Owner: Meg Murphy

Build a brand that everyone in business knows, loves, & trusts.

- Clarify our core identity, articulate our movement and own our our impact
- Incorporate across brand
  - Messaging refresh
  - Visual refresh
  - Internal / industry alignment

Obstacles: Collecting representative sentiments, internal buy-in / feedback, accurate synthesis, proper enablement, comprehensive roll-out

Hi, I'm Meg.

School stuff:

- B.A. Bates College, Sociology

Work Stuff:

- Aberdeen Group
- High-Growth B2B SaaS Startup
- Pivot at early-stage B2B AI startup
- G2 Crowd !

Internet stuff:

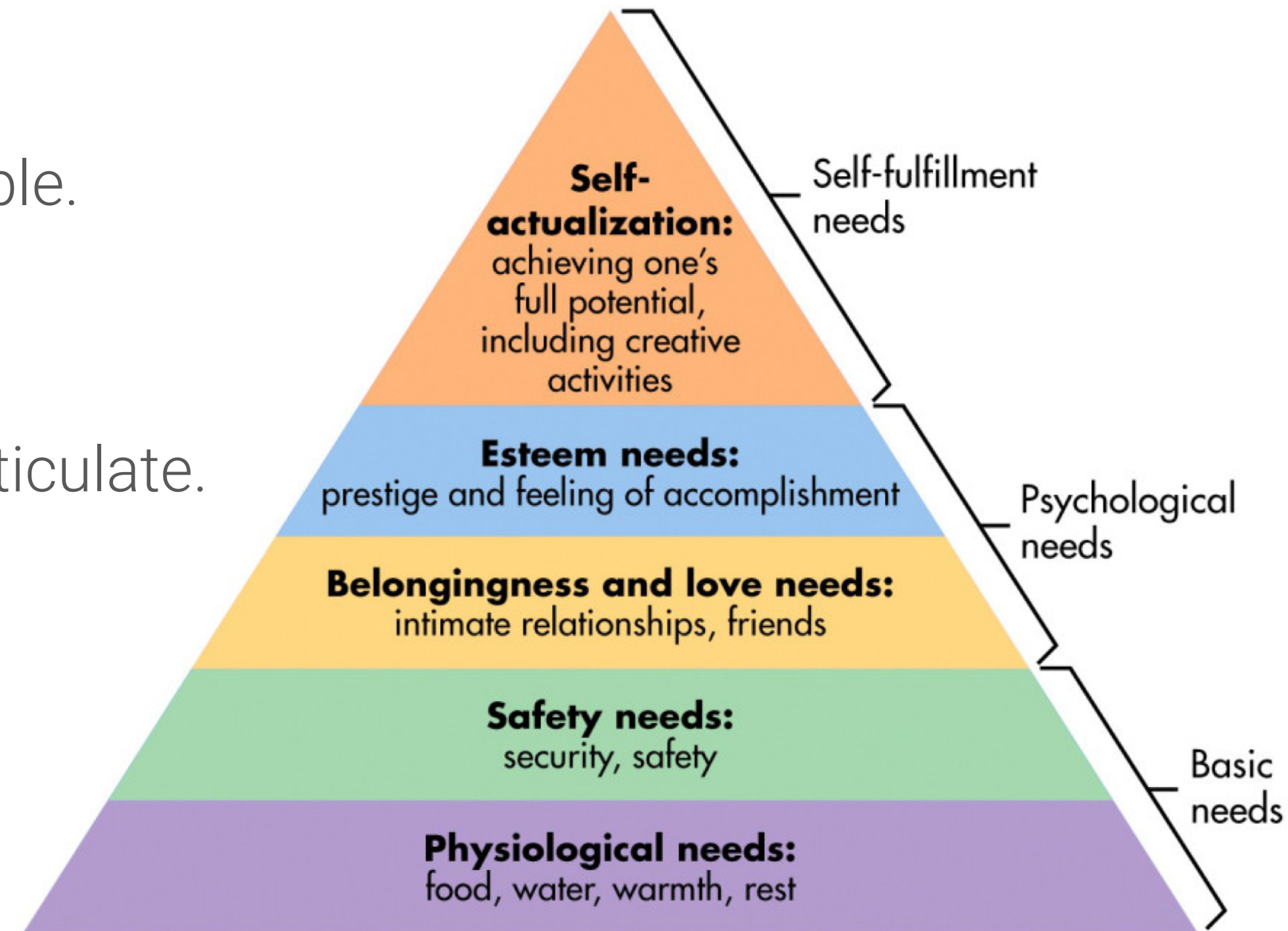- .in/megalegamurph
- @megalegamurph
- www.megalegamurph.com
- 860-716-9475

