

Achieving Irresistible Results in an “Unsexy” Industry

Jeff Coon | Partner at Stream Creative

streamcreative™

- 1 Results are sexy. You can become “Inbound Sexy.”
- 2 The Anatomy of Being S.E.X.Y.
- 3 Real World Examples
- 4 Action Steps For Your Business

I DRIVE A MINIVAN
(totally unsexy)

INDUSTRIES WE SERVE

- INSURANCE
- MANUFACTURING
- ASPHALT PAVING

(Great Companies. “Unsexy” Industries.)

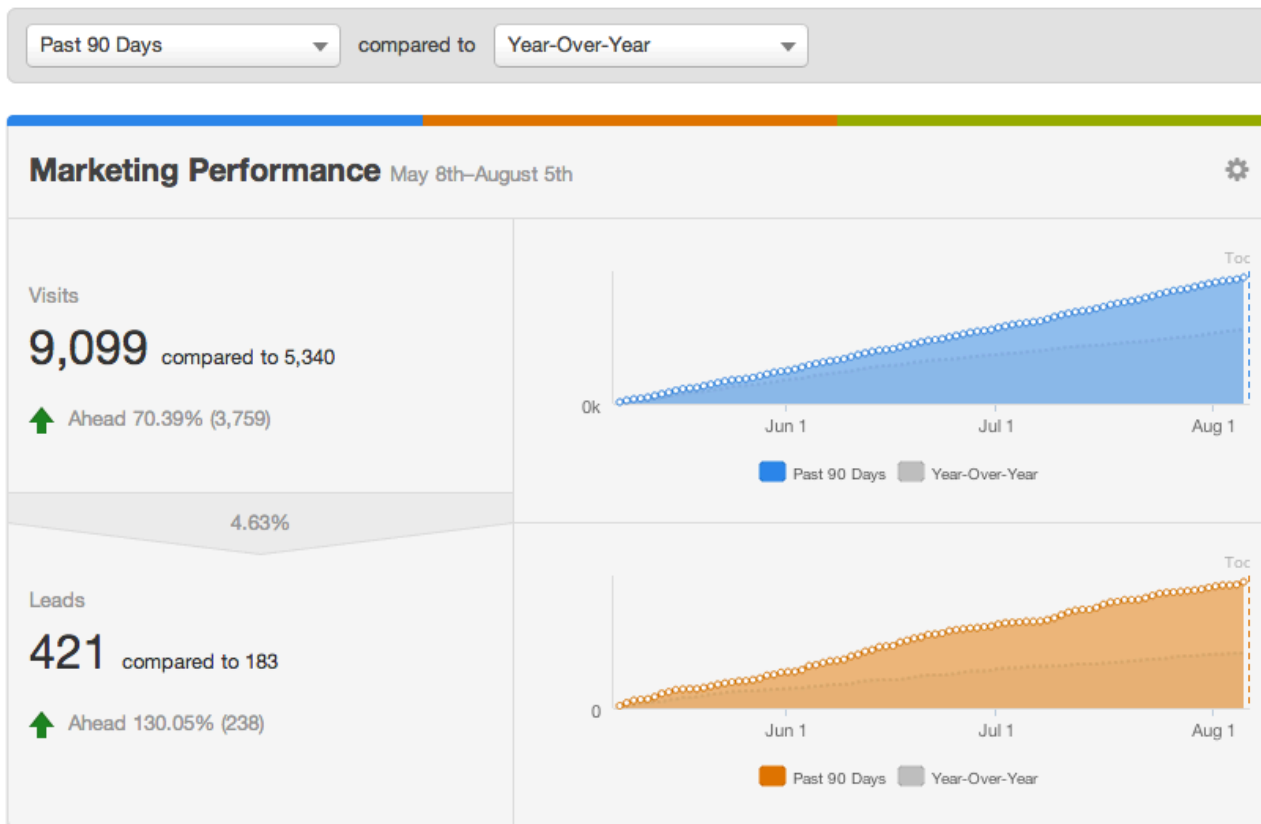
RESULTS ARE SEXY

Overall Sales - 2012 vs. 2013

- April +34%
- May +42%
- June +57%
- July +61%

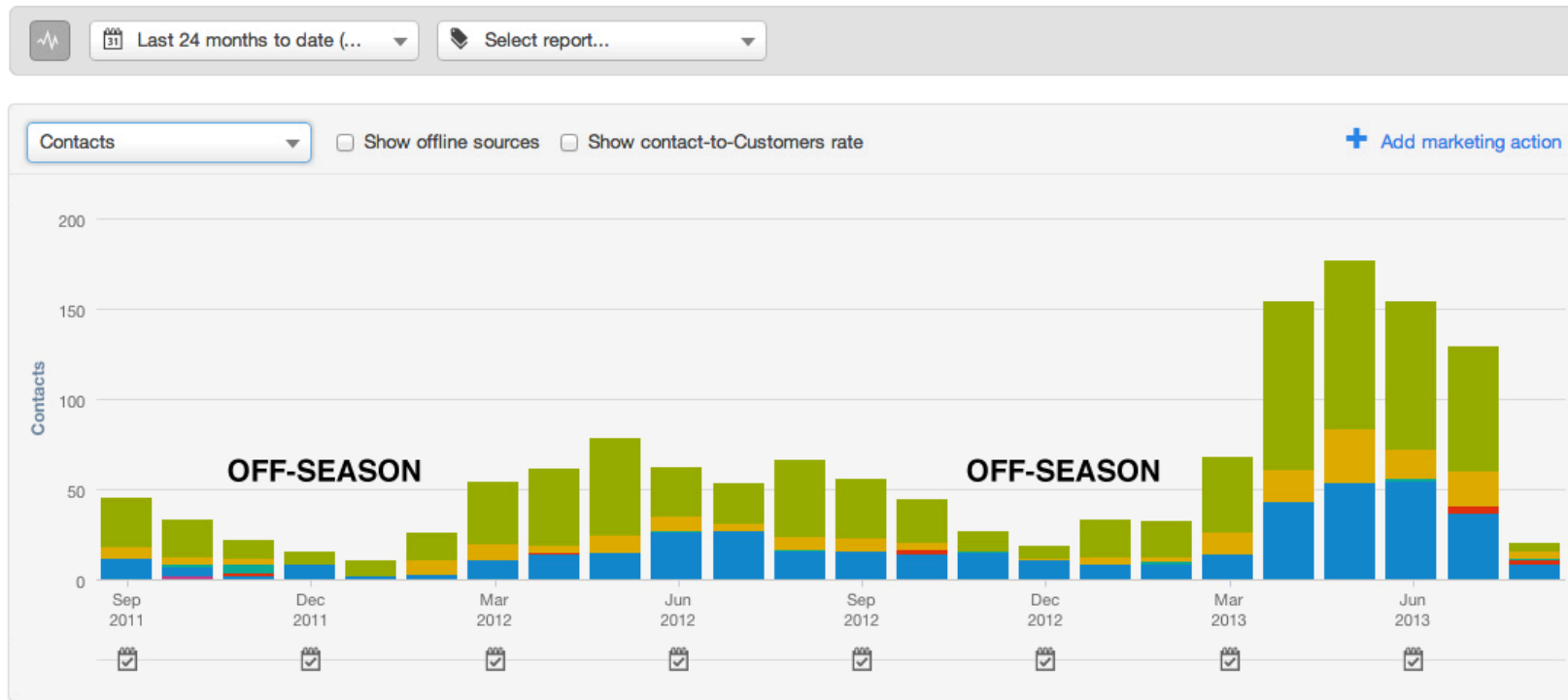


Unsexy Industry. Irresistible Results.



Unsexy Industry. Irresistible Results.

Sources



YOU CAN BECOME
INBOUND SEXY

2 The Anatomy of Being S.E.X.Y

Let's define “sexy”

- 1 Sex•y [sek-see]: Attractive, Interesting, Exciting, Trendy, Glamorous
- 2 What makes someone or something sexy/attractive?
 - Good looking
 - Powerful/Strong
 - Smart/Influential
 - Mysterious/Intriguing
