schawk, Inc. as Publisher
3. HubSpot for Schawk
4. BrandSquare Dashboard
5. BrandSquare Network
6. BrandSquare Platinum
7. Micro-TED

Questions to consider:

1. Keep independent branding, or align more explicitly under Schawk, Inc. or other Schawk company brand
2. Likelihood of success, given competition for target audience attention
3. Cost and complexity of execution
4. Comparative value for Schawk, Inc.
5. Comparative value for members

Approach: Conversion.

The success to prompting conversion is to allow the member to make the connection between the value s/he is receiving in BrandSquare and the Schawk, Inc. expertise that is the provider. We must be very careful to minimize direct selling or marketing in BrandSquare content or we risk losing the audience.

Establishing Credibility

- Ensure target audience is exposed to Schawk-generated expertise

- Provide high value content that addresses client problems

- Introduce Schawk SMEs

Making Connection

- Ensure technical structures are in place to facilitate member connection with Schawk, Inc., i.e. links to Schawk web site or "contact the author" links

- Clearly illustrate which content pieces come from Schawk, Inc. companies

- Make sure Schawk, Inc. business development efforts are aware of BrandSquare contributions

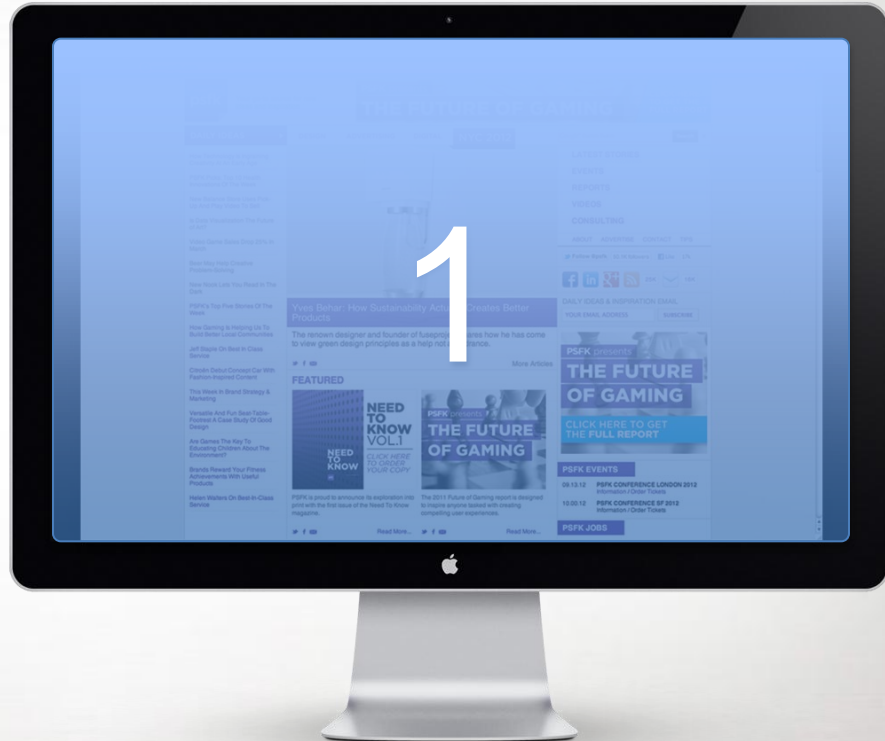
Two types of conversion activity:

- Direct connection: from BrandSquare the member connects to a Schawk lead generation vehicle

- Actionable awareness: with exposure from BrandSquare, the member is more open to offline sales activity

BrandSquare as Independent Publisher.

A colleague pings you with a link to an article about a recent release of a unique research report on retail brand consolidation. You read through, highlights are easy to find and takeaways clear. At the base of the article you find a link to the report – free. It's what you've come to expect. The challenge you face is information overload. BrandSquare makes it simple for you. Information you want, relevant to your business challenges. Webinars, how-to's, help guides, tips, facts, reports, strategies. Original fresh content daily. An independent marketing and branding news site that regularly checks-in with its readers, keeps its pulse on the industry, to bring you news that you want.



BrandSquare as Independent Publisher.

Hook: Independent Publisher

RTB: Central source of content, serving all levels

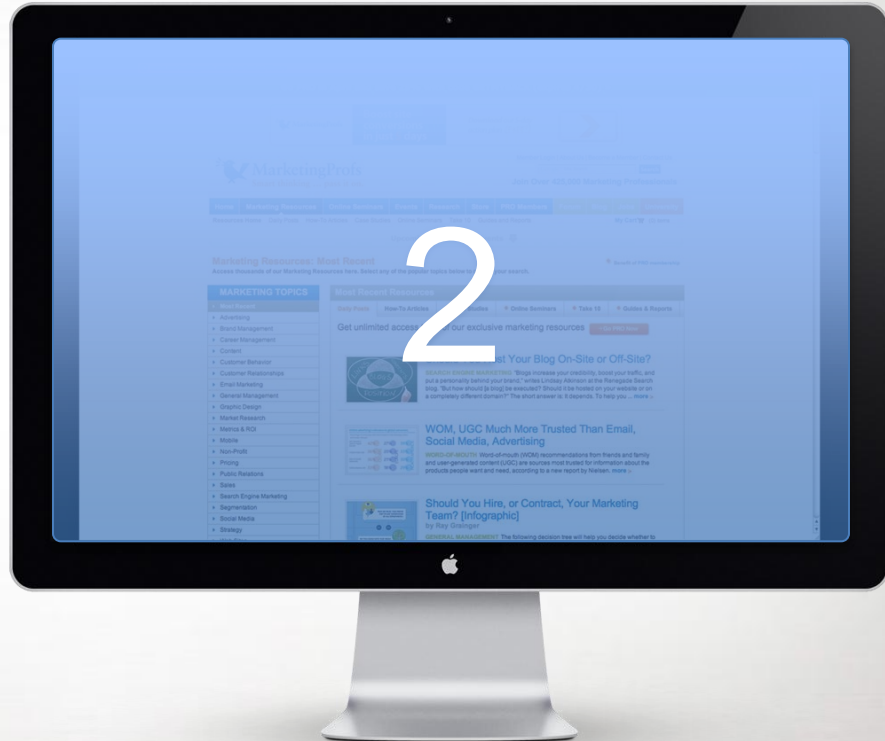
Insights/Justifications:

- 80+% of survey respondents viewed industry media blogs or sites as important, very important, or critical
- Original content is a core feature of every community we reviewed



Schawk, Inc. as Publisher.

Some people say that the best resources are found in their own back yard. This is true for Schawk, Inc. A community of experts exists within the company, which when motivated en-mass can trigger a social revolution that would be transformational. Think involvement. Experts regularly producing content that attracts, is closely aligned to customer wants and needs, sets the trends others follow. An inbound marketing program that is driven by content, and supported with all the bells and whistles of a publisher and the force of the people across Schawk, Inc. Why buy from a company that is just self promoting? We believe that Schawk, Inc. experts are a unique breed. They don't hard sell their capabilities, but are open, knowledgeable, credible experts in their fields. The Premium Schawk, Inc. Knowledge Center looks to expose those experts, giving them an open forum to publish their ideas and connect with their target.



