

WHAT, HOW, WHY

TRANSFORMATION



WHAT? THE BACK STORY











amfit



PRECISION MACHINING

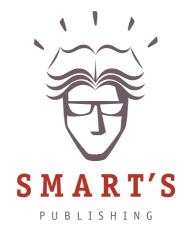






eric strong furniture







Building Your Custom Home

Clarum Homes blends unsurpassed energy-efficient technology and sustainable building materials with homes that are gorgeously designed, healthy for occupants, and amazingly comfortable.

Leading the way in high-performance, custom homes

Transforming the way you live: Clarum builds energy-efficient homes and passive houses that are gorgeously designed, healthy for occupants, and amazingly comfortable. // read more

General Contracting

Clarum Homes leads the green-building industry with innovation, elegance and sophistication from all standpoints: design, environmental soundness, and solid construction

We will take your custom home from start to finish with design, consultation, and building services.

Design Build

We design and build custom homes with unsurpassed environmental consciousness and uncompromising style. We also renovate existing homes to the same enchanting and exacting standards.

Either way, your dream home awaits. With incredible

Passive Home

A passive house represents today's highest standards for smart energy use and conservation by virtually heating and cooling itself. It saves 90% of the energy of a typical house.

Clarum's Passive Homes are beautiful, healthy, and comfortable. We believe that your home should MANUFACTURING



from Perkins Consulting

Home Solutions » About Us » Blog Contact Us

Are you focusing on the **RIGHT 10%** of your product?



About Perkins Consulting

Perkins Consulting has been helping companies measure their performance for over 14 years. We have a wealth of experience in working with mid-market companies in the Pacific Northwest and Western regions. Our professionals offer a combination of deep

Achieve higher performance

Perkins Consulting's unique "Making information powerful" process lets your organization measure and leverage performance through information. Our approach does this by building trust and confidence in information, training people on information-rich

< 000 >

From The Blog

Big Data drives continuous imp... Posted on Aug 16, 2012

search this site ...

Q

Low-cost improvements to manuf... Posled on Jul 16, 2012









TRANSFORMATION IN ACTION



Contact Us

About Treske

Quality Assurance

Job Opportunities

Customer Login

ISO 9001 Registered



Treske Precision Machining, Inc. is a provider of Precision Machined Parts, Welded Frames, and Integrated Assemblies. We utilize high quality, state of the art equipment and systems to meet the demands of today's rapidly changing manufacturing environment.

Our solutions driven approach toward earning customer partnerships has been the cornerstone of our business for more than 30 years.

We understand that superior Quality and On Time Delivery are basic expectations of any supplier. Our goal is to exceed expectations by developing efficient manufacturing methods and supply chain systems matched to the unique requirements of your company.

