

BLACK LABEL

Discover Opportunity.

Black Label helps small business owners discover new opportunities for revenue and growth.

Our team has helped over 100 businesses along their path to success.

CORE COMPETENCIES

Our focus is on the digital side of your business – how customers engage, interact, and connect with your brand online.



STRATEGY

We work with clients that are interested in a long-term strategy of growth. We are passionate about helping businesses flourish while creating new value for your customers.



ENGAGEMENT

Discover powerful, unique ways to broaden your audience, and create an engaging platform which translates to more sales and exceptional customer satisfaction rates.



OPPORTUNITY

We help clients set strategic goals, develop your sales and marketing teams, and implement an approach that opens up new opportunities for growth.



WHY BLACK LABEL?

Incorporating **digital experiences and modern technology** into a business is no longer an option. In order to capture a share of their market, companies must have a strategy dedicated to online growth. This requires a mix of strategic and technical experience.

We help clients become leaders in their space by **developing a digital strategy** custom fit for their business, with an eye towards growth and the future.

By focusing not only on marketing and sales, but **organization, culture and capabilities**, we help clients transform their businesses and harness the full power of digital.

THE RIGHT FIT

Who works with Black Label?

Business owners and executives that understand the power of a strong digital presence.

Companies that are looking for a strategy that will position them as leaders in their market.

Leaders that are ready to drive their company to the next stage of maturity.

AREAS OF EXPERTISE

- Digital Strategy
- Marketing Strategy
- Content Marketing
- Social Media
- SEM/PPC Advertising
- Search Engine Optimization (SEO)
- Web Design & Development
- E-Commerce
- Data Analysis
- Application Development
- Business Intelligence
- Emerging Technology
- Systems Architecture

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Every point that your audience engages with your company, data is created that allows you to measure the results of your marketing efforts.

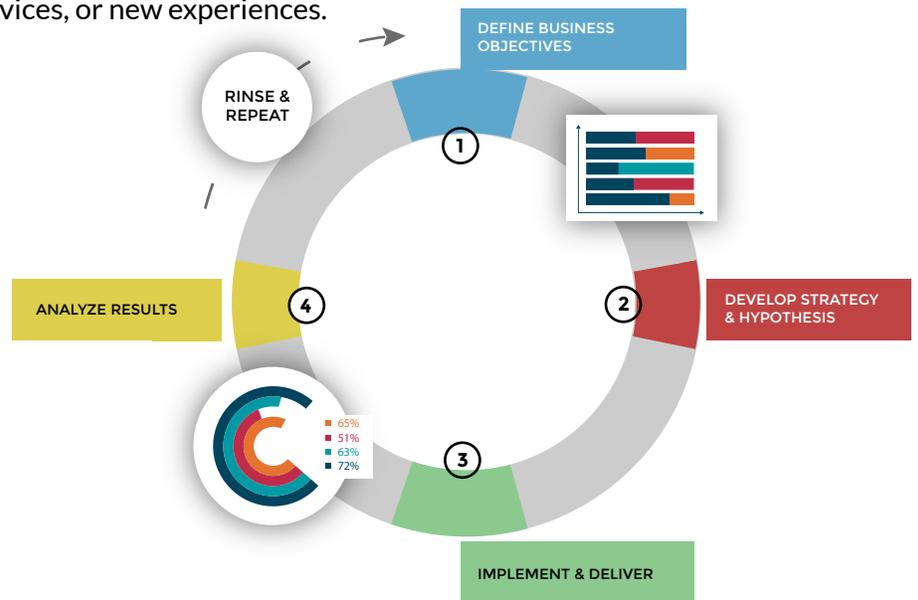


Managing all of this takes time and requires expertise in many different sectors to understand it. This is time away from doing what you do best: managing your business.

DATA-DRIVEN DIGITAL STRATEGY

Every day you have people visiting your website, interacting with you on social networks, reviewing your product or service, and communicating with your support team.

How your customers interact with your digital channels gives valuable insight into the effectiveness of your marketing and how that effects your bottom line. Black Label analyzes your data and develops a strategy built to capture new value—whether that’s in new markets, new services, or new experiences.



HERE'S HOW WE CAN HELP



We analyze the data and deliver a comprehensive digital strategy to increase and optimize customer engagement and achieve results that match your marketing and sales goals.

