

# CATALYST



Business Strategy | Marketing Communications

September 1, 2003

## Lady Jane and the Magic Matrix

A Marketing Fairy Tale  
by Tom Herndon

Once upon a time, far away in the Land of LugNutz, lived Lady Jane, the High Royal Duchess of Marketing. Lady Jane was beautiful, intelligent and quite distressed!

The Land of LugNutz was famous for selling Cart Wheels. These Cart Wheels were the roundest, smoothest and strongest in the land. They kept the Royal Economy literally moving forward. Cart Wheels had been in high demand for years, but lately people had stopped buying. New Cart Wheels sat in the Royal Warehouses.

To make matters worse, the Royal Treasury of LugNutz was dangerously dwindling. Lady Jane could only spend half of the gold that was originally promised – still, she must sell as many Cart Wheels as she could, as fast as she could!

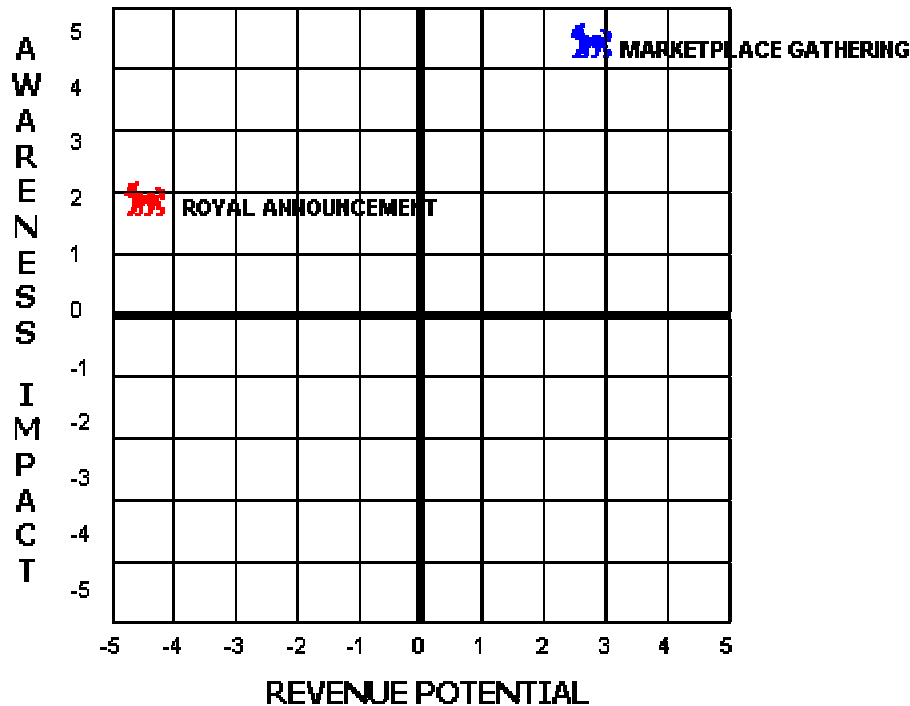
Lady Jane called for Thomas of Marx, her cunning Wizard, to bring his 'Magic Matrix' – an enchanted device made of criss-crossed lines drawn upon ancient parchment. By strategically placing colored markers within the squares, the Wizard could foretell the future!

The Magic Matrix was a simple grid. One axis represented the Probability of Raising Awareness, and other represented the Likelihood of Generating Gold. Right now, generating gold was of the utmost importance. Thomas knew that the Magic Matrix would help Lady Jane better prioritize.

She asked Thomas to prognosticate which of her two most important Marketing Projects she should actually do – the *Royal Announcement* or the *Royal Marketplace Gathering*.

The Wizard unrolled the Magic Matrix onto a table. He chose a red marker to represent the *Royal Announcement*, where twice monthly, court messengers would travel throughout the land and announce the Royal News to the public. A blue marker would be for the *Royal Marketplace Gathering*, where once a year, thousands would gather to witness, and purchase, the many cunning and useful inventions from the Land of LugNutz – like their latest-model Cart Wheels!

Together they paced back and forth, speaking in whispers, gazing into the very depths of the Magic Matrix. Suddenly, the answer became obvious.



The Royal Announcement, though effective in its reach, was predominantly an Awareness generating endeavor. Many people would know of the new Cart Wheels but likely would not be inspired to buy them right away. The Royal Marketplace Gathering, however, taking place within a fortnight, would have thousands gathered in one place to purchase many useful items (like Cart Wheels!). This event would surely bring about bags and bags of gold – and quickly!

Lady Jane's diminished treasure was then spent designing the most phantasmagoric Royal Market Gathering that the Land of LugNutz had beheld since ancient times. She even sent her messengers throughout the land to pre-announce the arrival of the latest-model Cart Wheels.

Attendance was better than ever. People arrived excited and ready to spend their gold. More Cart Wheels were sold than any other Gathering before. The Royal Treasury was filled to the brim!

Lady Jane thanked Thomas the Wizard for his Magic Matrix. The loyal subjects of the Land of LugNutz were once again at peace.

And everyone lived happily ever after.

The End.

**Flash forward 400 years...**

Today the Magic Matrix is simply referred to as the Awareness-Revenue Matrix. By examining a particular marketing initiative to determine where it might fit on the continuum of Awareness Impact (how much potential awareness/branding will the project impact in the marketplace?), and where it might be placed on the Revenue Potential continuum (how much revenue/lead generation/sales will the project potentially generate?), you are better able to prioritize your marketing projects.

NOTE: The 'Magic Matrix' was loosely based upon a very sound marketing method developed by Fred Janssen, and is used as part of the *Cartridge Marketing Model*. Fred Janssen is an independent marketing consultant, soon to be VP of EMEA Field Marketing (FileNet), and is co-author with Tom Marx, of their upcoming book (with the working title of) 'Go-To Marketing.' This practical, and quite effective,

Awareness-Revenue Matrix, as well as the *Cartridge Marketing Model*, will be two of many of the tools and tips described in their book.

*The Marx Group can help you find your way out of your own Marketing Maze. We can use simple tools like our Magic Matrix, or more comprehensive solutions to solve your most heinous of commerce conundrums. To find out more, simply click here: [themdon@themarxgrp.com](mailto:themdon@themarxgrp.com)*