

A Designer's Guide to Marketing

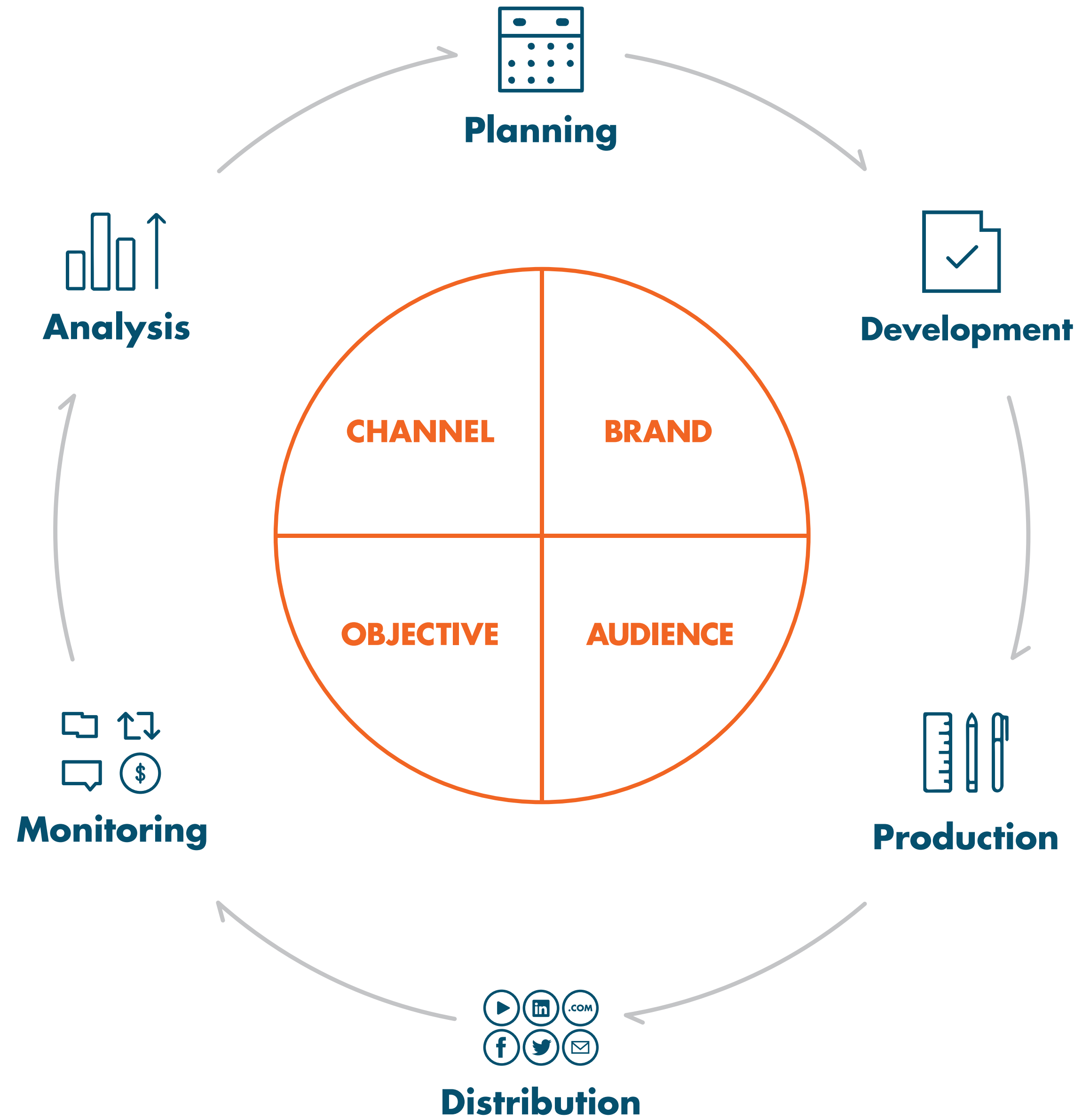


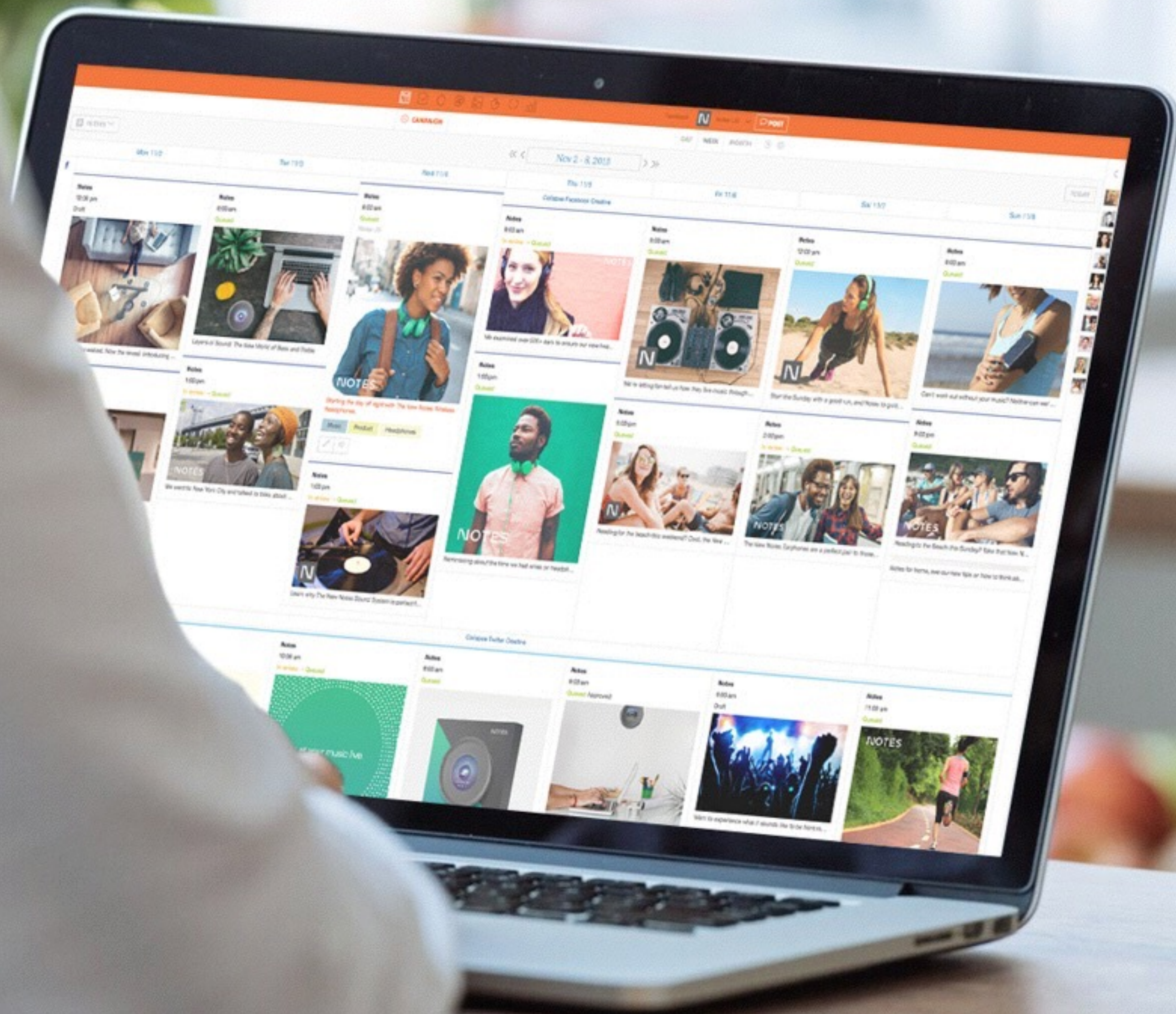
30 Weeks Guest Lecture 12.11.2015

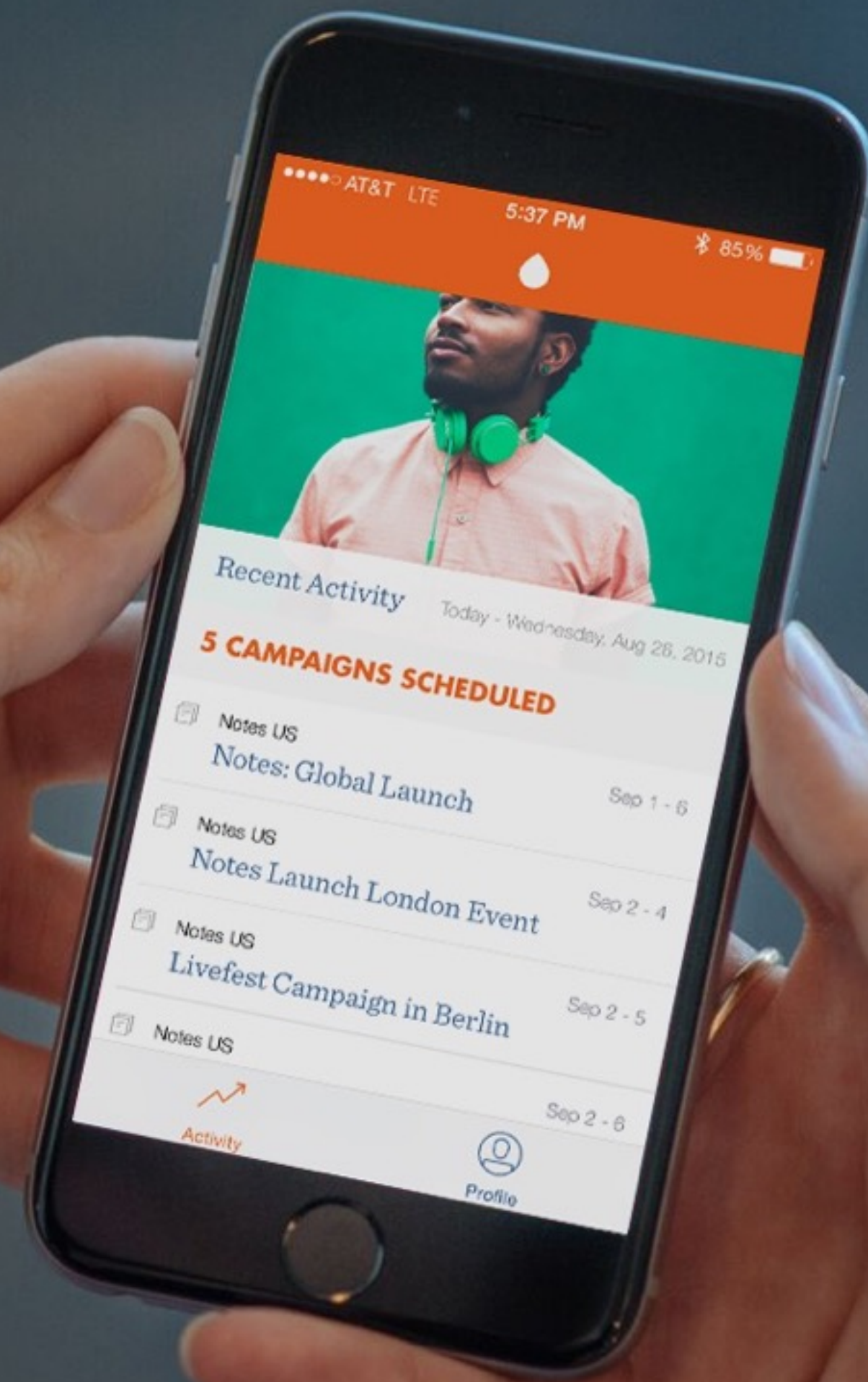




The System of Record for Marketing



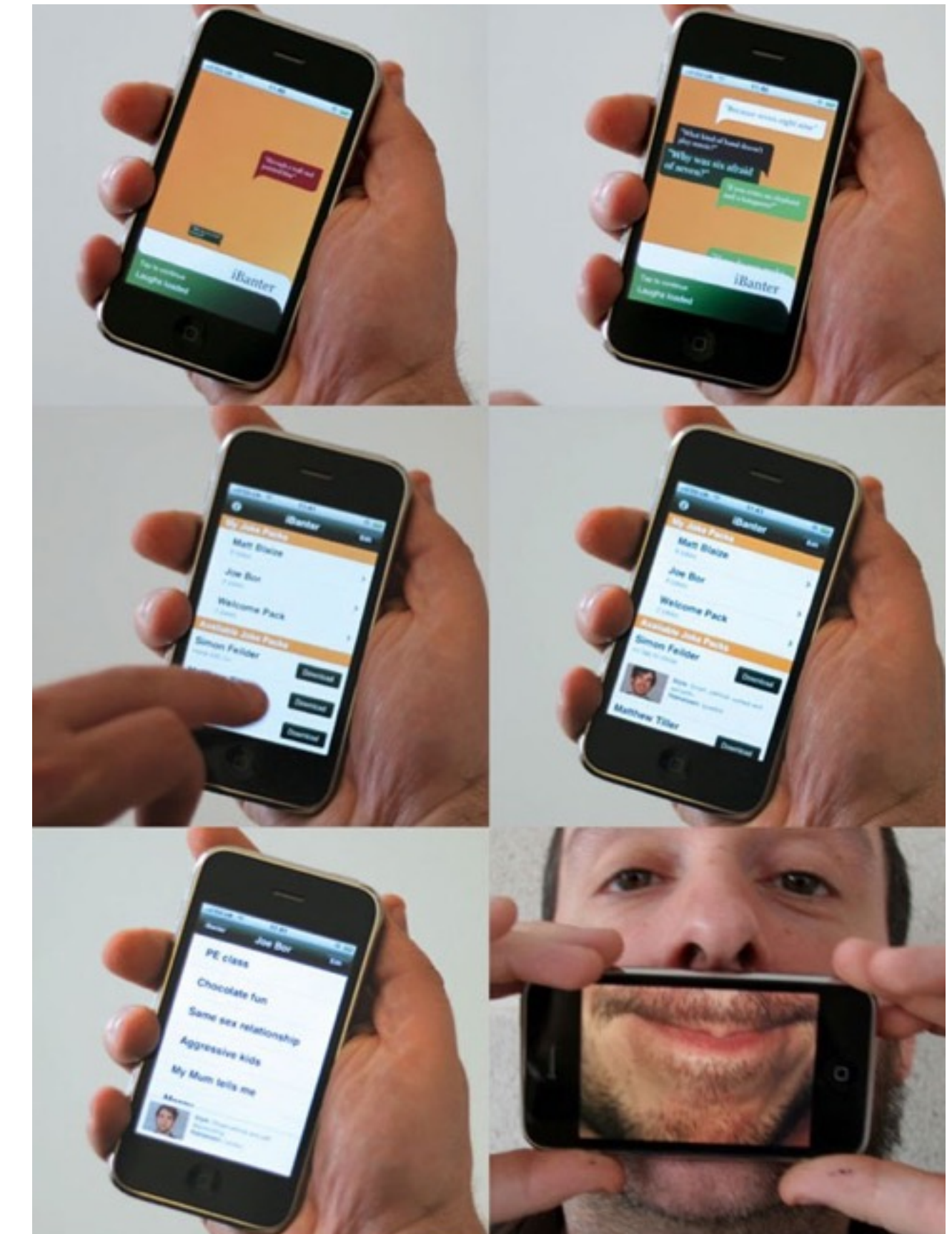
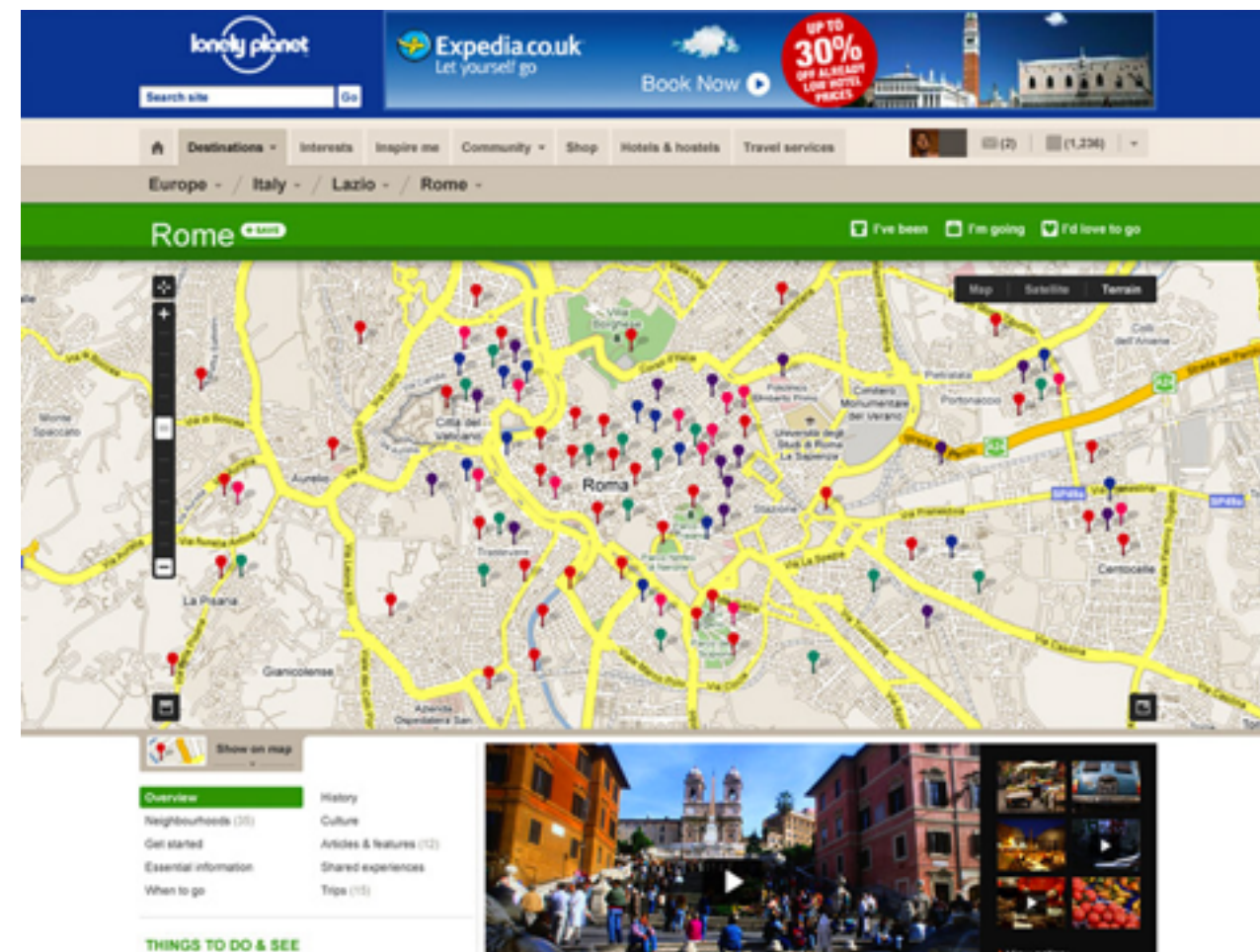




2005





Marketing = Things we made for clients



In 2011 we started building Percolate


FAST COMPANY

17 SHARES   ...


PERCOLATE: THE MICROBLOGGING PLATFORM WHERE TUMBLR AND TWITTER GO TO HANG OUT

THE STARTUP, CURRENTLY IN ITS "DOUBLE SECRET ALPHA" VERSION, TAPS INTO YOUR RSS AND TWITTER FEEDS, CULLS CONTENT BASED ON YOUR INTERESTS—THE STUFF THAT "PERCOLATES UP"—AND THEN LETS YOU SHARE YOUR THOUGHTS ON THE SUBJECT WITH FRIENDS.

BY AUSTIN CARR



Accelerating next



Hewlett Packard Enterprise

[Learn more](#)

ADVERTISEMENT

HAPPENING NOWTRENDING

1Walmart Is Launching Its Own Apple Pay Competitor

2SpaceX's Falcon 9 Rocket Will Take To The Skies Again Next Week

3Airbnb Hosts Discriminate Against Black Renters, Study Finds [Updated]

4What Marissa Mayer's Maternity Leave Decision Means For Working Parents At Yahoo

