



#CHANSLOGIC | OOTC MEDIA

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# THE 10 LAWS OF MARKETING AND CUSTOMER CENTRIC BUSINESS

STONEAGEFUEL,  
MLG, OOTCM



# LONG TERM VS. SHORT TERM

# DON'T BE BASIC



# DIRECT MARKETING VS. RELATIONSHIP MARKETING





# IT STARTS WITH BRANDING AND CULTURE



# BRAND CENTRIC VS. CUSTOMER CENTRIC MARKETING



**TELL A  
CONTINUOUS STORY**



**BE UNIQUE,  
BE REAL,  
BE HUMAN.**



# **#CHANSLOGIC: LAWS OF MARKETING**

# 1. EXECUTE ON WHAT YOU LEARN

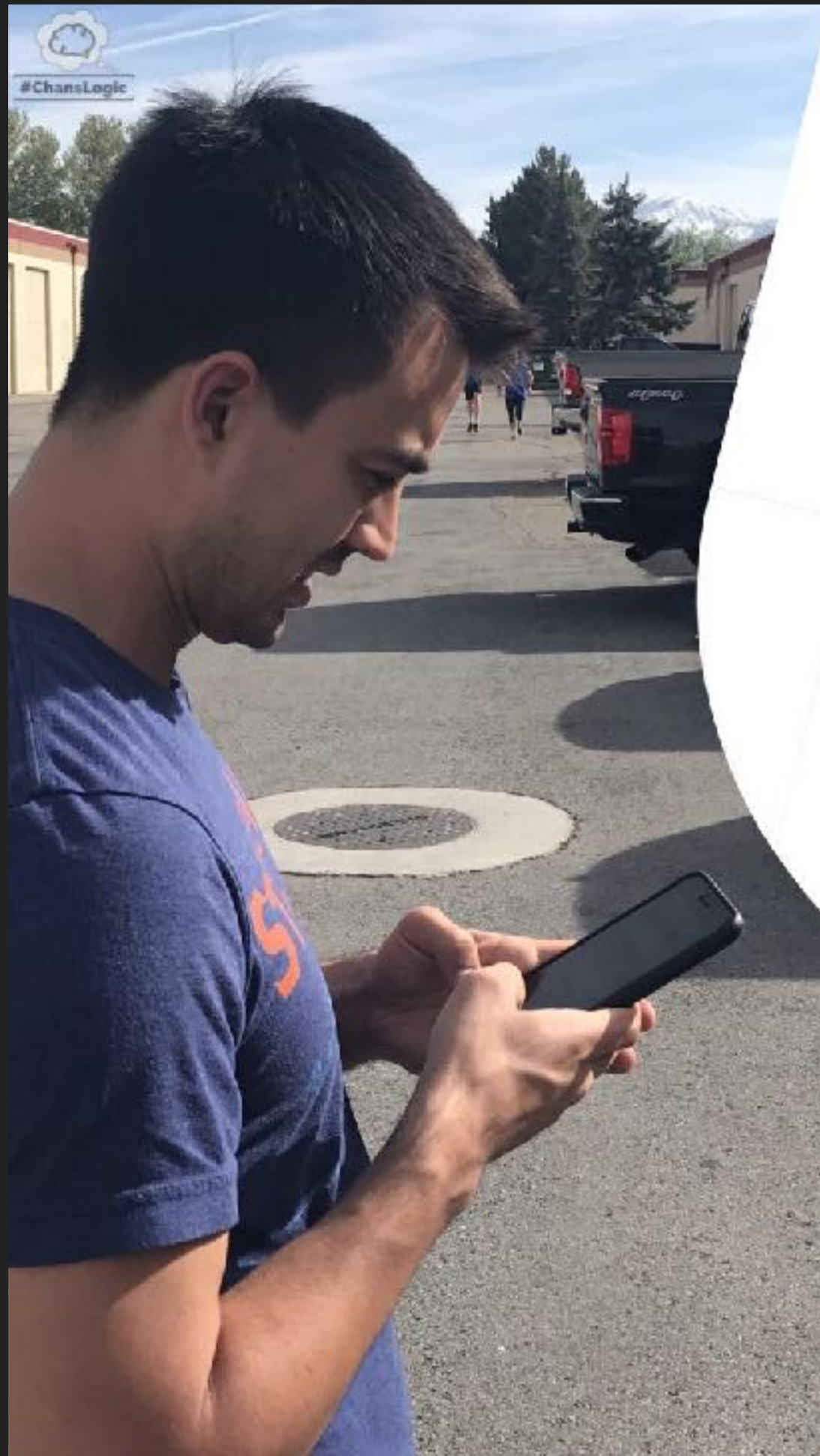


**THE ACTION OF  
INACTION  
IS THE RESULT  
OF THE  
FACT THAT  
WE'RE TERRIFIED  
PEOPLE WON'T  
LIKE WHAT  
WE'RE DOING**