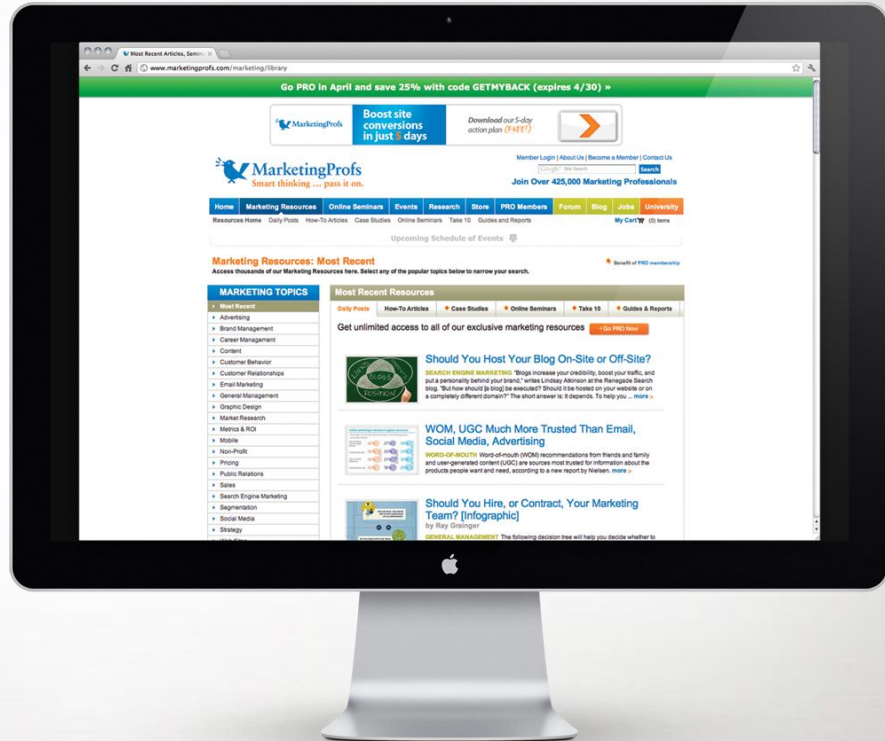
Schawk, Inc. as Publisher.

Hook: Schawk, Inc. as a Publisher

RTB: Expertise covering Brand life cycle

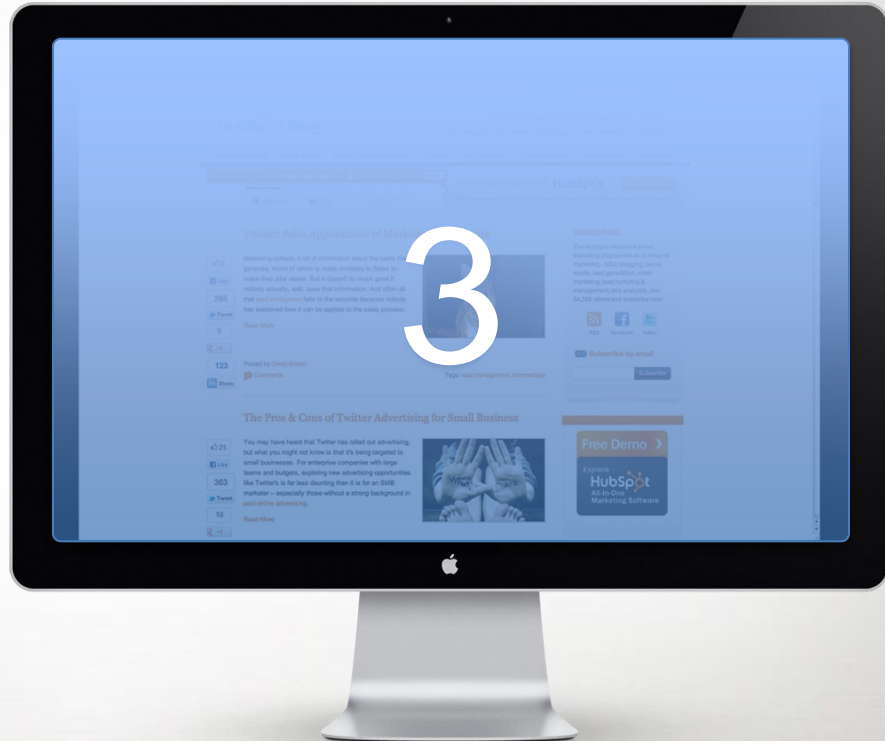
Insights/Justifications:

- Thought leadership is a best practice B2B marketing and PR approach
- Almost 60% of respondents viewed agency blogs and web sites as important or very important source of branding/marketing information
- Case studies from Dell, IBM, and Indeo Corporation show how self-branded thought leadership can be highly successful in generating leads



Hubspot for Schawk, Inc.

If you have ever downloaded a paper from HubSpot, you know you're going to get quality, credible information. But you also expect that it is not going to be sale-sy. Which is a surprise, for a company that lives to sell inbound marketing services. But they've already got you consuming information from their experts that answers your questions. We call this solution-based marketing. And that's the opportunity for Schawk, Inc. A consistent content strategy that pushes solution based content from Schawk, Inc. experts, without the over-sell. Overtime, building an industry wide credible source on branding and marketing to become the gold star others compare to. The new bread of agency who's doing it right.



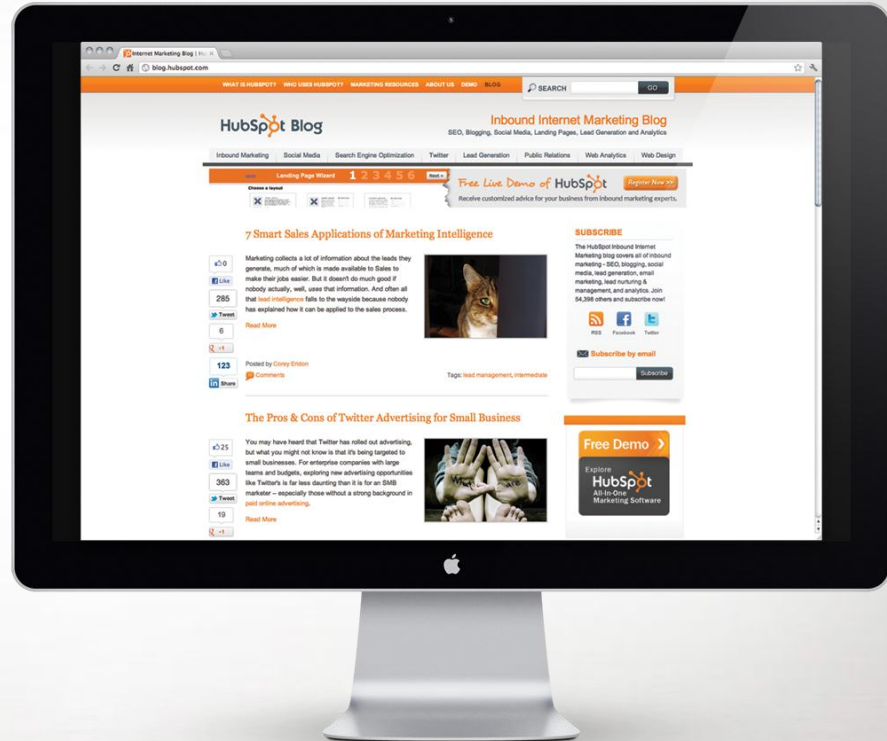
Hubspot for Schawk, Inc.

