Building a Brand Plan for Marketing

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What is Marketing?

• Marketing is NOT advertising or sales
• Marketing is the Science of Sales
• Knowing your Audience
• Identifying Needs and Wants
• Positioning your Product or Service
• Justifies Advertising and Drives Sales
What is Branding?

- Your Brand is Your Story
- Told by others
- Shared by others
- Perceived by others
- Branding is your reality
Brand Plan

• Establish Brand Equity
• Leverage Your Brand
• Create Brand Share
• Brand ROI
Brand Equity

• Your Story: Values, Vision and Mission
• Positioning Statement
• Value Proposition
• Brand Promise: Tag Line
### Brand Equity Chart

<table>
<thead>
<tr>
<th>Mission</th>
<th>What you want to do – your reason for “being”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>Why you’re doing what you do – The big picture goal: have to be able to “see it” in your mind’s eye</td>
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<td>Core Values</td>
<td>4-5 beliefs – never compromised &amp; everything you do gets measured against</td>
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<td>Positioning Statement</td>
<td>A 1-2 sentence description of How you do what you do and for whom (ie- what markets.)</td>
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<td>One sentence which conveys to others the Value you provide to your customers.</td>
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<td>Quick, catchy statement or phrase that embodies who and what you are.</td>
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Definition of a “Value”

• Non negotiable rule of the road
• Defines who we are, uniquely
• In addition to the qualification criteria, defines our “table stakes”.
• Behaviors
Characteristics

• Think of the BEST team member you’ve ever known

• Think of the WORST team member that you’ve kicked out of a group, a club, etc. or just heard about

• What characteristics make them the best and the worst?
Values in Action

• Values as a filter
  > Prospective team members, employees
  > partners/vendors

• Values as a decision aid

• Values-based marketing
Tweet While You Eat - values example

• KISS
• WOW
• PROVE
• EAT
• BE MERRY
What Is a “Mission”?

• Organization’s reason for being
• Purpose

• Generally doesn’t change
@whileyoueat Mission - example

• *Prove that rewarding eaters using Twitter creates loyalty, drives new business, and makes feeders more profitable.*
What Is a “Vision”?

• A *picture* of where the organization will be in three to five years.
Tweet While You Eat Vision

• @whileyoueat is one of the top 10 trending topics on Twitter daily.
What Is a “Positioning”?  

• A 1-2 sentence description of **How** you do what you do and for whom (ie- what markets.)
Tweet While You Eat Positioning

• We use Twitter to facilitate a simple loyalty program for restaurants. Our proprietary app tracks tweets about our restaurants, DMs Tweople $1 off coupons, and proves ROI to our Eaters and Feeders.
What Is a “Value Proposition”?

• One sentence which conveys to others the Value you provide to your customers.
Tweet While You Eat Value Proposition

• We provide Eaters $1 a tweet, and Feeders with more eaters for $1 a visit.
What Is a “Tag Line”?

• *Quick, catchy statement or phrase that embodies who and what you are.*
Tweet While You Eat Tag Line

• Tweeters Connecting Eaters and Feeders
## Tweet While You Brand Equity Chart

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Brand Leverage

- Traditional Advertising
- PR
- New Media
Traditional Advertising

- TV, Print, Radio, Mail, etc.
- Expensive
- Effective?
- +Reach, +Repetition, +Response
- ROI?
PR

- Newspapers, Magazines, TV, Radio, etc.
- Free (except PR firms)
- Effective
- +Reach, -Repetition, +Response
- ROI?
New Media

• Online, Social, Email, Mobile, etc.
• Free (except for time)
• Effective?
• +Reach, ++Repetition, -Response
• ROI?
Brand Share

• Top of Mind Awareness
• Top of Google Awareness
• Top of Facebook Wall
Brand ROI

- Prioritization
- ROI v GRIPitROI
Prioritization

• Dangers, Opportunities and Strengths
• Top 5
• Ownership
• Communication
D.O.S. Conversation

• **Dangers** – things that are derailing, or potentially could derail, your company’s growth and/or success

• **Opportunities** – things to focus on

• **Strengths** – things to build from
Measurability = Accountability

• Make each priority truly measurable
• SMART Goals
• What’s the win
Prioritize your Top 5

• Wins have to be prioritized *in comparison* to each other
Time to Take Ownership

• No Owner = No Action
Build Out Each Priority

• Brainstorm!
• Individual Action Items Created
• Prioritize
Following Through on Action Items

• How do you maximize follow-through?

• Accountability

• How do you achieve accountability?

• Communication
  > Team meetings
  > Daily Huddles
  > Measure your Results against your Plan
GRIPitROI

- Genuine
- Repeatable
- Identifiable
- Purposeful
- Individual Touch
- Reactions of Interest
Is your Brand making you money?

• What are you spending on your brand?
• What is your budget for advertising, PR, and New Media?
• Have you established ROI and GRIPitROI
• Is your brand sales and selling for you?
Questions?

- ???