Business and Social Psychology

Businesses are just institutions of people.

You have to start at the base.

The higher you go, the harder it is to articulate.
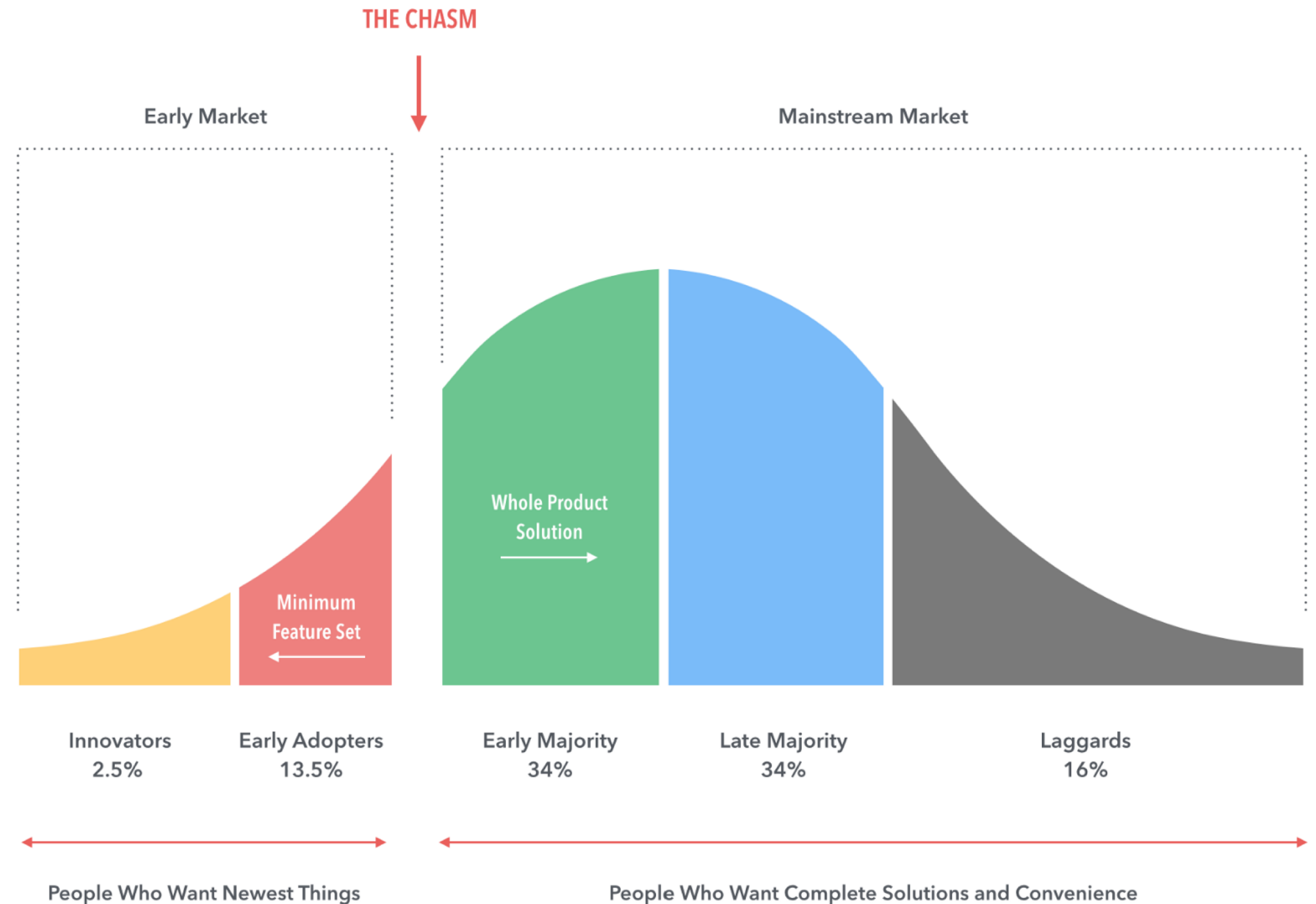
Moving from Transactional to Transformational

