

CULTURE-BASED MARKETING

Is your marketing fueling your business growth by telling the whole story of your organizational culture?



CEEK a Better Way®

Establish great culture. Share great culture. It's a winning recipe to maintaining organizational cohesion and sustaining continued growth.

The establishment of organizational culture has become a norm amidst the workplace revolution, forcing businesses to dig deep and define the type of company they want to be and the values that they will adhere to. Yet, far too many organizations fail to connect the critical work of culture to their marketplace differentiation, letting culture become shelfware instead of distinctiveness in action. The unfortunate result? Culture without a voice and marketing out of context.

What can we do for you?



USE CULTURE TO DIFFERENTIATE

Culture-based marketing can only begin after the organization's intentional culture is defined. CEEK offers intentional culture services to get you started down this path and provides auditing to help verify your culture's completeness through the lens of marketing.



VISUALIZE YOUR CULTURE

When the "why" and "how" of intentional culture join together, it's time to determine the best way to demonstrate it so that it has the intended impact. CEEK helps organizations create or refine the building blocks of your organization's culture-based visual identity.



LIVE AND SHARE YOUR CULTURE

Solidify culture-based marketing with communication that helps both internal and external parties take part in the organization's culture. CEEK creates marketing collateral, manages social media, and establishes communication standards so you live and share that culture.

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When Culture Meets Marketing

The Society for Human Resource Management (SHRM) notes that “the key to a successful organization is to have a culture based on a strongly held and widely shared set of beliefs that are supported by strategy and structure” while Mark Schaefer of Schaefer Marketing Solutions finds that failure to connect marketing to organizational culture “explains why some companies are thriving in the current environment of hyper-empowered consumers and why some are failing.” CEEK’s Culture-based Marketing Services address three primary points of failure facing organizations.

1

Lack of Activation

Organizations may miss an opportunity to create an immersive experience for staff and customers by undervaluing the opportunity to tell a unique and compelling story.

The nature of consumer interaction and engagement is everchanging. CEEK helps organizations understand the impact of culture on staff and the marketplace at large by providing analysis and market research of companies and organizations that use culture well and those that miss the mark. By developing a deep understanding of this connection, organizations can identify the course of action that best serves identified goals, returning attention to the ethos of the organization rather than a pure push for profit, as this often fails.

2

Lack of Alignment

It’s easy to overlook the many ways that culture permeates our methods of communication, from visual representation to messaging, tone, and placement.

How we receive and absorb culture changes with the most subtle of decisions. For instance, an organization that claims diversity and inclusion are at the heart of their culture may find website imagery depicting monoethnic staff detracts from their professed values. Likewise, that organization may easily misuse tone throughout their marketing materials, ultimately confusing potential customers and inadvertently demonstrating hypocrisy. CEEK specializes in drawing these connections, detecting and correcting these misalignments to ensure your messaging hits its target.

3

Lack of Direction

All levels of the organization must understand when and how to share the culture with the adjoining communities that sustain the organization’s existence.

CEEK helps organizations and their staff become culture champions. Through review of the channels and methods that most closely align with your target market, we create standing materials that organizations can use and distribute to extend the ordinary reach. With the aid of a strategic Culture-based Marketing Plan, CEEK establishes repeatable and measurable processes that help organizations build long into the future. Not only does CEEK create on culture and on brand collateral, we manage distribution and/or train your staff to prepare and disseminate these materials without the continued need of an external partner.

Culture-based Marketing Services We Provide

Our communication, web, and graphic design team work together to lend our capabilities to your organization’s success. We provide:

- ✓ Foundational Culture and Marketing Audit
- ✓ Internal Marketing & Communication Standards
- ✓ Culture-based Marketing Disaster Recovery Kit
- ✓ Social Media Strategy and Management
- ✓ Culture-Based Marketing Coaching & Workshops
 - Connecting Culture and Business Growth
 - Understanding How Culture Affects Communication Within and Outside of Your Organization
- ✓ Vital Marketing Materials
 - Style Guide and Branded Collateral
 - Website and Social Media Accounts
 - Media and Marketing Kit
 - Flyers/ One-pagers
 - Standardized Graphics/Visuals Set
 - Swag/ Conference Materials
 - Reusable Microsoft Suite Templates
 - Credo Cards
 - Infographics