

Establishing and Marketing your Brand

for Maximum
Impact!



WARREN COUNTY
CHAMBER ALLIANCE

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

**K·B
toys**


PONTIAC

**FILENE'S
BASEMENT**

BORDERS


Hostess


**circuit
city**

Kodak

Gourmet
THE MASTERS OF GOOD LIVING


SAAB



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.

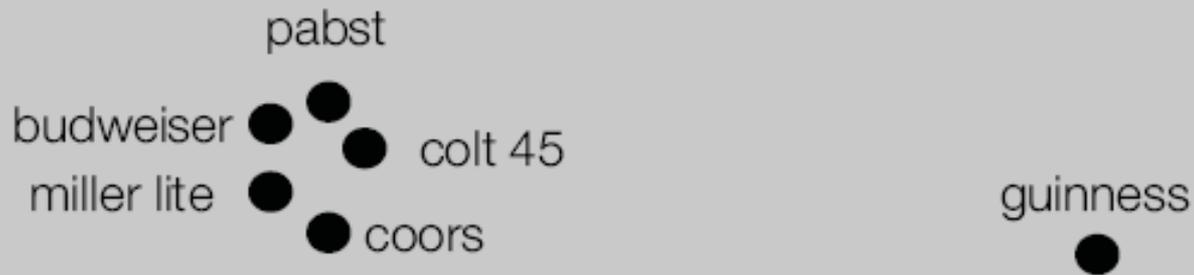


Think about...

YOUR BRAND'S EQUITY AS A STORY

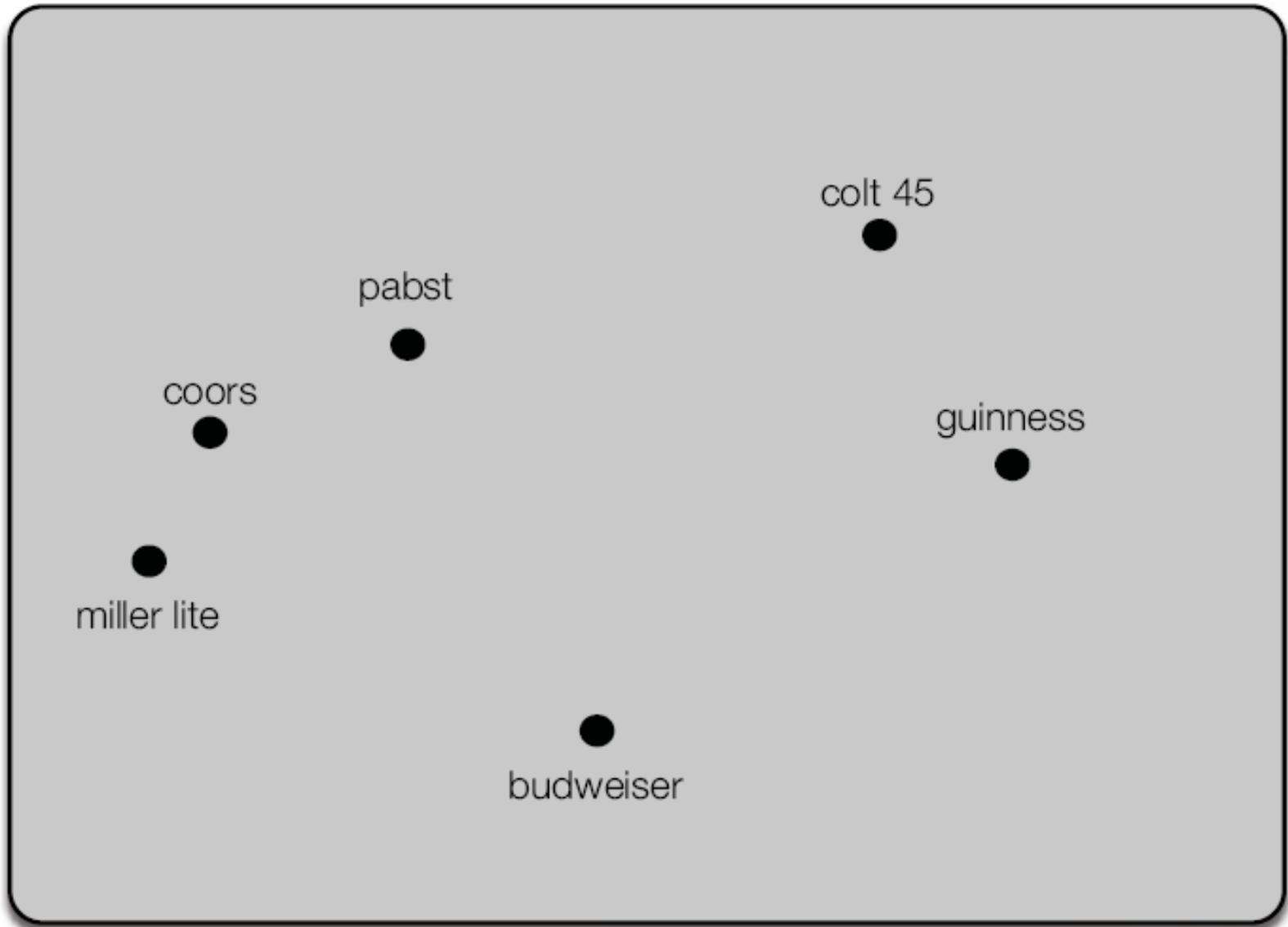
- At its very core, marketing is storytelling...A brand's story comes from the company's own information, and should be true to your company's mission, vision and values.
- The goal with corporate-brand storytelling is to transition the consumer from awareness to trial to advocacy. And when you can develop an emotional connection between consumers and your brand, your Brand's power will grow exponentially.

