Road Map

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Let’s Connect!

Website

LinkedIn

Instagram

YouTube
PURPOSE

Marked by Mar’s mission is to leave a positive mark in your life through putting people first and problems second.

Mariana Urrea is always willing to help and hopes to change the narrative of what professionals look like through building a community of ambitious, confident, and untraditional future professionals.

Marked by Mar leaves positive marks behind by taking advantage of opportunities and making the most of them in the present.

BRAND STORY

Growing up I constantly experienced changes. If it was from a new school, a new country, or a new home I grew up learning how to adapt quickly. But I did not take this process up by myself. It was the people at each new location that made all the changes in my life an easier process.

Marked by Mar hopes to understand each person’s personal struggles and transform them into ways that can leave positive marks behind.

I want to make your experience a memorable and enjoyable one in every new environment you find yourself in.
# PEOPLE - B2B

<table>
<thead>
<tr>
<th>CANVA</th>
<th>BLOGILATES</th>
<th>SUMMERSALT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer Problem</strong>&lt;br&gt;Stressful, challenging, and costly interactions with design software</td>
<td><strong>Customer Problem</strong>&lt;br&gt;Struggles with body image and working out</td>
<td><strong>Customer Problem</strong>&lt;br&gt;Struggles with swimwear shopping experience and feeling sexy</td>
</tr>
<tr>
<td><strong>Firmographic Profile</strong></td>
<td><strong>Firmographic Profile</strong></td>
<td><strong>Firmographic Profile</strong></td>
</tr>
<tr>
<td>❖ Firm age - 9 years (Since 2012)</td>
<td>❖ Firm age - 12 years (Since 2009)</td>
<td>❖ Firm age - 4 years (Since 2017)</td>
</tr>
<tr>
<td>❖ Revenue - $1.0 B (2021)</td>
<td>❖ Revenue - $11 Million</td>
<td>❖ # Of employees - 87</td>
</tr>
<tr>
<td>❖ # Of employees - ~2,670²</td>
<td>❖ # Of locations - 87</td>
<td>❖ # Of locations - 87</td>
</tr>
<tr>
<td>❖ # Of locations - 3³</td>
<td>❖ Industry type - Fitness &amp; Dance Facilities, Recreation</td>
<td>Headquarters in LA</td>
</tr>
<tr>
<td>❖ Industry type - Design Software⁴</td>
<td>❖ Customer type</td>
<td>❖ Industry type - Clothing and Internet Retailing</td>
</tr>
<tr>
<td>❖ Customer type⁵</td>
<td>o Pilate lovers⁸</td>
<td>❖ Customer type¹¹</td>
</tr>
<tr>
<td>o Marketers</td>
<td>o POPFLEX⁹ - Female</td>
<td>o Individuals who travel often</td>
</tr>
<tr>
<td>o Bloggers</td>
<td>o Identifying individuals</td>
<td>o Adventure seekers</td>
</tr>
<tr>
<td>o Graphic Designers</td>
<td></td>
<td>o Lovers of life</td>
</tr>
<tr>
<td>o Small Businesses</td>
<td></td>
<td>o Women</td>
</tr>
</tbody>
</table>

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1 How Canva hit $1.0B in Revenue with 500K Customers in 2021. (getlatka.com)
2 Canva Company Profile - Office Locations, Competitors, Revenue, Financials, Employees, Key People, Subsidiaries | Craft.co
3 Ibid
4 The Top Private B2B SaaS Companies (getlatka.com)
5 Canva Business Model Assignment - Total Assignment Help
6 Blogilates - Overview, News & Competitors | ZoomInfo.com
7 ABOUT CASSEY - Blogilates
8 ABOUT CASSEY - Blogilates
9 About us - POPFLEX (popflexactive.com)
10 Summersalt Company Profile - Office Locations, Competitors, Revenue, Financials, Employees, Key People, Subsidiaries | Craft.co and Summersalt Company Profile: Valuation & Investors | PitchBook
11 About | Summersalt
### PEOPLE - B2B

