

# Managing Your Brand

The very basics of modern marketing

Presented by

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Who can  
answer...?

What is it you  
sell?

*Hint: You all  
sell the same  
thing*

You all sell **OUTCOMES**

# Outcomes are...

The solution to your customer's need or desire

- A full belly
- A working heating system
- A new car

Your job is to brand your business as the solution to your customer's need or desire based on "triggering events" in their lives

Advertising can NOT make people do what they don't want to do

# Managing Your Brand

What we'll cover:

- What is branding?
- The 3 Worlds of Branding
- How do you find/create your brand?
- Marketing your brand
- The Major Causes of Marketing Failure

Please participate with any Q&A at any time. This is a workshop, not a seminar.



# What Is Branding?

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- Branding is NOT advertising
- Ivan Pavlov “discovered” branding at the turn of the century
- His famous experiment involved rubbing meat paste onto the tongue of a dog after ringing a bell – day after day until the dog began to “associate” the ringing of the bell with the taste of meat
- Pavlov’s experiment would NOT have worked if he used anything other than meat. Why?
- Dogs love meat – it’s anchored in the dog’s instinct

The public is your dog. You must ring the bell and give them meat.

# What Is Branding?

- Branding is not just colors, logos, and catch phrases – it's internal, and all-encompassing.
- Branding is not something created FROM a company – but what you represent in all you do.
- Branding is what you are known for.
- Your job as a business is to be known, before you are needed.
- Branding happens both INSIDE your door and OUTSIDE your door.

Branding is:

Every single interaction a customer has with your business...  
Plus, how the customer FEELS about that transaction

# What Is Branding?

- Advertising alone cannot create your brand – only reflect it
- The more your advertising reflects your actual brand, the better it works
- You must deliver on the promise

# What Is Branding?

Branding examples:

- “And like a good neighbor”
- “15 minutes can save you 15 percent”
- “The ultimate driving machine”
- “Fast, friendly service and locally owned and operated”

The best advertising in the world cannot fix a bad business

## Q & A

Can someone give me an example of their own brand loyalty based on a recent or frequent purchase?

Why are we loyal to selected brands?

How many different brands of Televisions can you think of?

How many are there? Why is that important?

# The 3 Worlds of Branding

Branding begins in the WORLD of the executive office

- Businessquakes begin in the office of the owner and ripple outward to all areas
- You must be consistently simple in reflecting the important aspects of your business to everyone inside and outside your office
- The quality of decisions made in that office shape every aspect of the customer experience:
  - Who to hire?
  - How much to pay?
  - Where to be located?
  - Hours of operation
  - Pricing, staff training, motivation...all extend from your decisions

# The 3 Worlds of Branding

The world OUTSIDE your door is the world of advertising

- The people who don't do business with you...is it because they don't know you? Or is it because they do?
- The world of customer expectations
- This is where your reputation lives and breathes
- How well are you known? How much of what is known is real?

# The 3 Worlds of Branding

The world INSIDE your door is the world of customer experience

- The place where you make good on all the bold promises you've made in your marketing. How well do you deliver on those promises?
- How pleasant is their experience?
- Whether they step in your doors or contact you by phone or email, advertising is finished the moment contact is made

## Q & A

Has anyone been recently dissuaded from a current brand of choice?

What was your main decision factor in switching brand loyalty?

Would you pay more to stay brand loyal? Why?

# How Do You Find/Create Your Brand?

- Find the unique outcomes your product/service provides
- What are the thoughts, feelings, and solutions provided by your product or service?
  - Is it furnace service at a fair price? Or is it a warm house free from fear?
  - Is it cut, color, clarity and carat weight? Or is it a “yes” when you propose?
  - Is it the iPhone 8? Or is it a really cool phone to show off to your friends?
- These are all OUTCOMES and feelings brought on by purchasing what you sell

# How Do You Find/Create Your Brand?

## KNOW THYSELF

- Find your business personality traits – things you will not ever compromise on. Take a business personality test.
- Reflect these values in all you do internally and externally
- Identify your top attributes - These are the 3 or 4 traits that define your brand and make you unique.
- Think about how you would describe your company and product and write down a list of adjectives that come to mind.
- You should ask the other members of your team, your friends, and any customers you have to do the same

# How Do You Find/Create Your Brand?

## KNOW THY CUSTOMER

- Statistical data is important but you need to be specific: “age 20-30, professional woman” or “sophisticated, independent, strong woman” won’t cut it.
- Envision your target customer’s personality and daily life.
- Write a story about them, him/her: where they live, their family and friends, hobbies, work, interests, and habits. Where have they travelled? What other brands do they buy? Where and how do they shop: online, boutiques, department stores, or does someone else shop for them?
- The more intimately you know your specific target customer the better you will be able to market to them and the more likely they will be to buy from you.

