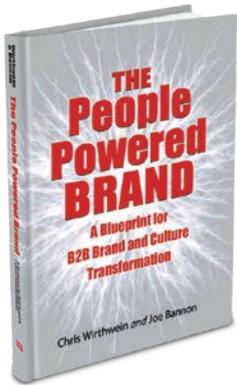


The 4Q Marketing Framework

Four fundamental questions every marketing plan should answer



“The 4Q Marketing Framework” is adapted from the new book, *The People Powered Brand: A Blueprint for B2B Brand and Culture Transformation*. It provides a step-by-step process for bringing together the untapped resources of employee engagement and customer insights to create B2B brands with the power to win.

Available at:
paramountbooks.com
amazon.com

Learn more:
PeoplePoweredBrand.com

Marketing is the larger framework into which a B2B company’s brand fits. There are countless ways to define marketing; a common one is the “4 Ps”: Product, Place, Price and Promotion. At 5MetaCom, we developed our own framework that condenses the discipline into a new model of marketing that involves answering four simple questions. We call this approach the “4Q Marketing Framework.” The diagram below illustrates how these questions fit together.



Turn this page over for details about answering each of the 4Qs.

Answering the 4Qs

Working through the four fundamental questions in the 4Q Marketing Framework will carry your brand from strategy to implementation.



Strategy

This question speaks to all the choices on how to go to market. Think of strategy simply as “where and how to compete.” Strategy also includes positioning. To paraphrase advertising icon David Ogilvy¹, think of positioning as “what you do and who you are for” (you being “the company”).



Messaging

These are the ideas, values and words that communicate what’s desirable and unique about the company. This is also often referred to as the value proposition. Messaging also includes the “proof points” that back up and support what is said. This can be addressed through a process of crafting 3-second, 30-second, 3-minute and 30-minute messages that align with the brand.



Communications

In this step, messaging is made tangible. Ad agencies have traditionally owned this space with their creativity and “big ideas” that give life and expression to brands. Answering this question also involves devising the tactical plan to carry the big ideas to audiences in all forms. Words, pictures and media—in all types: owned, earned and paid—come into play here.



Implementation

Implementation sets branding into motion. Creative work is produced and deployed through the tactics from the marketing plan. Implementation also includes aligning employees to the brand through the process of enrollment. Many companies do the first part of implementation (deploying the creative), but miss the critical step of people alignment. To truly succeed in the marketplace, a “considered purchase” company must align the behaviors of its people to the brand.

The 4Q Marketing Framework provides a simple way to conceive of marketing and develop a brand plan. By applying the *People Powered Brand* method to each of the 4Qs, the result is a marketing approach to specifically drive B2B considered purchase brands in the marketplace.