BRAND EQUITY



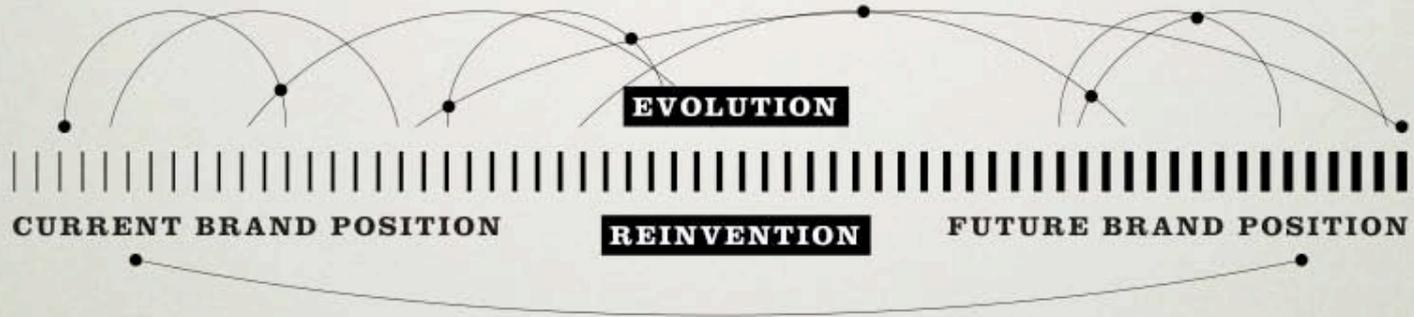
taste perception of six beers when **unaware** of the brands

BRAND EQUITY



taste perception of six beers when **aware** of the brands

EVOLUTION VS REINVENTION



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 : Intrinzic



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

Developing Brands





Before



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.



