



Marketing Strategies to Build Your Business Tribe

Evoke the Power of Connections™

Your leadership can create a tribe of such avid followers they feel compelled to talk about what you do.
So, are you ready?

Videan Unlimited leads you in empowering customers to generate a marketing movement for your services/products by building your business tribe and word-of-mouth marketing (WOMM). Here are a few programs to get you started:

Comprehensive Planning: The LINC Strategy Program

Videan Unlimited walks you through our four-step, **LINC** communication process:

1. **Listen:** We interview your existing and potential customers for invaluable feedback on their interaction with you.
2. **Illuminate:** Together, we generate customized marketing strategies and tactics in a 1-on-1 strategic-marketing session with your team (details below), including feedback from Step #1.
3. **Nurture:** We develop your business-tribe/word-of-mouth marketing plan from the strategies and tactics generated in Step #2. This gives you a strategic plan to follow for three to six months.
4. **Create:** Videan Unlimited team member(s) guide the implementation of your marketing plan, based on the strategies and tactics outlined in Step #3.

Strategic-Marketing Session Options

1-on-1 Strategic-Marketing Session: This VIP strategy session covers the key marketing needs of only your organization. You and your team participate in a customized, three-hour gathering, led by Ann Videan. Expect to walk away with immediately usable, business-tribe/word-of-mouth marketing ideas, and Videan Unlimited follows-up with a three- to six-month plan including action steps for implementing the best ideas we generate.

Up-to-10 Strategic-Marketing Session: This session is shared with up-to-10 other small businesses. From this two-hour marketing-strategy session, facilitated by Ann Videan, we guarantee every participant will gain immediately usable, business-tribe/word-of-mouth marketing tactics. Participants receive a follow-up recap of all ideas generated.

Strategic-Marketing Roundtables: Join Ann for lunch at a "chat-worthy" venue, network with other business associates, and get ideas and resources about business-tribe/word-of-mouth topics customized for your organization. These lunches are by invitation only.

Content Introducing Business Tribes and Word-of-Mouth

BizTribeTips on Twitter: <140-character marketing tips delivered to you free every day. Use them immediately! Follow @annvidean.

BizTribe Blog: Immerse yourself in active dialog about developing business tribes. Find tips for building your WOMM strategy, thought leaders' ideas, people to help bounce ideas about growing business tribes. Concepts, tools and techniques wait online at <http://biztribe.wordpress.com>.

The LINC: A free bi-weekly e-newsletter providing a more in-depth business

tribe/word-of-mouth marketing tips, which you can implement right away. Ann also shares her photographs, demonstrating real-life WOMM examples. Subscribe at <http://visitor.constantcontact.com/email.jsp?p=oi&m=1102276802165>

Speaking Engagements: Learn more about strategically building word-of-mouth marketing, how to develop your circle of influencers into a business tribe, and explore creative tactics to start immediate buzz. Ann provides a customized presentation for your organization or group to bring you up-to-speed and kick-start your efforts.

You may hold your marketing strategy sessions on-site, or at your location of choice, but most take place in the aquarium-themed Videan Unlimited Think Tank.

The Videan Unlimited Think Tank
4131 N. 24th Street, #C210, Phoenix, AZ 85016

What Clients Say

Without exception, all participants rate Videan Unlimited LINC and Strategic-Marketing Sessions 4 or 5. (Scale = 1 to 5, with 5 as "The Best").

"I've worked with Ann on a number of projects that started from an idea and matured into money-making ventures. She's personable, quick to the task, and fun. I've often thought of her as a human 'network server,' always at the ready to supply ideas, contacts, copy, and good humor!"

—Dee McVicker, writer, Grassroots Communications

"If you're stuck and just can't get beyond a barrier, a Videan Unlimited session will really help unlock new ideas and help you move your business forward."

—Janet Drez, inspirational speaker/author, Octopus Faith

"Ann is the guru of word-of-mouth marketing. Through knowing her, I have made new friends, colleagues, and found new business opportunities. You need to know her!"

—Tony Felice, owner, Tony Felice PR



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About Videan Unlimited, LLC



Award-winning Business-Tribe Architect Ann N. Videan, APR, has learned one main thing from strategizing marketing with hundreds of entrepreneurial visionaries: You don't need to spend too much time and too much money on marketing to obtain exciting results. The simple secret? Our focus on five key attributes: excellence, creativity, kindness, rewards and results.

Word-of-mouth blooms when you offer **Excellent** products and services that intrigue and/or serve customers. This is where it all starts.

Your marketing will work best if you involve **Creativity**. All it takes is a marketing idea or message that is unique or even outrageous enough to get people talking.

Your marketing thrives when you build trusting relationships based on **Kindness**, respect, integrity and giving.

Excellence, creativity and kindness attract loyal followers to your business tribe, as Ann's own marketing consulting firm has experienced since its founding in 1996. Leveraging word-of-mouth and marketing strategies based on these three fundamentals has earned us 99 percent of our clients.

Accredited in public relations, Ann consults with all levels of entrepreneurial thinkers. She has worked with everyone from microbusiness owners in the neighborhoods of Phoenix, AZ, to executives in Fortune 500 companies like Apple Computer. Ann also has worked with firms as disparate as a telecom provider in San Francisco, Calif., and a die bonder manufacturer in Cham, Switzerland.

With all clients, we focus on making the work **Rewarding**. We strive to create marketing efforts involving fun, community service, and emotional attachment, which pays off with "wins" like these:

- We enticed 15,000 extras to Sun Devil Stadium in Tempe, AZ, to film football movie scenes for *Jerry Maguire*.
- We served as the catalyst for Rhino Internet/Staging's role in reintroducing white rhinos to the Phoenix Zoo. (Next time you visit, be sure to check on Ann's retired lady friends Notch and Half-Ear.)
- Ann leads her own successful business tribes for communicators, writers, and consultants.

Sometimes other people notice what we do, too, which we find both gratifying and humbling:

- As editorial director of *RealTime*, a corporate in-house news magazine, Ann and her team earned a prestigious Gold Quill honorable mention from the International Association of Business Communicators.
- Peers in the Public Relations Society of America selected Ann to receive the Phoenix chapter's top honor: the PERCY Award.
- A national panel of home-based business experts selected **Videan Unlimited** as The Crown Jewel Award (top U.S. home-based business).

At **Videan Unlimited**, we start with excellence and end with what everyone wants: **Results**. Our clients report thousands of dollars in increased revenue within months of starting work with us. They also often comment on gaining enhanced clarity for their marketing vision, and powerful connections with unique people and ideas.

For fun, Ann spends a great deal of time writing, volunteering for community and professional organizations, and creating memories with her loving and supportive husband, son and daughter. She is also a novelist, musician, photographer, and avid in-line skater.

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