PERCOLATE 2011

Percolate 1.0

6 people round a desk

7 clients

Bootstrapped

0 Marketers

PERCOLATE 2015

Percolate 8.0

7 locations, 300+ employees

400+ clients

VC backed + YOY Growth

14 Marketers

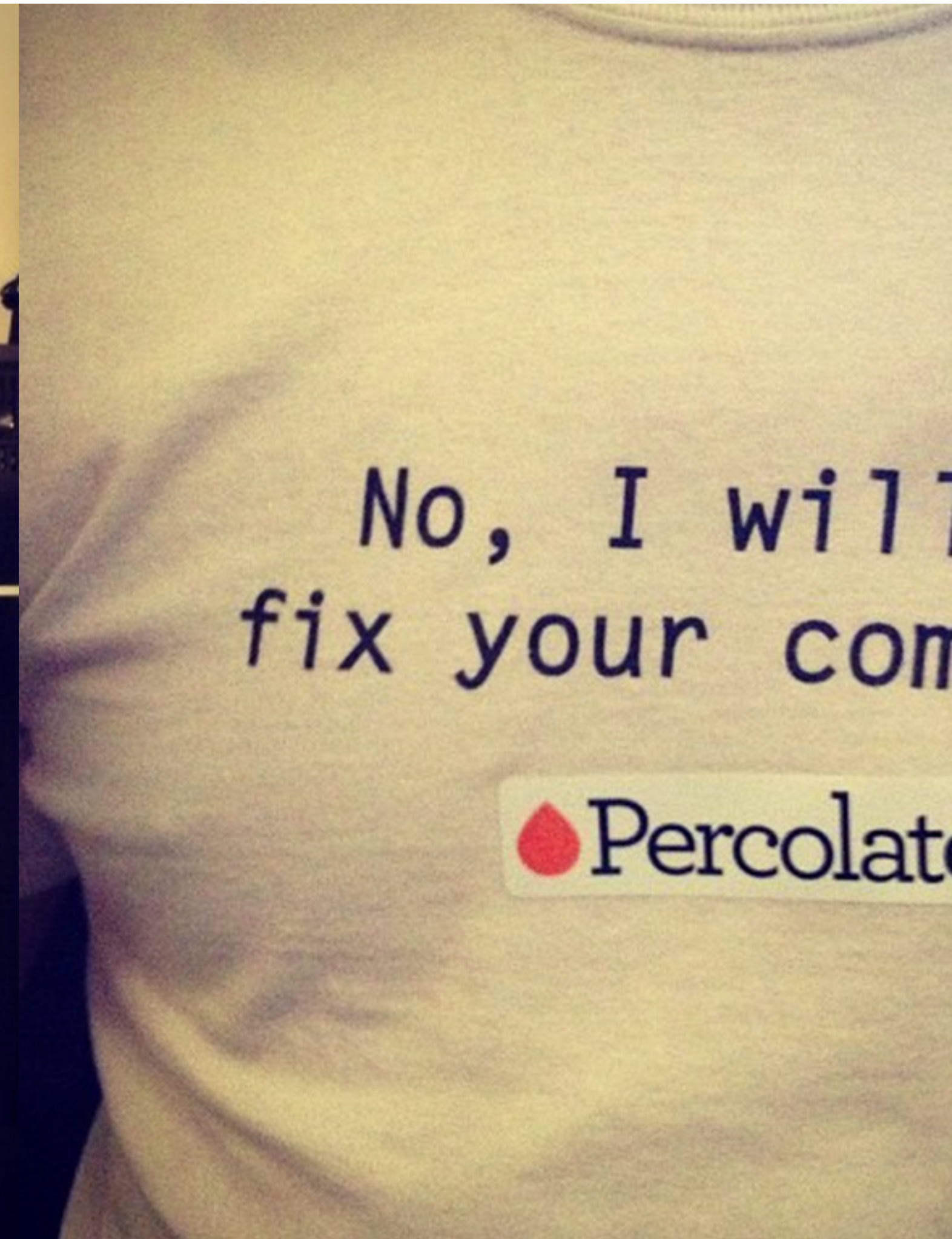
1. Quick & Dirty
2. Getting Smarter
3. Keeping Up

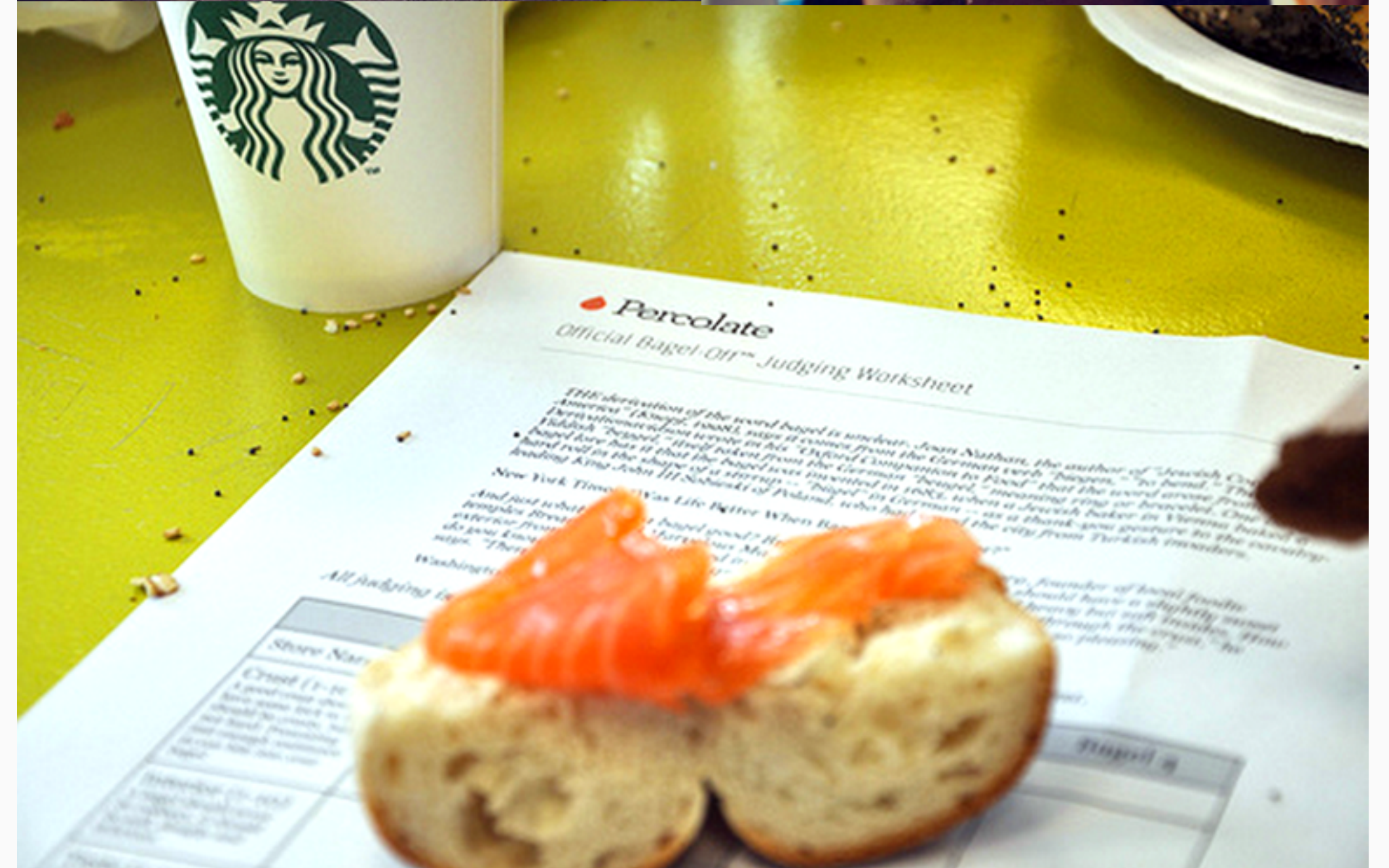
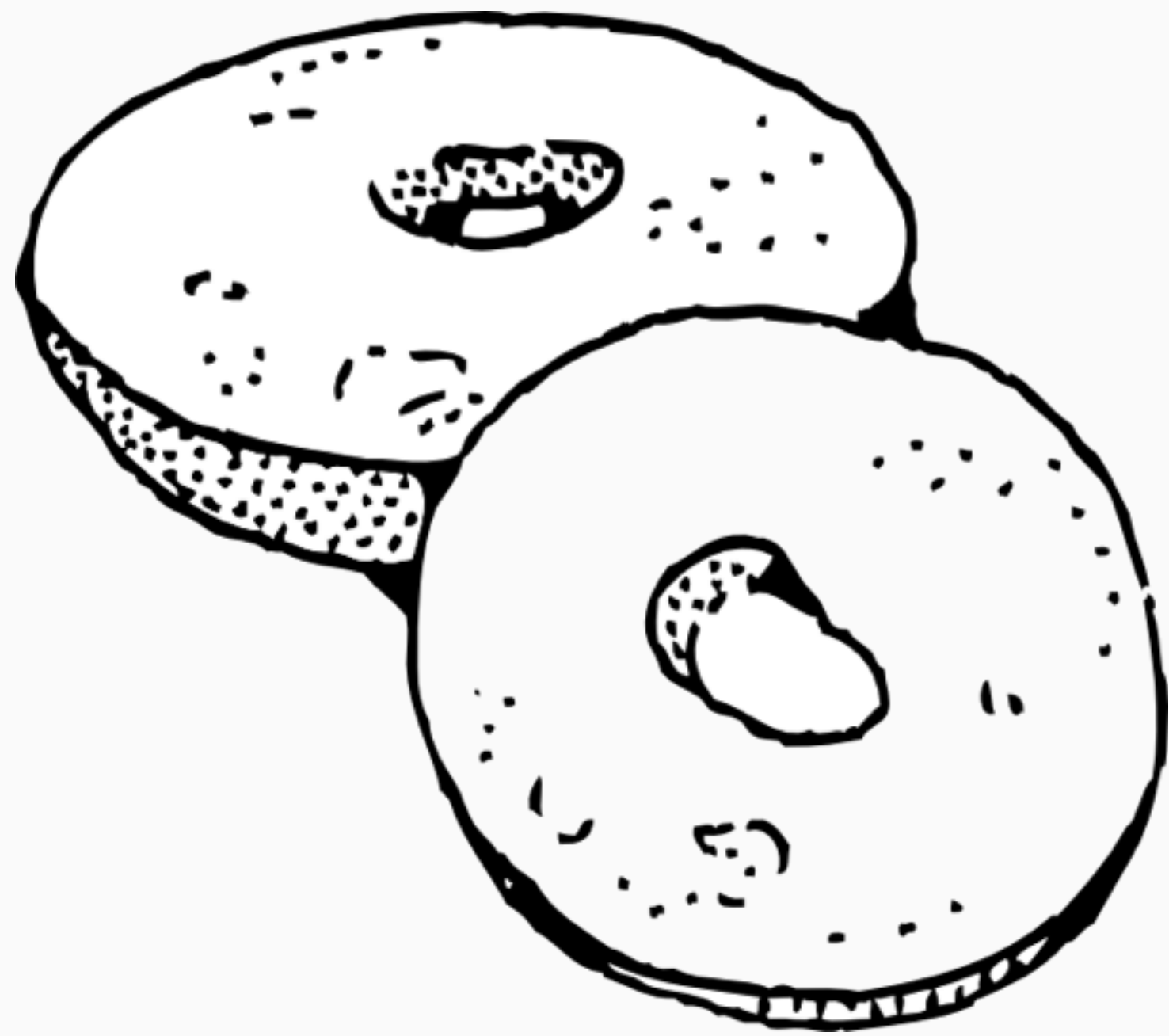
1. Quick & Dirty