Hook: Solution-based marketing

RTB: If you like what we're saying,
hire us

Insights/Justifications:

- HubSpot is a service provider that is built around its sharing of valuable information, guidance, and education
- Its content deployment program is vigorous and dynamic, and successfully prompts audience engagement (via comments, replies, and social media posts/forwards)



Personalized Dashboard.

Ruth drops her phone on her desk and fires up her computer for the day. First things first, she clicks through the last few emails she didn't have time to read on the way in to the office, and then opens her browser. A Chrome plug-in for the BrandSquare Dashboard appears in the window, and with one click she's launched her daily dose of news from across the web. Her twitter app continually refreshes, new tweets from her favorite innovative thinkers flash up and she responds right in page, tweeting an article that came up under her branding stream to both her Facebook, LinkedIn and Twitter account simultaneously. She sees an article on brand development in Asia, and quickly sets up a new stream to pull in articles on the same topic, using the tags and keywords of an everyday marketer. Pulling up an article she was reading earlier on the web-app to share with her boss, she never had before imagined getting access to so much content relevant to her work (not the other guys) would be so easy.



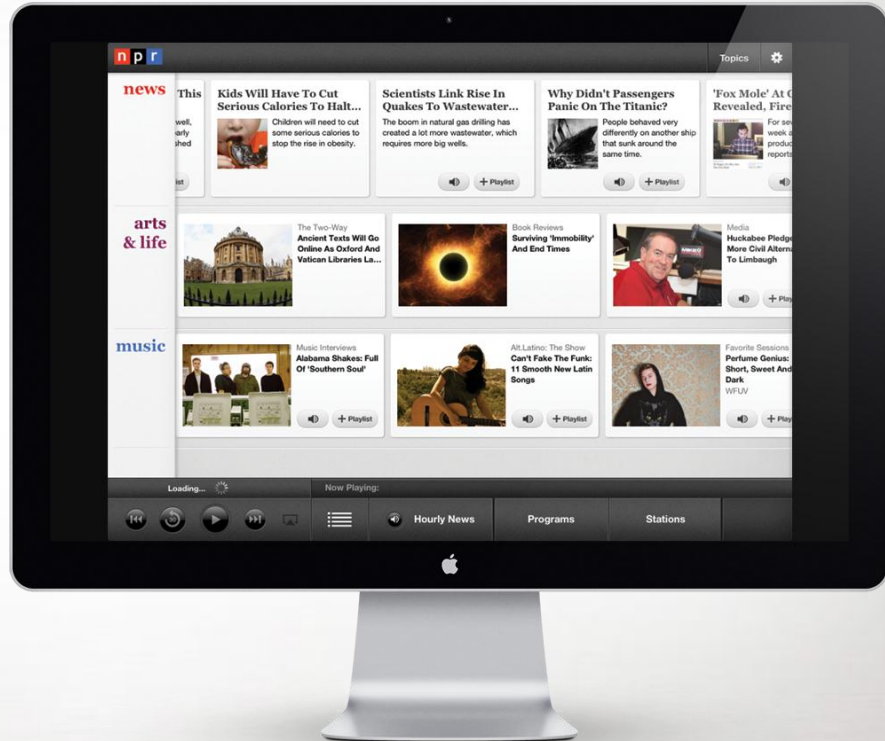
Personalized Dashboard.

Hook: Personalize your marketing content

RTB: On-the-go app, with Schawk pinned to the top

Insights/Justifications:

- Connection with the individual is a core element of the Internet
- Studies show that the amount of information available via the web can be overwhelming; prediction are that users will gravitate towards filtering or organizing technology that limits the inflow to relevant, effective content



The Network.

Ideas drive the world. But how these ideas are presented is key. In this fast paced, instantly accessible world, there are no barriers to entry. And with the BrandSquare Network, naturally, there are none either. Premium content and production values. This is the BrandSquare you want today, better. Inspirational thought leadership in targeted vertical channels, presented in easily digestible sections of video, concentrated on delivering high content value that answer the challenges of today's marketing and branding professionals with ideas that inspire and destined to be shared done by real people through interviews to gain the emotional connection to the people behind the ideas.



The Network.

Hook: Video

(but also other content types)

RTB: Personalities – a human face to the knowledge

Insights/Justifications:

- Explosive growth of YouTube illustrates importance of video
- Over 67% of survey respondents indicated industry experts were critical or highly important sources of professional education
- Accepted social media wisdom prioritizes the human connection as a way to build trust



Platinum/Elite.

John, a CMO at a major CPG company, receives an email inviting him to join a community for C-level executives. An exclusive 'club'. He scans the email, news headlines, images and prompts to watch videos that answer today's challenges facing CPG marketers. One catches his eye, and with that one click he joins. BrandSquare Platinum is just that, highly targeted platinum content relevant to Director level through to the very highest C-level. Premium production values, highly targeted content, BrandSquare Platinum is a place where not a moment of a CEO's time is wasted. Every moment he is absorbing new content, fed through the Schawk, Inc. pipeline that delivers high strategic thinking that influences his everyday business decisions.



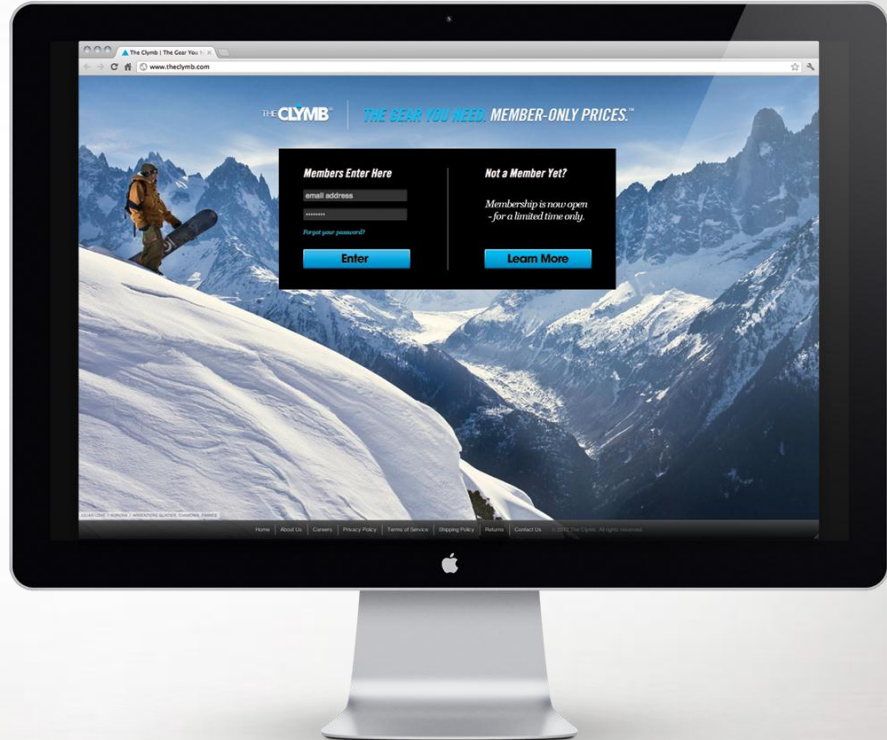
Platinum/Elite.

