



Brand Transformation

LESSONS LEARNED...

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Know Your Customer...Inside and Out

- ▶ Consumer Insights
 - ▶ First and third party research
 - ▶ Positioning, target audience, distribution of product
 - ▶ Competitive assessment
- ▶ Build Awareness Inside the Organization with 'bite-sized' content
 - ▶ Core message, key drivers, target audience (demographics and psychographics)



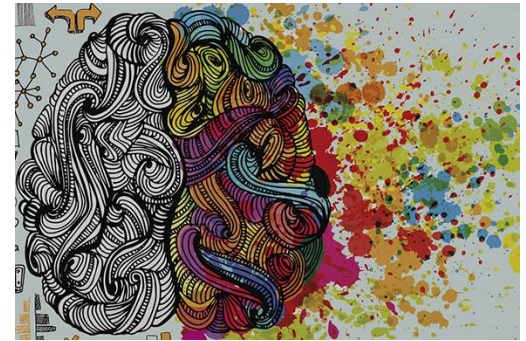
Align brand priorities with Business Objectives

- ▶ Macro-view
 - ▶ How do brand priorities support *and* drive the entire strategic business objectives
- ▶ What does the consumer engagement loop look like
- ▶ What is the communication strategy
- ▶ What marketing levers will you use
- ▶ How will you measure the effectiveness
- ▶ What and how will you report out to your internal audience



Cut through the Clutter

- ▶ Drive the marketing and brand programs through a customer-centric mindset
- ▶ Drive Loyalty by making your customer *feel* through emotional connection
- ▶ Build a customer-centric culture for long-term profitable growth



Maximize Campaign Impact

- ▶ Extend reach through the entire customer journey
 - ▶ Activate the funnel and engage with your customer throughout the *entire* purchase cycle
 - ▶ Grassroots marketing should *always* be a part of transforming a brand
- ▶ Engage, recognize and reward internal teams
 - ▶ Generates an increase in engagement



Evaluate Campaign Success

- ▶ Continuous Improvement and Innovation mindset
 - ▶ What worked, what did not
 - ▶ How can we improve
 - ▶ How can we expand the reach



Framework for Success.....

- ▶ Keep it Simple
- ▶ Set Goals/Expectations
- ▶ Develop Tools/Resources
- ▶ Track Results
- ▶ Accountability
- ▶ Incentivize/recognize achievements (along the way)



Thank You!

- ▶ Reach me via LinkedIn at: www.linkedin.com/in/whoekwater