



Brand, Content & Social Media Marketing Strategy

Before You Spend Any More Money on Marketing, Get Your Brand Story Straight

SCORE – San Luis Obispo
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**If you don't know the value you offer,
the perfect customer for that offer,
and how to grab their attention –
you are wasting money, time and
opportunities.**



TODAY, WE'LL COVER...



- Why it's so important to have a strong brand
 - ✓ For yourself
 - ✓ For customers
- What is a brand?
 - ✓ Four components of strong brand strategy
- How to craft your Brand Story
 - ✓ Brand Promise Statement

BENEFITS OF A STRONG BRAND



When you identify your brand and leverage it in a way that is relevant to your customer – magic happens.

- Get the business you want;
- Sales and marketing are aligned;
- Company can deliver on brand promise consistently;
- Easier to make strategic decisions;
- Clarity and focus for all; and
- Sales, sales and sales.



BENEFITS OF A STRONG BRAND



Additionally,

- Tells your customers what to expect when working with you
- Explains how your product or service is different
- Customers/ referral partners know how to talk about you to refer you correctly
- Creates loyalty
 - Repeat business
 - Pay a premium
 - Forgive small mistakes more

Investing time to identify and create a strong brand right from the start **helps you get noticed** and **forge a connection** with your clients

Why Brand Strong?

I WANT...

- to find new customers.
- to be memorable.
- a killer elevator speech.
- clients to find me, for once.
- to show I'm an expert.
- it to be easier to make strategic decisions.
- my company to succeed.

I need to Brand Strong.™

WHY ELSE IS BRAND IMPORTANT?



- The marketplace is crowded – stand out and grab attention to be considered
- So many channels, so much competition
- Information overload
- People are busy, craving relevance
- But you need to grab their attention because ...



THE WAY PEOPLE PURCHASE/ CONSUME INFORMATION HAS CHANGED



- Purchasers use the web as a highly efficient method to find, buy and research products and services.
- Look for reviews, videos, testimonials, case stories
- Are you sharing the right message online? One that convinces them you are the ideal choice for them?





So, what is a brand?



A Brand is ...



... not merely a symbol or a name,
but the
**culmination of communications
and experiences** that a person
receives from every contact with
your organization.

It's a promise you make to
customers and colleagues with
everything you do and, to be
successful, you must deliver on
that promise every single time.

If you don't define yourself,
someone else will.



Your brand resides in their mind



... defined by individuals, not companies, market segments or audiences

It is a GUT FEELING because people are:

- emotional
- intuitive
- non-rational

It's not what **YOU** say it is

It's what **THEY** say it is

See Yourself as
Others See You



WHAT DOES THIS BRAND STAND FOR?



AT&T

WHAT DOES THIS BRAND STAND FOR?



AT&T

Our brand represents quality in **global communications**,
entertainment and technology.

Branding vs. Marketing



Branding is who you are, the foundation of why your company exists and what it promises to deliver. It is the face of your overall business strategy and core root of all of your messaging.

BRANDING	MARKETING
Strategic	Tactical
Voice of your Business Strategy	Voice for your sales team influencing people to learn more, buy
Relationship focused – make loyal customers, advocates out of those who buy	Sales focused – find and activate buyers
Create awareness, shape perceptions, build trust	Call to Action
Long term	Short term



Your Brand is Not Just a Logo

**Four Key Components of a
Brand Strategy**



Four Components of a Brand Strategy



Who are you?

- ✓ Mission
- ✓ Purpose
- ✓ Vision
- ✓ Core Values

Who do you do it for?

- ✓ Target Market A
- ✓ Target Market B

How are you different?

- ✓ Value Proposition
- ✓ Company or Product/ Service

How do you tell your story?

- ✓ Personality
- ✓ Visual Identity
- ✓ Key Marketing Messages

WHO ARE YOU?