Hook: Exclusive, only for senior leaders

RTB: If it's exclusive, it must be good;
everybody wants to be in the In-Crowd

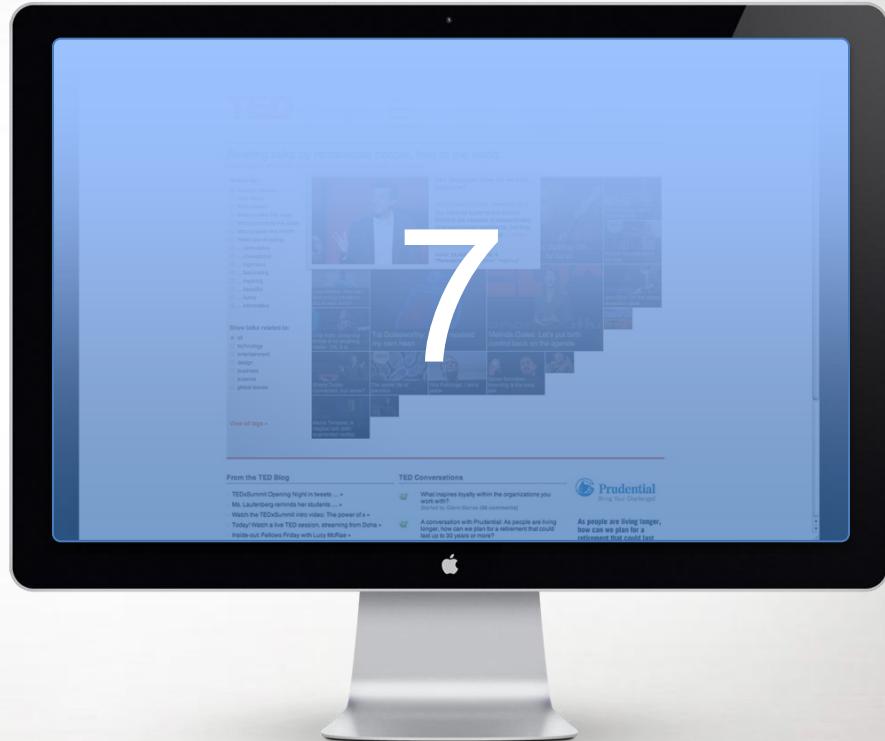
Insights/Justifications:

- Users are willing to pay for premium quality content, as shown throughout the decades by consultants such as Forrester or Gartner
- Organizations like SocialMedia.org have built large paid memberships by limiting access only to senior brand leaders



Micro-TED (Education/Presentation Focus)

Ever looked for a presentation that would inspire your marketing team? An idea that would get them fired up and wanting more? Have you found yourself craving more information on the latest trends or innovations in your industry? Backed by a powerful search engine, 'Micro-TED' does just that. Provide an educational, inspirational, resource of thought leadership presented in video, slides, short 'bursts' of information that are easily digestible, shareable and believable. Ideas you want to spread. But why this approach? There are multiple sources out there today that provide a presentation based education – SlideShare, DocStock, even TED itself. But there's no one place for marketers to get information that is relevant to them in presentation form. Targeted, marketing specific presentations that share ideas, spark innovation and educate today's marketers.



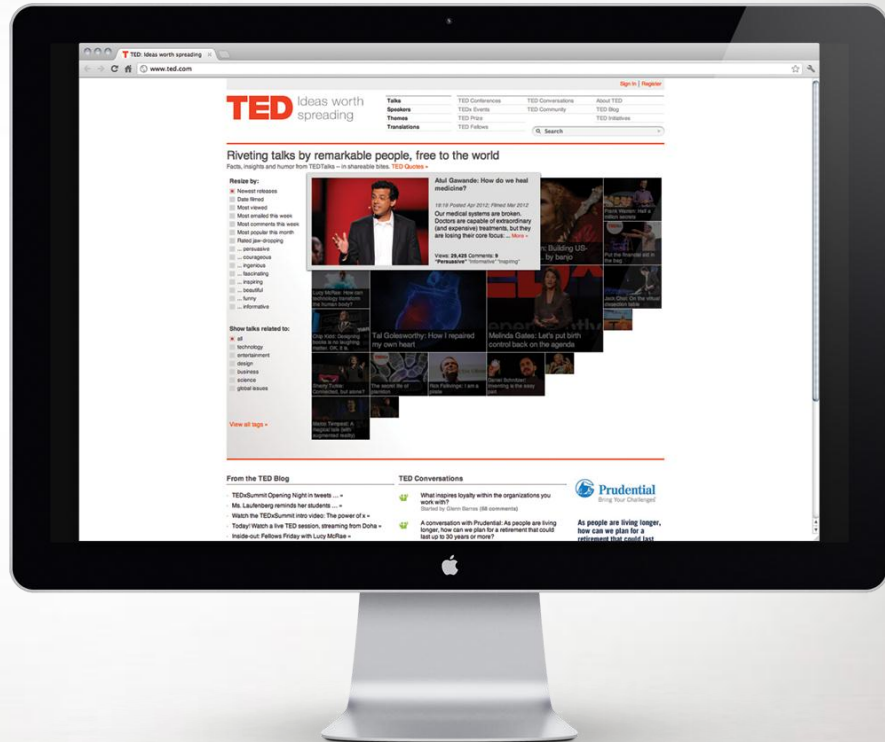
Micro-TED (Education/Presentation Focus)

Hook: Presentation-based

RTB: Accessibility, Usability, Education

Insights/Justifications:

- TED has built a hugely successful enterprise around the importance of ideas, as represented in public presentations from thought leaders
- Presentations are valuable to users as an accepted vehicle for education, and also as a format that is easy to repurpose