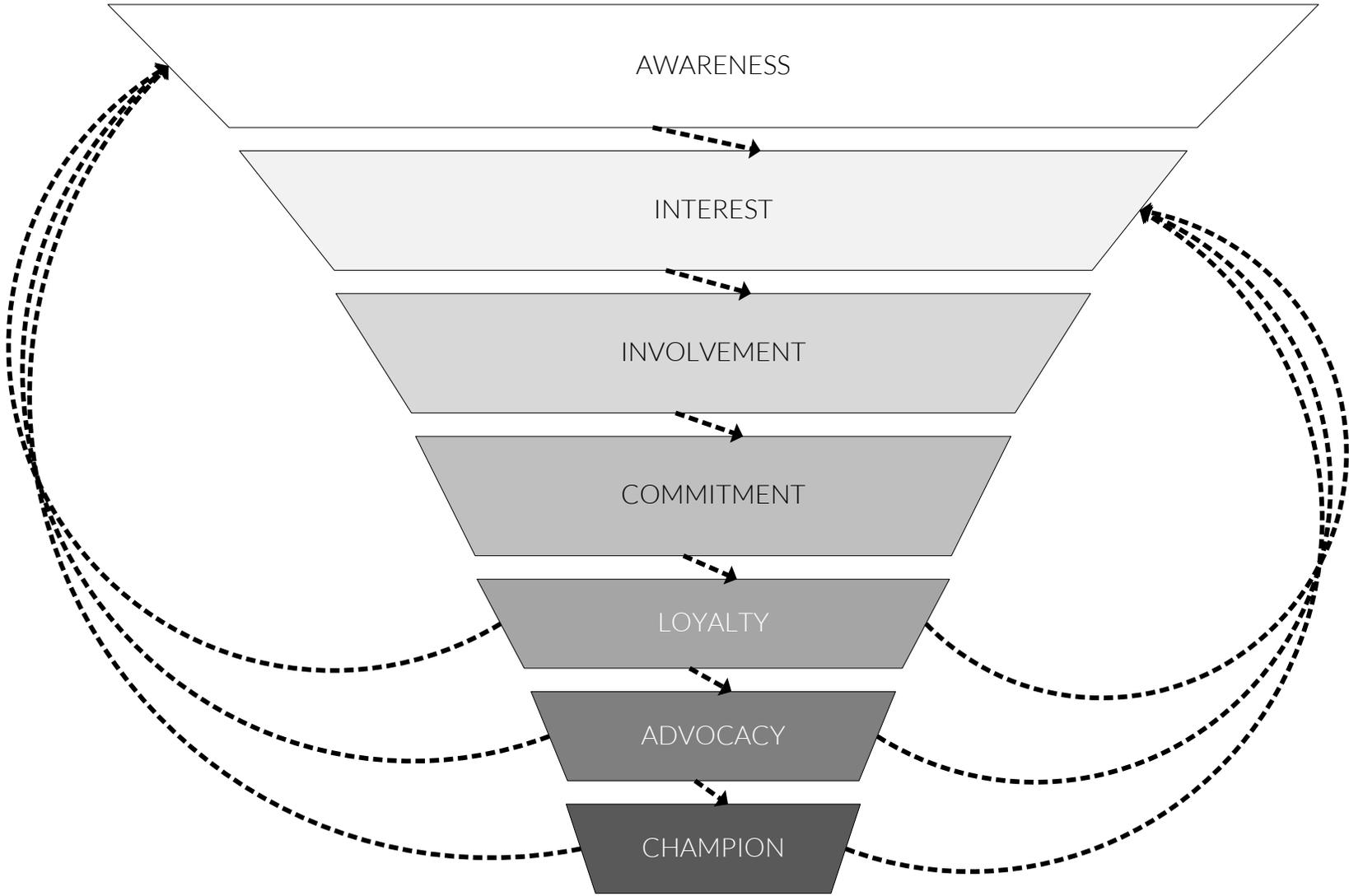


We work closely with you to prioritize and manage the execution of your new strategy. We are here to ensure it is carried out efficiently, and to identify potential partners and providers that offer the right capabilities to help you meet your goals.



