

THE
"MARKETING IN ACTION"
SERIES



Cooper

A Premier Marketing Organization
Business • Technology • Industrial • Digital

THE “MARKETING IN ACTION” SERIES

Dear Friend:

In today's complex business environment, marketers and C-Level executives have agreed on the most challenging marketing areas today. They include, but are not limited to **Technology, Innovation and Risk**. We have included **Training** to the list of challenging marketing areas.

Cooper has assembled and launched what we call the “Marketing in Action” Series. It deals with ways to optimize and use each of these elements more effectively to enhance and strengthen existing and future marketing efforts.

Adding Cooper, a firm uniquely positioned to help you translate marketing and sales opportunities into successful competitive advantage, can create new value for your company and shareholders.

We leverage decades worth of industry knowledge, strategic thinking, and innovative creativity to provide you with real-world solutions as individual as your business. No jargon, no pretenses, just straightforward results-oriented solutions to bring your expectations to reality.

Contact us today to learn how we can help at **312-965-0540** or fcooper@cooperllc.net for a no obligation telephone, Zoom or in-person meeting.

Talk to us.

Franklin Cooper
Chief Executive Officer

The "Marketing in Action" Series TECHNOLOGY



Background

Technology such as the web, mobile phones, social media, and customer relationship management systems helps businesses grow and prosper, create relationships, strengthen the effectiveness of organizations, allow people to learn about one another, and greatly affects the way companies communicate with prospective customers. With respect to Artificial Intelligence, "It requires a shift in thinking to get computer scientists to focus on business impact and know what you are solving for."⁽¹⁾

Meeting the Challenge

"How to be more productive" is one of the most searched topics online. Technology is the only productivity strategy that can be applied to many different workplaces. It can increase workplace productivity by making the workplace more conducive to remote working, creating an environment for

collaboration, making product management seamless, automating time tracking, and eliminating the need for file sharing.

Considerations

It is no secret that millennials are driving the digital workplace. About 60 percent of younger workers see well-established examples of automation like bank ATMs and online travel booking that increase personal convenience as more positive forms of automation. However, only 43 percent of younger workers are positive about more advanced technologies like factory automation that could potentially replace today's current jobs.

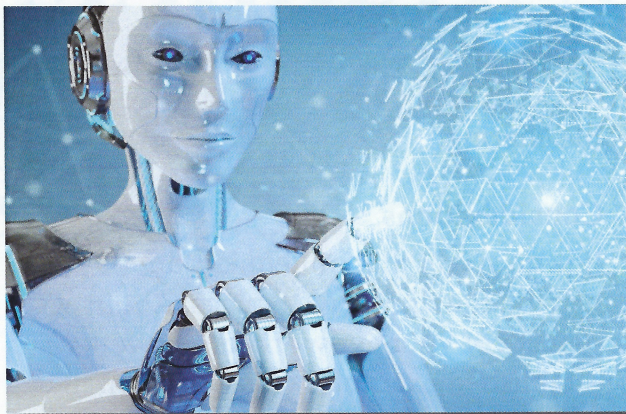
Strategic Fit

The company ultimately must figure out what new technologies make sense for their business, and what's going to make them more productive, more efficient, and more profitable. Business must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities to create optimal human-robot cooperation.

Acknowledgement Excerpts:

MV Organizing / Ben Davis
TINY Pulse Lori Li
Steven Ostrowski, Dir. Corp
Communications CompTIA
Bussecon International Academy/
BSCint
Digital Marketing World Forum
Hannah Pinchbeck, Mkt Mgr
Versatech International
(1) Scott Berinato, Senior Editor at
Harvard Business Review,
Special Issue, How AI is Changing
Work

The "Marketing in Action" Series INNOVATION



"Creativity is thinking up new things.
Innovation is doing new things."

Theodore Levitt (Renowned Economist)

Background

There are many definitions for Innovation. We have condensed a few of them to this end: *Turning an idea into a solution that adds value from a customer's perspective and adds value to the organization.*

Meeting the Challenge

One of the biggest challenges is that many companies do not invest in, or support a new idea to make it happen. Developing new ideas is easy, but those ideas need to be executed. Simply put, Creativity is thinking of something new, while Innovation is implementing something new. Companies must move from idea generation to product commercialization.

