

***Final copy for the Etumos brand book, the result of a two-month interview and drafting process. The design of the book (to be done by an actual graphic designer) is on hold due to other priorities.***

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## **1. OUR STORY**

Etumos (from the Greek *etumon* for "true" or "actual") was founded in 2014 by Edward Unthank.

That coffee shop operation has since grown to become B2B marketing technology's premier consultancy, its growing group of experts forming an automation-obsessed dream team.

Even with consultants and clients now spread nationwide, the aim has not strayed from our namesake. What matters then still matters now, and that's getting real, accurate results from methods so innovative they don't even have names yet.

For those clients, we clean up messy systems, fill resource gaps, and maximize their time investment. We are the honorary team member that makes their own employees better.

As the sphere's thought leaders, we are reinventing marketing automation's best practices and language. And as Etumos evolves, so too does the industry right behind it.

## **2. MISSION AND VISION**

### **MISSION:**

Etumos helps businesses better connect with their customers. We do this by tracking only what matters, solving today's problems and preparing clients for unforeseen challenges tomorrow, and building systems that are scalable, robust, and enduring.

### **VISION:**

Etumos defines what marketing automation success means, then blows away those very expectations. We are the thought leaders for marketing automation, operations, and strategy, constantly setting the standard for quality while having the silver tongue to teach others the way. We continue to find the best ways to solve the industry's problems through innovative methods and clear solutions.

### 3. CORE VALUES

Our core values are what Etumos stands for. These principles guide our strategy, aid us in making quick decisions, and help build rapport with potential clients faster (while filtering out unsavory ones).

#### **EXCEPTIONALISM:**

Our work challenges and changes the industry by making everything else seem second rate. We never leave possibility of a better option.

#### **OBJECTIVITY:**

We let the numbers tell us where marketing should invest its time and money, and not the other way around.

#### **TRANSPARENT INTEGRITY:**

With nothing to hide and everything to show, we build trust and gain the respect of our colleagues, clients, competitors, and industry alike.

#### **FORESIGHT:**

In our world, success is only success if it lasts. We write the map that everyone else will soon follow.

#### **MENTORING AND NURTURING:**

Know their business, not just their problem (and how to improve upon both).

### 4. THE ETUMOS BRAND PERSONALITY AND VOICE

Etumos' voice is authoritative. We tell it like it is, but in a way that our audience respects and isn't off-putting. We're the hotshot yet caring professor: we've been in the arena, know what we are talking about and can convey it in a grounded way, but still leave room to change our opinion when new truths arise.

We don't like speaking in unclear, 'soften-the-blow' language or using beaten-to-death buzzwords like "synergy", "value-add", and "low-hanging fruit".

And while we may speak in definitive and *technical* terms, we're not above sneaking in a few jokes. After all, we're not robots (yet). We enjoy diving deep and geeking out about what we do, but even more we love using our voice as a tool to help others succeed.

## 5. THE ETUMOS TARGET AUDIENCE

### **Primary: Vice President / Senior Directors of Marketing**

The shot-caller for marketing initiatives at their enterprise B2B company. This person wants order, structure, and to-the-point answers for their marketing automation systems *now* and is willing to spend for it. They want to bypass the learning curve by pairing their team with experts that will make them better. They are fast-decision makers who discover Etumos via recommendations from colleagues, or by searching for who in the industry will put them on the fast track to success.

### **Secondary: Manager / Senior Manager / Lower Level Marketing Director / MA Tool Users At Medium to Larger Companies**

Some of these individuals have long been fans of our work and now have some influence with the direction of their company's marketing efforts. Many of them have tried to build their own frameworks, coming to us when they are out of options, time, or patience. Many more are just extremely eager to start seeing real results—that's where we come in and show them what to focus on right now.

## 6. ETUMOS BRAND FILTERS

Brand filters are criteria which all communication, marketing, and sales efforts are screened against before publishing. They serve as guidelines to the language and tone that should be used to ensure a consistent voice to our audience.

While these five keywords don't have to be used outright ("Etumos is a leading, elite, meaningful, scientific, and technochic super consultancy" would be quite burdensome), their spirit should be invoked when writing public-facing copy, marketing materials, or other resources.

### **OUR BRAND FILTERS:**

#### **INTELLIGENT**

*Insightful, Methodological, Technical, Veteran*

Competitors wish they could be us, clients wish we could join them full-time.

#### **SUBSTANTIVE**

*Anti-fluff, Authentic, Honest, Meaty*

While others are still daintily sugar-coating, we're delivering a firehose of substance directly to the client.

**INNOVATIVE**

*Creative, Influential, Pioneering*

We're reinventing marketing automation and its new language; clients just have to listen.

**APPROACHABLE**

*Congenial, Down-to-Earth, Open, Witty*

While definite, our tone should never feel exclusive.