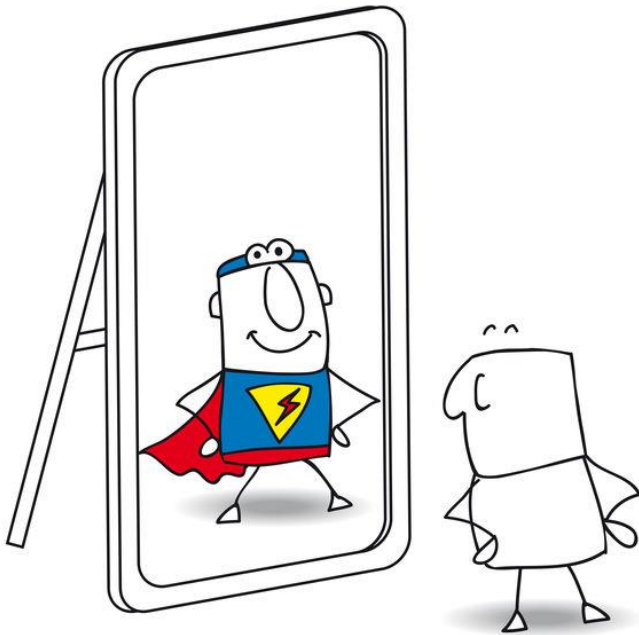
What do you want to be? What do you want people - customers, employees, strategic partners, suppliers, investors - to experience when they interact with your organization?

Core Values - Our core values are the **fundamental beliefs** upon which our business and its behaviors are based. They are the **guiding principles** that a business uses when interacting with each other internally and externally with customers and suppliers.

Mission - Your mission is a short statement of **why your organization exists** - what you do and who you serve.

Purpose - The “why” behind what you do. The passion that drives you to do this, and not something else.

Vision - An **aspirational** description of **what your organization would like to achieve or accomplish** in the mid-term or long-term future.



DO YOU HAVE PURPOSE?



Mission Statement: What you do.

“We make high quality medical supplies.”

“I help small business owners identify their unique brand and tell their story to attract more customers.”

Purpose: Why you do it.

“We want to save lives.”

“I am passionate helping business owners and entrepreneurs succeed so they can make a difference in their communities and for their families.”



**Not everyone is your customer.
If you sell to everyone,
you sell to no one.**



IMPERATIVE TO DEFINE YOUR IDEAL TARGET AUDIENCE



There is a human being at the end of every purchase, so you need to get to know them better than they know themselves in order to:

- **Focus your efforts**
 - ✓ Limited resources – pick a segment and OWN it
 - ✓ Eliminates analysis paralysis
- **Make life easier**
 - ✓ Easier to make decisions, find customers, write relevant marketing messages
- **Make your business more profitable**
 - ✓ Don't waste time, money, energy
 - ✓ Customize your product or service to be exactly what they want
 - ✓ Ideal customers value your offering – pay what its worth



CAN YOU HAVE MORE THAN ONE TARGET MARKET?



Sure!

- Any segment who can help you achieve your growth goals is a target
- No more than 2-3 target markets that you actively pursue
 - ✓ Customers
 - ✓ Prospects
 - ✓ Influencers
 - ✓ Referral Partners



THE NEED FOR TARGET MARKET PERSONAS



Target Market Personas are short but insightful representations of your ideal audience.

- They keep you focused on who you are serving and who you want to work with
- Create a **Target Market Persona Board** to hang in your office to remind you who you are working for
 - ✓ When you create a new product or service offering
 - ✓ When you write a blog post or film a video
- WWSL – “What would Sarah or Steve like?”



THE NEED FOR TARGET MARKET PERSONAS



BACKGROUND:

- Head of Human Resources
- Worked at the same company for 10 years; worked his way up from HR Associate
- Married with 2 children (10 and 8)

GOALS:

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES:

- Getting everything done with a small staff
- Rolling out changes to the entire company

HOW WE HELP:

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems



I'm Your Ideal Customer



WHO AM I?

