

# BUILDING AN AUTHENTIC VOICE TO CREATE COMMUNITY

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# WHO WE ARE

# Endeavor



## JOHN MCKEEVER

I help organizations develop their strategies for growth.

I've helped organizations design new ways of creating and delivering exceptional experiences with their consumers and employees.

My experience has been cross industry, focusing mainly in the healthcare and energy industries.



## RYAN NASH

Ryan is a global marketing executive who formed RTRN Strategy as a strategic marketing firm with experts from a dozen industries.

Collectively, that team has helped clients achieve more than \$80 billion in product sales, managed more than \$100 million in marketing budgets, and has driven 8 successful acquisitions.



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# WHAT WE DO

- Work with organizations to set and implement their **strategic imperatives**
- Align **brand, operations, and culture**
- **Accelerate** time through uncertainty
- Realize **real business impact**



BRAND  
OPERATIONS  
CULTURE

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# COMMUNITY IS AN ORGANISM

- Self-selected based on a shared **purpose**
- It has **a life span**
- Has functional and emotional needs

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# EVEN OLD FOLKS PLAY VIDEO GAMES

**219M**

Gamers in the U.S.

**50.6M**

Americans over 50 play games

**54% - 46%**

Identify as Male - Female

**40%**

Identify as Black, Indigenous, POC

**16% - 31%**

Are LGBTQIA – have disability

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# AUTHENTICITY IS PARAMOUNT

- **Particularly** for gaming
- Tested in a **pressure cooker**
- **Driven** by the community
- **Influencer** marketing **Leveled Up** in gaming

VIDEO GAMES IS A  
FAST-MOVING INDUSTRY  
THAT HAS TO EVOLVE AT  
THE SPEED OF CULTURE

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1.



**FORTNITE**

**DIDN'T KNOW IT  
WAS GOING TO  
BECOME "FORTNITE"**

# LOOK FOR EARLY SIGNS OF TRENDS

- **Early adoption** of trending preferences can lead to **massive advantages**
- **Design** for the **future**
- Build **marketing messaging** & **brand experiences** for them **now**

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2.



Baddiewinkle  
94 years old  
3.3M followers  
on Instagram

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# DEVELOP A CONVERSATIONAL INFLUENCE MODEL

- Move from **conversation-control** to a **conversation-influence** model
- It's a matter of **survival**
- **Take a stand** on issues important to your **audience**

FOCUS AROUND A  
POWERFUL, PURPOSEFUL MESSAGE



# CUSTOMERS DON'T ALWAYS KNOW WHAT THEY WANT

- How do you **communicate** without **alienating**?
- This is a **complex sale** with opportunities for **education** and **trust-building**

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GAME DEVELOPERS ARE NOT AFRAID TO TAKE RISKS AND MIX GENRES, EXPERIMENT WITH STORYTELLING, AND EXPLORE TOUGH TOPICS

# AGILE & QUICK TO MARKET

- Adapt quickly to new trends
- Video is key
- Livestreaming is a powerful tool

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FROM GRASS ROOTS  
ESPORTS IS NOW A  
MULTI-BILLION DOLLAR  
INDUSTRY & HAS  
SUPPLANTED  
TRADITIONAL SPORTS

# GAMIFICATION

- Create **competition** and **excitement**
- Build **patterns** of **behavior** that...
- Keep the **audience engaged**



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# CREATE EXPERIENCES THAT GENUINELY HELP

What can we do that **helps us** and  
**genuinely helps** our **community**?

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# THE CHALLENGE

- The client wanted an **ecommerce site** to capture incremental revenue
- Endeavor uncovered that sales staff were **avoiding certain issues**
- Missing a lot of **opportunity to upsell**

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4.