Contagious message

- Visceral, not logical
- Inspires urgent action

Advocates to share the message

The right market conditions

Stickiness factor

THE CHASM

Early Market

Mainstream Market

Minimum Feature Set

Whole Product Solution →

Innovators
2.5%

Early Adopters
13.5%

Early Majority
34%

Late Majority
34%

Laggards
16%

People Who Want Newest Things

People Who Want Complete Solutions and Convenience
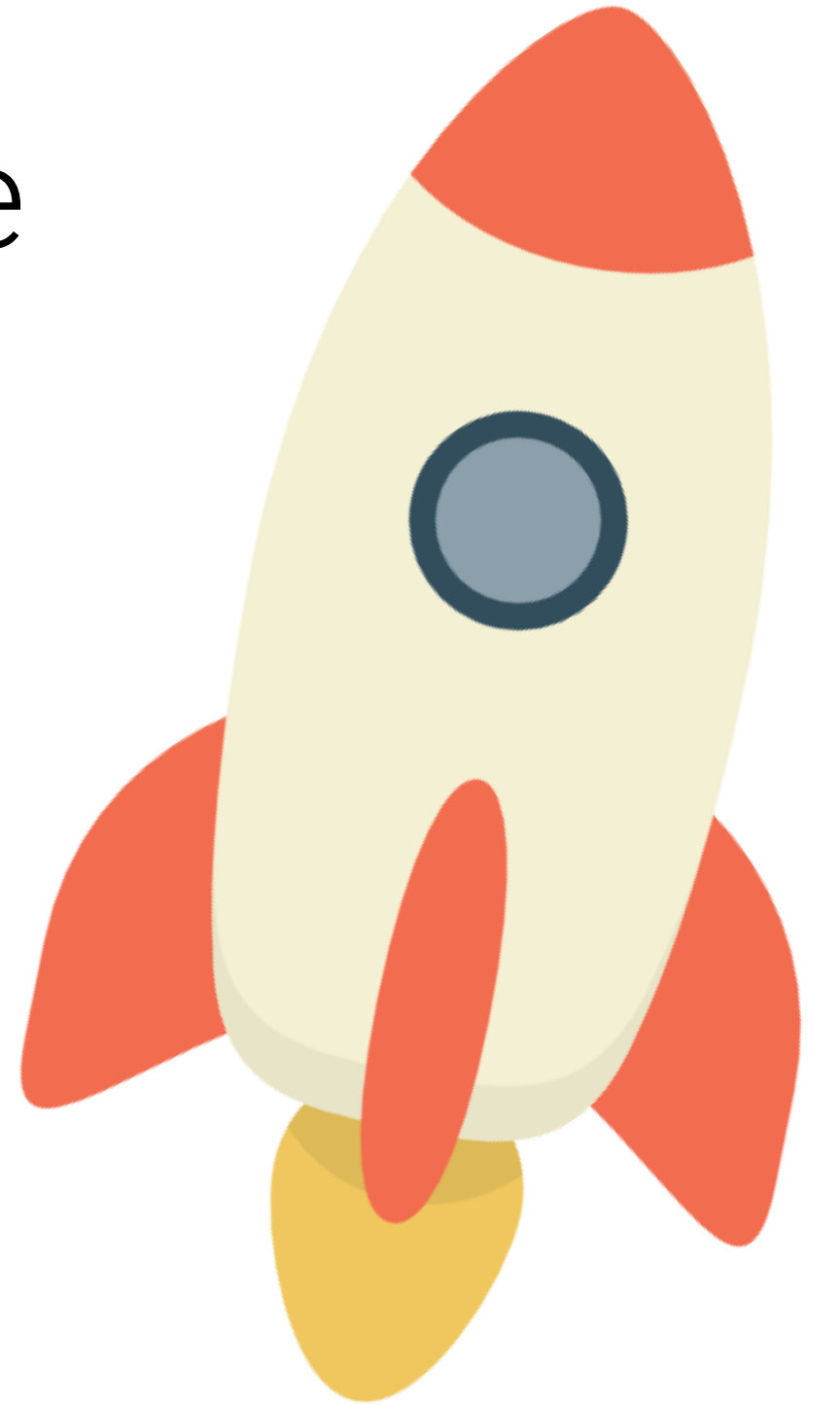
"G2 is a rocket ship. It's intense, and I love it… I don't know why, but I do."
-    Matt Gorniak, CRO

