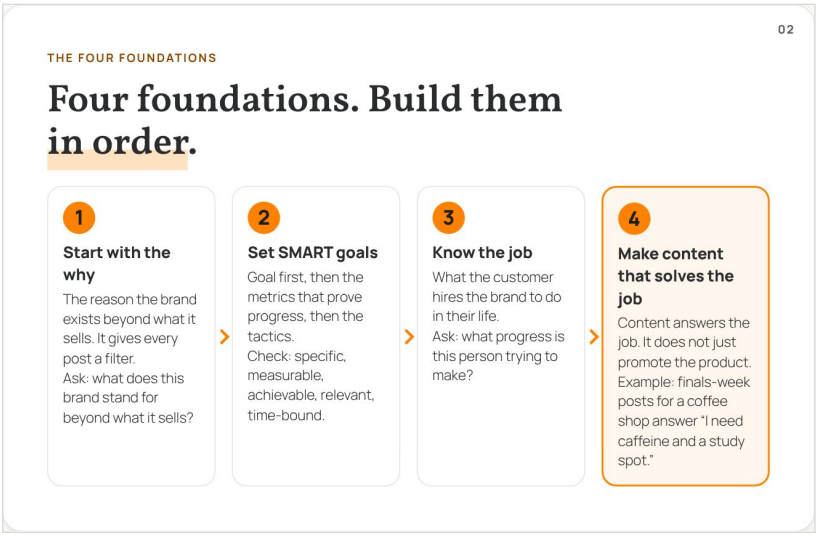
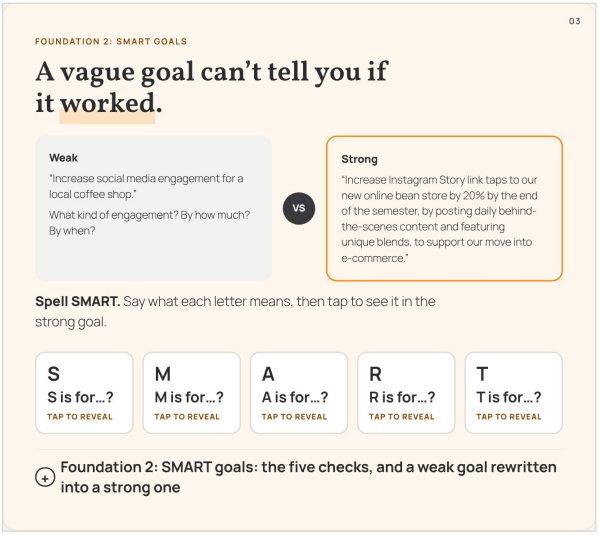


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Slide 2



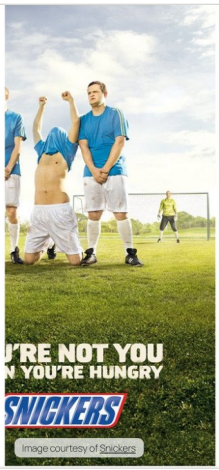
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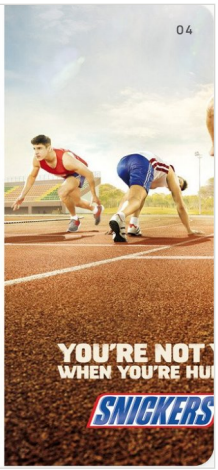
PROGRESS, NOT PRODUCT

Sell the progress, not the product.

- **Product-focused** marketing talks features, price and beating competitors.
- **Progress-focused** marketing talks about the job.

Hands-on guide: Jobs to Be Done





Slide 4

05

SHARED VALUES BEAT DISCOUNTS

You can't fake values.

When a brand truly shares its audience's values and acts on them, the campaign largely writes itself.

Slide 5

06

PICK CHANNELS WHERE YOUR MESSAGE IS WELCOME

Ask a better question about platforms.

Not this

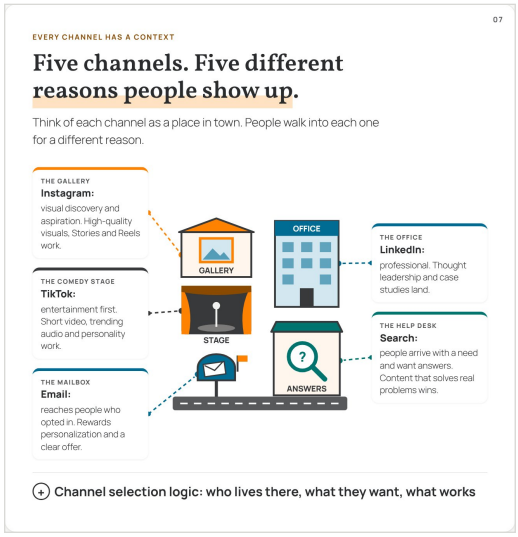
"Which platform is growing fastest?"