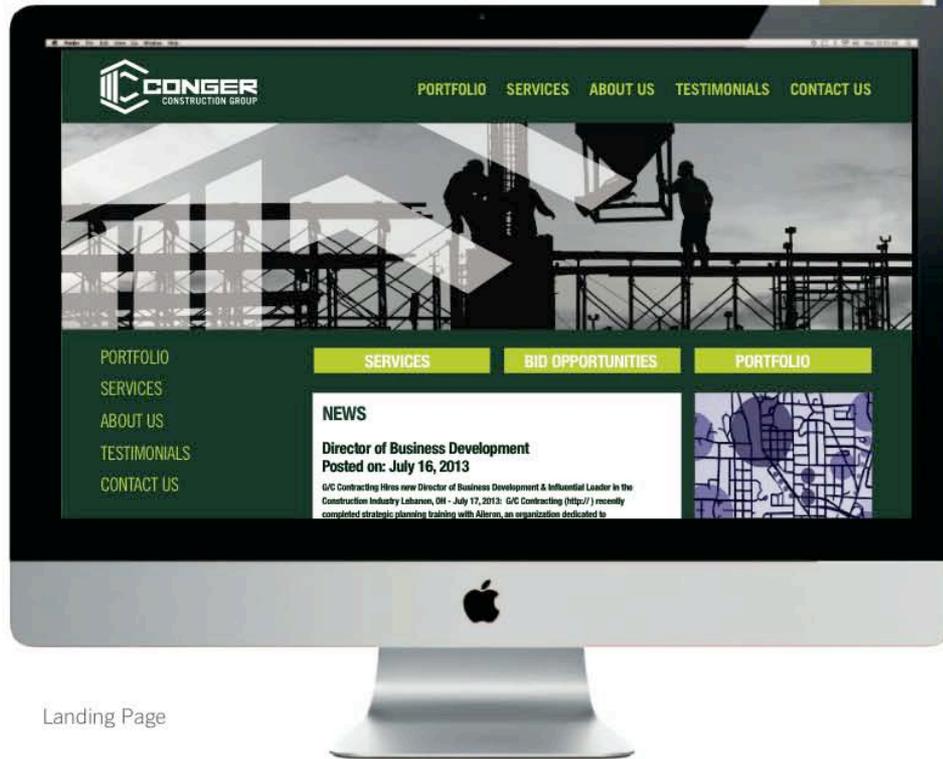
Story Elements

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



Landing Page



AD EXAMPLES

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

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VESTIBULUM VENENATIS MOEIX
LANTE AC VENERATIS. MAURIS FACILIBUS VULPATE RISUS HENDRENT. DONEC CONDIMENTUM
DIGNO REM ID EUISMOD. DONEC SOLLECTUDIN TURPIS AC TORTOR FEUGIAT. AT RHONCUS TELLUS
DICTUM. MORBI ELEMENTUM TRISTIQUE BLANDIT.

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DICTUM. MORBI ELEMENTUM TRISTIQUE BLANDIT.

**INTEGRITY, QUALITY
AND COMMITMENT.
TOOLS WE BRING
TO EVERY JOBSITE**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VESTIBULUM VENENATIS MOEIX
LANTE AC VENERATIS. MAURIS FACILIBUS VULPATE RISUS HENDRENT. DONEC CONDIMENTUM
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DICTUM. MORBI ELEMENTUM TRISTIQUE BLANDIT.

BEFORE:

Remke bigg's.
MARKETS

AFTER:

