

## DISCOVERY WORKSHOP

# A CATALYST FOR BETTER DESIGN

Comprehensive marketing planning workshop for upper management & decision makers.

THIS INFORMATION IS CORRECT AS OF THE DATE:

20/02/2020

# The Discovery Workshop: A catalyst for Better Design

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## A half day workshop for upper management & decision makers.

The team at Ingot work you through an interactive workshop with the express goal of gathering as much information as we can from the key decision makers in your team.

1.

### BRAND ATTRIBUTES

An exercise in describing the characters and qualities of the business. The goal being to express attributes based on the ideal of where you want to be in the near future.

We start by clarifying what drives your company, understanding your brand culture & what you stand for. We look at your **customers**, your company **culture**, the type of **voice** people perceive when interacting over the phone or in person, how customers go away **feeling** after interacting with your company, what **impact** your company has on customers lives and what sets you apart from your competition, your **X- Factor**.

Creating a word pool that covers multiple aspects of your brands identity helps a design partner visualize your brand accurately and aids in creating purposeful marketing material.

2.

### CUSTOMER PAIN-POINTS

Finding out current problem area's, customer pain-points and blockages. What has caused you to consider seeking out the help of a brand and marketing expert?

Knowing this allows Ingot to brainstorm initial design solutions to the problems faced.

3.

### CUSTOMER PROFILES

Doing a deep dive into who your customers actually are & how to reach them. Creating a knowledge base of ideal clients, both present & future is vital for targeted design.

By creating customer profiles of your target market(s), marketing material or services can then be refined and designed specifically for them. This means being able to target your messaging, choose the best platform to deliver it and design it to appeal directly to them. This saves time by reaching them quicker and saves money by spending less on ineffective campaigns.

4.

**YOUR  
COMPETITORS**

Who are you up against? Which competitor brands do you admire? What are some positive things your competitors do that you want to implement in your company?

We use this as a source of innovation. To benchmark and improve on existing ideas.

5.

**GOALS &  
PRIORITIES**

Breaking down what you want to achieve. Looking at marketing channels currently used and if they are they applicable for your target audience. We can then create a time-line for growth.



Working you through a list of possible marketing / **awareness** options and then prioritizing those you care about, means you've explored a range of options and are now going to focus on growing your brand in ways that are both effective and supported by company leadership. Stop wasting time and effort with indecision.

Looking at how the company currently generates **revenue** and brainstorming new ways to do so, means understanding what marketing material is required to support the growth of your key services or products and how best to introduce a new product or service to your target market

Time and money can be saved by improving **efficiency**. What tasks or systems can be digitally automated? How can we minimize the steps in a process to make it easier for your staff or the customer to complete it?

With a prioritized list of ways to grow awareness, increase revenue and improve efficiency, a purposeful roadmap of tasks can be created. This can then be worked on in-house, implemented by Ingot or out-sourced to an existing service provider.

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### HOW DO ALL THESE STEPS COME TOGETHER?

Knowing what language you use and connect with that describes your brand, who your target market really is and what media channels you use and care about, we can create an actionable marketing plan of tasks and content that your target audiences relate to and want to see, that tell your brand story better. We can implement the plan for you, or you can work on it in-house. The discovery workshop is the catalyst for creating purposeful design.

## WHAT'S THE INVESTMENT?

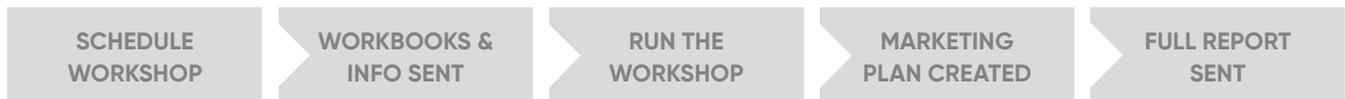
You'll need to allocate a half day to get the most out of the workshop.  
Working on a 4 hour time-frame.

**The workshop works best with 2-4 key decision makers involved in the process.  
CEO/CXO/CMO - Directors - General/Marketing/After Sales Managers**

1 on 1 workshop + base report	<b>\$600</b> excl GST	Team workshop + extended report	<b>\$1000</b> excl GST
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\*WORKSHOPS ARE INCLUDED IN ALL OUR CUSTOM PACKAGES FOR WEB DESIGN, BRAND OR GRAPHIC DESIGN PROJECTS.

Once we have confirmed a workshop and a date has been set, you will receive the workbook and pre-workshop pack. The workshop report with our findings is then sent within 7 days following the workshop.



## WHAT'S THE RETURN?

With about 16 pages (for the extended report) of information that you can use in a variety of ways, here is how businesses use the report to save costs and improve their return on investment.

1. Design is the visualization of words. By having a word pool that describes all the key area's of your company brand, you can create visual marketing that accurately explains what your company does and how you help your audience. This will help you connect with your target market faster and more efficiently.
2. Needless to say, there are many ways to market a business. The report will help you prioritize and choose the most effective ways to reach your intended target audience.
3. It's a cheat sheet that can improve your in-house marketing efforts or help existing service providers do their job better. Spend the same amount of resources and get better results.
4. A marketing plan broken up into stages. Each phase is quoted and explained in more detail separately. This minimizes the risk of buying into a long-term contract and allows you to see the results achieved before moving onto the next phase in the plan.
5. The workshop brings together the idea's and priorities of the main decision makers in your business. Having this involvement and input from the start, with consensus of the company's priorities, target market and brand, greatly speeds up future marketing efforts.

## NEXT STEPS

Get in touch to schedule in a Discovery Workshop or find out more about how we can grow your business.

**Contact Dan:**

email: [dan@ingot.nz](mailto:dan@ingot.nz)

phone: **022 129 4741**