 - Trustworthy





WHO'S SEXIER?
(whoa, is it getting hot in here?)

Beauty is in the eye
of the beholder

Start by defining “the eye of the beholder”

- AKA: Buyer Persona or Ideal Customer Profile
- What do they find attractive? Interests?
- How do you become trustworthy, interesting, memorable to them?
- **BE FOCUSED: YOU ONLY NEED TO BE SEXY TO THEM!**
- Solving problems is attractive

Being attractive is relative

- Do a competitor analysis (online and offline)
- Where do you rank?
- Define your plan to become attractive?
- It can be content and/or format
- It just takes some creativity and personality





WHAT MADE THEM “SEXY?”
(so, we meet again)

What made them sexy?

1. TALENT

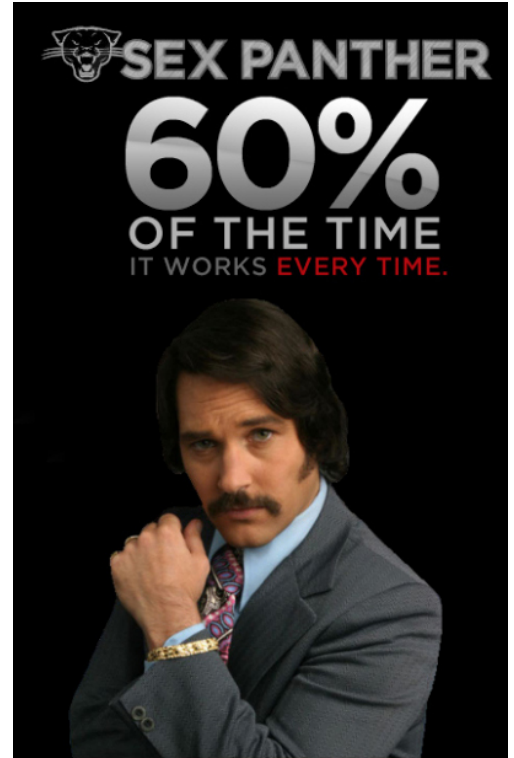
Showcase the talent within your own walls

2. “IMAGE”

Clearly define your company image

3. EXPOSURE

Increase awareness thru content marketing





STORY TIME – Social Experiment

BECOME INBOUND
S.E.X.Y

INBOUND S.E.X.Y.