SINCE 1897
Remke
MARKETS

Iconic Stamp System



REMIKKE GOOD...
Since
1892
TRADE MARK



Iconic Stamp System

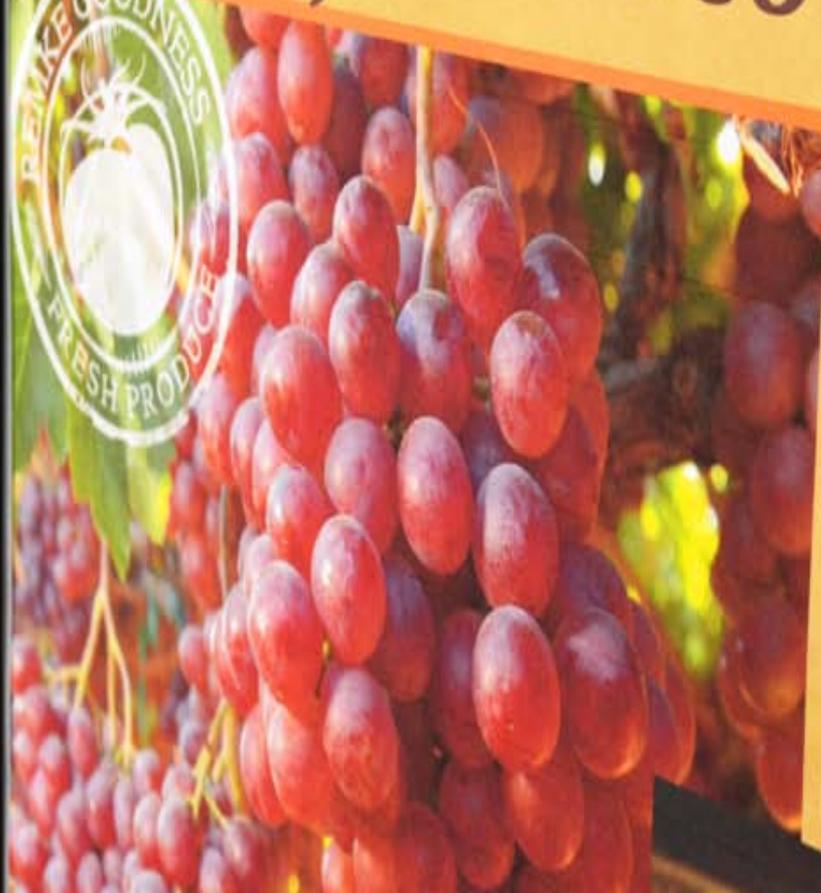


In Store Signage



Extra Sweet, Premium

Holiday Seedless Grapes



Packaging



Packaging



Uniforms







OUT DOOR BOARD/BUS WRAP

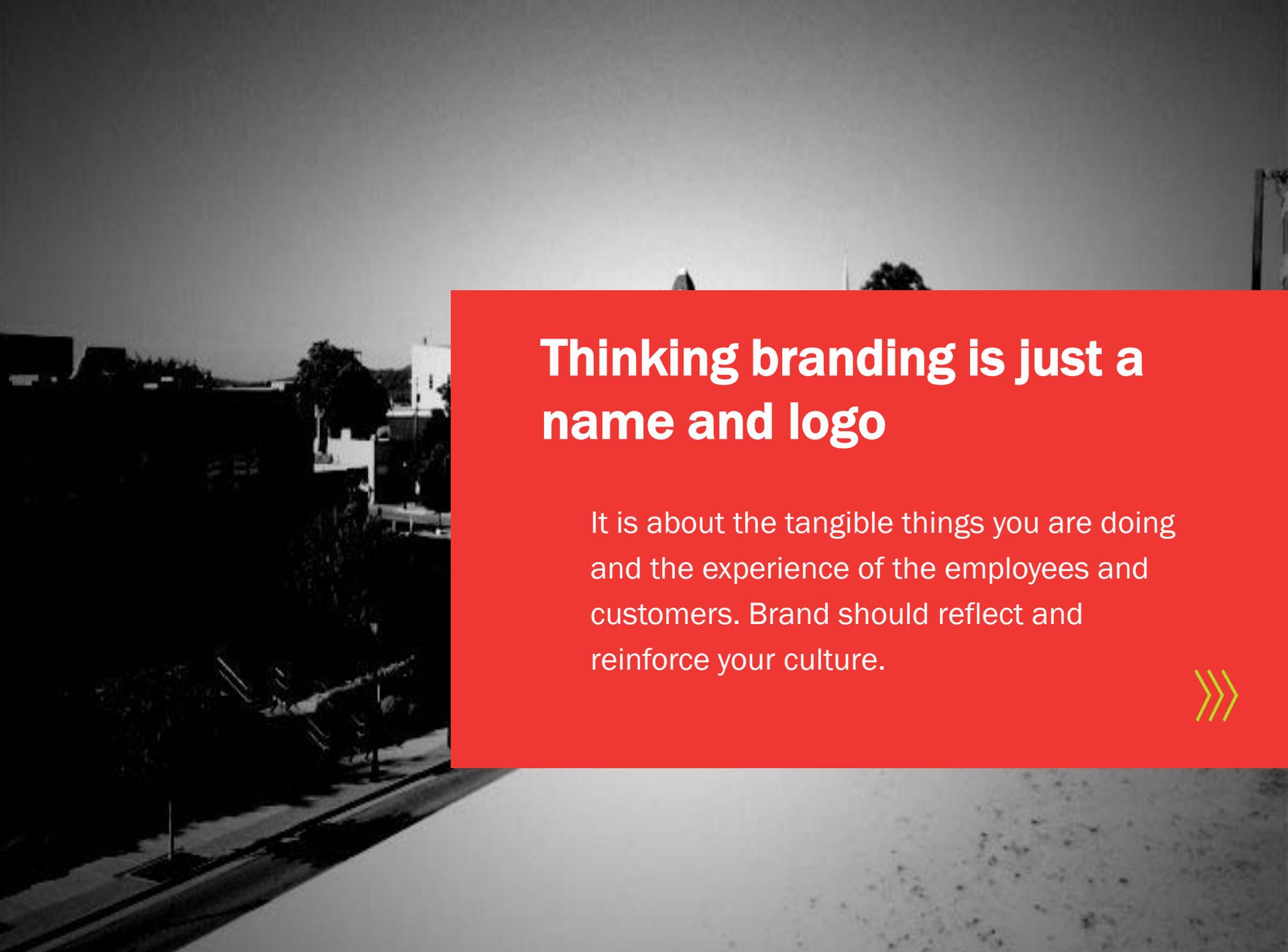
Common Pitfalls of Branding



Not understanding the power of a brand

As a business driver and tool to inspire both internal and external audiences.