The Ultimate Startup Metaphor

COMPANY ROCKETSHIP

- High energy, singular focus: Moon
- We're going special places
- Elite experience for pioneers
- Legendary story
- Building something cool

PERSONAL ROCKETSHIP

- High energy, singular focus: IPO
- Career advancement
- Entrepreneurial spirit, elite team
- Recognition, relevance, and prestige
- Building something cool
- We could make a lot of money

"I don't believe we're changing the world, we're here to make money. Our mission doesn't hurt anyone so that's good, but I need to make money one way or another, and I'd rather do it with people I like in a cool environment where I can grow quickly."

Rockets inspire.
Rockets move society forward.
Rockets move other things really fast too.

"This is one small step for man, and one giant leap for mankind."

We will not pretend to be what we're not.

"G2 helps us **become aware** of our strengths and our shortfalls so **we know how our customers see us**. This knowledge is **priceless**!

It **makes our lives much easier** and it's **genuine**...there's nothing to hide, which promotes **good partnership**.

"G2 Crowd helps us **reach our business goals faster**."

Some of the analytics are **out of this world**...we rely heavily on it.

VENDORS

"

G2 Crowd is my **new secret weapon** - they have been a **fantastic partner** who are **helping us bring the genuine delight of our customers to the surface.**

It was **shocking** (to us) when we saw how our active prospects in live-deals were using G2 Crowd to make their decision - once we saw that **it was a no-brainer to double down** on G2 Crowd.

— Grad Conn, CMO at Sprinklr (and Microsoft's ex-CMO)

" Honestly the G2 Crowd Grid for SEO was a **LIFE-SAVER**! I had a **short time to find a tool** and pitch it to leadership, and in order to do so I **needed to be able to speak authoritatively** to the differences between my recommendation and a handful of competitors. G2 Crowd **helped me identify a few options I had never heard of**, and eventually select one that I'd initially nixed from my list, but which **I'm extremely happy** with so far!

"Love referencing G2 Crowd when looking into different software solutions/technologies. Reviews are **very thorough** and **extremely helpful.** "

USERS

"G2 crowd is a great resource for learning about different solutions and products **that could improve my role within my company.** There are many tools available and **being able to pick the best tool for the job is very important.** It is nice to see what others think about the tools, how they are implementing it, and how they believe those tools could be improved. There are l**ots of product details that are not widely advertised** from the developers of these tools that I have learned about through G2."

THEMES

- G2 crowd gives me confidence to make high-stakes decisions for me and for my company.
- G2 crowd helps me and my company reach our goals faster
- G2 crowd helps our product and our team identify, own, and improve on new opportunities and weaknesses we didn't know about before.

People love our team, they love our impact on their career, and the impact we have on their company. We provide something critical to their business and their careers which they can't find on their own or anywhere else.