- CFO or HR Manager
- Min. 25 employees, min \$2M in 401K plan
- Administrator for company's existing retirement plan

HOW TO REACH ME

- Referrals
- LinkedIn
- HR Conferences

MY PAIN POINTS



- Not happy with their existing plan or plan advisor
 - Employees requesting loans
 - Poor participation
 - Cost to administer is high
- HR Manager is overwhelmed & not confident managing plan
 - Need training to administer plan

MY ASPIRATIONS/MOTIVATIONS



- Want plan to run smoothly, not take up all of their time
 - Either outsource or get educated to run it
- Want company to be recognized for good retirement plan – use to recruit talent
- Get a promotion for saving money/improving plan

MY FEARS



- Plan will be mismanaged leading to compliance fines
- Employees don't participate, leading to underfunding
- Company paying too much for plan management
- Good employees leave because of poor plan
- Will be fired

WHAT I WANT/NEED FROM YOU



- Need a trusted, knowledgeable partner to:
 - Educate & motivate employees
 - Take over fiduciary responsibilities
 - Find ways to save money





You Only Get One Chance to Make a First Impression



WANT TO STAND OUT AND GET NOTICED?



Our brains are hardwired to notice only what is different.

So, if you want to stand out and get noticed, **be different.**

HOW ARE YOU DIFFERENT?



Better is hard, different is easy

- Is your product or service different?
- Is the way you deliver it different?
- What is the customer journey like? Is the experience different?
- Can they get your product or service in an unusual location?
- Is the way you communicate different?



Must be relevant to matter



Let's Tell Your Story



CRAFT MESSAGES THAT ATTRACT



No one has ever said “You know what I need? Marketing consulting.”

Instead - “Why don’t my clients refer me to their friends?” or “Why do I keep losing projects to my competitor?”

Many times people don’t know what they want but they know how they want to feel.

- ✓ I want to feel more in control.
- ✓ I want to trust that it’s taken care of.
- ✓ I want to look good to my boss.

They don’t care how it is going to happen just that you can make it happen. So tell them.



WHAT MARKETING MESSAGES DO YOU NEED?



Brand Promise – Tell people who you are, who you serve, and why you are different. It’s the promise of what to expect when working with you.

Key Supporting Messages - 3-5 supporting messages that validate or prove you can deliver on your promise. These are the key features or points of differentiation your company provides.

Finally, **don’t forget CTAs** (call to action). Once you have their attention and convinced them you are a viable solution to their problem, what do they do next?



The Best Brand Statements are Clear, Concise, and Tap Into an Emotional Need





**IT'S NOT
ABOUT
YOU.**

To create impactful messaging:

- Keep the messages clear, simple
- Speak to someone, not anyone
- Use their language
- Focus on the results of what they will get by working with you
- Appeal to their emotion

**Your Message Means
MORE than your
Marketing Tactics!**

WHICH IS MORE COMPELLING?



"In today's highly competitive business world, every company needs our software to run their manufacturing more efficiently."

VS.

"Our software halves your manufacturing time."

"Our world-class engineering team designed our product set to be both usable and flexible."

VS.

"It takes 10 minutes, tops, to learn our product."

SWIPE RIGHT TO SELL MORE



What you do

What you deliver

WHAT DO THEY PROMISE?



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Brand Promise Statement Template



A brand promise statement says **what you do, for whom, and why you do it better**. It's the promise you make to your customer if they do business with you. It should be clear and relevant for your target audience.

While a brand promise can be written in a variety of ways, to help you articulate yours, use this formula to get started.

We are the company that does _____
(value/ emotional benefit you deliver)

for _____
(target markets)

and we do it better than anyone else because of

(points of difference).

BRANDING IS A MARATHON



- Know it's like drinking from a fire hose
- Rome was not built in a day.
- You've got this.
- Take it in steps. Every step forward strengthens your brand.

Now what?



- **Not sure what your brand is?**
 - ✓ Ask. Validate your brand with your clients
- **Not sure what drives your ideal target market?**
 - ✓ Interview your best clients to add more data
 - ✓ Create a Target Market Persona Board
- **Tell your Brand Story**
 - ✓ Craft your 3-5 key marketing messages
 - ✓ Update your marketing material
 - Add an About Us/ Our Promise section to your website
 - Update your Capabilities presentation
 - Update your social media profile pages with consistent brand messages
 - Update your LinkedIn Profile to share the value you offer and who you help

WANT TO KNOW WHAT YOUR BRAND IS? JUST ASK.



If you want to know what your clients think your brand is, ask.

To help you do that, I have a free ebook on my site that gives you the questions to ask and the process to identify your brand.

You can grab it at

BrandStrongMarketing.com



Thank you!



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