Considerations

Here are some suggested guidelines for businesses looking to instill innovation into their own company culture. Set a

single-minded goal or objective. Create the right conditions for innovation, obtain visible senior management support, create a team with diverse disciplines and skills with a strong focus on results, value others' ideas and sharing and learning. Share big ideas with employees, partners and customers, play to your strengths, being an established business gives you an advantage of pure startups, and lastly, have an obsessive customer focus. Every great idea addresses a real customer problem. Focus on the problem not the idea. When managing innovation is closely tied business strategy, companies give themselves a better chance of fostering innovation for valuable outcomes.

Strategic Fit

The process for developing an innovation strategy should start with a clear understanding of specific objectives to help the company achieve a sustainable competitive advantage. For innovation to create value, it must save the customer money, make a product easier to use, be more reliable, more durable, cheaper, or provide some larger societal benefit.

Acknowledgement Excerpts:

Entrepreneurs/powered by
Chamber of Commerce of Montreal's
Acclr experts
Idea to Value
The Community for Creativity
and Innovation
The Manufacturer
Harvard Business Review
Gary P. Pisano
Digital Marketing Magazine
Peter Sayburn

The "Marketing in Action" Series RISK



Background

Everyone from Adam Smith to John Maynard Keynes has supported risk as a force that propels economic progress. Business risk refers to the basic viability of a business to be able to make sufficient sales and generate sufficient revenues to cover its operational expenses and turn a profit. Rewards can be dramatically enhanced by adding a degree of risk to the equation. The question is how much risk should a company take?

Meeting the Challenge

There are risk management considerations available to apply before starting a project. Four common types of risk management are financial, physical safety, technical and contractual. Risk management techniques can lower the project management risks and keep the company running smoothly.

Considerations

Some of the risk tolerance considerations for project managers are:

- establishing the level of risk an organization is willing to accept to reach its goals
- risk tolerance- identifying how sensitive the stakeholders are to risk
- establishing a level beyond which the organization will no longer tolerate risk

Strategic Fit

Strategic fit expresses the degree to which an organization is matching its resources and capabilities with the opportunities in the external environment. Strategic risk management is the process of identifying, quantifying, and mitigating any risk that affects a company's business strategy, strategic objectives, and strategy execution.

Every business executive should have a working knowledge of risk management and sound decision-making. Project all likely scenarios and their consequences before you embark on a risky decision.

Acknowledgement Excerpts:

Technology Advice.com

Jean Fulmer

Massaro

Blog: Wes Hopmans

Workiva /Mike Rost, VP

(1)The Innovator's Toolkit, Harvard Business

Essentials, Harvard Business School Publishing

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The "Marketing in Action" Series TRAINING



Background

Training your marketing team is an ongoing effort. The expertise of your marketing team is an important asset that can help you stay productive. Hiring new staff can pose challenges to productivity and may divert valuable resources away from your team's goals.

Meeting the Challenge

Employee retention can allow your team to continue benefiting from its most valuable employees' expertise. To increase retention, invest in your employees with competitive salaries and benefits or increase the flexibility of your workplace.

Considerations

To streamline your onboarding procedures, it may be helpful to recruit experienced marketers and automate your training and onboarding.

Strategic Fit

These steps can insure that your other team members can stay focused on their

marketing goals. Understand the skills each of your employees has and then decide if you need to outsource any of your marketing work. You may be surprised at where there are skill gaps that still need to be filled. Focusing on strong search engine optimization and solid content can help you get your business ranked higher in search results.

A successful employee training program requires C-suite buy-in. Training works best when you have a buy-in at every level, from the C-suite to the individual employees. Show measurable impact of learning activities across the company, and you'll win over your leaders and your budgets.