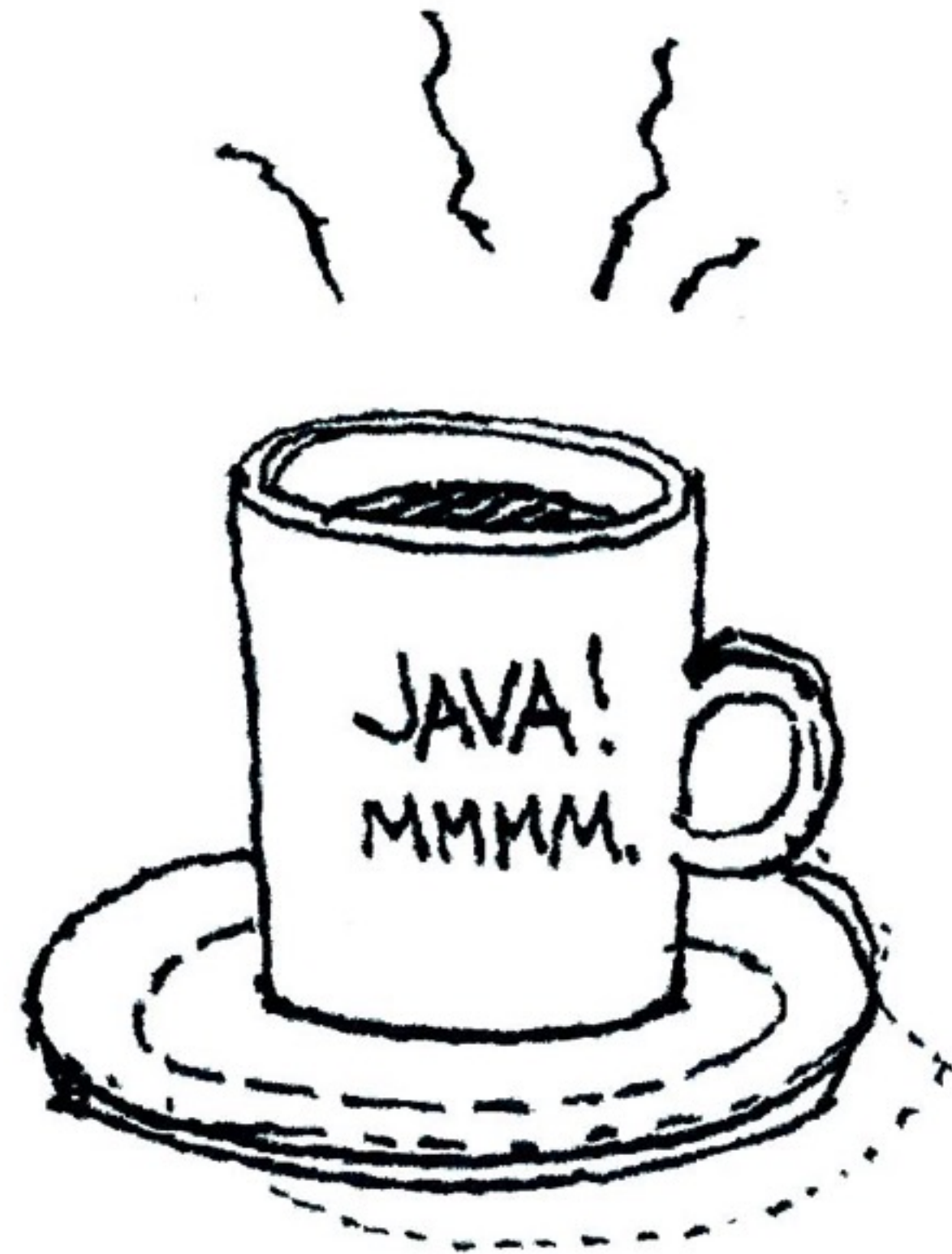
2. Getting Smarter

3. Keeping Up

229 WEEKS AGO







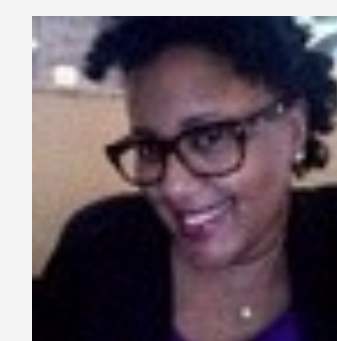
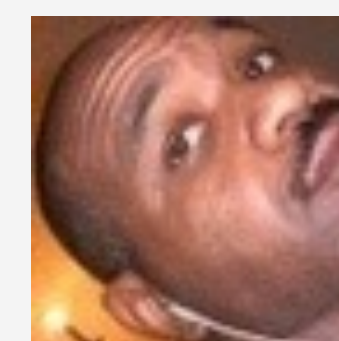
FASHION & STYLE

That Business Card Won't Fly Here

By ALEX WILLIAMS OCT. 24, 2008



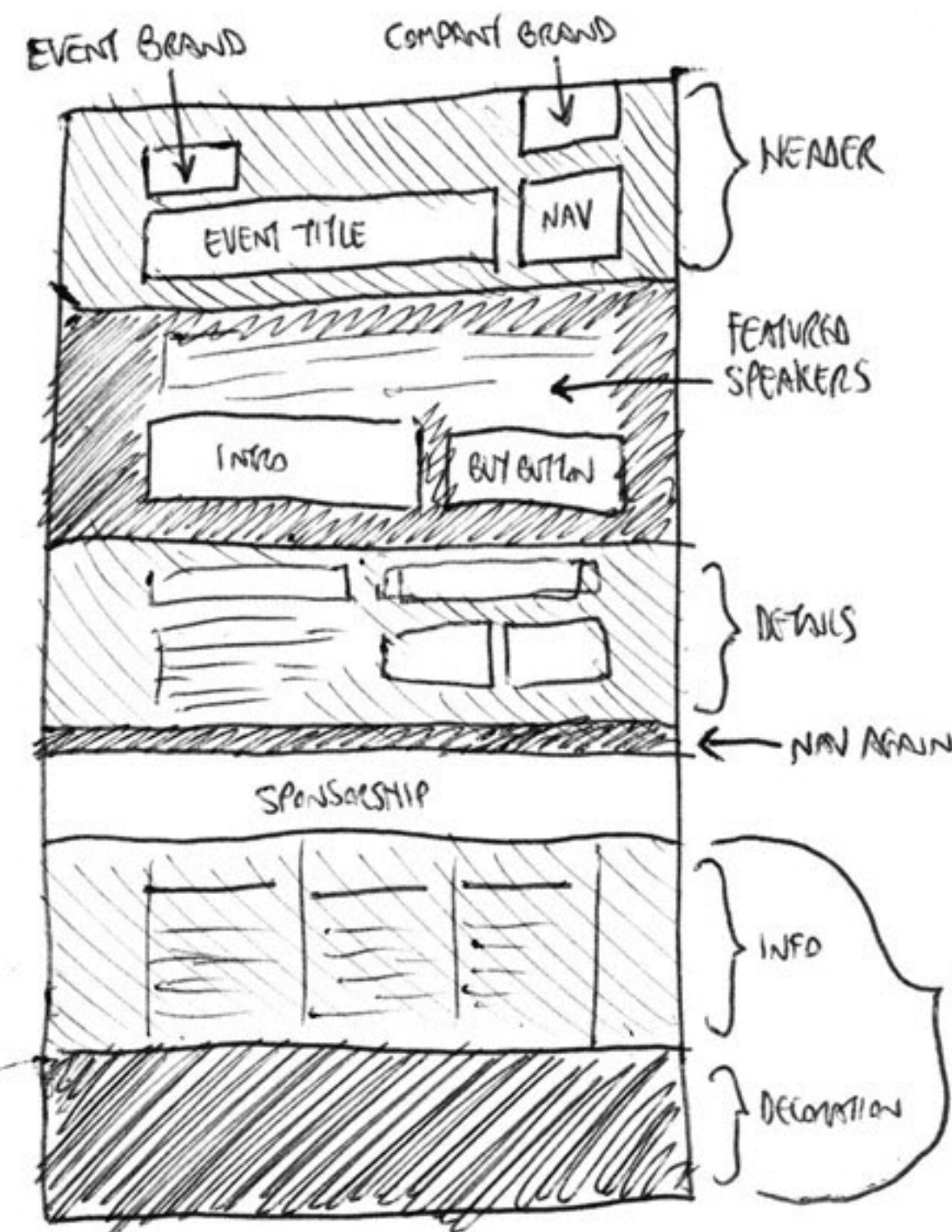
BREAKFAST CLUB A likemind gathering at 'sNice, where salespeople and résumé pushers aren't welcome (but disguised pitches are). Erin Wigger for The New York Times

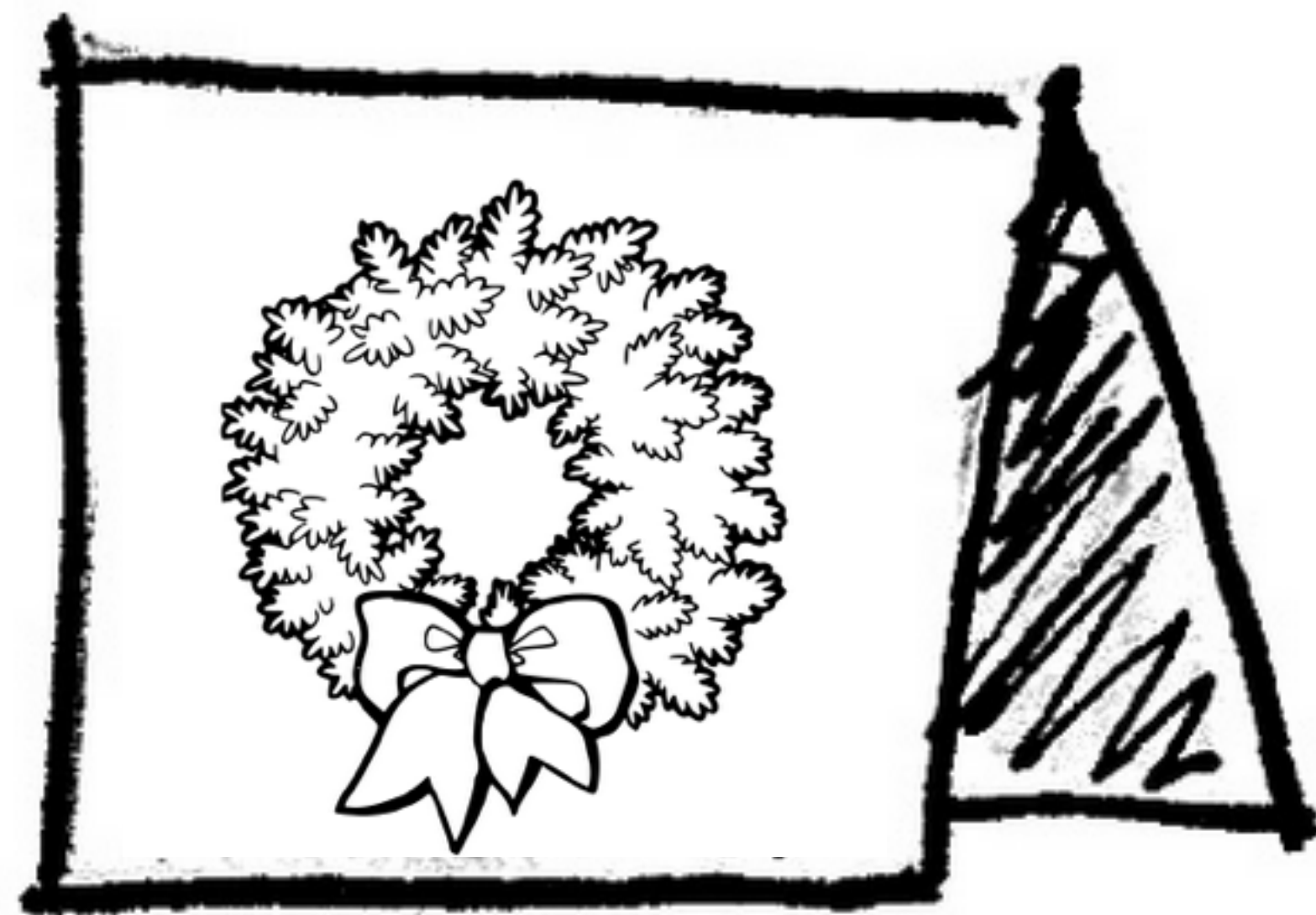


How To Build Great Products



Percolate's Dom Goodrum caught our attention with nine thoughts on building great products (including Percolate), inspired by his attendance at a **FanFeedr and Hard Candy Shell conference** conveniently titled 'How to Build Great Products.' While we'll let Dom's full post capture the nine insights, we've culled a handful below that we felt were the most actionable and relevant to creating any type of product:





NETWORK GRAPH SHOWING THE MOST INFLUENTIAL BREW SOURCES - JANUARY 2012

G2



PERCOLATOR STATS

G2

Trend sources
2637

2184 396 57

GRAPH KEY

Strength of influence on lower
100%

A connection indicates sources have linked
to similar or the same story.

Sources proximity based on how similar
they are the closer they are, the more alike.

POWERED BY
Percolate

A thoughtful technology company
founded in 2009 to help brands
create content at social scale.
www.percolate.com

Happy 2012.
Thanks for your support in
our first year of Percolating.

Inside we've mapped out
your top sources to show
who's influencing the breadth
of stories we recommend in
your brew. From here you can
explore the publishing
communities within your
graph and the connections
between individual sources.

Treat this guide as a starting
point, showing you who has
inspired your content curation
this far. As we move forward,
your Percolator will continue
to learn from your publishing
to reveal new relationships
between sources.

Enjoy and thanks again
for a great 2011.

Sincerely,
Your Friends at Percolate

REUTERS

Counterparties

HAYDO RECOLLER

POWERED BY
Percolate

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founded in 2009 to help brands
create content at social scale.



THE AWL APPROVE THIS MESSAGE

Only the most insightful, in-depth and hilarious bits of Election 2012, selected for you by the editors of **The Awl**

THURSDAY APRIL 26TH



6:40 pm

How to get people to vote Republican if they don't also get to vote against gays?

politics.com

Im Talking Bout Base



3:43 pm

Every cycle has a NEW TECHNOLOGY that is CHANGING THE WAY campaigns are run. Guess what it is this time around?

washingtonpost.com

This Years Model



11:40 am

It seems like the articles defending the articles about the next election come earlier every cycle.

planningaboutpolitics.blogspot.com

The Future Is Now



10:49 am

A word from our partners

apponetfrommessage.com

Advertise



10:09 am

A Newt tribute: "He was incredulous about how I had not read Isaac Asimov's books."

gq.com

Newt Gingrich



9:59 am

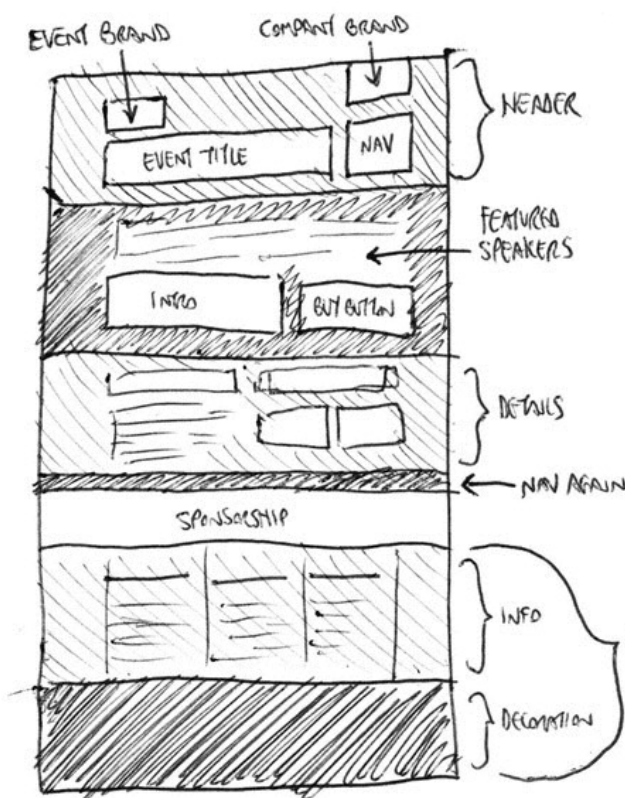
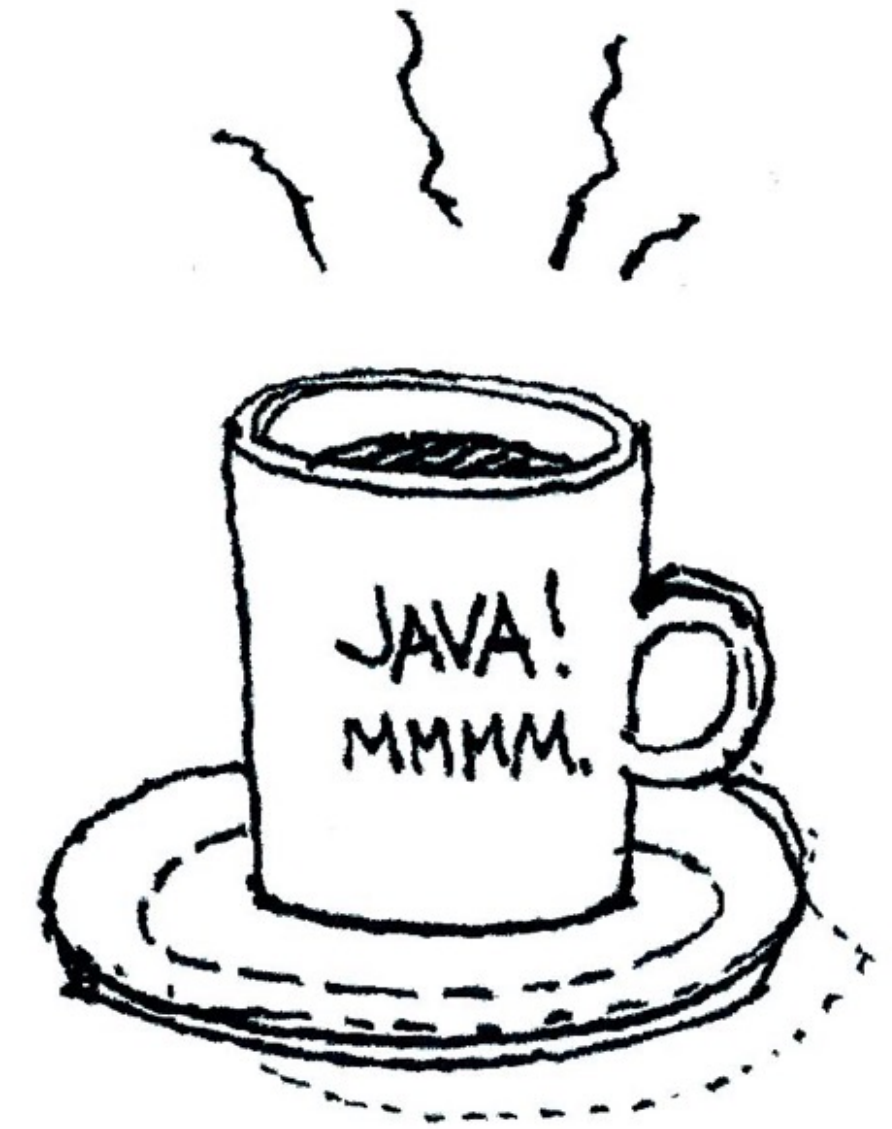
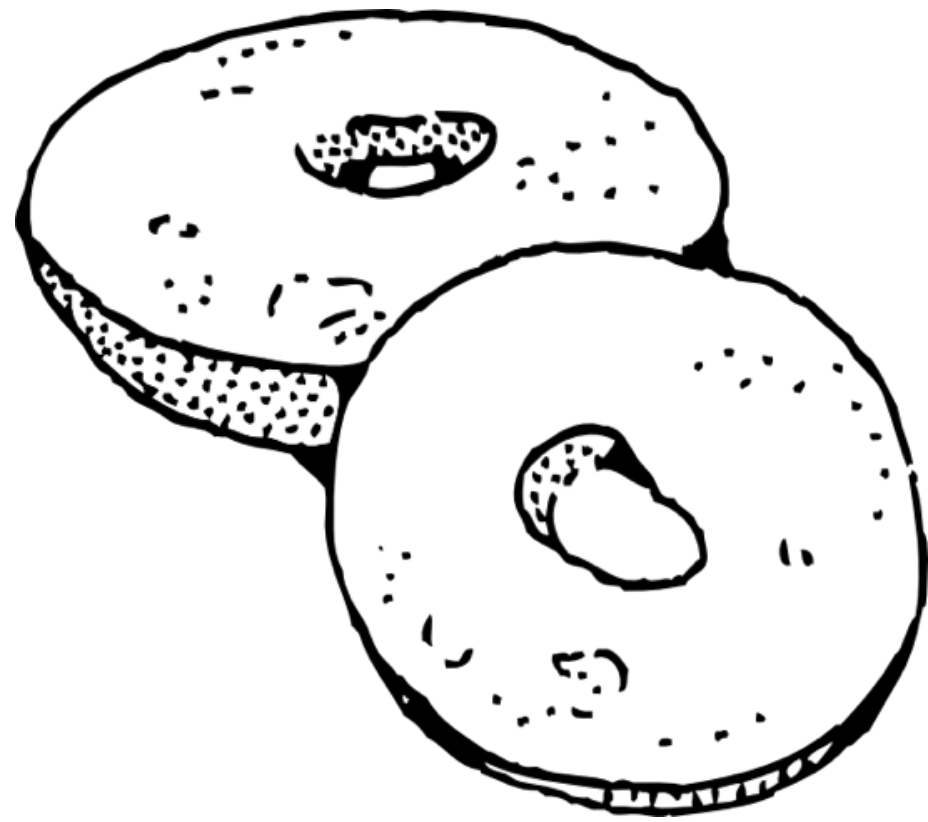
Meet Mitt Romney's balls.

gq.com

Romneyballs



Everything Communicates



Your brand is the sum of every interaction people
have with your product, company and team.