Thinking branding is just a name and logo

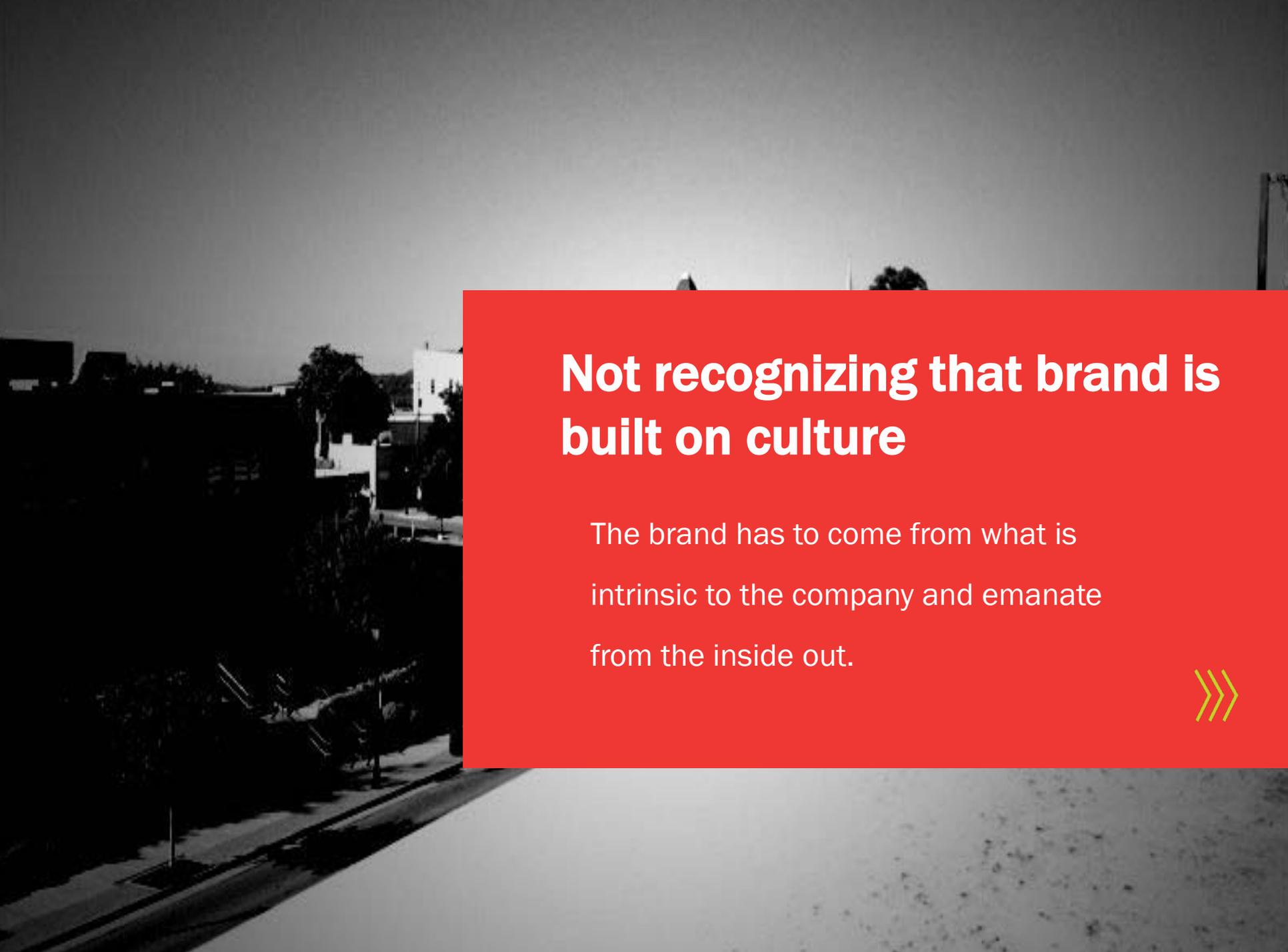
It is about the tangible things you are doing and the experience of the employees and customers. Brand should reflect and reinforce your culture.



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.



