



# Marketing Secrets of the Licensing Pros

Presented by:

Rand Brenner

CEO, Licensing Consulting Group

Founder, [Licensing4Profits.com](http://Licensing4Profits.com)



# What We'll Cover



Speaker  
Introduction



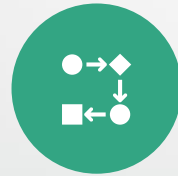
IP Value Drivers  
and the Market



Best Writing  
Practices



Marketing Voice  
By Channel



Creating a Follow-  
Up System



Summary of Key  
Points



Questions and  
Answers

# About Rand Brenner

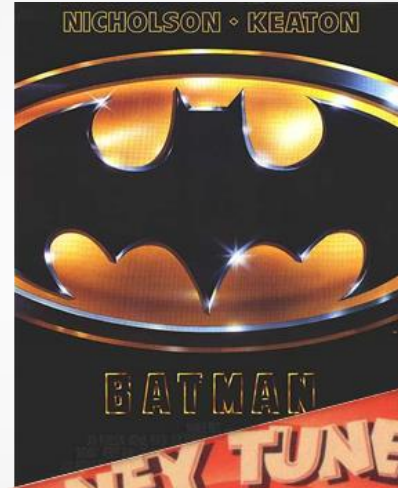


**Licensing4Profits**  
LEVERAGING TOMORROW'S IDEAS TODAY



**LICENSING**  
Consulting Group

Marketing Secrets of the Licensing Pros

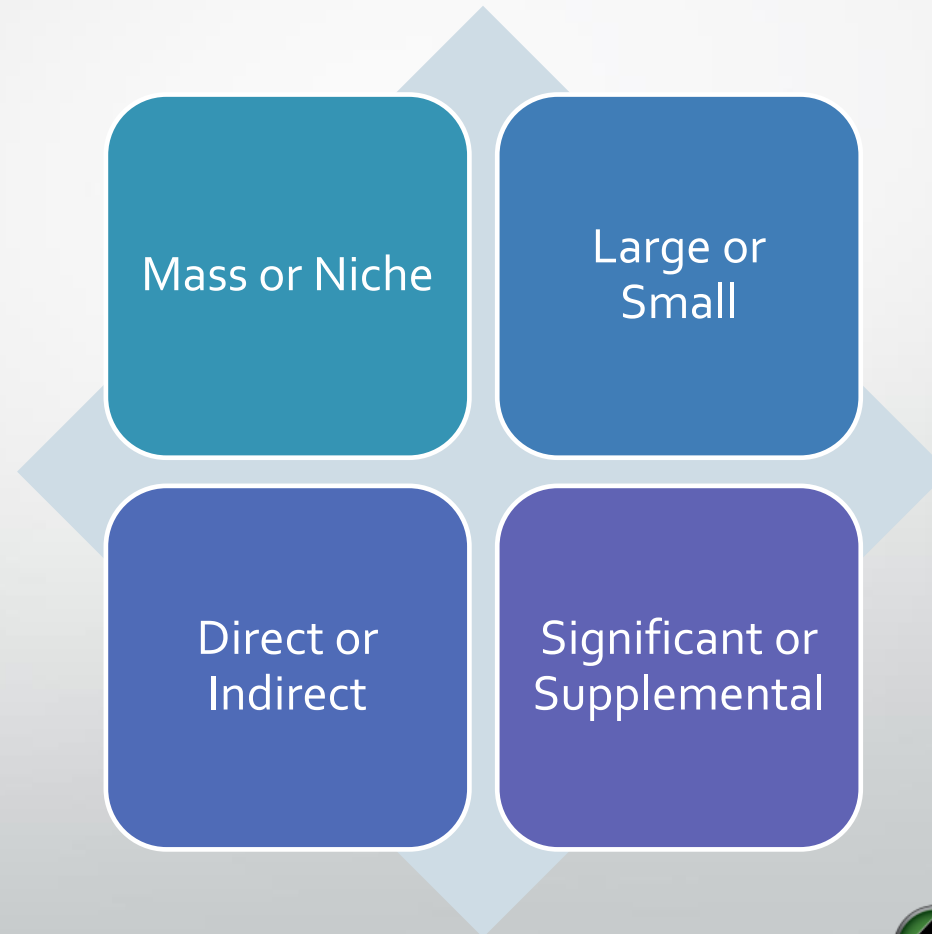


# Understanding Your IP, Value Drivers, and the Market

Must-have information for a  
successful licensing campaign

Marketing Secrets of the Licensing Pros

# IP Fit



# Focus on IP Strengths

Strength	Market	Licensing
Incremental	Established	Easier
Disruptor	Shakeup	Hard
Breakthrough	Unknown	Difficult

# The Market

- Who are the Target Licensees?
- How Do You Reach Them?



# IP Marketing Writing Best Practices

How to decide what information to  
use based on your target market

Marketing Secrets of the Licensing Pros

# Who Are You Reaching?

- Marketing
- R&D
- Business Development
- Product Management





# Crafting the Message

- Simple to the point
- Grammar Counts
- Keep it Focused
- Intro vs. Follow-up

# How to Use Market Research



Confirm the  
market problems



Reinforce how  
your IP solves it



Forget the  
market size info

Balance Platform  
Magnetic Jewelry

# Market Research Examples

# Balance Platform for Standing Desks

## Research Summary Highlights

- Single major health risk facing people of all nations is obesity / physical inactivity
- Adults spend up to 10 hours per day sitting
- Children spend up to two thirds of their day physically inactive