1. Quick & Dirty

2. Getting Smarter

3. Keeping Up

130 WEEKS AGO







Awareness



Consideration




Purchase



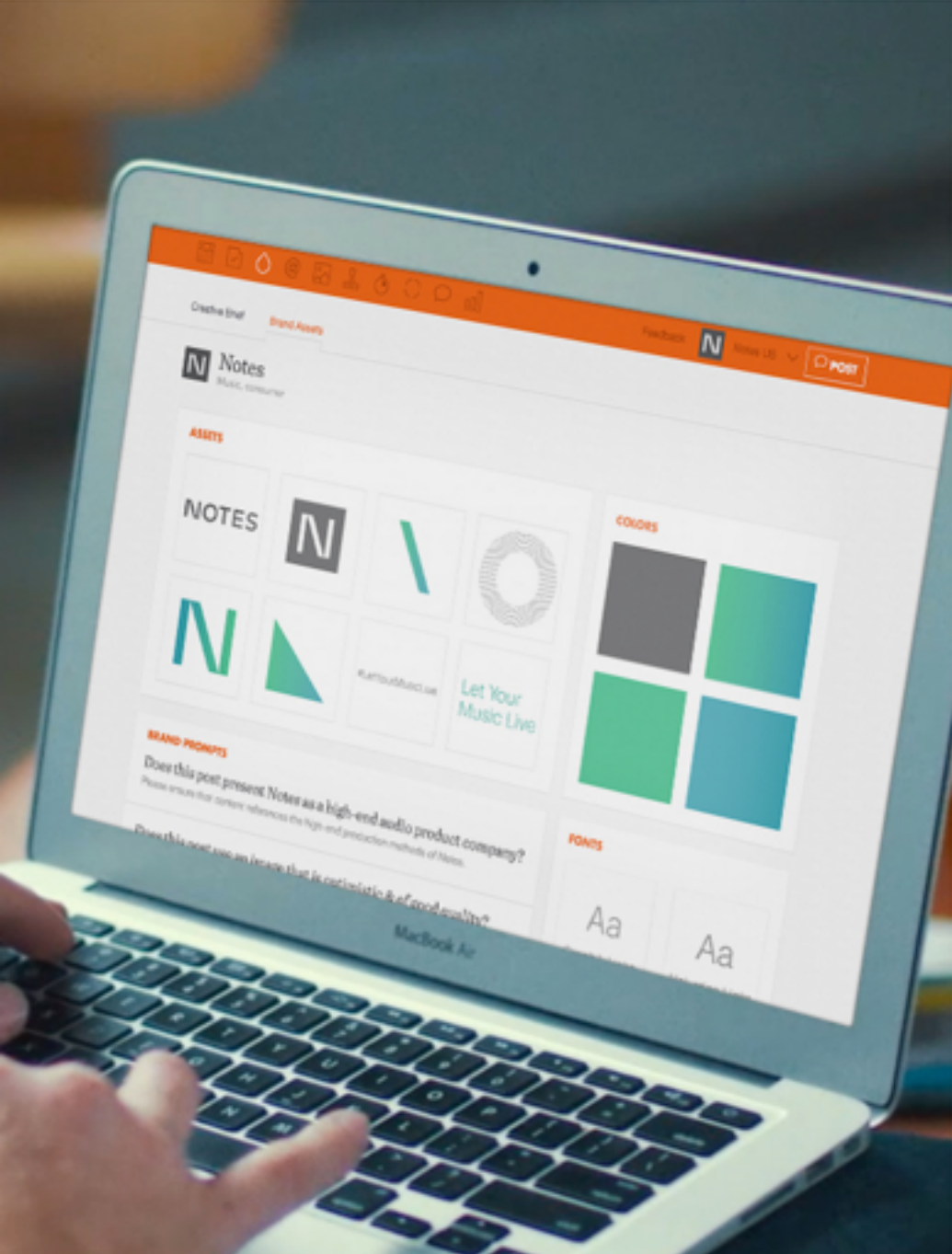
Adoption



Advocacy

 Brand Planning Creative Development Production Distribution Monitoring Analysis

[REQUEST A DEMO](#)



Accelerate Your Marketing

Percolate is a flexible, first-of-its-kind system that improves team productivity, strengthens your brand, and increases sales.

Only Percolate encodes the strategic and visual elements of your marketing, including target audiences, channels, objectives, and brand guidelines to make everything you do more efficient and inspired.

Our Solutions

- Enterprise Marketing Management >
- Content Marketing >
- Social Media Management & Customer Care >
- Global Brand Management and Compliance >



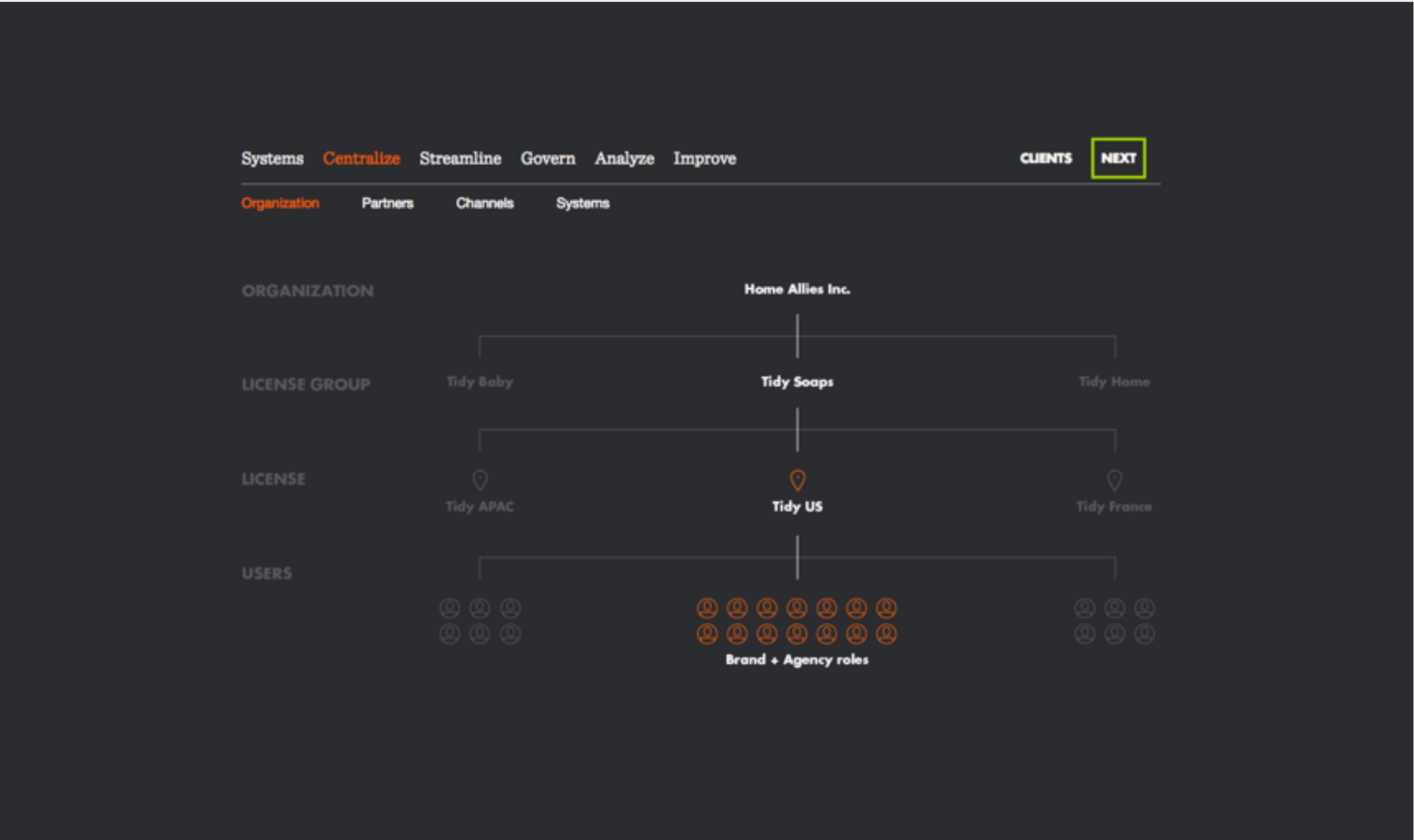
[REQUEST A DEMO](#)

The Global Power of GE's Digital Asset Management System

[SEND ME THE REPORT](#)

Read how GE used Percolate to migrate 40,000 files, totaling 757 GB, from their existing DAM to Percolate. The switch to Percolate as the enterprise's central DAM helped bring together the company's business lines, streamlining communications and workflows with GE's global marketing organization. As a result, 24,000 GE employees are now using a single system for digital asset management.

[SHARE](#)



CAMPAIGN DAY

FILTERS LICENSES Jan 4 - 10, 2016

	Mon 1/4	Tue 1/5	Wed 1/6	Thu 1/7	Fri 1/8
📅	"Cleaner than Clean" - 60 sec				
	"Weekend Party" - 30 sec				
📺	Featured Content: Designing the New Tidy Pods				
	Featured Content: Climate Change Infographic			Header: Tidy Pods Launch Announcement	
				Featured Content: Spotlight on Sustainable Practices	
✉️	Climate Change Infographic		1	1	
	Tidy Pods Launch Discount B...				
📘	1	4	1	3	
	Climate Change Infographic		Volunteer Day@ HQ		Hard Water, No Problem
	Tidy Pods Launch Announce...				
🛒	Abandoned Shopping Cart Retargeting				

Percolate's marketing planner is the first to integrate a calendar into a publishing environment. Teams can manage marketing across licenses, markets, and platforms. The planner allows for easy organization of events, campaigns, and marketing pillars. All activity is recorded in the stream on the right.

Click Add Campaign

Enter your comment

ADD COMMENT

Brian edited a post
Green week is coming! Check out how Tidy Soaps is leading
a few seconds ago

Lisa created a post
Green week is here! Check out how Tidy Soaps is leading
an hour ago


Lisa created a post
Simple cleaning tips for Green Week to lighten your load:
an hour ago

Amber edited a post
A quick video of the fun times had earlier this month at Tidy HQ
an hour ago

Brian commented on a post
How business has stepped up to the opportunity of sustainability.
Reported by @BRIAN
2 hours ago

Lisa edited Brian as a follower



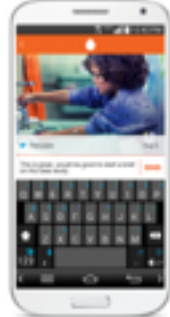


Marketer

Keep the entire marketing team informed and involved in the brand content creation process.



