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marketing communications inc.

# MASTERING THE BUSINESS OF BRAND LOYALTY



# OUR AGENDA

## Part 1 – Branding Basics

Introductions

What is a brand?

Understanding today's marketing and branding landscape.

Where does your brand stand?

Reputation, Perceptions, and Memorability - branding game

Break

## Part 2 - Connecting with Your Audiences

Why does audience matter?

The anatomy of your audience

Audience traits / values alignment

Crafting a winning message

Inspiring empathy

Creating a meaningful value proposition

The right formula

Break





# OUR AGENDA cont...

Part 3 – Building your Brand and Integrating for Impact

Understanding the tools and resources available

Assessing your own arsenal of tools and activities

Maximizing value and return on investment

Creating buzz on a budget through content marketing and earned media

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Part 4 – Crafting Your 10-Point Branding Plan

10 steps to jumpstarting a brand enhancement plan

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**Much more than a logo ...**



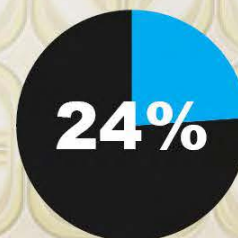
**“A brand is the art of aligning what you want people to think about your organization with what people actually do think about your organization.” - Jay Baer**



# THE FACE OF MARKETING HAS CHANGED



# WHEN WAS THE LAST TIME YOU BOUGHT SOMETHING BECAUSE AN AD TOLD YOU TO?



Percent of adults share opinions about what they have bought online







A photograph of a sailboat on the water. The sail is red and yellow, and the boat is white. The sky is blue with some clouds. The text is overlaid on the image.

**“WE CANNOT DIRECT  
THE WIND,  
BUT WE CAN  
ADJUST THE SAILS.”  
- THOMAS MONSON**



# AUDIENCE MATTERS



# THE ANALYST

Stability  
Structure

Systems  
Planning

Rules

Credentials

**Tip for connecting:**

always be on time; don't be pushy or exaggerate; have a plan for how you will work together





# THE TEACHER

Learning  
Intelligence  
R&D

Science-backed info  
Competence  
Expertise

## **Tip for connecting:**

Be smart and show you know  
your info; have resources and  
documentation; be ready



# THE GO-GETTER

Freedom

Flexibility

Do, rather than tell

Status

Competitive

Fun/big personality

Concerned about Image

**Tip for connecting:**

Skip small talk; sell the sizzle; avoid technical details; be enthusiastic





# THE HUGGER

Relationships

Authenticity

Teamwork

Community

Charity

Harmony

Morality

**Tip for connecting:** show  
them you care; be passionate;  
give them a hug; be genuine





# INSPIRE EMPATHY







# **INSPIRE ADVOCATES**





**IMPACT  
INTERACT  
CONNECT**





**THE RIGHT  
MESSAGE  
MUST REACH  
THE RIGHT  
AUDIENCE**



# THE WINNING FORMULA



**HEART+MIND**





# HOW?







*Lets* **BREAK IT DOWN**

## 1 DEFINE

*your*  
**BUSINESS OBJECTIVES**  
discover your:

- ? **WHY & USP**
- CONVERSION FUNNEL
- AUDIENCE & PERSONA

## 2 ELECT

*your*  
**TEAM**  
they need to be:

- HEART **PASSIONATE & COMMITTED**
- A HAPPY FAMILY
- DON'T SILO INTERNAL & EXTERNAL TEAMS

## 3 DEVELOP

*your*  
**STRATEGY**  
BREAK GOALS INTO ACTIONABLE PIECES

- ★ **WHAT:** ★  
campaigns
- ★ **WHEN:** ★  
execution calendar
- ★ **HOW:** ★  
plan for ongoing efforts

## 4 EMPOWER

*your*  
**TEAM**

set them up for  
**SUCCESS**

**ADDRESS**  
fear & resistance

**BUILD**  
confidence & trust

**BE REALISTIC**

## 5 LEARN

*your*  
**INDUSTRY**

You and your client  
should continually:

★ **READ A LOT** ★  
understand the industry  
and get ahead

**MEET NEW PEOPLE**

- remember the human element
- create serendipity

## 6 CREATE

*the*  
**VALUE WITH**

A B C  
**FOUNDATIONAL CONTENT**

★ ★ ★  
**COMMUNITY BUILDING CONTENT**

## 7 SHARE

*the*  
**VALUE**

**80/20 RULE**

80% - share other  
people's stuff

20% - share your own  
remarkable things

USE HUMAN OUTREACH

## 8 BUILD

*and*  
**FOSTER GROWTH**

- get in there
- feature people in your community
- acknowledge the awesome
- hold events
- help each other
- be human
- give back