THE GOAL:

Articulate what we do, how we do it and why it matters:
- to us
- to our audience and their goals
- to the world

Everyone at G2 should have the same answer, believe it, and understand how everything we do contributes to these goals

MISSION
What we do

INDUSTRY MESSAGE
Why every company should care

COMPANY MESSAGE
What your company should do

ROLE-LEVEL MESSAGE
Who should care

PRODUCT-LEVEL MESSAGE
How to do get there

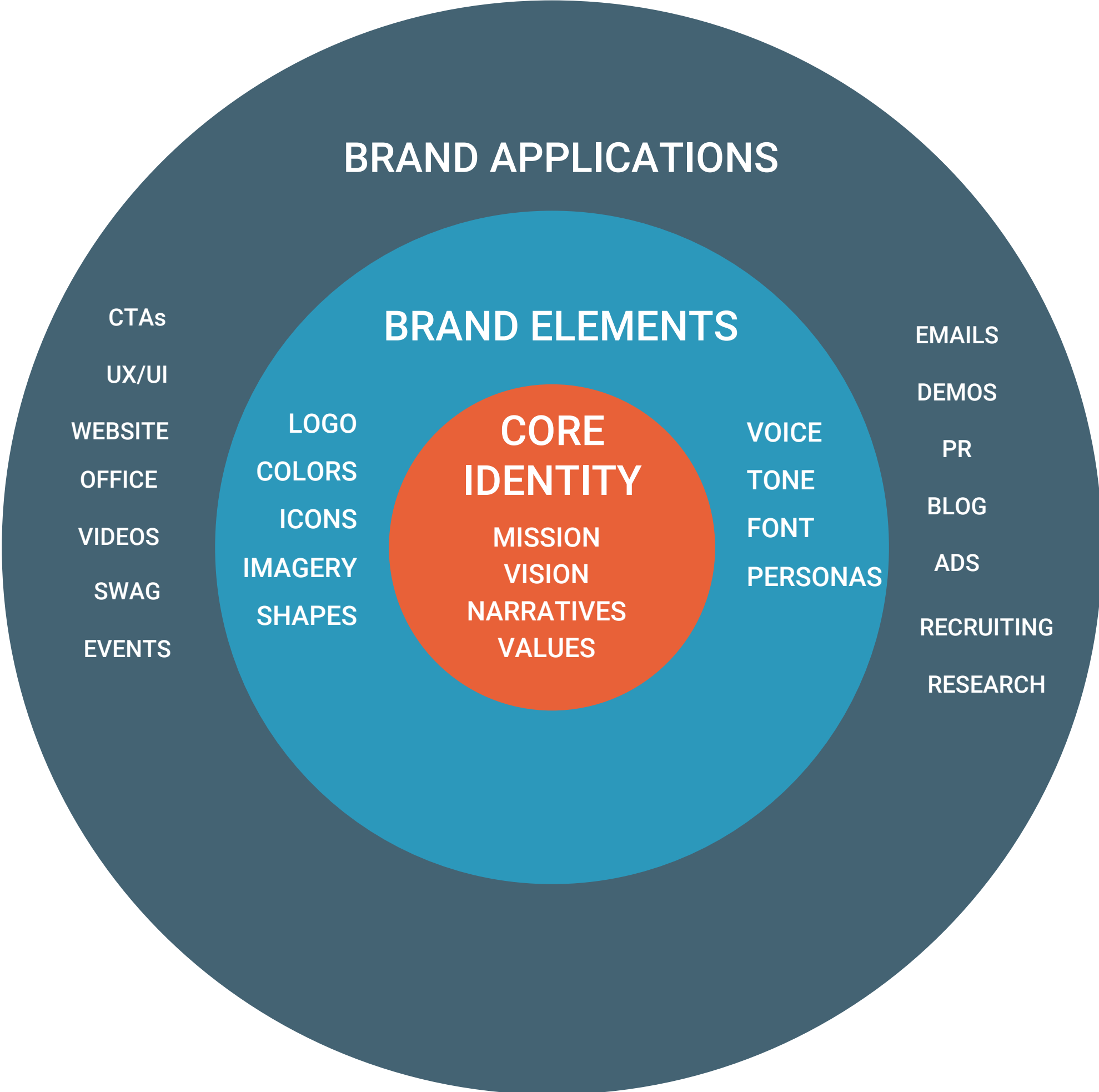| Salesforce.com Mission "What we do."	Help companies connect to customers in a whole new way				
Industry-level Message "Why every company should care"	**Welcome to the Internet of Customers** In the Internet of Customers, billions of people, things and devices are connecting faster than ever before. New mobile, social and cloud technologies are enabling these connections.				
Company-level Message "What your company should do"	**Become a customer company** Behind every app, every device and every connected thing is a customer. Customer companies are inventing new ways to connect to customers through the Internet of Customers.				
Role-level Messaging "Who should care"	**Customers** Connect with your customers in a whole new way	**Employees** Run your business from anywhere	**Developers** Build next generation apps	**ISV Partners** Build the next generation apps company	**Admins** Manage Salesforce from anywhere