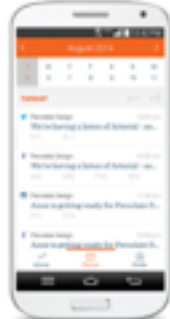
BROWSE DAILY MARKETING ACTIVITY
View a mobile daily activity recap
With Percolate's Marketer App, marketers have access to the valuable insights on any iOS or Android device. Marketers can browse through daily updates on content performance and view scheduled content briefs.



CONTRIBUTE FEEDBACK ON MARKETING
Add insights to the content creation process
Upon viewing scheduled content and briefs, marketers can leave thoughts and feedback on upcoming content, which is added to the conversation stream in Percolate. This system of quick feedback is perfect for marketers to ensure quality and consistency at scale.



RATE AND REFINE PUBLISHED CONTENT
A simple workflow for reviewing live marketing content
The Marketer App offers team members an opportunity to leave simple thumbs up or down feedback - a quick rating system on whether each post properly reflects the brand. Additional feedback can be provided to refine future content production.



TRACK POST ANALYTICS
Review content across all marketing channels
With all content collected and presented in one system, teams can easily view all metrics associated with a piece of published content. All channels are aggregated and presented into one stream, simplifying the process of reviewing published content.



Percolate Asset Manager

Percolate's Asset Manager acts as a single storage destination for all marketing images, videos, design files, and documents. With the Asset Manager, your team can easily access, search, manage, tag, and create marketing content with your assets.



STORE ALL ASSETS IN CENTRAL LIBRARY
Percolate's Asset Manager acts as a single storage destination for all marketing images, videos, design files, and documents. By storing media in this location, team members can easily search, download, tag and create content with branded assets.



SORT ASSETS WITH TAGS AND FOLDERS
Percolate's tagging system catalogues assets into a searchable, filterable system to assist with image discovery and marketing creation. Mass uploading and tagging allows teams to quickly apply the correct metadata to brand assets for easy retrieval.



INCORPORATE MEDIA ACROSS THE PLATFORM
The Asset Manager is integrated into the Percolate platform, enabling teams to include their assets in briefs and marketing content creation as well as gather analytics on posts including media assets.



PROCURE LICENSED VISUAL CONTENT
Percolate's Asset Manager allows brands to source assets from a collection of over 40 million royalty-free images from Getty and Shutterstock. Original content created by one of Percolate's Content Fulfillment Partners will also live in the Asset Manager.



“Photographer is just an incredible tool for me to source content from people across the company in the United States and Tokyo in real-time.”

Byard Duncan,
Communications Manager at Blue Bottle Coffee



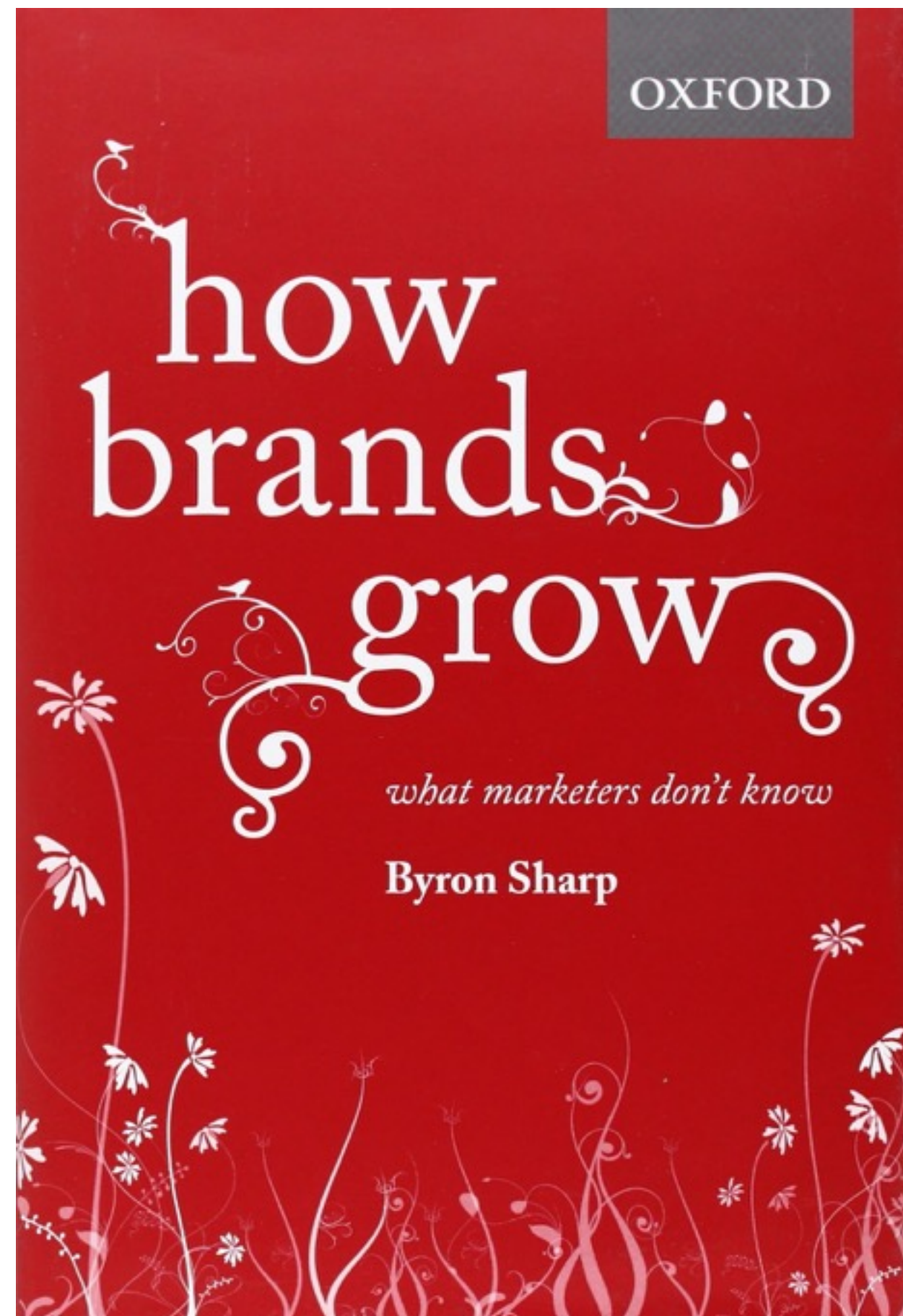
BLUE BOTTLE
Connecting Digital
and In-Store Marketing



Be Contextual



No 1. Rule for Growth



**REFRESH & REBUILD
MEMORY STRUCTURES**

1. Quick & Dirty

2. Getting Smarter

3. Keeping up




Where to start?





Strategic alignment

Feedback

 Percolate Marketing

CREATE

+

CREATE

SHARE

COPY

BRIEF

WORKSPACE


CREATIVE

MARKETPLACE

SEND FOR APPROVAL

Learn More ?

Transition Conference 2015

 Percolate Marketing

+ BRIEF SECTION

Learn More ?

Challenge

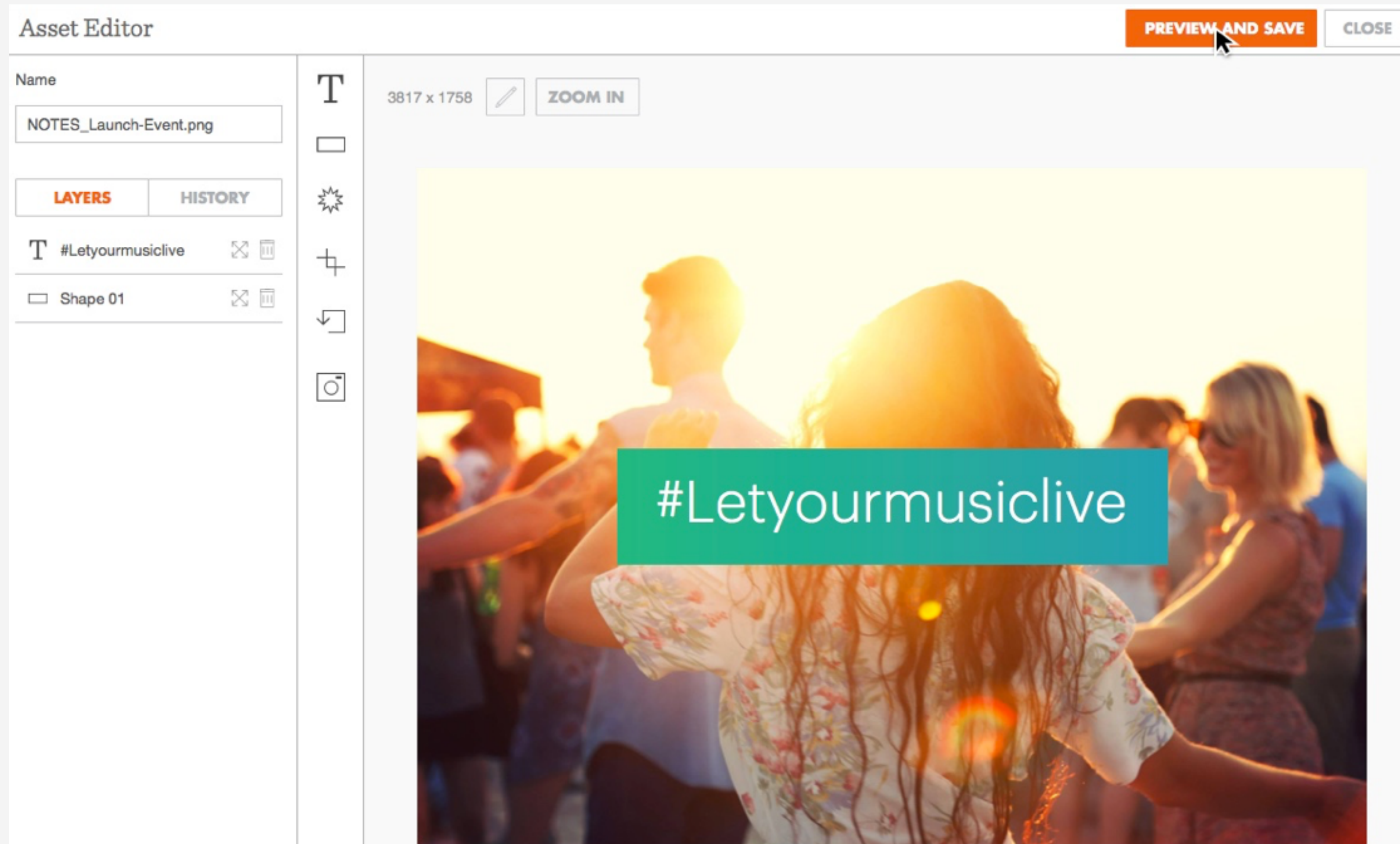
Put on a one-day conference held at the Time Center on September 24, 2015 that showcases Percolate's thoughtful brand in the following ways:

- Shares insights on how systems and technology are making great things happen across the world
- Shares insights around the jobs of the future as we enter the age of cognitive/non-routine roles
- Shares our passion for brands and addresses the challenges they face across industries and markets
- Inspires marketers to come up with more thoughtful, sustainable, and creative solutions to their challenges

We're going to organize our content and the programming into three themes:

- We are moving to a richer world
- We are moving to a more connected world
- We are moving to a world run on software

Everybody creates



Speed bumps


1 of 1 post < > ✕

f

T

Tidy Soaps shared a link.
05/01/15

As one of the greenest companies on the planet, Tidy Soaps is proud to be an official sponsor of Green Week. Check out our blog to learn how you can make a difference this week in your local neighborhood.