Complicating the messaging

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.**

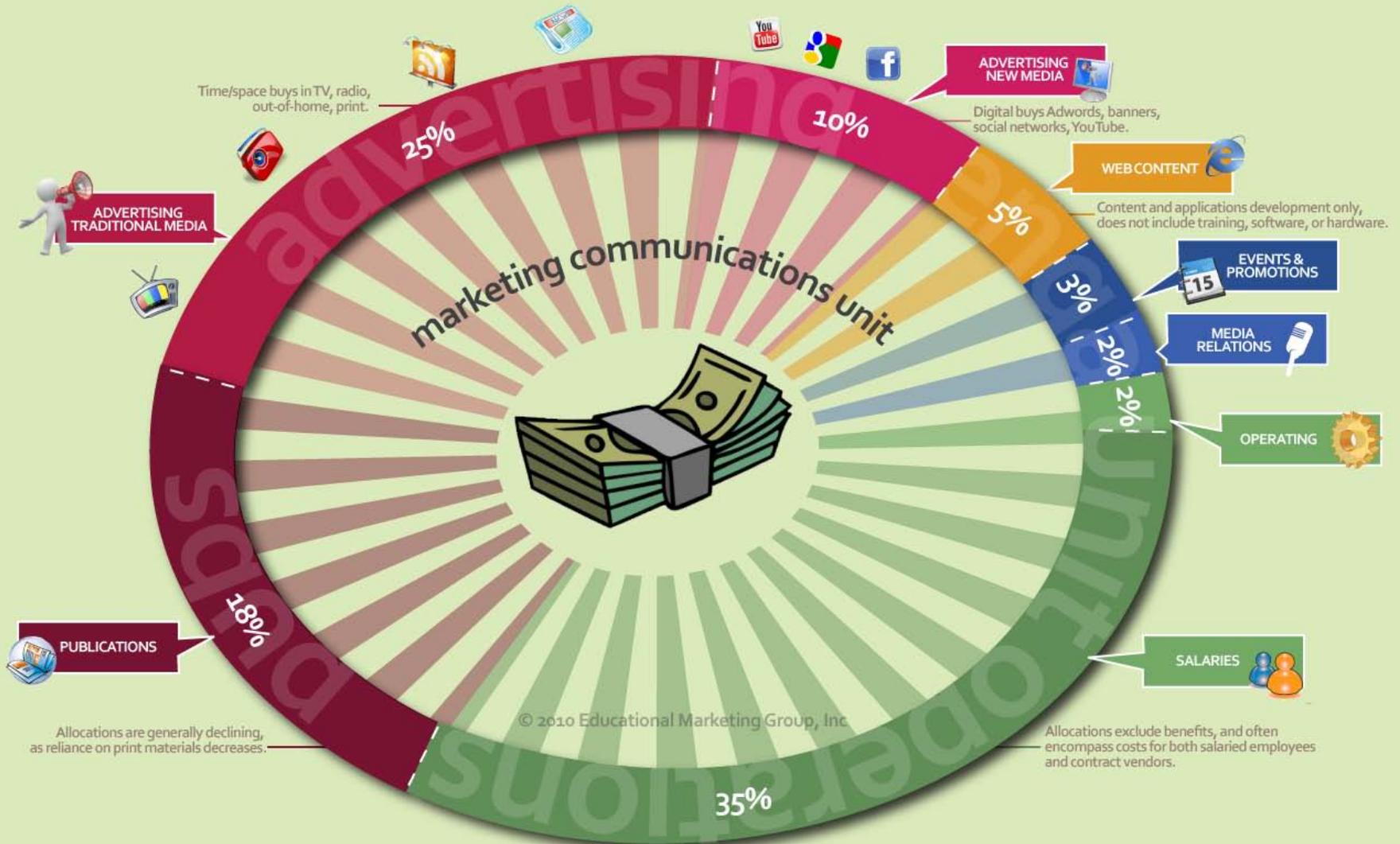
**Preparing for growth?
Consider a 10% marketing budget!**

How to know what to spend on ...

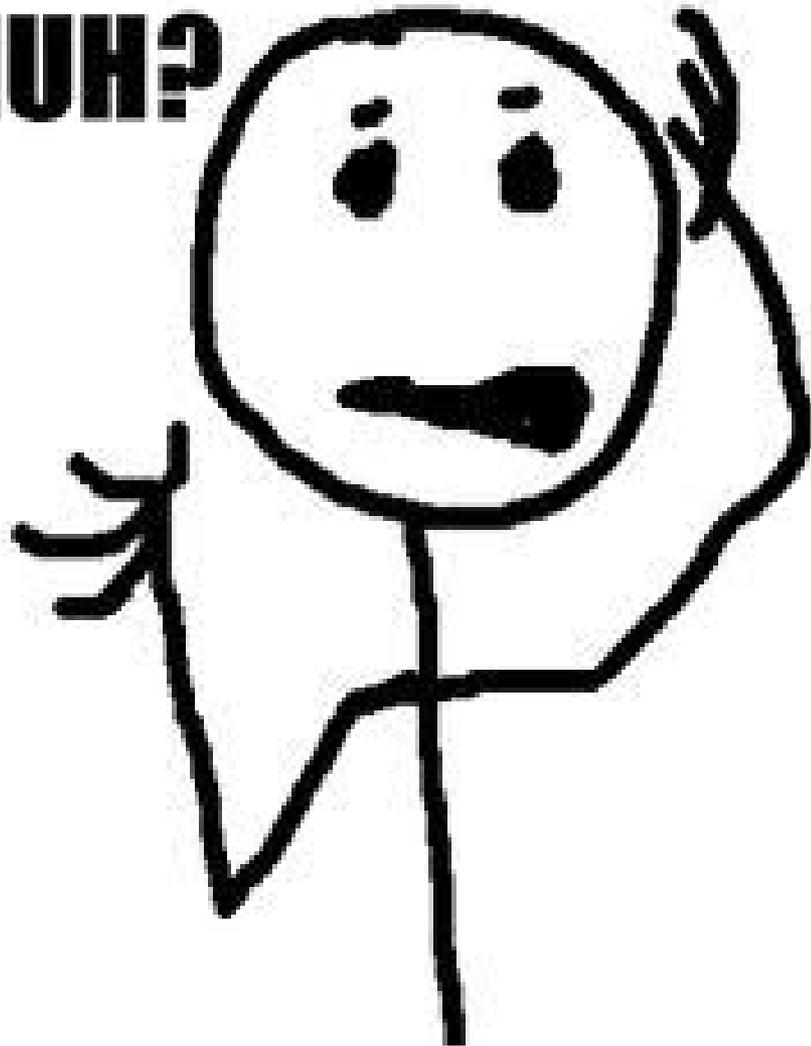
- Evaluate what is working now
- Talk to other SMB owners about what has worked for them
- Test the market
- Use these benchmarks

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.