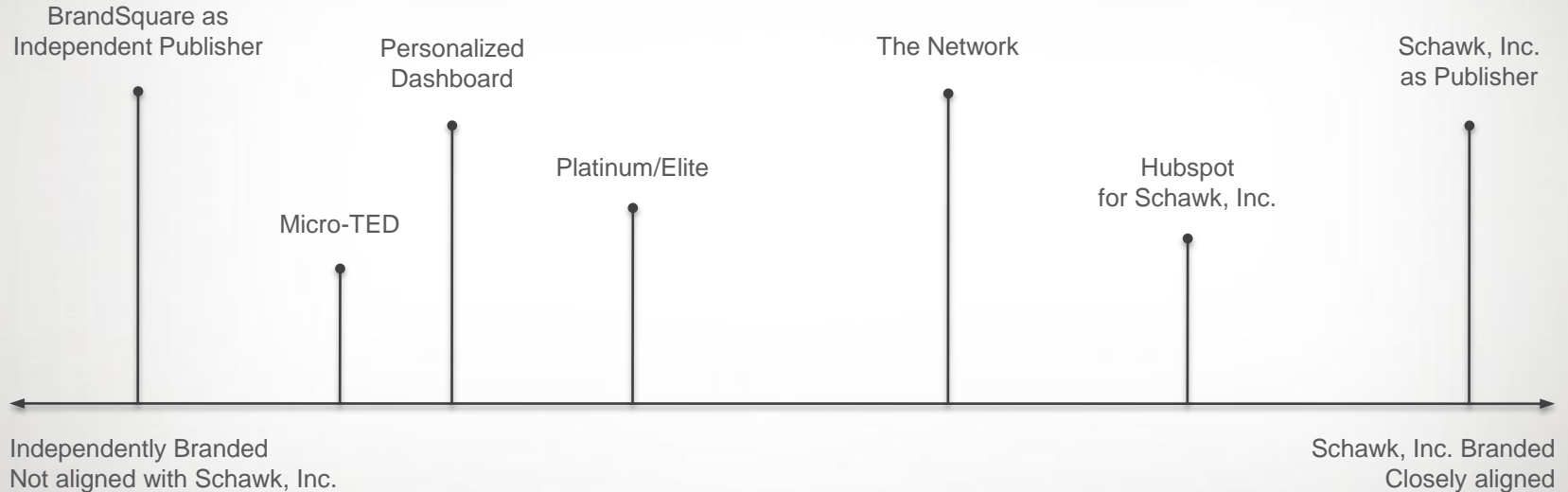


Engagement Considerations

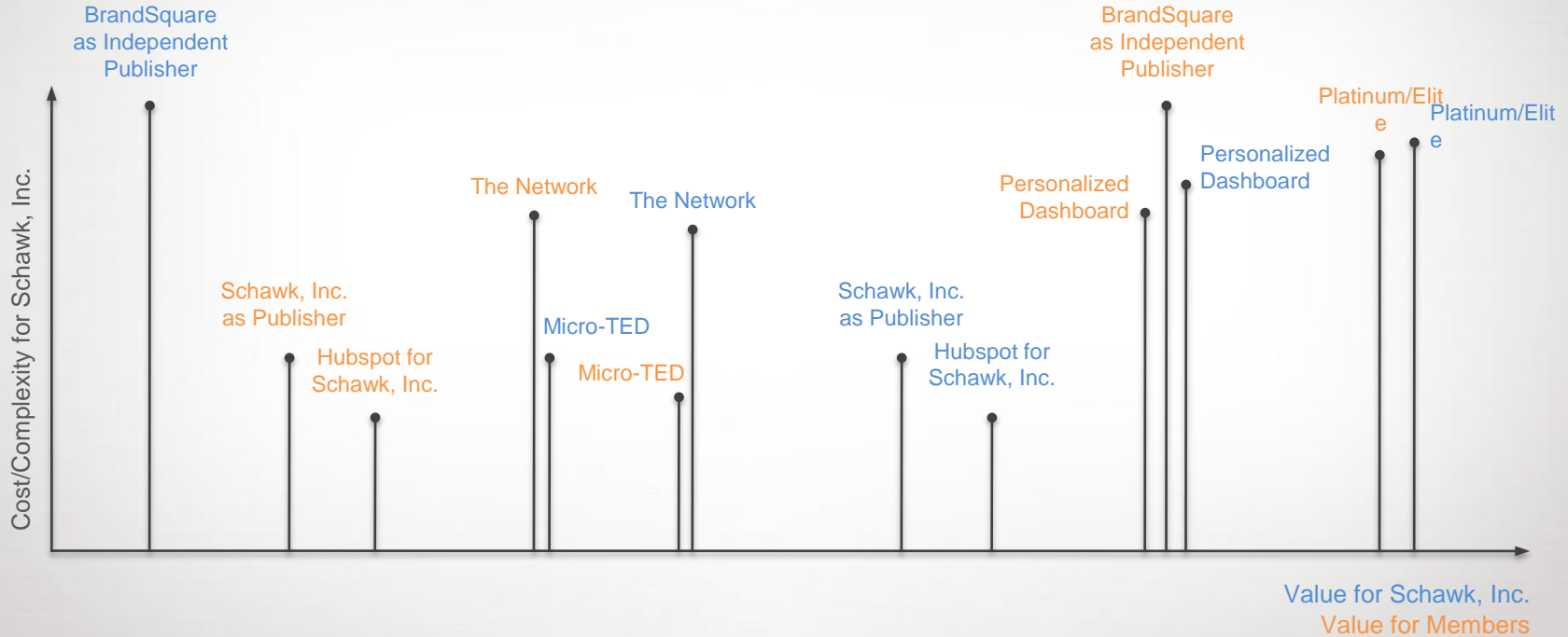
Questions and factors to consider:

1. Keep independent branding, or align more explicitly under Schawk, Inc. or other Schawk, Inc. company brand?
2. What is the likelihood of success, given competition for target audience attention?
3. Are we reaching the two tiers/three classes of audience? Or more specifically, are we reaching the top tier of senior branding/marketing leadership?
4. Cost and complexity of execution
5. Comparative value for Schawk, Inc.
6. Comparative value for members

Branding Continuum



Value for Schawlk, Inc. vs. Members



Lead Ideas

BrandSquare Network

Open, reaching all audiences

Promotes member interaction and community engagement

High production values, high ongoing costs

BrandSquare Dashboard

Open to all but provides individualized value

Promotes personalized interaction, but less community engagement

Higher initial costs, lower ongoing expenses

BrandSquare Network

“Social networks
aren’t about Web sites.
They’re about experiences.”

Mike DiLorenzo

BrandSquare Network

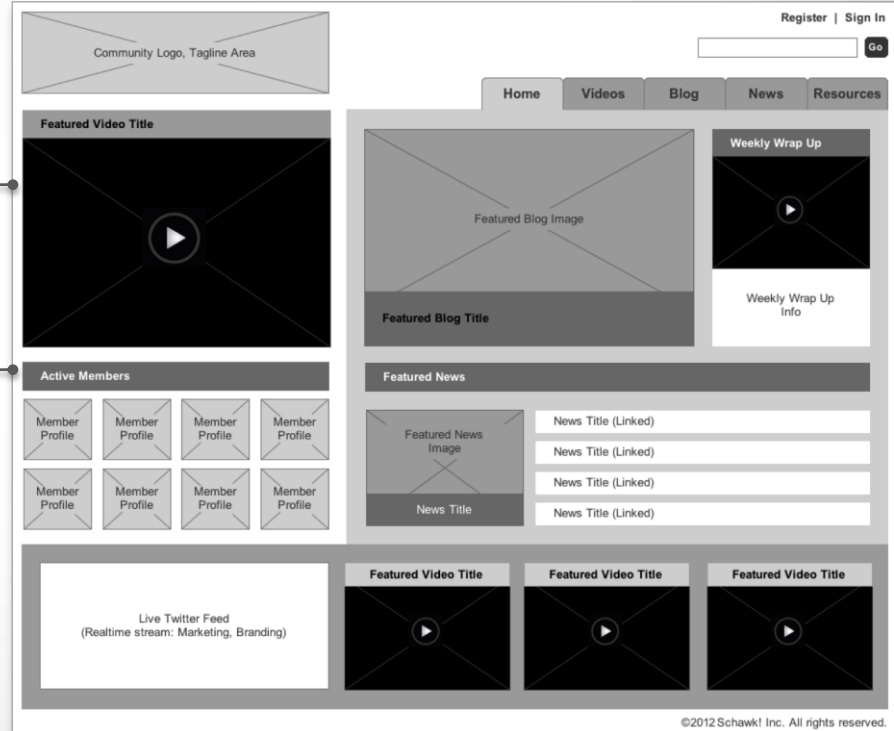
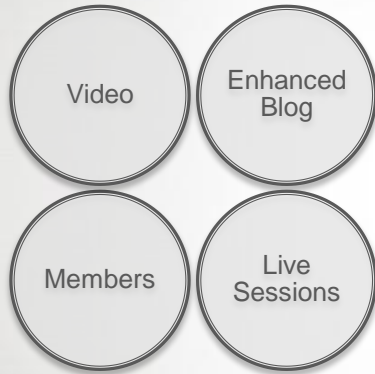
Imagine CNN for Branding

The current BrandSquare and Schawk blog focus on ideas and downplay individuals and Schawk, Inc.; the BrandSquare Network puts participants and personalities in the spotlight, from top experts to individual community members.