- Study showed that doing single sessions of simple balance exercises was better than running for improving concentration and attention

## IP Summary

- The patent-pending adjustable balance platform for standing desks is easy-to-use and provides significant health benefits including enhanced cognitive function, improved balance, and boosted metabolism for children and adults.

## Intro Email

- Would you be interested in licensing a new patent pending adjustable balance board for standing desks that reduces the effects of “sitting disease”, improves physical and cognitive health, is simple to set up and use, and is ready for production?



# “Denim Candi” Magnetic Jewelry

## Research Summary Highlights

- Women and teens today want to make their jeans more unique to them and “express” their personality
- The “Personalized” movement is creating a huge DIYer customer market who are using costume jewelry and more to turn a “regular pair of jeans” into a fab fashion statement.
- Clothing personalization is a fast-growing trend and retailers are scrambling to meet this demand



Marketing Secrets of the Licensing Pros

## IP Summary

- The Patent Pending Denim Candi Magnetic Jewelry capitalizes on the fast-growing DIYer fashion customization market opportunity by enabling customers to quickly and easily attach costume jewelry to their jeans and other fashion items.

## Intro Email

- Would you be interested in a patent-pending jewelry attachment mechanism that enables customers to DIY personalizing their jeans and other fashion items with costume jewelry and makes it easy for them to change designs?

# Marketing by Channel

Creating a consistent “voice”  
by channel

Marketing Secrets of the Licensing Pros

# Online



## Website

Available for Licensing



## Email

One-on-one



## Social Media

Broad Outreach

# In Person

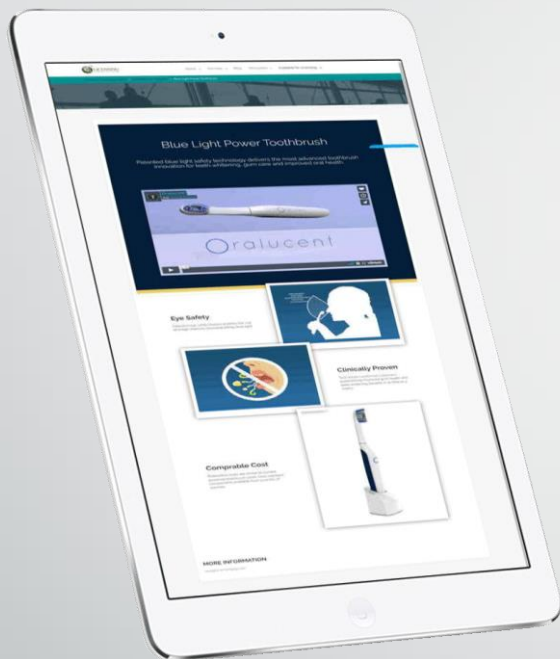
- Live Events
  - Trade Shows
  - Virtual Shows
- Networking
  - Conferences
  - Seminars