Treske Manufacturing Solutions that fit your Business Needs

Manufacturing Solutions



Before







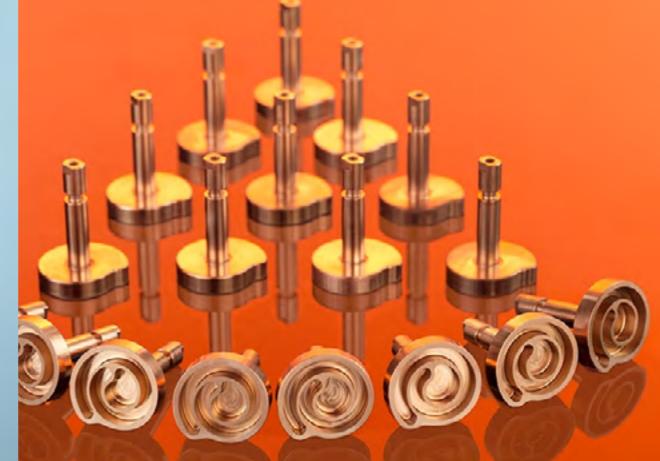


After



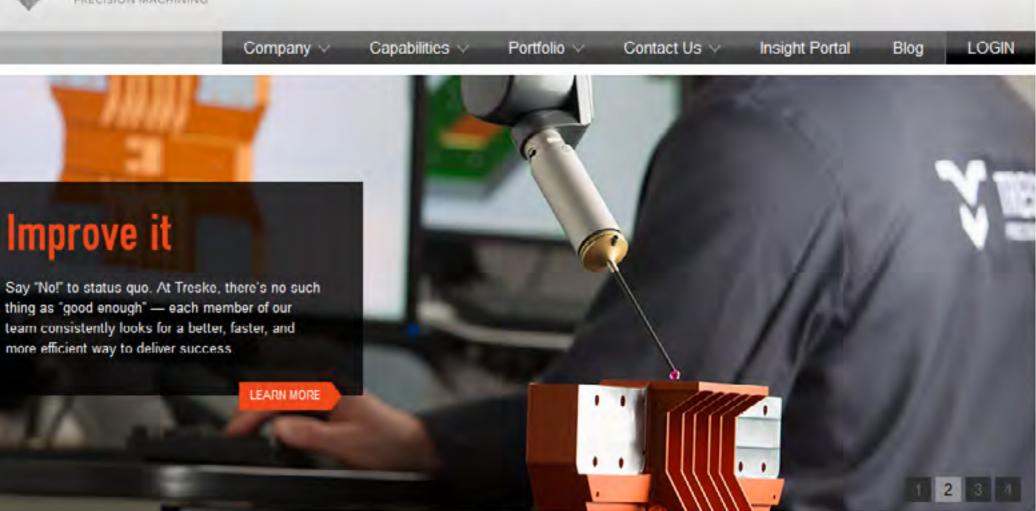












1\$0 9001-2008

CERTIFIED

A\$9100C (2013)

ITAR

Registered

CELL MANUFACTURING

Automated Precision

Robotically loaded CNC Machining Cells can dramatically lower the cost of manufacturing, while increasing quality and reliability. No longer are these savings reserved to high volume applications - the Treske Cell Systems allows you to realize these advantages in a low volume, high-mix environment

LEARN MORE

INSIGHT PORTAL

LEARN MORE

Real-time project visibility and quality

Know the exact status of your part in real-time - straight from the factory floor! You can even adjust priorities online. This unique access can be configured to support a range of user needs with visibility of: Order Status, SPC Quality Data, RFQ Status, Value Engineering DFM Opportunities all online, in real-time

MANUFACTURING Solutions

503-625-2821

E.