Elements

- Central web platform that houses videos, other content, and community
 - Personality profiles for all correspondents, commentators, and authors (i.e. Schawk SMEs)
 - User account data
 - Rating, sharing, and commenting functionality
- Enhanced blog
- Daily email
- Ramped-up Live Sessions

BrandSquare Network: Wireframe



BrandSquare Network: Video



As in most broadcast networks, videos are the key content items

We will produce monthly features like the current Lor Gold videos, showcasing a top Schawk, Inc. expert discussing a key subject

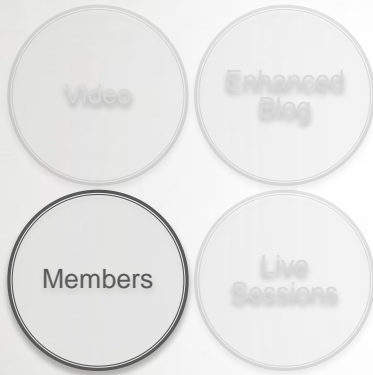
The Network could feature a signature host personality who will lead most shows, conduct interviews, and moderate discussions .

Other video options include “on-site” videos showing Schawk, Inc. in action or exploring a specific tactic, technology, or industry development

A weekly industry go-around show, will be streamed live, featuring:

- Conversations with Schawk, Inc. leaders like Lor Gold or Eric Ashworth
- Interviews with industry leaders and top branding executives
- Interview with current Top Network Member

BrandSquare Network: Members



The BrandSquare Network web site will feature engagement-enhancing community functionality designed to prompt interaction and encourage connection between audience and Schawk, Inc. expertise.

Schawk, Inc. contributors will have bio pages that include contact capability

All users will have profiles, photos or avatars, and the ability to connect with each other, select friends (or otherwise group themselves together), and in general get to know each other more easily

Participation in the site, such as commenting, rating material, signing up for Live Sessions, viewing videos, etc. will generate points in a centralized user tracking system

- Leading scorers are considered the Top Member each week and are featured on the site, given certain privileges, or otherwise rewarded by the system

BrandSquare Network: Enhanced Blog



We will build on our experience and success with the Schawk Blog to launch a key BrandSquare feature, presenting original, guest, and aggregated content under the Network name, featuring:

- More input from Schawk, Inc. people (bylined posts, Q&As, more quotes)
- Guest posts from industry experts, especially Schawk, Inc. client contacts and partners
- In-line viewing of Anthem/Brandimage thought pieces published on other sites
- A wider variety of types/formats of posts, including surveys, provocative conversation starters, and multimedia
- Enhanced comments and reply functionality

BrandSquare Network: Live Sessions



The new BrandSquare will continue to sponsor and host Live Sessions, with an emphasis on insights and knowledge from Schawk, Inc. experts from Schawk, Anthem, and BrandImage.

- Ramped-up Live Session calendar (2x/month)
- Greater emphasis on Schawk, Inc. experts, as well as top industry people
- Higher production values
- More accessible archives

Why BrandSquare Network?

Uses the exploding medium of internet video to make a clear connection between Schawk, Inc. individual experts and the value BrandSquare provides its members

Builds on one of the existing strengths – Live Sessions – and plusses it with high production values, better content, and broader reach

Promotes greater engagement from members as well as expanded content options – it is both a Network like CNN and a network of connected individuals

BrandSquare Network Costs

Design and build core web platform containing all Network elements, such as video players, blog, Q/A, search, user identity, social sharing, and management

Create visual identity and design video elements including titles, bumpers, transitions and transitions; post-production, including video edit and motion graphics

Editorial planning, research, content program management

Write weekly blog post, related outreach

Production of monthly and weekly video features, including scripting and post-production

Production of Live Session events, including booking guests, creating promos,

Management of Social Media program, including content, linking, measurement/reporting

Outreach efforts, including Display Advertising (Creative, Management, Media Budget) and Email Marketing (Creative, Management, Media Budget)

Technical infrastructure, including web site hosting, Live Session, video hosting and deployment, application licenses

BrandSquare Dashboard

“Getting information off the Internet is like taking a drink from a fire hydrant.”

Mitch Kapor

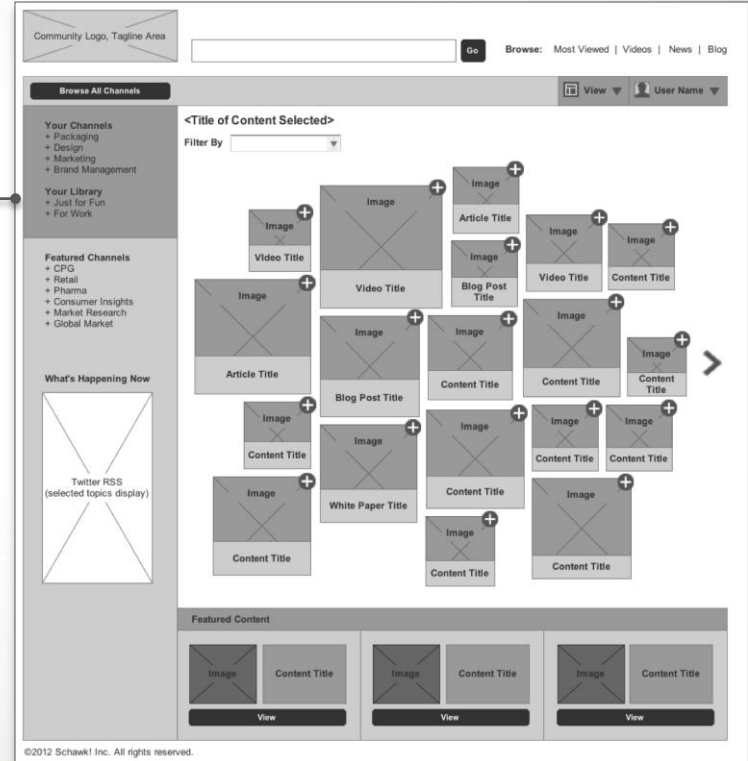
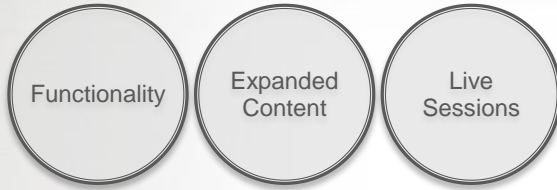
BrandSquare Dashboard

All the branding and marketing news you want, organized the way you want it.

