

Innovation Week 2016 #IW16

Why Do People Buy from You?



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Ivy Le on social media

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Facebook

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You don't have a monopoly.

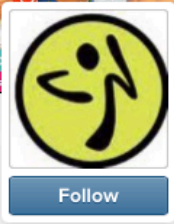
People don't buy from you because
of your product or service.



What do you sell?



What Zumba's really selling: Ditch the workout. Join the party.



zumba

Zumba Official Zumba® Instagram account. #letitmoveyou <http://www.zumba.com>

489
posts

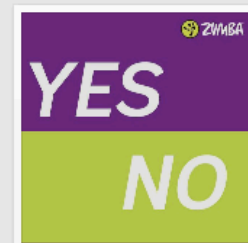
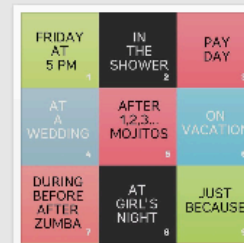
171k
followers

2,076
following

May 2015



April 2015



What are your customers actually buying?



What's your story?

- Genesis
- *Obstacles*
- **Motivations**
- Vision



Brand Identity

Who would
your company
be if your
company were
a person?

Ex: Texas Medicaid
Matters



The Brand Promise

Your brand is a promise to the customer about the experience they can expect to have doing business with you vs. anyone else selling the same product or service



Cards Against Humanity



Fun, horrible,
real people.

- First, in real life.
- Then, website PDFs for free (still free)
- Kickstarter
- Facebook, Tumblr, Twitter, Instagram
- Bullsh*t Black Friday sale literally what was promised
- Customer Service



Brand Experience

Aspects of Brand Experience

- Packaging
- Consumption
- Community on and offline
- Customer Service
- Marketing and content
- Events
- Tone, voice
- Press coverage
- Follow-up
- Invoices
- Other people's remarks
- What happens while they wait
- Even smell



Next Step: Strategy



- Expand on things that customers love about you
 - Forgive yourself for letting go of tasks that don't support your brand
 - Michael Porter says there are only two strategies: low cost or differentiation



Questions?

Contact

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