Establishing and Marketing your Brand for Maximum Impact!
Jeanne Bruce: Hyperquake

- CFO / COO
- Co-founder
- 28 years in branding / design industry
- Wright State University, MBA
- University of Dayton, BA
A STRONG BRAND WILL HELP DRIVE YOUR BUSINESS

• Enables buying decisions
• Builds customer loyalty
• Generates referrals
But: A Neglected Brand Erodes Value
BRANDING IS ABOUT THE ENTIRE CUSTOMER EXPERIENCE

• It includes every possible touchpoint with the consumer.

• It is about the customer’s perception of your brand.
At its very core, marketing is storytelling... A brand’s story comes from the company’s own information, and should be true to your company’s mission, vision and values.

The goal with corporate-brand storytelling is to transition the consumer from awareness to trial to advocacy. And when you can develop an emotional connection between consumers and your brand, your Brand’s power will grow exponentially.
taste perception of six beers when *unaware* of the brands
BRAND EQUITY

taste perception of six beers when aware of the brands
At its very core, marketing is storytelling...A brand's story comes from the company's own information, and if successful, it is accepted and integrated into the consumer's story.

The goal with corporate-brand storytelling is to transition the consumer from awareness to trial to advocacy. You want people who use your brand to describe their life, a "Windows User," a "Mac Guy," a "Honda driver," and so on. Once the consumer adopts a product into his or her personal story, brand exposure increases greatly.

- Fast Company 2009

THINK ABOUT EQUITY AS A STORY
So Now What?

- Successful Branding achieved over time, not overnight.

- And needs the support and commitment of the entire organization.

- Stay the course. In today’s fast changing world, there are even more platforms to deliver your message, and the average consumer is bombarded with stimulus. Your brand foundation is your lens to stay focused and make choices for your business.
Wendy Vonderhaar: Intrinziq

- Owner
- 22 years experience
- The University of Chicago, MBA
- Miami University, BA
Developing Brands

COLLECT:
- Intake Session
- Business Insights
- Consumer Insights
- Market Insights
- Defining the Audience
- Community Workshops

CURATE:
- Consumer Segmentation
- Conceptual Inspiration
- Mentor Brands
- Attribute Development
- Brand World Exercise
- Define Success Criteria

CRAFT:
- Brand Story
- Brand Messaging
- Conceptual Pathways
- Toolbox Development
- Internal Launch Plan
- External Launch Plan

BUILD:
- Finalize Toolbox
- Execute Brand Elements
- Production
- Brand Guidelines
- Measurement Plan
- Launch Rollout

Ongoing Support
Attribute Words:
1. Company Pride
2. Heritage
3. Reputation Matters
4. Premium Product

Description:
- High level of technical craft, tension between rugged and smart
- Crisp tactile finishes, felt/engraving/embossing
- Transition point from old to new

Key Message:
We are an organization shaping the future of our communities, with determination, vision and craftsmanship that will stand the test of time.
Story Elements

owners and architects, and this has helped us earn an unsurpassed reputation for integrity, quality and commitment. And in the crowded construction industry, a company’s reputation can be everything.

“FORWARD-BUILDING”

Everything about Conger, from the name down, implies boldness and strength. The company’s look and feel are crisp, but not overly polished—they don’t want to lose the hands-on edge that brought them here. From owner to apprentice, every person knows the business, because like a family, they all play an equal part in its success. Knowledge and wisdom are passed on, as if from one generation to another. Keeping an eye to the future while maintaining a sense of legacy promotes their dualistic approach to construction: a balance between progressive vision and the lasting structures that result; intended to long outlive the people and ideas that inspired them. No matter the client or the contract, everything Conger builds is built to endure.
APPLICATION EXAMPLES
AD EXAMPLES

BOLDNESS AND STRENGTH.
IN WHAT WE DO. IN WHO WE ARE.

BOLDNESS AND STRENGTH.
IN WHAT WE DO. IN WHO WE ARE.

INTEGRITY, QUALITY
AND COMMITMENT.
TOOLS WE BRING
TO EVERY JOBSITE.
Iconic Stamp System
In Store Signage

They’re here, and they’re sweet on you.