#GreenWeek

Tidy Soaps Blog
blog.tidysoaps.com

As one of the greenest companies on the planet, Tidy Soaps is proud to be an official sponsor of Green Week.

Wednesday 05/01/15 at 13:46 pm — Tidy Soaps

T

Does this post represent Tidy Soaps, US?

Please select at least 2 brand prompts that apply

☒ Does this post present Tidy Soaps as a

Please ensure that any image is not pixelated and that any individuals are portrayed in a positive, respectful tone.

☐ Does this post use an image that is optimistic and of good quality?


☐ Does this post feature the Tidy Soaps logo?

SUBMIT POST

REVISE POST

On the same page

Feedback

 Percolate Marketing

CREATE

CREATE

SHARE

COPY

Transition Conference 2015

WORKSPACE SECTION


Confirmed Speakers

Beatriz Perez - Chief Sustainability Officer, Coca-Cola

Bea Perez is Chief Sustainability Officer of The Coca-Cola Company. Bea created a strategy that is growing the business while making a positive difference for people, and her strategy is helping the Coca-Cola System to economically empower 5 million women. Bea is also leading the System's efforts to integrate sustainability deeper into the business that Coca-Cola operates.

Linda Boff - Chief Marketing Officer, GE

Linda Boff is responsible for GE's global advertising, digital, and content marketing, experience, sponsorship and design strategy. Previously, Linda was CMO of iVillage and joined GE in early 2004 with 18 years of experience in marketing, advertising, and content. She is a Changing the Game Award winner, B2B Magazine's 2012 Digital Marketer of Year and a member of the Ad Council's Executive Committee.




Victor Gamez commented on this campaign

Christy Macleod

 the whitepaper is uploaded and ready for your review.

16 hours ago




Elinor Garcia-Garcia commented on this campaign

Chris Bolman

 yes we are all set. Michael took care of it last night. We've also locked down the venue for the afterparty.

17 hours ago




Chris Bolman commented on this campaign

Elinor Garcia-Garcia

 did we finalize the contract with the caterer?

18 hours ago




Christy MacLeod commented on this campaign

Michele Byrne

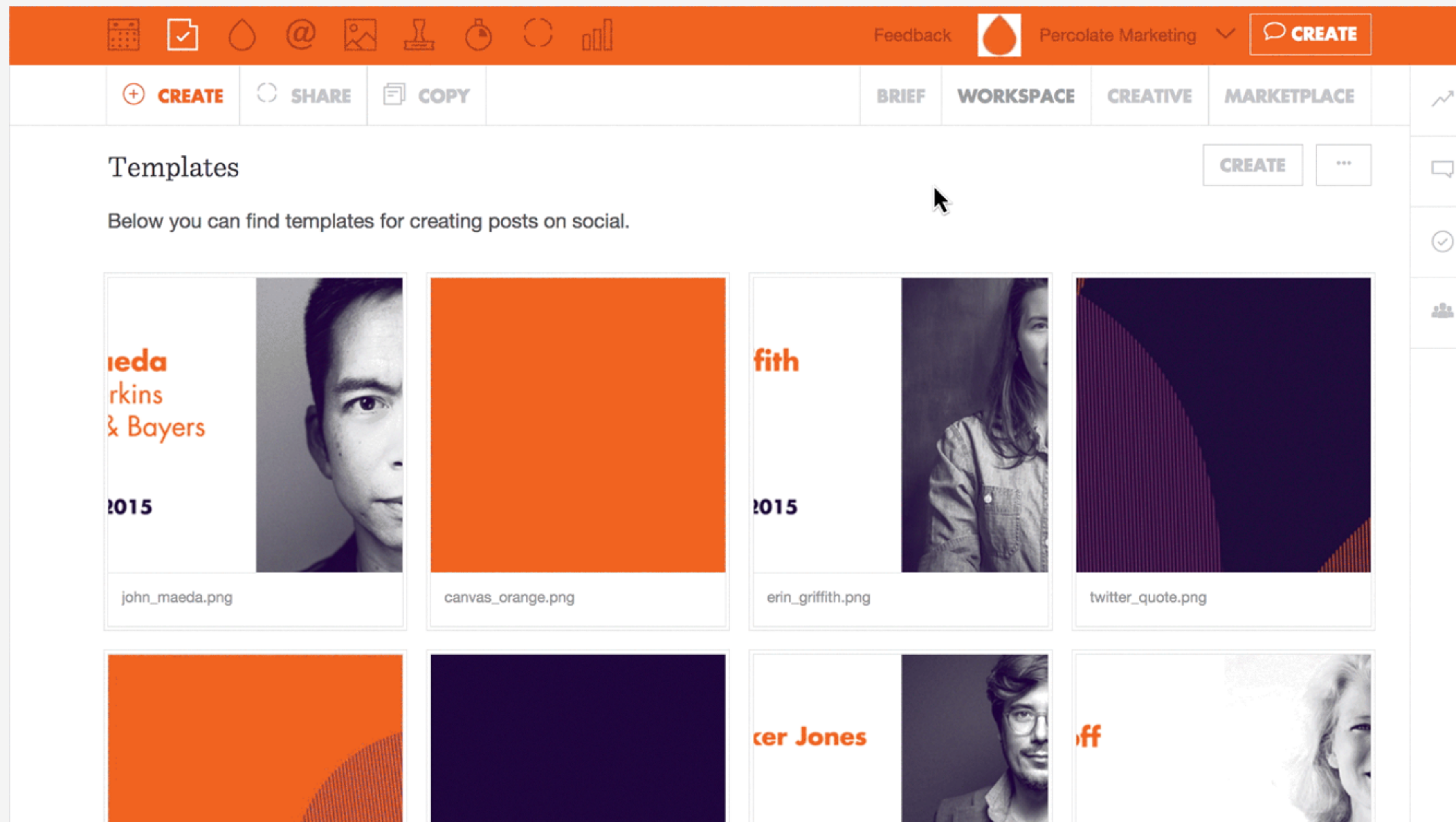
 yes I just uploaded them to the workspace. Please let me know if you need anything else.

20 hours ago

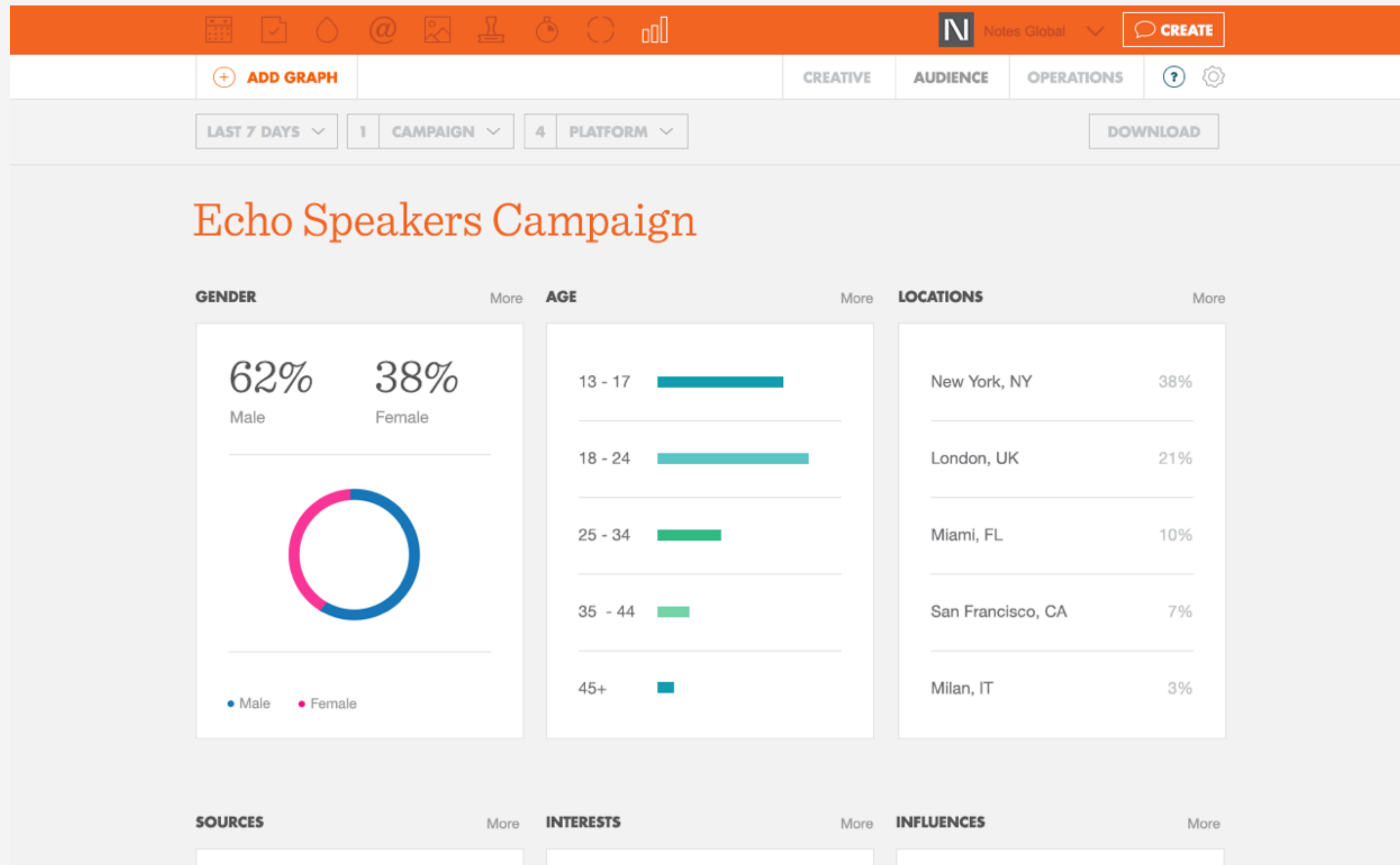


Michele Byrne commented on this campaign

Assets in one place



See what's working



Reducing the hoops



SMALL TEAMS



BIG ORGANIZATIONS



LOADS OF BRANDS



COTY

A DESIGNERS GUIDE TO MARKETING

1. You can do more than you think with little budget
2. Map your customer journey to be more strategic
3. Put systems in place to grow your brand, and team



@abstractsunday