Acknowledgement Excerpts:

Indeed Editorial Team
Ignite Visibility (Catrina Cowart – Author)
360 Learning

Cooper

...we create marketing excellence

Services and Capabilities

We provide a broad range of in-house capabilities to complement your internal marketing team including:

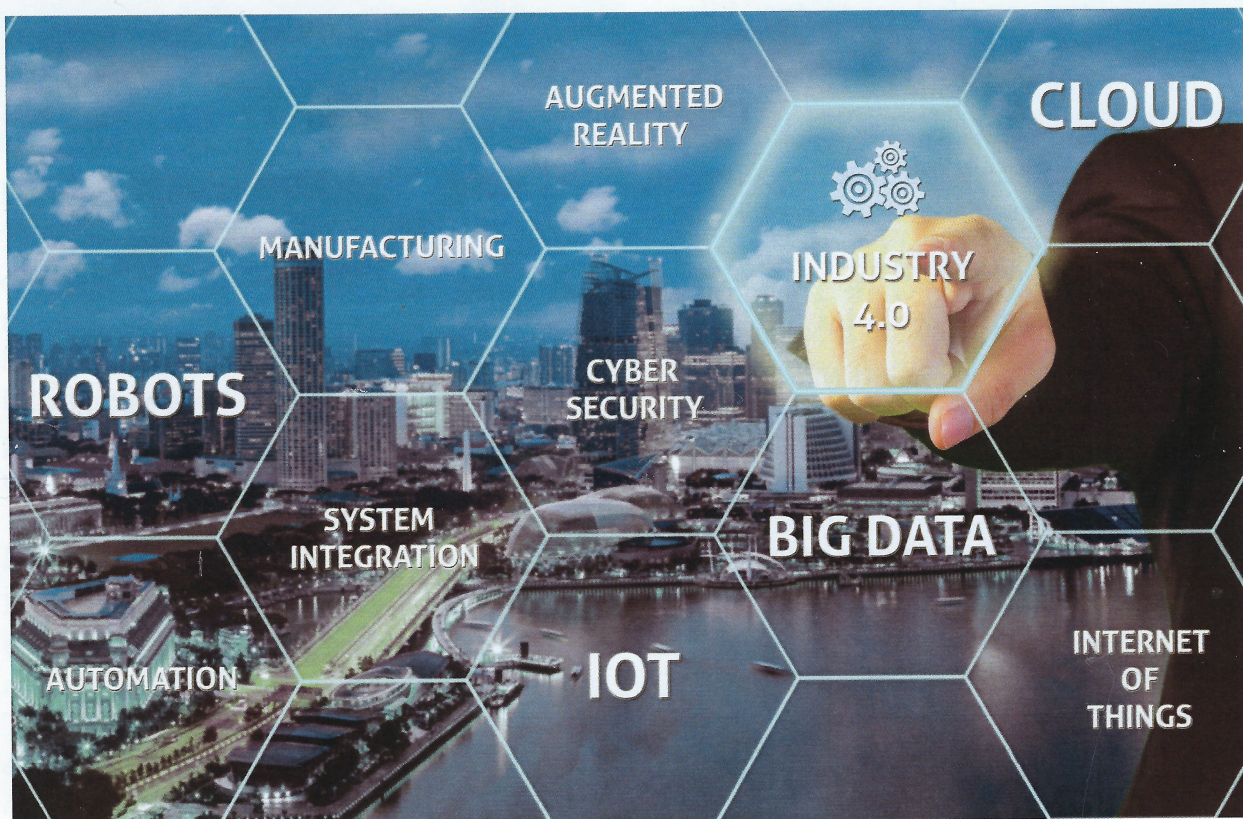
- **Competitive Intelligence**
- **Market Research**
- **Business to Business Marketing**
- **Technology Marketing**
- **Digital Marketing**
 - Search Engine Optimization (SEO)
 - Content Creation and Marketing
 - E-Mail Marketing
 - Social Media Marketing
 - Website Development
 - Website Creation
 - E-Newsletters
- **Brand Building and Management**
- **Media Planning**
- **Advertising and Graphic Design**
- **Total Tradeshow Support**
- **Market Strategy and Planning**

A full-service marketing agency can save you money while optimizing your marketing. Services can be a la carte or bundled depending on your objectives. Through analysis and research we find the most direct and cost-effective plan to meet your business goals.

The Last Word

Our value proposition is based on our objectivity as an outsider, and our knowledge and experience in the fields of marketing and technology. Many of us have spent decades working in the industrial and technology fields and can leverage a lot of historical data.

Additional client value is derived from our understanding the impact of marketing fundamentals on profitability, managing change to your advantage, and maintaining integrity, clarity and transparency throughout our business relationship.



Cooper

Business & Technology Marketing

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Association for Advancing Automation (A3)

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