Product-level Messaging
"How to do it."

		Customers	Employees	Developers	ISV Partners	Admins
	Salesforce1 Platform The customer platform for the internet of customers	① Developers: Build the next generation of apps today	② ISV Partners: Build, publish, market and sell on AppExchange	③ Employees: Experience next generation apps on any device	④ Customers: Fast to build and deliver mobile and desktop apps	⑤ Admins: Manage Salesforce from anywhere
	Sales Cloud The customer platform to sell from anywhere	① Employees: Sell from anywhere	② Customers: Collaborate and sell more with partners and customers through communities	③ Developers: Build custom mobile sales apps	④ ISV Partners: Extend success with 2,000+ AppExchange apps	⑤ Admins: Easy to customize Salesforce for your business
	Service Cloud The customer platform to embed service everywhere	① Employees: Serve customers everywhere	② Customers: Increase customer satisfaction by serving customers everywhere	③ Developers: Embed service into every app and product	④ ISV Partners: Extend success with 2,000+ AppExchange apps	⑤ Admins: Easy to customize Salesforce for your business
	ExactTarget Marketing Cloud The customer platform for 1:1 marketing	① Customers: Deliver personalized, targeted content on any device or channel	② Employees: Collaborate on campaigns, assets, and events	③ Developers: Build custom apps, integrate data, and connect products	④ ISV Partners: Build and sell apps on the ExactTarget AppExchange	⑤ Admins: Build, run and manage ExactTarget marketing campaigns