REQUEST INFO

1

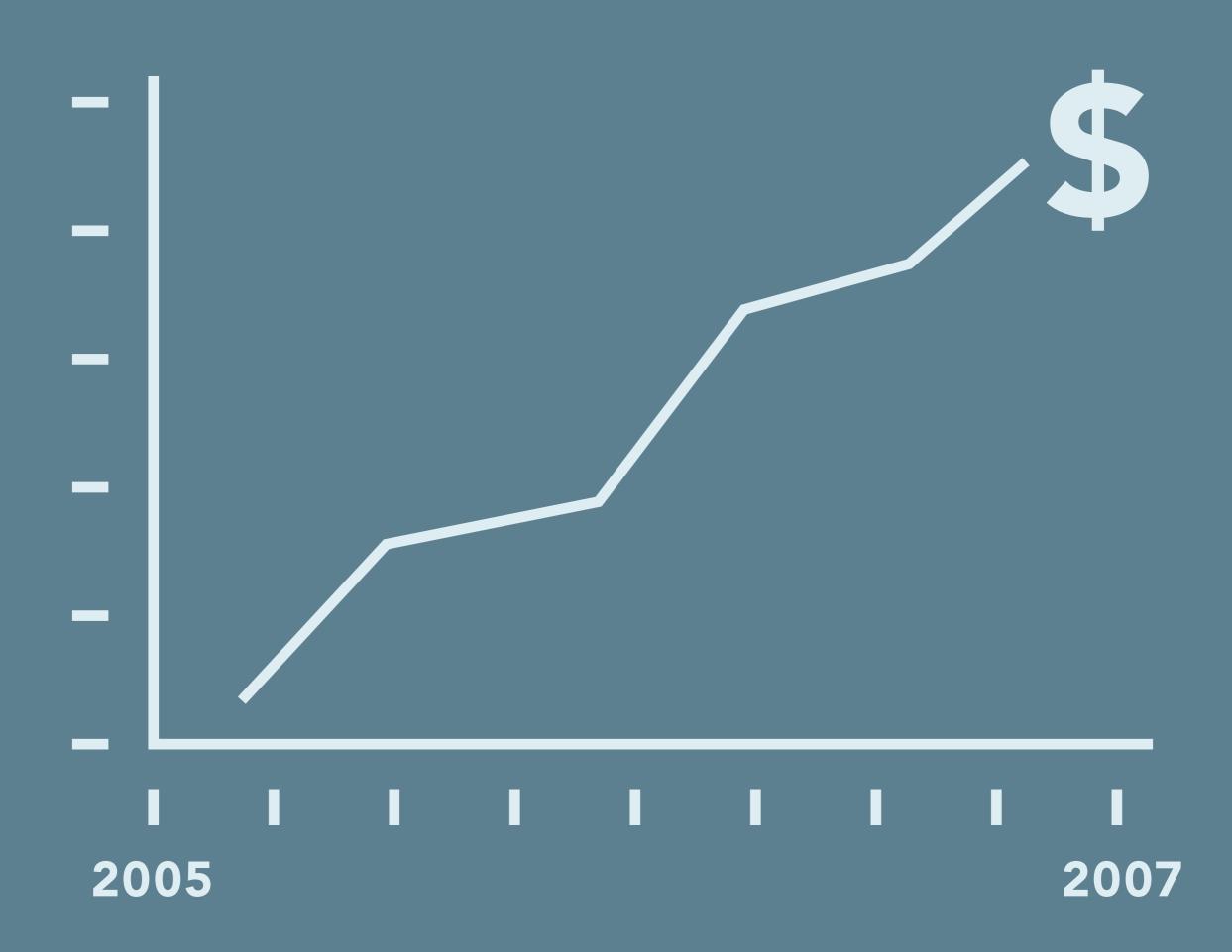
Going Beyond CNC

Our solutions driven approach to customer partnerships is built upon our core value of creating win-wins. For 35 years, Treske has helped customers strategically strengthen and innovate their supply chains.