# Formats

- Videos
  - Short demo
- Presentations
  - 8-10 Slides
- One Page Summary
  - Non-confidential



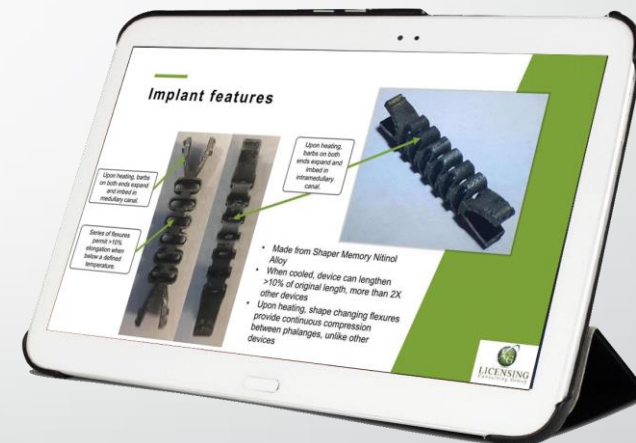
# Format Examples



Web Page  
with Video



One Page IP  
Summary



8 Slide  
Presentation

# Creating and Using a Marketing Campaign Follow- up System

Make and maintain your  
connection and relationship

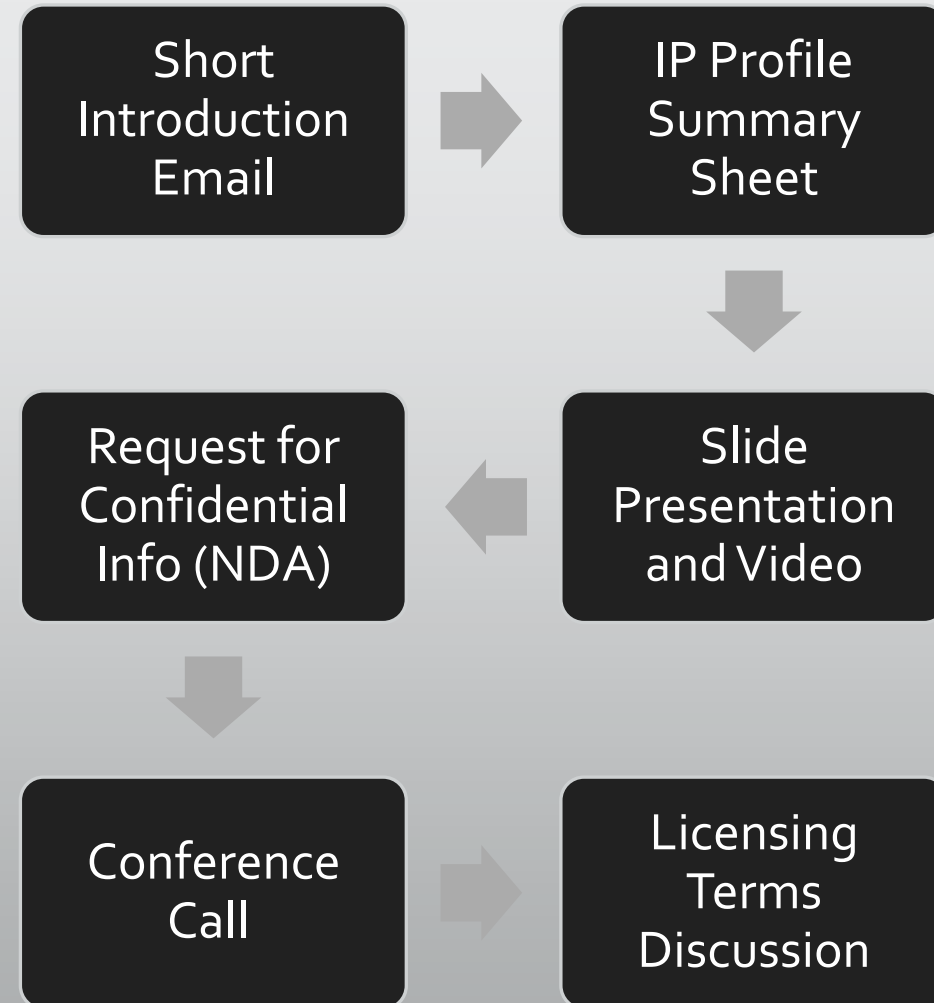
Marketing Secrets of the Licensing Pros

# Consistent Communication

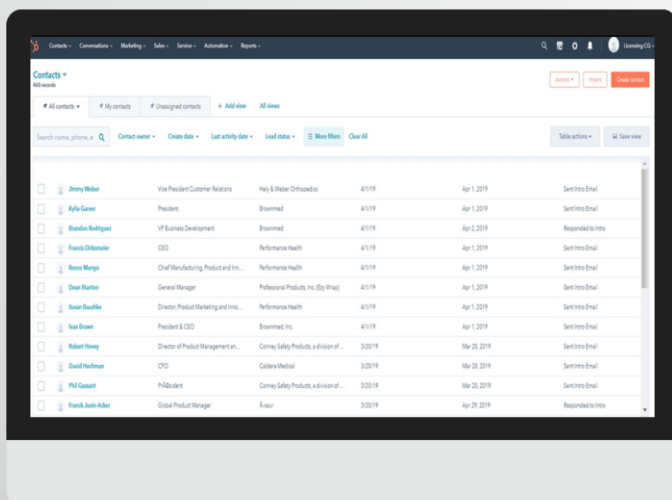
- Intro Emails
- Follow-up Emails
- PR Release
- Response to Questions
- Blog and Social Media



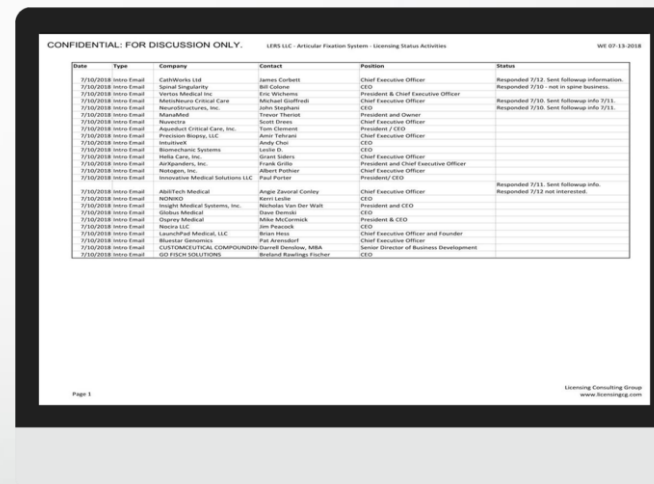
# Information Pacing



# Tracking and Responding



CRM



Spreadsheet

# Summary

Fit	Understand Your IP Fit
Focus	Focus on the IP Strengths
Craft	Craft the Message to the Audience
Consistent	Use a Consistent Voice Across Channels
Short	Keep it Short and To the Point
Pace	Pace Your Information Flow
Follow-up	Set up a Follow-up System

# Thank You and More Info



[www.licensingcg.com](http://www.licensingcg.com)

- Newsletter
- Strategy Workshops
- Special Reports
- Consulting Services

Marketing Secrets of the Licensing Pros



[www.licensing4profits.com](http://www.licensing4profits.com)

- Newsletter
- Free Intro Workshops
- Video Lessons
- Training Courses
- Coaching Program



# Q&A

## Marketing Secrets of the Licensing Pros

Marketing Secrets of the Licensing Pros