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<th>CANVA</th>
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<tr>
<td><strong>Firm Psychographic Profile</strong></td>
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<td><strong>Firm Psychographic Profile</strong></td>
</tr>
<tr>
<td><strong>Brand Values</strong></td>
<td><strong>Brand Values</strong></td>
<td><strong>Brand Values</strong></td>
</tr>
<tr>
<td>❖ Make complex things simple</td>
<td>❖ Motivating people to move</td>
<td>❖ Honest pricing</td>
</tr>
<tr>
<td>❖ Be a force for good</td>
<td>❖ Innovative choreography</td>
<td>❖ Data backed fit</td>
</tr>
<tr>
<td>❖ Empower others</td>
<td>❖ Bringing the fun back into working out</td>
<td>❖ Earth- friendly practices</td>
</tr>
<tr>
<td>❖ Pursue Excellence</td>
<td>❖ Spread happiness</td>
<td>❖ Made for going places</td>
</tr>
<tr>
<td>❖ Be a good human</td>
<td>❖ Size inclusive</td>
<td><strong>Brand Personality</strong></td>
</tr>
<tr>
<td>❖ Set crazy big goals</td>
<td>❖ Sustainable</td>
<td>❖ FEMALE FOUNDED</td>
</tr>
<tr>
<td><strong>Brand Personality</strong></td>
<td><strong>Global Operations - Carbon Neutral</strong></td>
<td><strong>Inclusive</strong></td>
</tr>
<tr>
<td>❖ FEMALE founded</td>
<td>❖ Head office- powered by 100% renewable energy</td>
<td><strong>Empowering</strong></td>
</tr>
<tr>
<td>❖ WORK180 Endorsed Employer for All Women</td>
<td>❖ Climate positive by 2023</td>
<td><strong>Outgoing</strong></td>
</tr>
<tr>
<td>❖ Best place to work</td>
<td>❖ Print sustainably</td>
<td><strong>Buying Attitudes</strong></td>
</tr>
<tr>
<td>❖ <strong>Sustainable</strong></td>
<td>❖ Consume consciously</td>
<td>❖ “...one of the fastest growing women founded start-ups in the country”</td>
</tr>
<tr>
<td>❖ Global Operations- Carbon Neutral</td>
<td>❖ <strong>Startup</strong></td>
<td></td>
</tr>
<tr>
<td>❖ <strong>Startup</strong></td>
<td>❖ Being part of something special/ bigger</td>
<td></td>
</tr>
<tr>
<td>❖ Being part of something special/ bigger</td>
<td>❖ Accessible/ Inclusive</td>
<td></td>
</tr>
<tr>
<td>❖ Accessible/ Inclusive</td>
<td>❖ Learning opportunities</td>
<td></td>
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<tr>
<td>❖ Learning opportunities</td>
<td>❖ Flexible workplace, gym &amp; yoga, brekki &amp; lunch offered</td>
<td></td>
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<td>❖ Flexible workplace, gym &amp; yoga, brekki &amp; lunch offered</td>
<td><strong>Buying Attitudes</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Buying Attitudes</strong></td>
<td>❖ 229+ million designs/ month</td>
<td>❖ 10 million subscribers</td>
</tr>
<tr>
<td>❖ 229+ million designs/ month</td>
<td>❖ 30 million monthly active users</td>
<td>❖ #1 Female Fitness Channel on YouTube</td>
</tr>
</tbody>
</table>

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12 Why Canva | Canva Careers  
13 Why Canva | Canva Careers  
14 Canva awarded #1 best place to work in Australia  
15 Canva’s sustainability practices and goals  
16 Why Canva | Canva Careers
## PEOPLE- B2B

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<th>CANVA</th>
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<td><strong>Firm Geographic Profile</strong>&lt;br&gt;Global&lt;br&gt;100 languages&lt;br&gt;190 countries</td>
<td><strong>Firm Geographic Profile</strong>&lt;br&gt;❖ POPFLEX&lt;br&gt;❖ US&lt;br&gt;❖ CANADA&lt;br&gt;❖ EUROPE</td>
<td><strong>Firm Geographic Profile</strong>&lt;br&gt;❖ Online Retail&lt;br&gt;❖ Many countries</td>
</tr>
<tr>
<td><strong>Firm Benefits Sought Profile</strong>&lt;br&gt;❖ FEATURE- Design software&lt;br&gt;❖ ADVANTAGES- Simple + Free&lt;br&gt;❖ BENEFITS- Express creativity, confident in design abilities</td>
<td><strong>Firm Benefits Sought Profile</strong>&lt;br&gt;❖ FEATURES- Fitness channel + clothing&lt;br&gt;❖ ADVANTAGES- Creative, innovating, and inclusive&lt;br&gt;❖ BENEFITS- Achieve health goals while having fun and looking fashionable</td>
<td><strong>Firm Benefits Sought Profile</strong>&lt;br&gt;❖ FEATURES- Swimsuit&lt;br&gt;❖ ADVANTAGES- Designer quality at the best price, Summersalt fit, recycled materials, comfort&lt;br&gt;❖ BENEFITS- Feel confident and sexy will looking chic</td>
</tr>
</tbody>
</table>