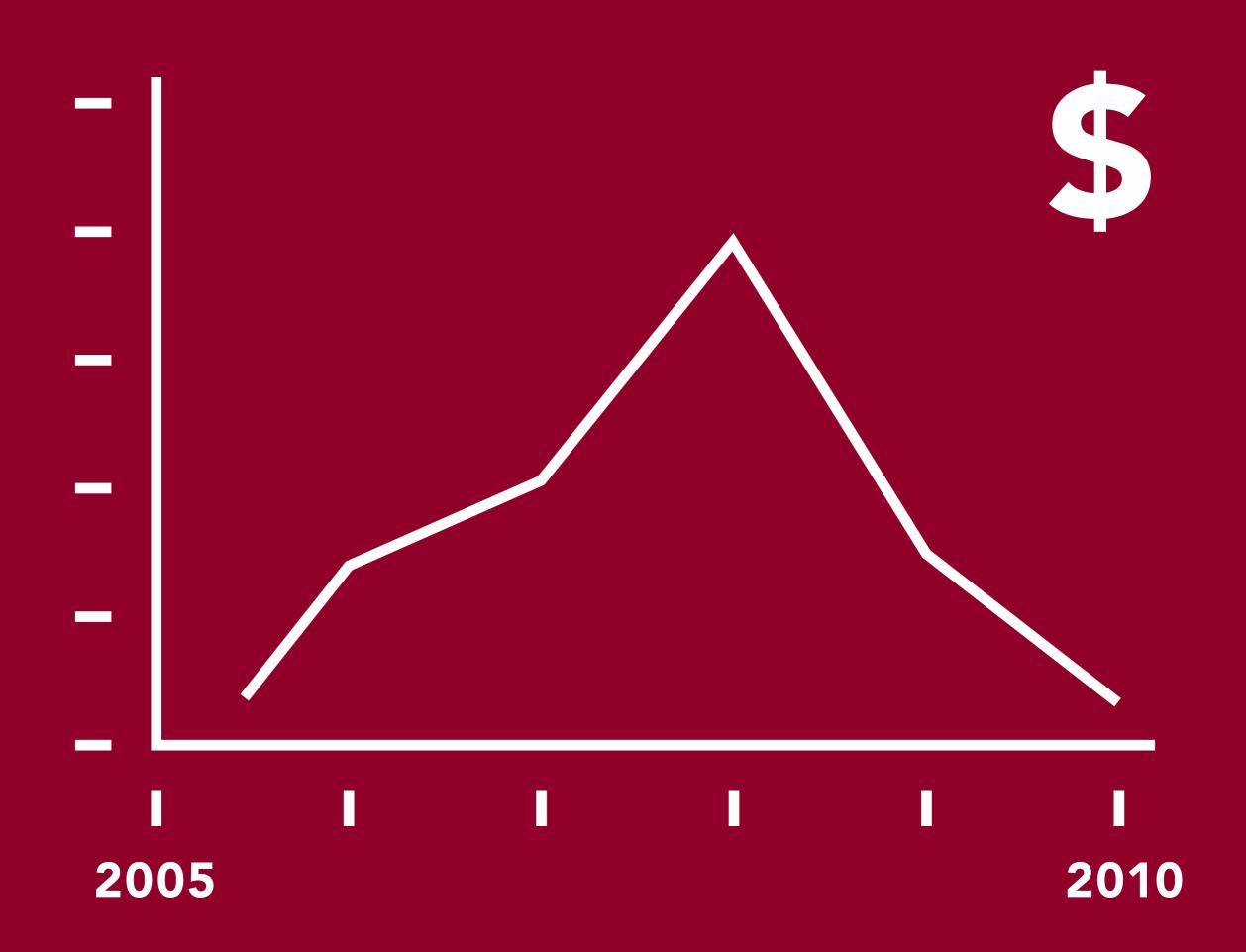
REVELATIONS







2008: THE NEW ECONOMY



MARKETING THE STATE OF AFFAIRS

UNCERTAINTY



FRUSTRATION

WASTE





PLANNING?

I @ \$ # Marketing!

WHY ISN'T MARKETING WORKING?

RESOURCES



"Marketing Books" 992,006,000 Google hits

546,791 Amazon.com Results

Q



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Česky

Article Talk

Search

Marketing

From Wikipedia, the free encyclopedia

For the magazine, see Marketing (magazine).



This article provides insufficient context for those unfamiliar with the subject. Please help improve the article with a good introductory style. (September 2012)

Marketing is the process of communicating the value of a product or service to customers. Marketing can sometimes be interpreted as the art of selling products, but selling is only a small fraction of marketing.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfy these needs and wants through exchange processes and building long term relationships. The process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights. connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans.[1]

Contents [hide]

1 Marketing concepts

Marketing

Key concepts

Product marketing • Pricing • Distribution • Service · Retail · Brand management · Account-based marketing · Ethics · Effectiveness · Research · Segmentation · Strategy · Activation · Management · Dominance · Marketing operations

Promotional contents

Advertising · Branding · Underwriting spot · Direct marketing · Personal sales · Product placement · Publicity · Sales promotion · Sex in advertising · Loyalty marketing · Mobile marketing · Premiums • Prizes

Promotional media

Printing • Publication • Broadcasting • Out-of-home advertising • Internet • Point of sale • Merchandise • Digital marketing

In-game advertising Product demonstration • Word-of-mouth • Brand ambassador · Drip marketing · Visual merchandising

V · T · E



STRUCTURES



OPTION #1



OPTION #2

HIRE!



OPTION #3

FREELANCERS!

OPTION #4

INTERNAL TEAM!

OPTION #5

AGENCIES!

OPTION #6

CONSULTANTS!

THE TROUBLE WITH CHOICES...

THE TROUBLE WITH MARKETING STRUCTURES...



I@\$# (THE BELEAGUERED CUSTOMER)



Please take a number



LIES

DAMN LIES



...AND STATISTICS



ANSWERS



LET'S REDEFINE MARKETING

MARKETING... connects your brand with your customers

A BRAND... is the emotional experience and response you provide to customers

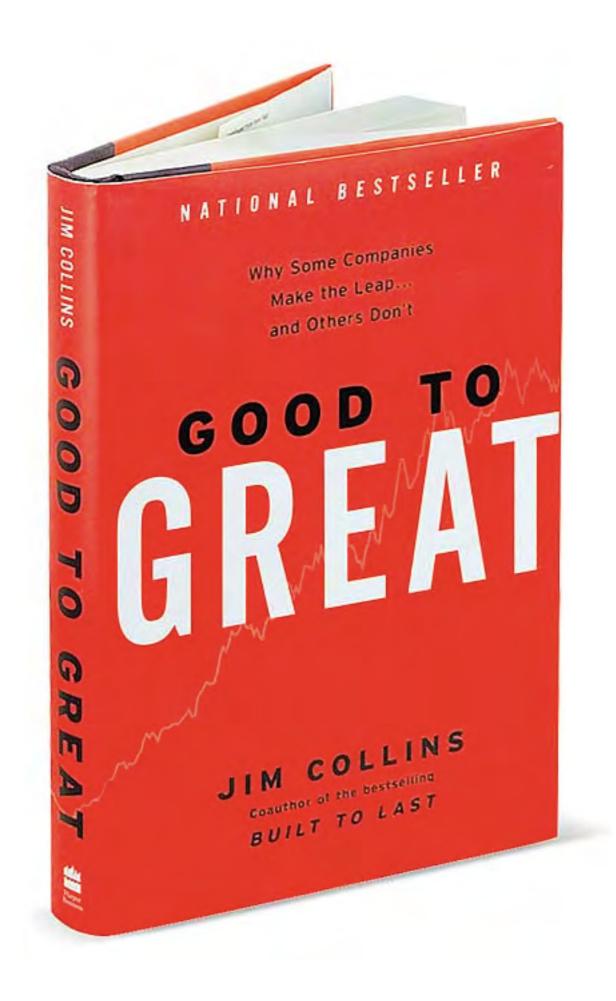
CUSTOMERS... are the internal and external advocates