## 9 MEASURE

*and*  
**ANALYZE**

TRACK  
**EVENTS & GOALS**

- evaluate & analyze
- over communicate
- make changes
- work on the lift
- always bring it back to your goals



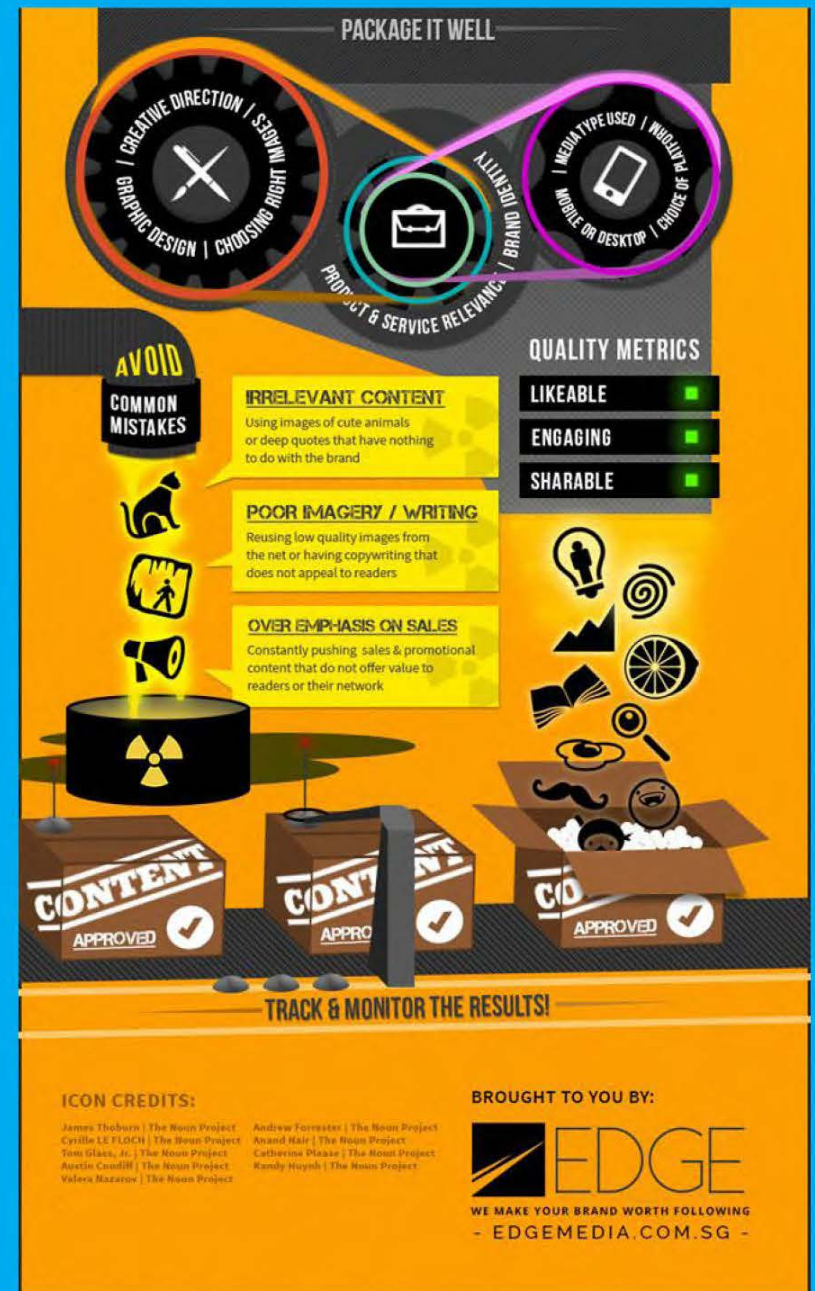
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**CONNECT  
INSPIRE  
MOTIVATE**









# 10 POINT BRAND PLAN

BUSINESS





A group of people are rafting down a river with white water rapids. They are wearing yellow helmets and blue and yellow life jackets. The raft is grey with a red stripe. The water is turbulent and white with foam. The text is overlaid on the image.

**“IF EVERYONE IS MOVING  
FORWARD TOGETHER,  
THEN SUCCESS TAKES  
CARE OF ITSELF.”**

**Henry Ford**

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# THANK YOU!

## NOW IT'S TIME FOR YOUR QUESTIONS.

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**Mastering the Business of Brand Loyalty**  
**Thursday, October 1<sup>st</sup>, 2015**  
**8:00 am to 12:00 pm**

**Session Agenda**

**Part 1 – Branding Basics**

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The right formula: How to warm the heart and convince the mind?