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17 Canva Statistics, User Count and Facts (2021) | By the Numbers (expandedramblings.com)
18 ABOUT CASSEY - Blogilates
19 I’m looking for awesome peeps. - Blogilates
20 ABOUT CASSEY - Blogilates
22 Global Shipping | Summersalt
23 canva / insights on innovation (welcometo.io) and canva / operations of innovation (welcometo.io)
**PROBLEM**

The customer lacks inspiration and wants to be part of something **bigger than themselves**

The customer/user experience has an opportunity to **grow** through:

- Relationship building (local + global)
- Engaging in inspiring, and motivating activities
- Being part of impactful programs that can ultimately be scaled globally
- Working with diverse groups of people
- Interacting with engaging content
- Leading teams
- Reinforcing the brand and values, and showcasing community stories
- Driving awareness, adoption, and affinity

**USER STORY**

As a user of self-enriching/self-help products

I **want** more relationship building, inspiring, and motivating activities/resources

So that I can be the best version of myself physically, mentally, and emotionally
MY MIX

- **Product Physical Features**: Marketing Degree
- **Product Advantages**: customer is aware that I have reliable marketing Knowledge
- **Product Emotional Benefits**: customer can feel confident in my ability to manage and complete projects

- **Product Physical Features**: Social Media Assistant
- **Product Advantages**: Marketing Knowledge + Social Media Experience
- **Product Emotional Benefits**: customer can feel relaxed knowing I have experience using current tools

- **Product Physical Features**: Latina marketing student
- **Product Advantages**: customer is aware that I can relate to a wider customer base, offer a global perspective, and a bilingual approach
- **Product Emotional Benefits**: can feel comfortable knowing that I can lead and interact with a wide variety of people
VALUE PROPOSITION

I help unconventional professionals

Do meaningful work that will leave a positive mark

By executing out of the box ideas through investing myself and looking at scenarios from various points of views

POSITIONING STATEMENT

For users of self-help products

Who feel like they have not reached their potential

Marked by Mar is the Only brand

That provides a global perspective, a bilingual approach, and creative and quick problem-solving ideas

Unlike other community managers, social media managers, and brand media leads

Because my approach BUILDS communities that are meant to LAST and will be there for you when you most need them
Marketing Objective(s)
❖ **Revenue/ Income:** $40,000-70,000
❖ **User Growth:** Grow daily active users (DAU) by 15% within first month of launching. Currently 0%

Communication Objective(s)
❖ **Increase Awareness by** 85% of the target market of **312 LinkedIn connections** by January 2022 (265 LI connections are aware of my brand) → **Through** repetition + slogan
❖ **Increase Knowledge by** 5% of the target market of **312 LinkedIn connections** by January 2022 (16 LI connections have knowledge about my brand) → **Through** “selling” value proposition
❖ **Increase Liking by** 5% of the target market of **312 LinkedIn connections** by January 2022 (16 LI connections like/identify with my brand) → Emotional piece (relatable, diversity, inclusion)
❖ **Increase Preference by** 5% of the target market of **312 LinkedIn connections** by January 2022 (16 LI connections prefer my brand) → Through reason why content, testimonials

TAGLINE + CAMPAIGN THEME

**Tagline**- *People first. Problems Second*

**Current Theme**- Inclusion, representation, positivity, empowerment
BRAND ELEMENTS

Mood Board

MARKED BY MAR
Cantata One
A Mariana Urrea brand
Quicksand

Colors

#FFEFC7 Cream/ Beige
#FF9140 Orange
#FAB900 Yellow
#5d473e Dark Brown

Fonts
Canva
Cantata One
Quicksand
Logo
Created using Canva

Alternative logo - includes brand name

Marked by Mar
Tone
Warm pastels
Look

Feel
Warm + cozy + home