WHAT SUCCESS LOOKS LIKE





(WE'RE NOT APPLE)



WINNING INGREDIENTS



MARKETING PLANS



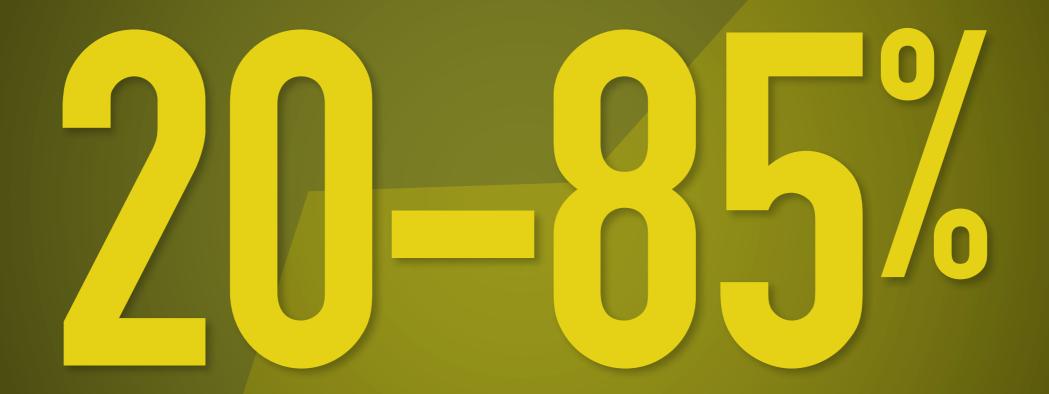
FASTER

WRITTEN VISION



FASTER

REDUCE DEFECTION



INCREASE IN PROFITS

METRICS



MORE COMPENSATION

A MARKETING FRAMEWORK...



BRAND POSITION

STRATEGY EXECUTION MEASUREMENT

Define: Your Brand Position

Mission Vision Values

USP\RSP

WHO + Pain Points

Benefits (3)

Strategy

Execution + Tactics

Measurement

HOW TO GET THERE...



STRATEGIC GROWTH PLAN THE MARKETING BLUEPRINT



Mission (Core Purpose):	RSP (8 words or less):
Core Values:	Big Dream (Vision):
WHO:	Core Benefits
	Functional:
	Economic:
WHO's Pain Point:	제비 비행에서 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전
	Emotional:
	3-5 Year Priorities (Where we are headed)
Referrers:	
	12 Month Targets Current: Goal:
COls:	12 Month Targets Current: Goal: Revenue Image: Contract of the second se
	Profit 2013 # of Employees

Mission
 Vision

- 3. Values
- 4. WHO
- 5. Benefits (3)

6. Growth Goals (Revenue/Profit/Employees)

7. RSP/USP

GETTING CLEAR ON YOUR PROMISE



A BRAND PROMISE SHOULD:

1. Matter to your customers

2. Present you as meaningfully different than your competitors

3. Be worthy of your maniacal and complete devotion...otherwise, it's an empty slogan



The Ultimate Driving Machine

EMPTY PROMISES

City of Portland The City That Works Call 823-4000 Water Bureau Vehicle No.992012