Elements

- Dashboard application that collects and organizes themed content from the web, per the user's personalized specifications
 - Desktop or mobile phone application
 - Also accessible via the cloud
 - Replaces Daily Email as source of market intelligence and information
- Original content, centered around a web platform that includes a blog as well as the dashboard
 - Multiple media formats, including video clips, podcasts or audio files, and copy-based BrandSquare-produced content is automatically prioritized in the Dashboard
- Live Sessions

BrandSquare Dashboard: Wireframe



BrandSquare Dashboard: Functionality



Takes in feeds from across the web, aggregating all branding and marketing content including videos, blog posts, white papers, PDFs, podcasts, presentations, and web pages

Organizes it into key categories that map to the needs of the BrandSquare members.

Personalization organizes the fire hydrant flow into manageable streams that refresh periodically

Exposes the member to potentially new sources

User registers via the central web platform, when he or she becomes a member

Dashboard available on desktop, or mobile, or as a cloud app via web

User can also “pin” content and save to their libraries for later consumption

BrandSquare Dashboard: Functionality



A core element of the new BrandSquare will be original content, produced in conjunction with Schawk, Inc. experts, specifically targeted at the needs and concerns of the BrandSquare audience.

- Blog, featuring by-lined content from Schawk, Inc. experts as well as interviews, guest posts, and other original content
- Videos, including those created for Schawk, Inc. business units as well as original content on BrandSquare topics
- White Papers, or Feature Articles, original content featuring a deeper exploration of key topics

This content, when published, is automatically prioritized in the Dashboard and given prominence.

BrandSquare Dashboard: Functionality



The new BrandSquare will continue to sponsor and host Live Sessions, with an emphasis on insights and knowledge from Schawk, Inc. experts from Schawk, Anthem, and BrandImage.

- Ramped-up Live Session calendar (2-3x/month)
- Greater emphasis on Schawk experts, as well as top industry people
- Higher production values
- More accessible archives

Why BrandSquare Dashboard?

Builds on the two existing strengths – aggregated daily branding/marketing content and Live Sessions – plus original content

Focus on content consumption – as opposed to community engagement – maps more closely to top tier audience of senior brand leadership

Multi-channel accessibility, with the ability to “pin” content for later consumption, is vital to busy executives on the go

Unlike with blogs or RSS feeds, the BrandSquare Dashboard also does the work of finding good sources in all media and serving them up to members; with easy to use, flexible personalization features, the user gets the greatest value with the smallest amount of work

Application will capture and record data about each user's choices, preferences, and types of content selected, and provide insight that will be valuable in any direct connection or business development opportunity

BrandSquare Dashboard Costs

Design and build core application

Design and build core web platform containing member signup, personalization, blog, Q/A, search, analytics, and management

Editorial planning, research, content program management

Write weekly blog post, related outreach

Dashboard maintenance: updates, fixes, regular testing

Social Media program management, content, linking, measurement, reporting

Outreach efforts, including Display Advertising (Creative, Management, Media Budget) and Email Marketing (Creative, Management, Media Budget)

Measuring Success

A measurement plan will be developed to track Key Performance Indicators, which could include:

Exposure metrics

- Number of members, followers
- Impressions, re-posts, @mentions

Reputation metrics

- Media mentions
- Anecdotal feedback

Engagement metrics

- Time on site
- Comments and posts
- Number of downloads
- Frequency of visits
- Link traffic to content or functionality on Schawk.com
- Repeat visits

Schawk, Inc. business objective support

- Lead generation
- Membership growth from target audiences

Outcomes

A successful BrandSquare will create an environment that supports Schawk, Inc. business goals on many levels. Likely outcomes:

A senior branding director at a leading consumer goods company becomes receptive to sales calls from Anthem, which she had previously ignored, because she read a perceptive post from an Anthem strategist

A brand manager at a pharma company retweets a post about medical packaging from a Schawk expert; his Director of Marketing asks about it, because she is researching new vendor options, and includes Schawk in her RFP invitation

A strategist at a major agency is being recruited by Schawk, Inc.; he follows links to BrandSquare from the Schawk web site and is impressed by the quality of content and reader engagement; he accepts the opportunity to interview

Next Steps

Review strategy and discuss options

Determine approach and features and develop program specifications

Create proposal detailing program execution plan and corresponding budget

Review, approve, and develop production timeline

Appendix

Research Summary
Competitor Review
Best Practices Survey
Member Survey

Research Summary

Derived key findings from research

Conducted the following research:

- Reviewed other sites focused around specific audience or membership, including those that are not traditional community sites
- Conducted online survey of branding/marketing professionals
- Audited current member behavior

Identified successful features and functionalities that were incorporated into our strategy

Research: “Community” Sites

Reviewed the following types of sites:

Direct competitor: Brandchannel

Content-driven community of ideas: TED

Company demonstrating its own services via content-driven value: HubSpot

Information services brand that offers different levels of paid access to its content:
Marketing Profs

Content-driven site focused on marketing: PSFK

A traditional community driven by user participation: American Express Open Forum

Brand that views customers as community: Virgin Airways

Entertainment-focused site with a dedicated audience: Funny or Die

Research: “Community” Sites

NAME	SUMMARY
Brandchannel	Open source of news & perspectives, with little connection to Interbrand; lacking high-level, original content & user interaction
TED	Top-level “Talks” are the focus, generating robust engagement; innovative approach to homepage content & conversation platform with gamification
HubSpot	Software company that “sells” through expertise via blog, webinars, white papers; powers Inbound Marketing University & has well-known thought leaders
MarketingProfs	Education-focused community & publisher of free & premium original content, from case studies to “University” courses; well-known thought leaders
PSFK	Publisher of constant original & aggregated content, with extended thought leadership through conferences, reports & print magazine
Amex Open Forum	Focus has shifted from “forum” to content, with guest/contributing writers; offers Crash Courses to complete for points
Virgin	Richard Branson & social good drive interaction on this community; variety of content aligns to the brand but doesn’t hard sell; urges guest bloggers, user ideas
Funny or Die	Thrives on both site- & user-generated content & focuses on member interaction via strong gamification, personal profiles, content rating & featured content

Key Takeaways from Site Review

Most sites allow at least some level of content/functionality without requiring a login.

Having a User Identity promotes participation and engagement: a profile that the user updates, a custom photo or avatar, or other personalized features.

“Forums,” as we know them, are obsolete. Most engagement is around a blog structure vice a forum structure.

Blogs are the standard content deployment structure.

Gamification is widespread: rating, earning points for user behavior, rankings—all are popular.

Original content and perspective on news stories is highly important.

Email is still a dominant way of connecting with members, outside of the site.

User-Generated Content is encouraged and promoted, but usually requires approval.

Branded thought leadership is core to content strategy.

Sites are creating elements that make them unique: “universities,” crash courses, awards, contests.

Sites or “communities” are just one part of the content cycle: you need a variety of social media channels to extend engagement and broaden outreach.