We analyze the results to see what's working and what isn't. Then we adjust the strategy to ensure that it is delivering real performance for you.

Digital Involvement Cycle



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Digital Involvement Cycle

Stage	Strategy		Tactics	Measurements	
	Goals	Targets	Tools	Actions	Metrics/KPIs
AWARENESS	Gain Exposure	Target Demographic	Email, Banner Ads, AR Icons, Swarm (Foursquare)	Open Email, Engage with Banner, Snap AR Icon, Check-in on Swarm	Open Rate, Click Through Rate, Views, Brand Equity
INTEREST	Foster Interactivity	Potential User/Customer	Facebook, Twitter, Pinterest, Social Channels & Contests	User Likes, Shares, Comments on a Post, Submits/Engages with Contest	Follows, Likes, Retweets, Engagement
INVOLVEMENT	Encourage Inquiry	Prospect	YouTube, Blogs, Newsletter, Loyalty Programs	Watch Video, Subscribe to Blog/Newsletter, Sign Up for Program	Number of Subscribers
COMMITMENT	Generate Conversion	Customer/Client	Coupons, Social Buzz, Opt-ins, Calls-to-Action	Redeem Coupon, Buy Product or Service, Attend Event, Register/Subscribe	Conversion Rate, Customer Acquisition
LOYALTY	Serve Customers	Loyal Customer	Social Customer Relationship Management (SCRM)	Service Interactions (Phone, Online, Chat, Store), Service Reviews	Mentions, Reviews
ADVOCACY	Reward Loyalty	Advocate	Social Share Buttons, Surveys, Comments & Reviews, Referral Links	User Shares Blog Content, Fills Out Survey, Leaves Comment or Review, Shares Links	Number of Times Shared, Revenue Generated from Referral Links
CHAMPION	Engage Passion	Super Fan	User-Generated Content, Case Studies/Testimonials, Access Social Community	Initiates Digital Campaign for Brand, Mobilizes Network Around Brand	Number of Connections, Downloads and Participants



For many entrepreneurs the difference between marketing strategy and marketing tactics is a bit of a blur. It is also one of the most important differentiations business owners need to make.

When thinking of your current marketing efforts, do you immediately conjure up thoughts of ineffective Facebook ads, how you blew through a few hundred dollars on a Google search ad that only got one unqualified phone call, or how you started a newsletter campaign but ended it after a few months because it was too difficult to maintain? These are all very valid problems that need to be addressed.

However, this laundry list of problems is a list of tactics. Tactics that aren't working. This indicates to me that the problem is not necessarily the tactics themselves, but a lack of strategy behind them.

So what is the difference between a marketing strategy and a marketing tactic? And how are they linked together in digital marketing?

Marketing Strategy

A marketing strategy is the backbone to all your online efforts. It aligns directly with your objectives, defines your marketing approach, is focused on the future and answers the questions of what you are trying to achieve and why.

Your digital marketing strategy should answer questions like:

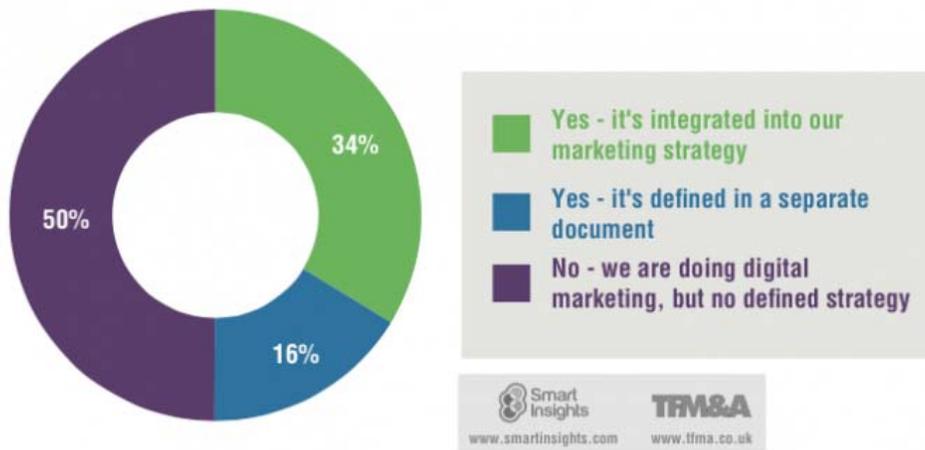
- What digital trends exist in our industry and what do we think the future will look like?
- How will we grow our market share with the funding we have available?
- Where will our target demographic be in the next 10 years and what will be the best way to reach them?
- What resources will we need to be able to execute on our strategy?
- What milestones will we need to achieve in 1 year? 3 years? 5 years? 10 years?
- How are our competitors leveraging digital and how can we stay ahead of them?