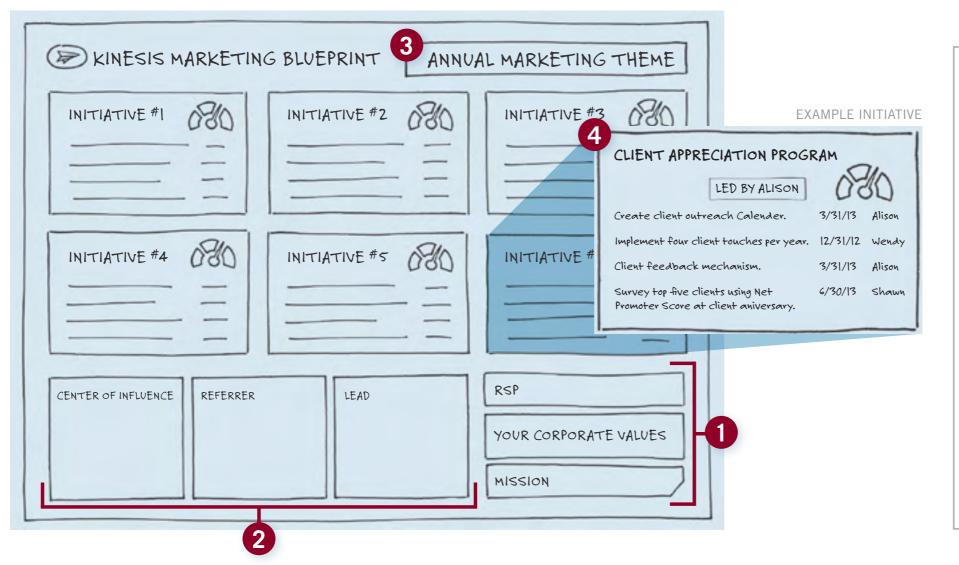
SE 47th Ave. & Carlton St.

SE 451 AV

JUST REMEMBER...

A REALISTIC PLAN: THE MARKETING BLUEPRINT





MARKETING IS A PROCESS:

DEFINE YOUR BRAND. Know who you are (and who you aren't) and what makes you remarkable.

2 WHO IS YOUR IDEAL AUDIENCE?

Get crystal clear on your best fit customers, centers of influences, and referrers.

3 CRAFT A THEME.

Focus on one core concept that will bring you the greatest results in the next 12 months.

DEFINE INITIATIVES FOR THE YEAR.

Develop areas of focus to move your Theme forward. Each initiative has visible SMART goals with actionable tasks. QUESTIONS?

APPENDIX/RESULTS







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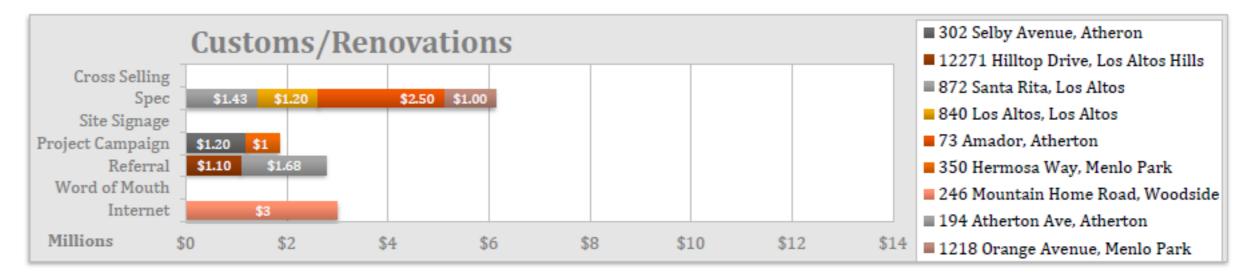
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New Jobs