Big Smile Peaches.

Sweet and Juicy,
and bursting with orchard-fresh flavor. Every year, we bring Big Smile Peaches to you from sun-warmed South Carolina. They’re only around for a short time, so enjoy every great-tasting bite now, and savor the goodness that you’ll remember year-round.
Extra Sweet, Premium Holiday Seedless Grapes
Packaging
Packaging
Uniforms
Common Pitfalls of Branding
Not understanding the power of a brand

As a business driver and tool to inspire both internal and external audiences.
It is about the tangible things you are doing and the experience of the employees and customers. Brand should reflect and reinforce your culture.
Relying only on your perception

Involve people throughout your company, especially front line employees as well as customers and business partners.
Not recognizing that brand is built on culture

The brand has to come from what is intrinsic to the company and emanate from the inside out.
A good brand strategy clarifies and simplifies to help everyone stay on the same page.
Thinking branding is just for products

Or that branding is about "what" you do. In reality, you will differentiate yourself mostly on "how" you do what you do and clearly defining "why" you are doing it.
Being generic

Brand is and always has been about differentiating so it is important to clearly identify where/why you are different.
Inconsistent use of your brand

Your brand is your strongest marketing tool, why make your audience work harder to recognize and remember you?
Michelle Class: Marketing with Class

- President / Owner
- 15 years marketing B2B companies
- 4 years consulting
  - Professional Service Firms
  - Technology companies
  - Construction companies
- Northern Kentucky University, BS
Why budget?

- Control spending
- Avoid random activities
- Leverage investments
- Measure results
- Ensure balance – sales/marketing
Nearly Free marketing initiatives

- Public relations
- Customer Surveys - Survey Monkey
- Networking
- Strategic Partnerships
- Social Media – Facebook, LinkedIn, Twitter, Vine/YouTube, Flickr, Instagram, Pinterest
- Google Local Business listing, Google+
- Directory listings
- Slideshow / Videos posting
need to know
Marketing budget knowledge

Most spend between 3% - 5% of company gross revenue.

Preparing for growth? Consider a 10% marketing budget!
How to know what to spend on ...

• Evaluate what is working now

• Talk to other SMB owners about what has worked for them

• Test the market

• Use these benchmarks
annual marketing allocation

These benchmarks should be considered as approximate only, and can be strongly affected by overall budget, institutional type and size, market position, competition, target audiences, reach and penetration (local/regional/national/international), strategic goals, and other factors.

- **Advertising Traditional Media**: 25%
- **Advertising New Media**: 10%
- **Web Content**: 5%
- **Events & Promotions**: 3%
- **Media Relations**: 2%
- **Publications**: 18%
- **Operating**: 35%
- **Salaries**: 2%
- **Other Operations**: 2%

Allocations are generally declining, as reliance on print materials decreases.

 Allocations exclude benefits, and often encompass costs for both salaried employees and contract vendors.

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# Marketing Budget Plan

**Last updated:** <enter date of last update here>

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1. Determine resource needs

**Completely In-house**
- Full-time individual, can be more expensive for smaller firms ($45-60K)

**Split**
- Part-time internal resource (20 Hours/Week; no benefits; $15-20K)
- Hourly consultant (10 Hours/Month; no benefits; $15-20K)

**Outsource**
- Outside consultant (Must have insight from management)
- Retainer May Be Best Option (15-20 hours / month; $25-30K)
- May be able to utilize intern for implementation to reduce costs to firm
2. Build Program Metrics

Online Analytics
- Website lead generation; click through rates; info requests
- Requests via unique landing pages
- Electronic communications (newsletters, blasts, invitations, etc.)