COMPLEX SALES  
PROCESS REQUIRES  
EMPATHY



# THE SOLUTION

- Our tool **guided** both the **salesperson** and **client** through each step of the process
- **Natural progression** through all elements
- Finishing with a **closed sale**
- **Micro Trends:** See individual performance
- **Macro Trends:** See performance across the system

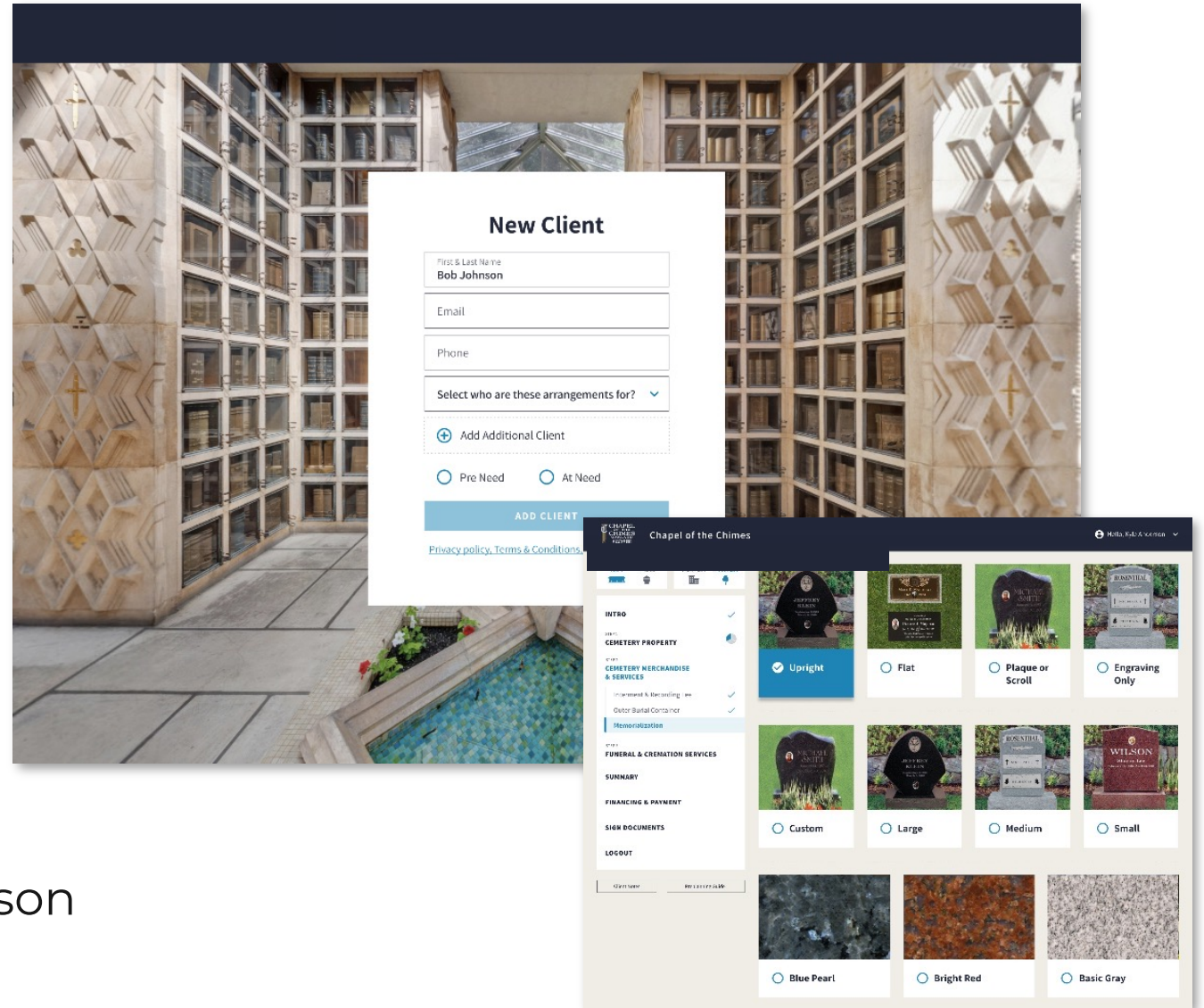
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# IN THE FIRST 30 DAYS

## 3X # CONTRACTS CLOSED

## 3X REVENUE

From the **lowest performing** salesperson  
to the **highest**



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# INSIGHTS & TAKEAWAYS

- Industries with complex sales requires **empathy**
- This in turn **creates high turnover**
- Low performers often **underperform** because they're **thrown in the deep end**
- A **guided** sales experience helps **both** the **salesperson** as well as the **prospects** – they go through the journey together



# THANK YOU

Please contact us directly for any further help or information.

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