# How Do You Find/Create Your Brand?

- Find the unique story of your business
- Keep it simple
- Tell that story with every ounce of your energy
- Find a million different and relatable ways to say it
- Keep saying it

## Q & A

Has anyone started the branding discovery process?

Any current business owners/managers trying to re-create or re-establish a brand?

Anyone have an example of a current national business either engaging or in need of re-branding?

# Marketing Your Brand

## Online

Create your website and/or internet presence with your customer in mind

- Easy to navigate and find relatable information that helps them make a decision
- Answer questions they are likely to ask – before they ask them
- Fresh, relevant content on a consistent basis across all marketing channels (website, social media, email marketing)
- E-commerce, simple forms, concise information, reviews and access points

# Marketing Your Brand

## Offline

- Reach enough people to make a difference
- Reach them frequently so they commit to memory retention
- Reach them consistently because business is fleeting
- Reach them with a quality message anchored in a known desire

# The Major Causes of Marketing Failure

- The desire for instant gratification – the campaign with the most urgency is the one most forgotten
- Attempting to reach more people than the budget will allow – reach with enough repetition to aid reputation
- Assuming the business owner knows best – too much product knowledge causes you to answer questions no one is asking
- Unsubstantiated claims – prove and deliver on everything you say
- Late week schedules – people shop all the time, not just weekends
- Event driven marketing – the more frequent the event, the less special it is
- Confusing “response” with “results”

## Q & A

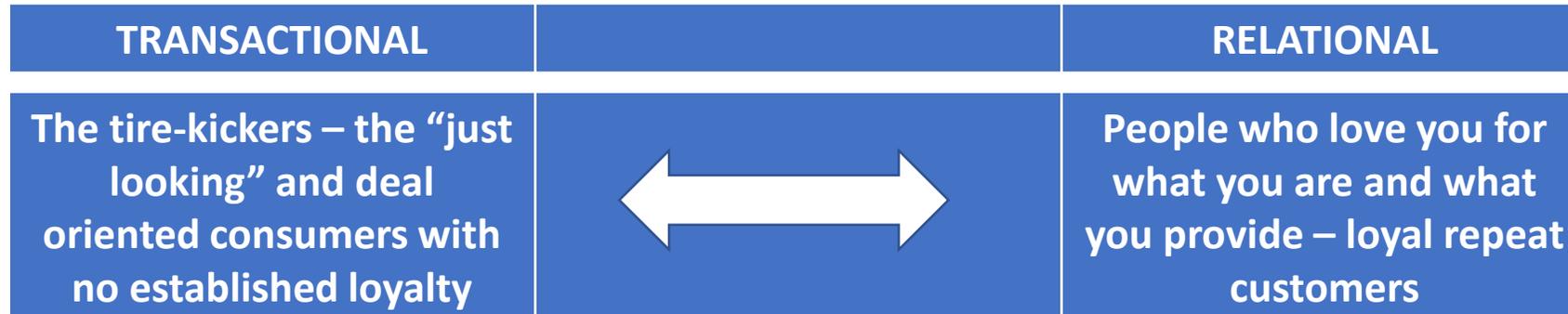
Questions about marketing/advertising?

Anyone going through the budgeting process? Is it an important part of your business plan?

If budget were not the issue, where is it likely you would first consider marketing your business?

# If Nothing Else...

Proof that advertising isn't branding. This one fix alone could be the answer to your issues as a business:



80%

BUSINESS TRAFFIC

20%

50%

BUYERS

50%

50%

SALES

50%

30%

PROFITS

70%

90%

ADVERTISING

10%



THANK YOU!  
Q & A

Anyone want to re-visit a particular issue?

Can you all give me your 15-second “elevator pitch” for your business?

What has been the most difficult aspect of managing your brand?

General questions and issues