S = Signals

E = Exposure

X = X-factor

Y = “Why”



S= Signals

Define the “signals of success” for your industry

- Certifications / Honors & Awards
- Case Studies / Industry Reports
- Media Coverage / Trade Publications

E= Exposure

How can you increase awareness?

- Blogging, Social Media, Webinars
- PR and Paid Media (Google Adwords, Social Ads)
- Co-Sponsorship Opportunities

X= X-factor

How are you different? How will you be memorable?

- Showcase your personality. Be creative.
- The importance of storytelling.
- Industries may be boring, but the people are not.

Y= “Why”

Why should anyone care about your product/service?

- Answer the question “What’s in it for me?”
- How do you solve their problem?
- How do you keep them entertained?

REAL WORLD EXAMPLES

Charmin

Sit or Squat App

- Creative/Memorable
- Impressive Delivery
- Power of Utility
- Attractive Visuals



The landing page for the Charmin Sit or Squat app features a blue background with white circles. On the left, the Charmin logo is at the top, with a cartoon bear jumping over a stack of toilet paper rolls below it. On the right, the text 'SIT OR SQUAT GOTTA GO ON THE GO?' is prominently displayed. Below this, a section titled 'sit or squat by Charmin' shows a smartphone displaying the app interface. To the right of the phone, there is a map of New York City with green toilet paper roll icons indicating restroom locations. The page also includes a search bar at the top right, a 'VISIT THE SITE' button, and a 'DOWNLOAD THE MOBILE APP' section with links to the App Store and Google Play. At the bottom, there is a footer with links to Site Map, FAQ, Privacy, Terms and Conditions, PG.com, Contact P&G, Unsubscribe, and Ad Choices, along with copyright information for 2013 Procter & Gamble.

Charmin

ENJOY THE GO PRODUCTS ABOUT CHARMIN PROMOTIONS SHOP NOW f YouTube English

SEARCH

SIT OR SQUAT
GOTTA GO ON THE GO?

Clean public restrooms were hard to find. Until now. We put public restrooms on the map. Literally. So the next time you've got to go on the go, you'll know where to go.

sit or squat by Charmin

FIND A RESTROOM ONLINE
Visit SitOrSquat online to search for clean public restrooms all over the country. Rate and share the restrooms you like (sit) or note if the bathroom could be better (squat) by adding them to the map.

VISIT THE SITE

DOWNLOAD THE MOBILE APP
Find restrooms on the go with our mobile app version. Get it free from the iTunes® store. Available for iPhone®, iPod touch®, and Android™.

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sit or squat

Old Spice

Branding Campaign

- Don't take yourself so seriously
- Be social – Go where your audience is
- Be consistent across channels
- Don't be afraid to try something new



Mr. Clean

Twitter Profile

- Photos/Videos
- Bring your product/service to life
- Don't underestimate social media
- Communicate quickly to increase frequency



R&R Insurance

“52 in 52” Series

- Inexpensive
- Using iPad for business
- Do more with LinkedIn
- Offer value for everyone

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What is 52 in 52?

Learn more about the goals behind this interview series from the creator, Tom Boudreau.

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52 in 52 with Tom Boudreau
INTERVIEW SERIES

Step-by-Step Directions to Avoid OSHA Penalties

Posted by Tom Boudreau on Tue, Aug 14, 2012

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Attorney Chuck Palmer Discusses Strategies for Managing OSHA Issues

Attorney Chuck Palmer from Michael Best and Friedrich offers my clients one-hour of free consultation time regarding OSHA issues. Chuck is a wealth of knowledge on all aspects of OSHA and in this installment of "52 in 52", he shares exactly how employers should prepare for and react to an OSHA visit.

In this video, Chuck will discuss:

- OSHA's current behavior and changes to fine structures
- How WI Companies are targeted
- How to plan ahead with a Standard Operating Procedure
- What to do when OSHA arrives at your door

52 in 52 - Atty. Chuck Palmer Discusses Strate...

OSHA Inspection Guide

Free Download

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by Jim Hisert on Aug 15

A Simple NanoFoil® Demonstration
by Jim Hisert on Aug 13

NanoFoil(R) Project Management with Seth Homer
by Jim Hisert on Aug 7

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ACTION STEPS

Action steps for your business

- Do a branding audit – content, visuals, media channels, format
- Benchmark your competitors and industry
- Look at your brand/company from a NEW perspective
- Identify key personalities/thought leaders within your company
- **Create. Measure. Iterate.**

BE IRRESISTIBLE
BY BEING YOU.
(authenticity is attractive)

QUESTIONS?





JEFF COON

@streamcreative

Fun Facts:

I have a twin brother

My kids don't have big eyebrows 😊