Traditional Analytics
- Referrals / Networking leads
- Direct mail campaigns
- Newsletter / BRC requests
- Seminars / Client appreciation events
3. Evaluate Progress

Performance Measurement System

- Just like employees, measure consultants same way
- Discuss criteria and offer bonus for exceeding results

Be open to additional Outside Resources

- Consultants can’t do it all
- Bringing in additional resources will benefit the firm

Ensure consultant has tracking plans
Jack Kaser: Next Level

- Author, Speaker, Business Performance Strategist
- 30 years experience
- Central Academy of Commercial Art
- Sinclair College
Systematizing Your Brand Into a Sales & Marketing Process
The DNA of Brand Building

Internal Perception (Versus) Outside Reality
Definition of Marketing

“Selling in advance.”
Definition of Selling

“Getting people intellectually engaged in a future result that’s good for them and getting them to emotionally commit to take action to achieve that result.”
“Sales is a numbers game. To increase revenue... I’ll just get our sales guys to make more calls.”

REALLY?
CONNECTING is a PIECE of CAKE
These days it’s hard to connect with prospects and customers...
“Hello, Mr. Rickun? You don’t know me, but I think I can save you some money...”
Getting your voicemail returned is almost impossible...

And getting the prospect on the phone? Yeah, right.
Connecting with others just takes a little creativity combined with your ability to engage your prospect and your willingness to take a risk.
The **BEFORE UNIT** is in charge of identifying, educating, attracting, & motivating people to become aware of your product or service and want to do business with you for the first time.

The **DURING UNIT** is everything you do after the original sale is consummated to deliver the ultimate experience people have doing business with you and your entire organization.

The **AFTER UNIT** nurtures lifetime relationships and creates lifetime value with all the people who know, like and trust you and provide repeat business and orchestrate referrals.

View your Business in 3D
DISCOVER
(8) PROFIT ACTIVATORS
THAT WILL HELP IMPROVE
CLIENT ACQUISITION
& RETENTION
Narrow your focus and select ONE target market (at a time)
Use DIRECT RESPONSE offers to compel prospects to call YOU
Patiently and systematically educate and motivate prospects to meet you when they’re ready.
Present your unique service offer in a way that makes it easy to get started
Deliver a DREAM COME TRUE experience from your client’s perspective
Provide AFTER THE SALE SERVICE— even after you’ve already been paid
Nurture lifetime relationships and focus on the LIFETIME VALUE of a CLIENT (LVC) to secure repeat business.
Orchestrate referrals by giving your clients the opportunity to FEEL GREAT
Imagine if they would have cold called me?
Contact Us

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The Warren County Chamber Alliance seeks to broaden communication between the chambers of commerce in Warren County.

**Education**

The Warren County Chamber Alliance seeks to provide educational opportunities that will benefit the entire county and will be an extra value added to all businesses within the six chambers of commerce.

**Advocacy**

The Warren County Chamber Alliance advocates for Warren County with a unified voice. The Chamber Alliance has been a part of three “fly-ins” to Washington D.C. These fly-ins provide an opportunity for the Alliance to meet with representatives where they can convey the important issues of the business community in Warren County.

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**Fall 2013**

The fall event provided a legislative update to the small business community. The event was held due to the need expressed by small businesses to better understand legislation and programs offered by the Small Business Administration. Congressman Steve Chabot and Marianne Markowitz participated.

**Spring 2014**

Economist Brian Beaulieu came to Warren County and provided an outlook for the year. Mr. Beaulieu’s company ITR Economics is world renowned and his advice becomes a template to use.

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**What is CAPP?**

The Chamber Alliance Prioritization Process (CAPP) is organized to evaluate projects, establish a list of County priorities and recommended projects that aid the community in speaking with one voice when pursuing funding opportunities and advocating policy positions at the local, state and federal level.

**Who is Coordinating this Effort?**

The process is organized by the Warren County Chamber Alliance; a group of community leaders representing each Chamber (Franklin, Lebanon, Little Miami, Northeast Cincinnati, Springboro, and Waynesville) inside Warren County and is supported by the Warren County Port Authority.

**What projects are eligible for submission?**

Submitted questionnaires/projects are eligible for consideration if they benefit the constituents/stakeholders of Warren County and are sponsored by organizations (community, non-profit, governmental, etc.) that can oversee the intended project outcomes and meet eligibility guidelines to receive additional funding revenue or the advocated policy decision.
This graph shows a breakdown of industry sectors represented across all 6 chambers of commerce.

Numbers are estimates.