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## Choosing the Right Branding Tools

**The big three: these are items that you must have**

1. **Business card** – your best and cheapest marketing tool; don't cheap-out on this
2. **Identity materials** – letterhead, envelope, fax cover page, presentation template, note card...
3. **Website** – a necessity in today's business environment; it pays to have a professionally-designed site

**Check the tools you are using? Do you really need or plan to use the following? Don't accrue expenses if you don't have to.**

- ☐ Brochures (tri-fold or bi-fold) / rackcard (flat panel, single page tri-cut flier)
- ☐ Point-of-purchase material
- ☐ Fliers/posters
- ☐ Direct mail
- ☐ Banners / large format display
- ☐ Tradeshow booth materials
- ☐ Presentation materials
- ☐ Print ads
- ☐ Radio ads
- ☐ Social media
- ☐ TV ads
- ☐ Logo'd items to giveaway
- ☐ Lanyards, apparel
- ☐ Print Newsletter
- ☐ e-newsletter
- ☐ Blog
- ☐ White papers/case studies
- ☐ Email marketing templates (evites, announcements)
- ☐ Other ideas /needs:

**Circle the items that you currently feel need an update. Cross out the ones you can eliminate.**



## BRAND SELF-ASSESSMENT

*How you do what you do, and how well you do it, plus the organization's people and the reputation of the senior leadership, have combined to create a perception of your organization in the minds of clients/customers and the general public. This perception is your brand equity—it's built-in, existing value—what your brand is worth right now.*

**To express agreement/disagreement with the following statements, assign a value from 1 to 5, with 5 indicating full agreement with the statement, and 1 indicating full disagreement.**

**Brand Reputation** – *Reputation is a large part of any brand's equity. It is key to people's perceptions of our organization, our services, and our people.*

- ☐ We have a reputation for quality services.
- ☐ We are a leader in our field.
- ☐ Our people are highly regarded by clients, vendors, the media and the general public.
- ☐ Our organization supports the health of the local community.
- ☐ We are a vital part of the local non-profit community.
- ☐ Our organization is a good place to work.
- ☐ We do well in recruiting and employee retention.

**Brand Awareness** – *Beyond reputation, how "great" is awareness of our organization and services?*

- ☐ Our organization is well known.
- ☐ We are well known across a broad territory.
- ☐ If our organization's name comes up in conversation, people know who we are and speak well of us.

**We are best known for:**

- ☐ Our people
- ☐ Our services
- ☐ Our client/customer service
- ☐ Innovation
- ☐ Leadership in our field
- ☐ Community involvement

**Brand Momentum** – *Is our brand growing, standing still, or in decline?*

- ☐ We have a lot of competition.
- ☐ We have attracted large donors and/or grant awards recently.
- ☐ Our fund development programs are bringing in new donors.
- ☐ Our publicity and media coverage is positive.
- ☐ We are expanding locations/services/workforce.

**Organizational Vision** – *Where are we and where do we go from here?*

- ☐ We have a clear picture of where we are going, what we want to achieve, and how we are going to achieve it.
- ☐ We collectively work hard every day to forward that vision.
- ☐ We have the tools and technology in place to help achieve organizational goals.

# The Anatomy of Your Audience

**Mind:** what motivates your audience to take action?  
e.g. addiction, fear, concern about self or others, etc.

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**Heart:** what passions drive those you need to reach?  
e.g. family; personal welfare, fear of judgment, etc

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**Body:** what do you know about who they  
are in general? e.g. age, gender, education, etc.

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**Your Targets:** circle the two in each category that  
you feel best describe your target

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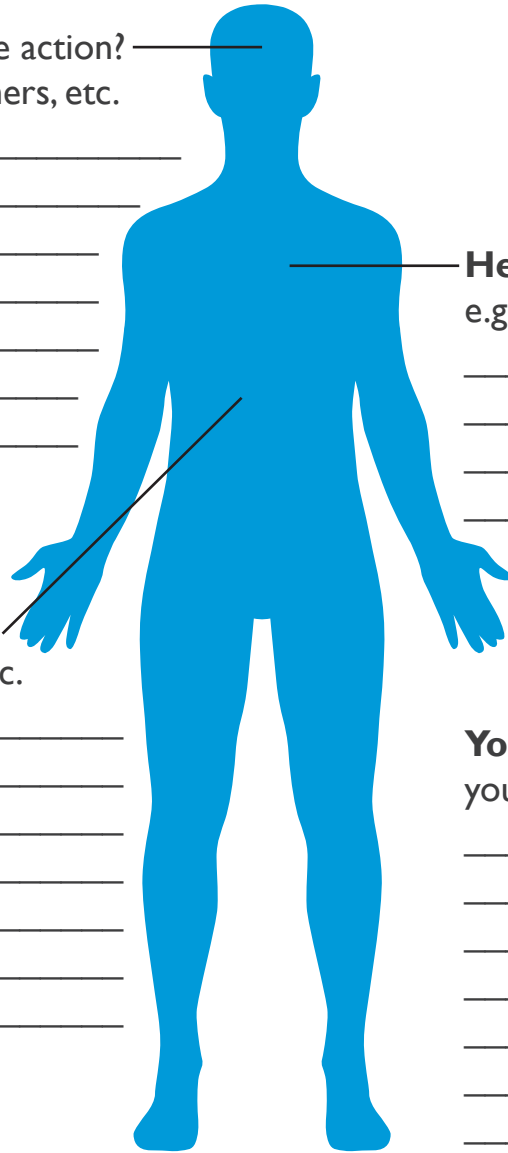
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## Building a 10-Point Marketing Plan