VS

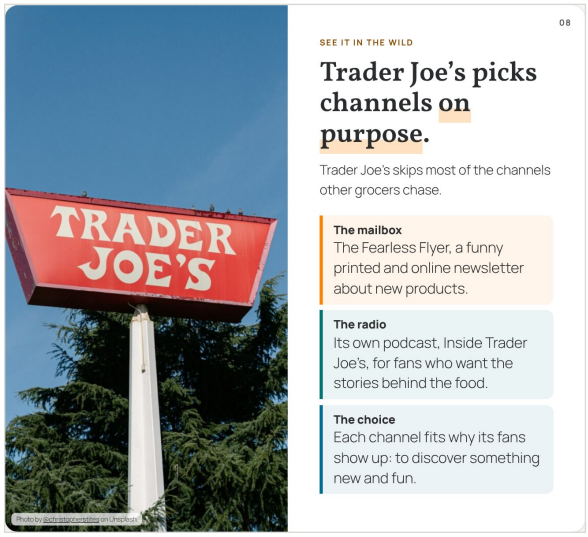
The question to ask

Ask which one reaches your audience in a context where your message is welcome.

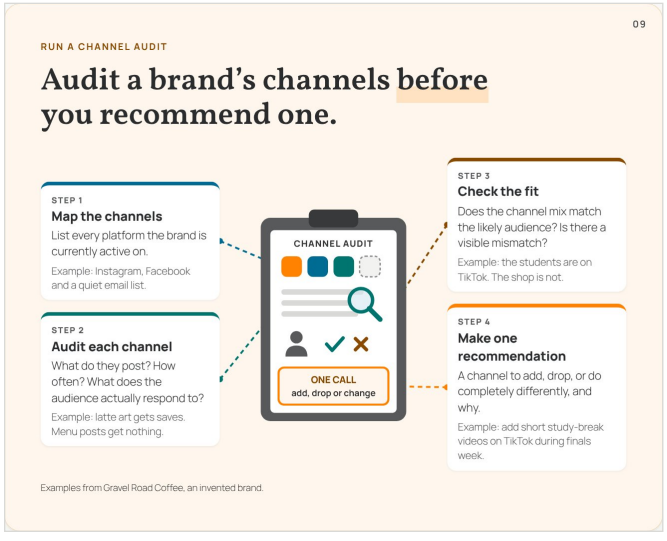
Slide 6



Slide 7



Slide 8



Slide 9

SEE IT IN THE WILD

Audit a brand you already know.

Oreo is famous for its 2013 Super Bowl blackout post, "You can still dunk in the dark." Audit where it shows up today.

Map
List every channel you can find: Instagram, TikTok, X, YouTube and email.

Audit
What does Oreo post on each one, and what gets the most response?

Recommend
Name one channel to grow and one to cut, with the reason.



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11

QUICK CHECK

Which foundation did they skip?

Name the missing piece for each team at Gravel Road Coffee, then open the answers.

1 "We need to be on TikTok," says the owner, before anyone has talked about customers.

2 The goal for the year: "get more followers."

3 Every post lists the roast level, the price and the bag size.

4 The shop runs a discount every week but cannot say what it stands for.

5 The team posts its long LinkedIn article, word for word, as a TikTok caption.

Check your answers

Gravel Road Coffee is an invented brand.

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12

REAL BRANDS IN ACTION

See it in real brands.

Each case study shows these ideas at work. Open one to read the full story.



#OptOutside: the year REI closed on Black Friday

REI closed its stores on the biggest shopping day of the year because it knew what its members valued, and that single strategic choice decided the message, the channels and the results.

The lesson: When you know what your audience values, the right channel and message follow.

Photo: Missvain (CC BY 4.0), via Wikimedia Commons. Brand: REI

Read the case study →



Snickers: Selling the Job, Not the Candy Bar

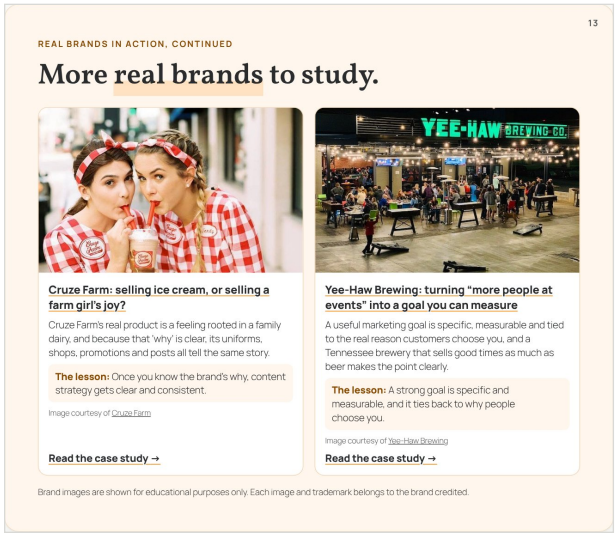
"You're Not You When You're Hungry" grew Snickers by marketing the problem customers hire it to solve, hunger that changes how you act, instead of the peanuts, caramel and nougat inside.

The lesson: Ask what job your customer is hiring the product to do, then market that.

Image courtesy of Snickers

Read the case study →

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13
REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
YEE-HAW
BREWING CO.
Cruze Farm: selling ice cream, or selling a farm girl's joy?
Cruze Farm's real product is a feeling rooted in a family dairy, and because that 'why' is clear, its uniforms, shops, promotions and posts all tell the same story.
The lesson: Once you know the brand's why, content strategy gets clear and consistent.
Image courtesy of Cruze Farm
Read the case study →
Yee-Haw Brewing: turning "more people at events" into a goal you can measure
A useful marketing goal is specific, measurable and tied to the real reason customers choose you, and a Tennessee brewery that sells good times as much as beer makes the point clearly.
The lesson: A strong goal is specific and measurable, and it ties back to why people choose you.
Image courtesy of Yee-Haw Brewing
Read the case study →
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