Three Critical Stages of Branding

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WIFM – What’s In It For ME?

• Three critical stages of branding
  – what marketing tactics work best in each stage
• Where am I now?
• How to perfect my pitch
  – based on where I am
• And maybe some other useful stuff you can use
I Work at _____ Because...

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<tr>
<th>Freedom</th>
<th>Great Team</th>
<th>Clients</th>
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Operation: BRAND IDENTIFICATION

• BRAND AWARENESS – Who are you and what do you do?

• BRAND VALUE – Why should I care?

• BRAND PROMISE – What can I expect?
Brand Awareness – My sign is up...
Brand Awareness – Can’t I just sell?

• Products have life cycles.

• Brands outlive products.
  – Competition: cheaper, faster, easier
    “Your competition will make it easier, faster and cheaper to do business with them if you don’t create a love for your brand.” Mark Cuban
  – Apple, Basecamp, Southwest Airlines, BOLD
Brand Awareness

• Consumers buy brands
  – Based on a strong idea
  – Remarkable creativity in advertising to break through walls of indifference to create BRAND HEAT and BRAND LUST

• Starts with CULTURE – uprisings and movements; less expensive with digital opportunities
I Work at ______ Because...

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Brand Value – Why Should I Care?

• Humans –
  – Protecting self-esteem
  – Bolstering own self-image
  – Real, yet subconscious, emotional connection is how it helps me fall in love with *myself*!
  – I belong. I feel significant. I feel safe. You complete me.
Brand Value – Customer Insight

• Psychographic profiles – observation

• Focus groups

• Emotional gaps your brand can fill

• Brand strategy must consistently align with consumer insight
Brand Value

• Target vs. Wal-Mart

• Chevy Malibu vs. Lincoln MKX

• Starbucks Coffee vs. Rhodes 101

The Powerful $1 Bill

Building Loyalty – lends to diversification
Brand Promise – What Can I Expect?

• I Buy You – your brand, your values, how you make ME feel when I use your product or service. I don’t buy products.
• Culture must be identified – what do we do that sets us apart
• Promises in marketing/advertising must be “made good” upon interaction

No brand, no differentiation.
No differentiation, no long-term profitability.
Brand Promise

 Healthy Arrogance...

• Make life easy for our clients
• Handle the daily grind of marketing and communication
• Bring true out-of-the-box, implementable creativity (IDEAS)
• Analyze – We Prove It!
• Specialize in healthcare
In What Stage Am I?

• **Brand Awareness:**
  – Start Up (first 3 years)
  – Audience – general, larger, testing waters
  – Cash flow minimal

• **Brand Value:**
  – Growth Mode
  – Audience – narrowed to segments
  – Building loyalty

• **Brand Promise:**
  – Scalability
  – Increased Cash Flow
  – Audience – very narrow, segmented
  – Sales – “we buy YOU not your product”
Marketing Tactics for Each Stage

• Brand Awareness:
  – Social 25%
  – Digital 50%
  – Public Relations 10%
  – Traditional Media 15%
  – Networking / Boots on Ground

• Message:
  – We exist
  – Who we are
  – What we do/provide (tell me more)
Marketing Tactics for Each Stage

• Brand Value:
  – Social 20%
  – Digital 50%
  – Public Relations 10%
  – Traditional Media 20%
  – Networking
  – Events – engage them with your brand

• Message:
  – Why you need us
  – How we make your life better (don’t patronize)
Marketing Tactics for Each Stage

• Brand Promise:
  – Social 25%
  – Digital 35%
  – Public Relations 5%
  – Traditional Media 35%
  – Networking
  – New Business – Diversify; Ready Built-In Customers

• Message:
  – Best practices
  – What’s new
  – Create a Following, Incentivize Referrals
  – Call Now; Why Wait; Choice is Obvious
Perfecting the Pitch

1. **What problem am I trying to solve?** (must be profitable for the company)
   - Customer Pain Points
   - Connect on empathetic level, tell a story to OPTIMAL client

2. **Imagine a perfect solution to that problem** – objective solution
   - “Wouldn’t it be great if....”

3. **How does my product/service provide that solution?**
   - What competition won’t do
   - What you can’t live without
So, Now What?

• Identified what you do as a business – what you are trying to sell
• Identified what stage of business you are in
• Identified if your marketing tactics and messaging are in line with that stage
• Perfected your pitch to the right audience for optimal profitability
So, Now What?

• NEXT: What are You best at that brings profitability? Your team?

• Develop marketing plan with messaging for each division, company wide

• Measure, measure, measure
Questions?

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