BRAND SYSTEM

Inspiration: Asana's rebrand

BRAND APPLICATIONS

BRAND ELEMENTS

CORE IDENTITY

MISSION
VISION
NARRATIVES
VALUES

LOGO
COLORS
ICONS
IMAGERY
SHAPES

VOICE
TONE
FONT
PERSONAS

CTAs
UX/UI
WEBSITE
OFFICE
VIDEOS
SWAG
EVENTS

EMAILS
DEMOS
PR
BLOG
ADS
RECRUITING
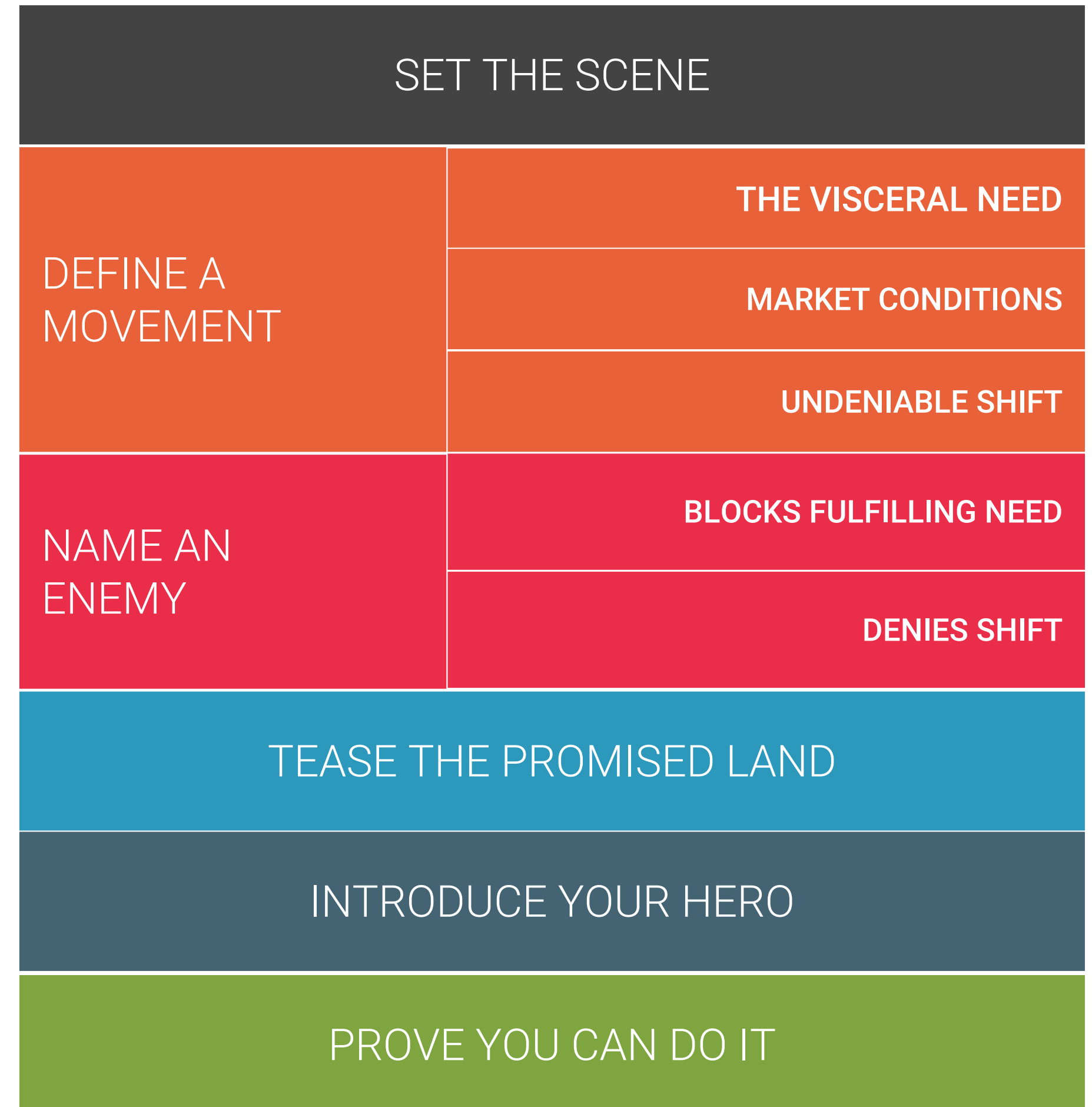RESEARCH

SELLING A MOVEMENT

We want to sell a movement, and a completely new way of engaging with the world.

Inspiration: Andy Raskin

SET THE SCENE	
DEFINE A MOVEMENT	THE VISCERAL NEED
	MARKET CONDITIONS
	UNDENIABLE SHIFT
NAME AN ENEMY	BLOCKS FULFILLING NEED
	DENIES SHIFT
TEASE THE PROMISED LAND	
INTRODUCE YOUR HERO	
PROVE YOU CAN DO IT	

DATA INPIUTS

- Reviews (duh.)
    - G2 Crowd
    - Glassdoor

- 1:1 Interviews
    - Leadership Team
    - Investors
    - G2 Leadership

GOAL OUTPUTS

- Messaging frameworks
    - Mission, vision, values, personality
    - Narratives and enemies

- Voice and visual style guides

INITIAL THOUGHTS

- Redefining connection in business and in life

- Harness connected / collective intelligence to empower lean thinking and agile strategies

- Reject fake information that undermines good decisions and real connections

- Leverage the customer voice Create your tipping point