HUH?



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

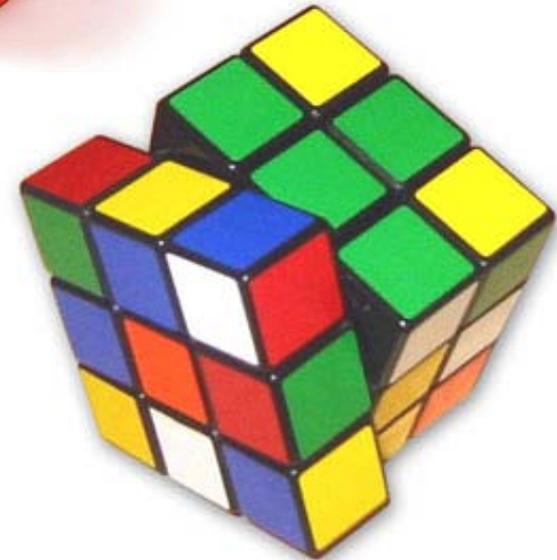
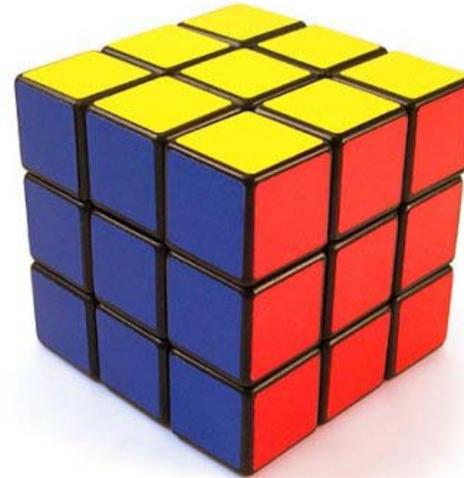


BREAKTHROUGH DNA BLUEPRINT



NEXTLEVEL
BUSINESS TO BUSINESS

**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.”

Business Owner Myth

“Sales is a numbers game.

To increase revenue...

I’ll just get our sales guys to make more calls.”

REALLY?