# FEAR



**TREAT FEAR AS  
YOUR CANDY AND  
EMBRACE IT TO  
MOVE FORWARD,  
BE EXCITED  
ABOUT WHAT CAN  
COME FROM IT  
AND LEARN FROM  
YOUR  
COMMUNITY**



@CHANDLER\_SAF

# 2. BE CONSISTENT WITH YOUR STRATEGY





# 3. BE A GOOD LISTENER



# 4. BUILD A CULTURE OF CARING



# 5. PLAY THE LONG TERM GAME



# 6. FOCUS ON WHERE THE ATTENTION IS AT



**7. LEVERAGE**

**YOUR STRENGTHS**

**#CHANSLOGIC:**  
**PILLARS OF GREAT CONTENT**



**8. MOTIVATE/INSPIRE**

**9. EDUCATE**

**10. MAKE PEOPLE LAUGH**

# SHARING AND TAGGING AKA CREATING VIRALITY



# THE POWER OF EMOTIONS AND THE RELATIONSHIP ARE KING



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# THE BASIC HUMAN EMOTIONS

- ▶ Fear
- ▶ Anger
- ▶ Sadness
- ▶ Happiness
- ▶ Disgust
- ▶ Surprise
- ▶ Trust

**DAILY CONTENT TO  
BUILD TRUST**

**BUILD YOUR  
AUDIENCE**



**GIVE PEOPLE DIFFERENT WAYS TO  
CONSUME:  
VIDEOS, BLOGS, PODCAST,  
PICTURES ETC**

**PEOPLE LEARN IN  
MANY DIFFERENT WAYS**

**SOME WATCH, SOME READ,  
SOME LISTEN AND SOME  
LOOK AT PICTURES**

**ENGAGE WITH  
YOUR COMMUNITY**

**A LONELY COMMUNITY  
IS A SAD COMMUNITY**

# STRATEGIC PARTNERSHIPS



# WORKSHOPS

**NEWSLETTERS**

**YOU DON'T HAVE TIME?  
THEN YOU HAVE TIME TO  
FAIL**



**CONTENT + ENGAGEMENT  
+ EMAILS = WIN**

**YOU NEED A COMPLETE  
SYSTEM TO BE  
SUCCESSFUL**

**AN EMAIL SYSTEM  
ALONE WILL FAIL**

**CONTENT WITHOUT  
FOLLOW UP WILL FAIL**



**BLIND DATA WILL  
FAIL**

# BE A LEADER AND A MENTOR



**EMPATHY WITH  
YOUR STAFF**

**KNOW WHAT SPECIFIC THINGS  
YOUR STAFF IS GOOD AT, THEIR  
PERSONALITIES AND HOW TO  
LEVERAGE IT**

**YOUR WHY AND  
VISION**

**YOUR STAFF MUST BE ON  
BOARD AND WORKING TOWARD  
A GOAL THEY UNDERSTAND**

**IF YOU DON'T UNDERSTAND  
YOUR VISION AND WHY  
YOUR STAFF WON'T EITHER**

# 4 PHASES OF STRATEGIC PLANNING



# 1. DISCOVERY

# 2. PLANNING

# 3. EXECUTION

# 4. POST EXECUTION ANALYSIS


**IDEAS ARE CHEAP.**  
**EXECUTION IS GOLD**

**WHAT ARE YOU  
DOING?**

## TAKE HOME EXECUTION STRATEGY

1. Find Your why and build your vision
2. Create the story around what you do.
  1. This needs to be a continuous story. Use your team and customers in this story.
3. Build a content calendar based on the 4 phases of strategic planning
4. Execute!
5. Analyze and listen
6. Adjust based on feedback
7. Continue Executing



A man with a beard and mustache is holding a white octagonal sign in front of his face. A large blue 'X' is drawn over the sign and his face. The background is a city street with buildings and parked cars. Overlaid on the image are several lines of white text providing social media information.

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(for life)

**FACEBOOK/INSTAGRAM @OOTCMEDIA**  
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**ITUNES: THE ALMOST DAILY SHOW**

