

MAXIMIZE YOUR MARKETING 4.2

CONNECTION OPPORTUNITIES & UNIVERSALS

What motivates and draws our connection to each other? Use this exercise to understand how story, familiarity, and universal themes create and cultivate connection.

1. Write down your favorite movie or book.
2. Think about its plot or storyline.
3. Write down what you love about the movie.

DEFINITIONS

Tangible: any object or thing you can see, touch, taste, hear, or smell.
example: your kitchen stove

Intangible: the concepts and ideas tangible items represent. Intangible meanings are abstract and include ideas, feelings, relationships, values, and beliefs.
example: nourishment, satisfaction, connection, serving others, provision

Universal: concepts to which everyone can relate but no two people will see exactly the same way. Some intangibles are also universal concepts. Universal concepts provide the maximum amount of relevance to the widest audience.
example: home, health, hunger, luxury, love, death, family, comfort

List some of the Tangible, Intangible, and Universal components of your favorite movie or book. How do these pieces impact your connection to this story?



LET'S PUT IT INTO PRACTICE

What's your business's story? How does it cultivate connection with your customers? Customers experience a cohesive and consistent connection to a business when the personality, mission, and values of a business shine through in all its communication. Build out the pieces of your story, so that you have them handy to shine through all your marketing.

What one word describes your brand's personality?

What one word describes your ideal customer experience?

With these words in focus, add more components of your business's story.

TANGIBLES

INTANGIBLES

UNIVERSALS

How do the components above impact your connections with customers?



BONUS BRAINSTORM

Jot down marketing messages or experiences your business can craft to create and cultivate customer connection. Incorporate tangibles, intangibles, and universals that help your communication stay centered around the personality, mission, and values of your business.

A large green rectangular area containing 20 horizontal white lines for writing.