CONNECTING

is a

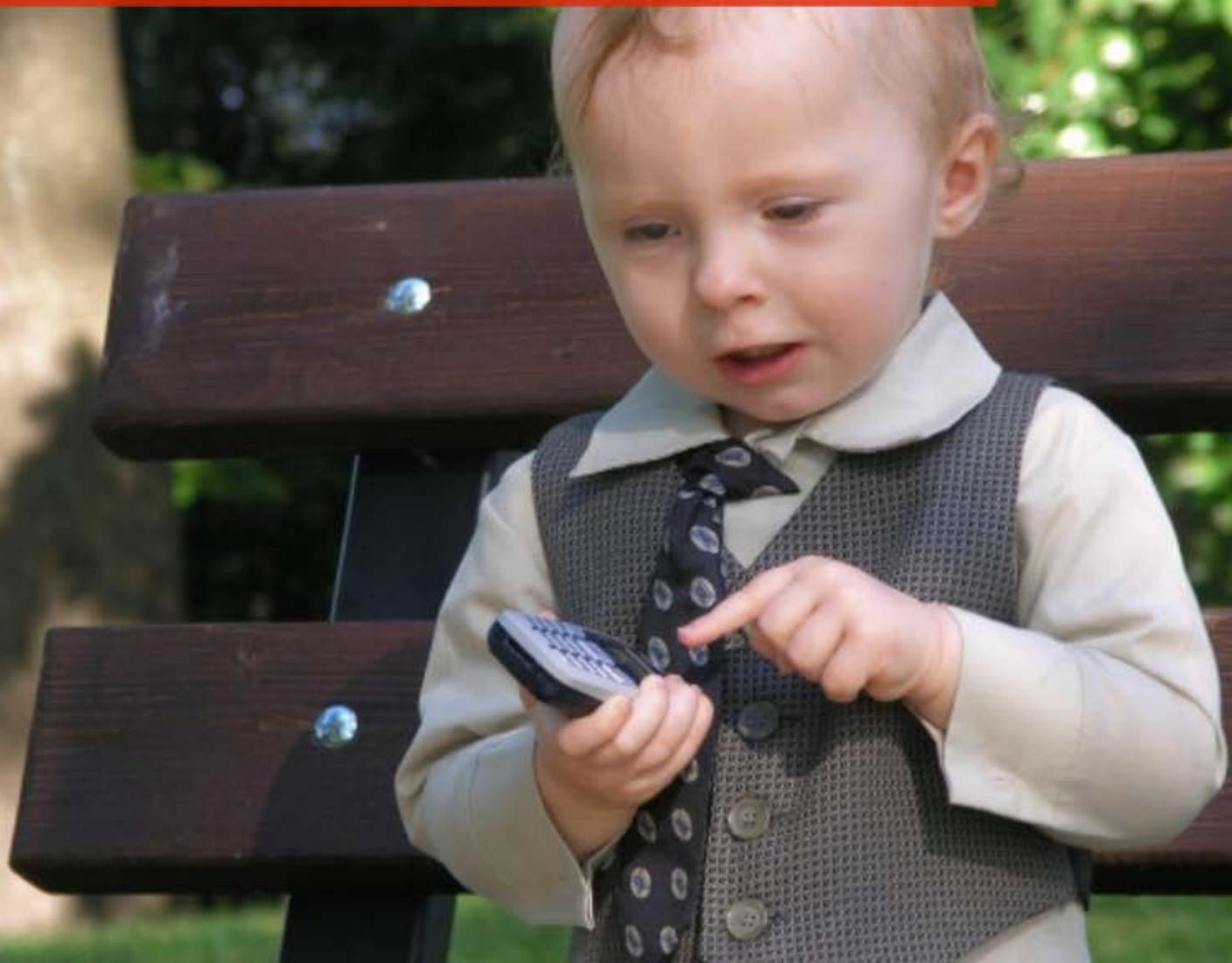
PIECE

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.****

View your Business in 3D

BEFORE UNIT

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.

DURING UNIT

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.

AFTER UNIT

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.

DISCOVER

(8) PROFIT ACTIVATORS

THAT WILL HELP IMPROVE

CLIENT ACQUISITION

& RETENTION

BEFORE UNIT



**Narrow your
focus and select
ONE target
market (at a time)**

BEFORE UNIT



Use **DIRECT
RESPONSE**
offers to compel
prospects to
call **YOU**



**Patiently and
systematically
educate and
motivate
prospects to
meet you when
THEY'RE ready**

DURING UNIT



**Present your
unique service
offer in a way
that makes it
EASY to get
started**

DURING UNIT



**Deliver a DREAM
COME TRUE
experience from
your client's
perspective**

DURING UNIT

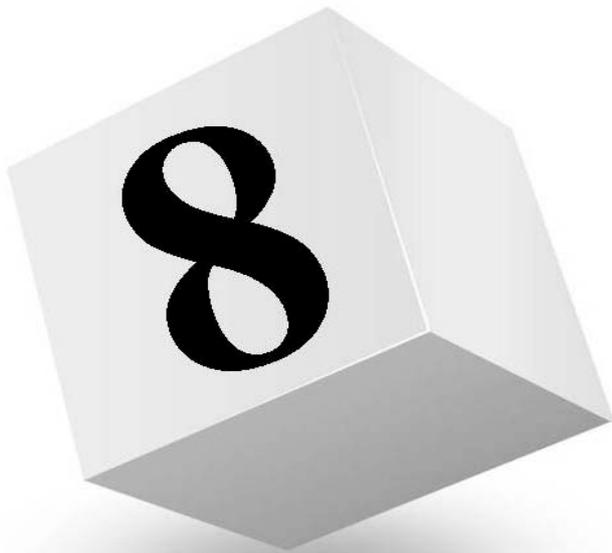


Provide
AFTER THE
SALE SERVICE-
even after you've
already been paid



Nurture lifetime relationships and focus on the **LIFETIME VALUE of a CLIENT (LVC) to secure repeat business**

AFTER UNIT



**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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Michelle Class : michelle@marketingwithclass.com

Jack Kaser : jack@nextlevelbusiness.com

Franklin, Lebanon, Little Miami



Northeast Cincinnati, Springboro, Waynesville

Communication

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.

Meet the Board:

Franklin:

Peggy Darragh-Jeromos
Sonny Lewis

Lebanon:

Justin Conger
Christye Leasure

Little Miami:

Bobbie Grice
Daniel Riegner

Northeast Cincinnati:

Chester Mastalerz
Sherry Taylor

Springboro:

Carol Hughes
Chris Pozzuto

Waynesville:

Dawn Schroeder
Richard Whittaker

Businesses Represented:
2,113

Estimated Full Time Employees Represented:
40,000

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.

Chamber Alliance Prioritization Process

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.

Business Sectors Represented

This graph shows a breakdown of industry sectors represented across all 6 chambers of commerce.

Numbers are estimates.