Key Takeaways from Client Survey

Most active and engaged members are junior, younger

Key Opinion Leaders, or “Gurus,” are very important

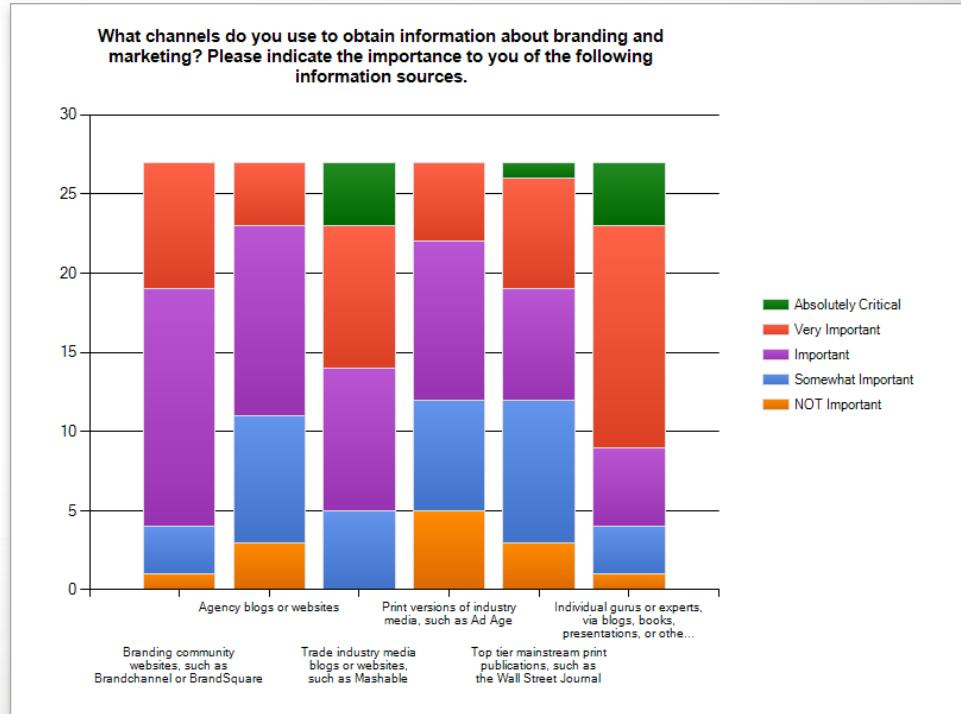
Books, as a source of professional education, are highly valued

Community aspects, such as forum posting or replies, are not important

Live Sessions are popular

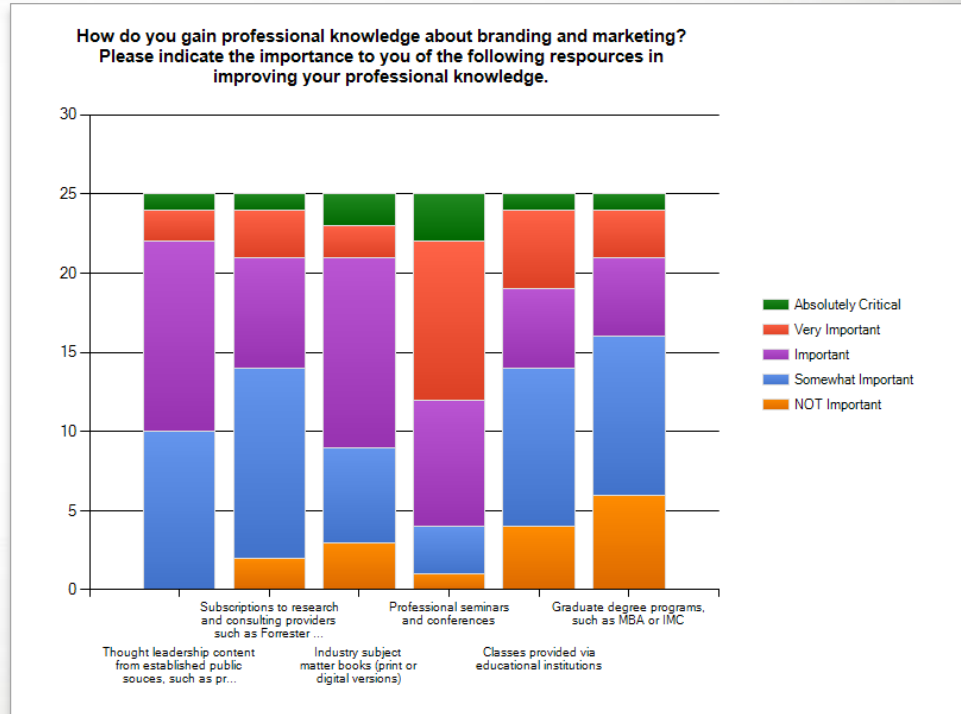
Research: Survey Results

Information Sources



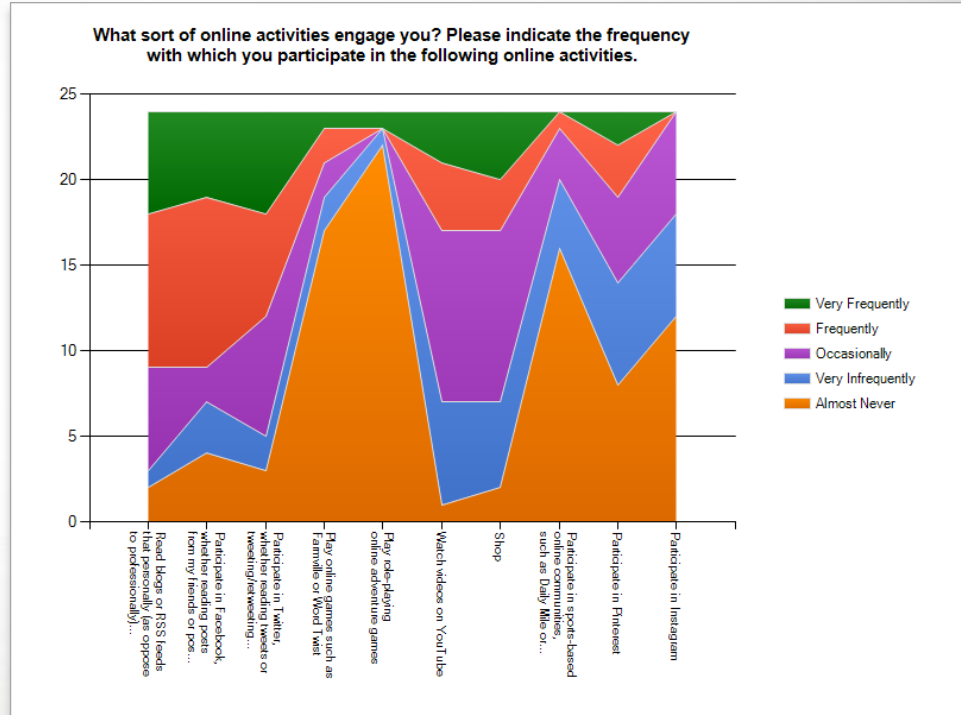
Research: Survey Results

Education Sources



Research: Survey Results

Online Activity



Key Takeaways from Current Live Session/Email

Branding and Packaging related Webinars were most popular among audience

Email use:

- Members are rated by the Email Service Provider on a 5 star scale based on how often they open emails and click links
- Of the Major brands listed, their members rank between 3-5 stars
- Majority open emails, but do not attend webinars on a regular basis