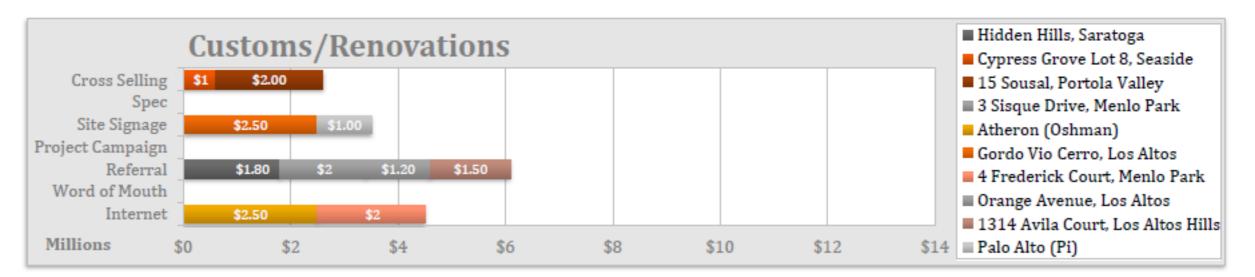




2 YEARS = \$42MM

Pending Jobs

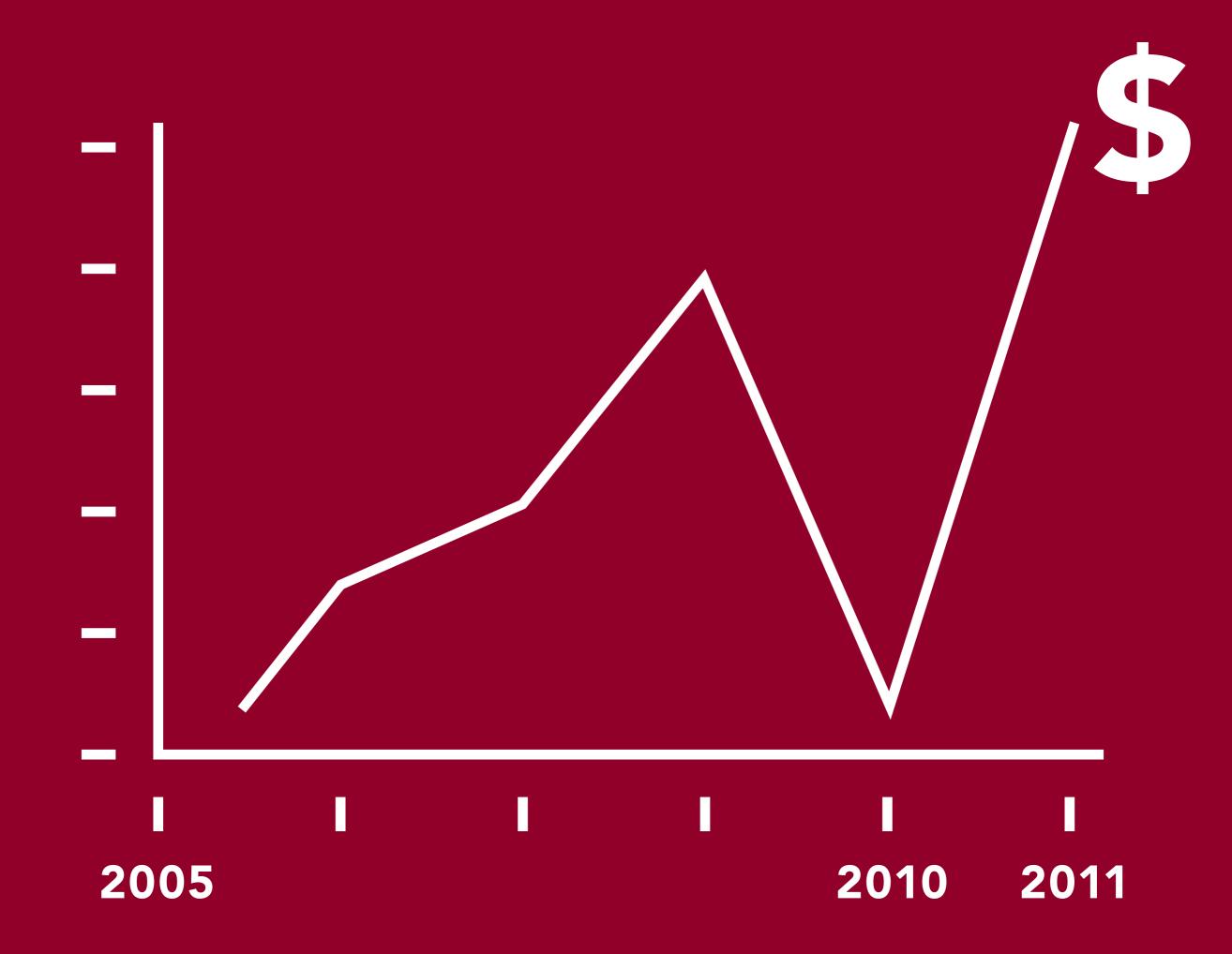
January, 2013 📨





\$28MM PENDING

PERSONAL EXPERIENCE



THANK YOU!

Shawn@KinesisInc.com @shawnbusse