You can create a strategy that you implement all at once or use this checklist to tackle one thing at a time or use it on a quarterly basis. The idea is to stay simple and actionable. We prefer to set 90-day goals and make sure you have a team in place to maintain accountability.

**Step 1 – Conduct a Brand Audit** – look at every item you use that incorporates your brand and make sure the brand looks the same across all platforms; is used properly; and represents you the way you want to be represented.

***What steps will you use to make sure this gets done?***

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**Step 2 – Determine your Strengths & Weaknesses** - and make a list of all the branding elements that

a) need to be changed or ...

b) need to be updated or eliminated. If a rebranding effort is on the table, you will want to carefully craft your goals, timeline and team. Rebranding is a BIG effort.

***What steps will you use to make sure this gets done?***

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**Step 3 – Set Realistic Goals** - based on your audit and the current landscape, define 6 marketing goals that you want to focus on in the next 12 months. Do you need to update your website, recreate your brochures, create a marketing committee, etc.

***What steps will you use to make sure this gets done?***

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**Step 4- Update Your Messaging** - to better reflect the integrated care model and make sure you are focusing on both facts and benefits to encourage advocates. Make sure you update your messaging across all platforms for continuity ... and remember that less is more.

**What steps will you use to make sure this gets done?**

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**Step 5 – Update Your Materials** – it is important to make sure all materials get updated, but that you also set realistic timelines by prioritizing the tools you need to update.

**What steps will you use to make sure this gets done?**

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**Step 6 – Create a Content Marketing Plan / Calendar** - What content will be relevant and useful to the ones you wish to reach. Can you create a content calendar to ensure that your content is fresh and stays on track? Do you need a team to manage this?

**What steps will you use to make sure this gets done?**

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**Step 7 – Create an Advocate Strategy** – how will you encourage others to talk about you? Gather testimonials, encourage social media dialogue, build a speaker's bureau; create a set of brand ambassadors. Friends, partners and supporters are your best sources for promoting your organization and building your brand.

**What steps will you use to make sure this gets done?**

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**Step 8 – Create an Editorial Calendar** – what can you use to spread the word about the good work you do Media releases, Whitepapers, Case Studies. Can you create a monthly calendar that allows you to pre-populate when you know you have items to share and add to as things arise. If you always hold an event in September, add event announcements to the calendar

**What steps will you use to make sure this gets done?**

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**Step 9 – Create an Organizational Alignment Plan:** Promote your brand from within and make it live throughout your organization. Top-down commitment and involvement of each person in the organization is fundamental to success. Your brand needs to live in the hearts and minds of every stakeholder/supporter in the organization and be embraced and promoted from inside out.

**What steps will you use to make sure this gets done?**

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**Step 10 – Design a Measurement System** - One of the best transformations in today's marketing landscape is the ability to better measure engagement and track results. Digital tools have created an entirely new way to manage, analyze, and modify your efforts. When building an integrated branding campaign, working to put the proper analytics methods in place to track conversions and/or results will allow you to monitor success and adjust to ensure that you use your budget wisely. You may need to solicit the help of an IT support professional or the people that are helping manage your website and social media tools to design a measurement system.

**What steps will you use to make sure this gets done?**

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## Crafting a Stronger Message

Review the target audiences drivers and motivators and list set of key words that will help make them interested in you: e.g. professional; experienced; hope; compassion; community, etc.

Imagine you are having a conversation with a potential client or partner that is representative of your target audience. You want to say a bit about what you do that makes you unique and better. Write six short benefits to working with your organization. Convince your audience that you are the best in your marketplace by considering the motivators and values you have already defined.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

How will you warm the heart and convince the mind? List three phrases that will help you create an emotional response. e.g. "we inspire hope and compassion"

- 1.
- 2.
- 3.

List three phrases that will convince the mind that you can do what you say and build credibility. e.g. "rebuilding lives for over 30 years"

- 1.
- 2.
- 3.