A strategy does not specify the granular details of these objectives. What keywords you are targeting, how often you run A/B split tests, what type of pop ups you are using on your blog, etc. are not valuable from a strategic level. It can lead us astray and cause business owners to focus on underlying symptoms of higher level problems. A company's digital strategy is the vision that paints a picture of the future. It is a reflection of the company's underlying goals and mission.

Business owners need to be able to "refocus their periscope" to the short, mid, and long-term when the situation calls for it. When you are putting out fires in day to day operations, you are focused on short-term problems. When we are talking about strategy, we need to refocus our periscope all the way out to the long term.

Sadly, 50% of organizations do not have a defined digital marketing strategy.

Does your organisation have a clearly defined digital marketing strategy?



These companies are charging out into the battle field with their swords drawn, with no idea of where the enemy is. In fact, they don't even know why they are in the field at all. Or if there is even going to be a battle.

The failure to have a defined strategy points to a failure at the leadership level. C-level executives and Directors must keep their eyes focused on the long-term strategy even when there are immediate fires extinguish. They also must understand when they are lacking a strategy altogether!

If you don't have a strategy you will never be able to forecast your future. You won't know if your current efforts are effective. And most importantly, you won't know if your ship is sinking until it is too late.

Marketing Tactics

Marketing tactics are the more granular means by which you will accomplish the objectives described in your strategy. While strategy is focused long-term, tactics are focused more on the present and near future, and are very focused on a single objective.

It is a step in a direction towards a goal. Tactics work hand in hand with the strategy—communicating the risks, accomplishments and failures along the way.

Tactics are very action focused and would look like:

- Targeting customers within a 20 mile radius of our geographic location focusing on a set of specific keywords.
- Sending out weekly newsletters that includes most popular products with discounts to interested customers.
- Posting on Twitter 5 times a day with a variety of images, video and text content.
- Offering starter subscriptions to customers for free while charging for higher usage accounts.

Often this is where struggling business owners are focused, which is why it becomes the most pressing issue in marketing conversations. “I need a new website”, “nobody is reading my newsletter” or “I should post more to Facebook” are common concerns. While these issues are valid, the underlying “why” is where they should be focused.

Why do you need a new website? Is it because nobody is reaching out to you on the contact form? How do you know the website is the problem and not the lack of traffic that is coming to it? Perhaps your website is fine but the content isn't resonating with your audience. Will more posts on Facebook actually achieve your underlying goal of more sales? Not if your conversion rate is still 0%!

Feedback Loop

It is important to understand that tactics can (and will) fail to meet your expectations. That is okay. You may try a tactic and find that your customers aren't interacting with it as well as you anticipated. Or perhaps you wrongly assumed changing a particular tactic would resolve a problem, but in the end it did not have an impact. Or maybe the tactic worked for years and the market has changed.

But, in order to continue moving toward your business goals, you need continually monitor the success of your tactics. You must ensure your tactics are aligned with one of your business goals. If you decide to undergo a website redesign, how will you measure its success? Reduced bounce rate? Increased page views per visit? Creative agencies have a tendency to overlook quantitative metrics. We all love a fresh new look and a sleek new design. But if you haven't set specific expectations for it, how will you be able to objectively measure it?

If you are constantly checking in on your tactics and measuring their impact, you are able to adjust. Sometimes this can be as simple as changing a tactic. In critical cases it could mean your strategy is ineffective and you may need to revamp a major portion of it.

The main point is to always align your actions with your strategy and business goals. Then hold yourself accountable to meeting those goals. If you find yourself sitting up at night thinking of the huge list of marketing tactics that need to be addressed, you may want to consider if you have a solid strategy behind your actions.