



jeffrey korn | creative

# Building Your Brand: Marketing + Business Concerns

# Today we're going to cover...

- What do we mean when we say "Branding"?
- Brand touchpoints for your business
- Jumpstart the brand-building process for YOUR business
- Marketing: What is it?
- Which marketing options are you probably overlooking?
- Social media marketing that you can start leveraging today
- Face-to-face marketing tips and techniques
- Talking to strangers
- Crafting your elevator pitch — what are some of the "gotchas" that tank most elevator pitches?

# About me

- Not a Macintosh consultant

jeffrey korn creative  
A.I.G.A., G.A.G.

- I do Strategy and Design...
  - Branding
  - Marketing
  - Usability
  - UI
  - Web

# About me



# About me

**BARNES & NOBLE**  
BOOKSELLERS

**Sky  
Mall**

**Pfizer**

**TIME  
LIFE**

  
**at&t**

 **AirTran**<sup>SM</sup>

 **American  
Cancer  
Society**<sup>®</sup>

**GUCCI**  


**Zipix**

 **reunio**

**DAPPLE**  
*organics*

**VENETRA**

**PURPOSE**  **ENERGY**  
Brewing Renewable Fuels

**TrootTrace**<sup>TM</sup>  
AUDIO ANALYSIS BUNDLE

**talkler**



jeffrey korn | creative

# Building Your Brand: Marketing + Business Concerns



jeffrey korn | creative

# Building Your **Brand**: **Marketing** + Business Concerns

# Branding: What is it?

- Brand = EVERYTHING that creates an impression.
- Logo is only part of it.



VS.





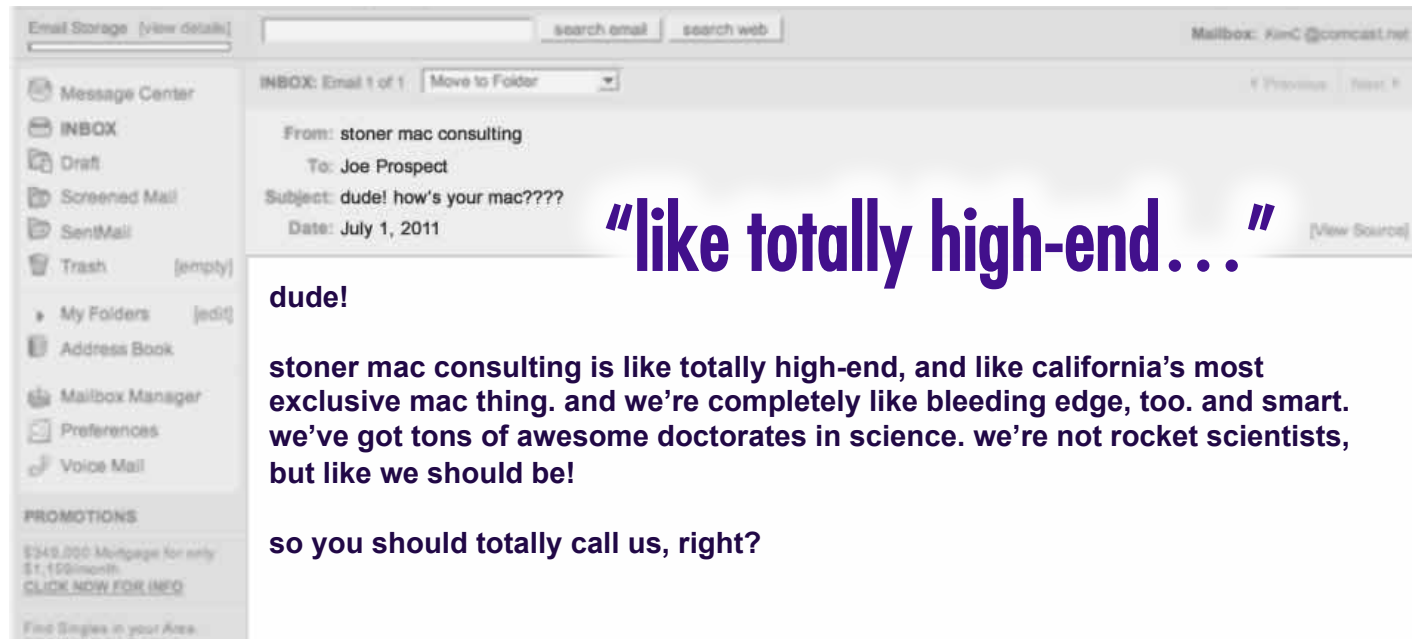
# Brand touchpoints in YOUR world

- OK, logo is one. But what else?
- Web design: imagery + copy + navigation text



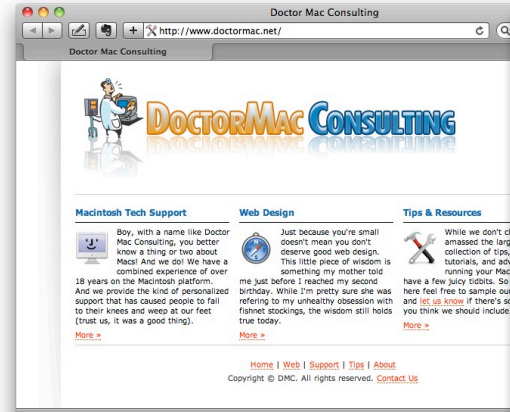
# Brand touchpoints in YOUR world

- OK, logo is one. But what else?
- Web design: imagery + copy + navigation text
- “Tone of voice” in your writing
  - Emails



# Brand touchpoints in YOUR world

- OK, logo is one. But what else?
- Web design: imagery + copy + navigation text
- “Tone of voice” in your writing
  - Emails
  - Web pages



## Macintosh Tech Support



Boy, with a name like Doctor Mac Consulting, you better know a thing or two about Macs! And we do! We have a combined experience of over 18 years on the Macintosh platform. And we provide the kind of personalized support that has caused people to fall to their knees and weep at our feet (trust us, it was a good thing).

# Brand touchpoints in YOUR world

- OK, logo is one. But what else?
- Web design: imagery + copy + navigation text
- “Tone of voice” in your writing
  - Emails
  - Web pages
  - Blog posts
  - Client contracts & Invoices
  - Business cards, Facebook comments, LinkedIn recommendations, texting, etc.
- Voicemail greeting + phone voice
- And *especially* your own personal presence

# What's YOUR brand?

- So, what impression do you want to convey?



# What's YOUR brand?

- Like it or not, the world will brand you.
- Might as well decide for yourself: What brand you WANT?
- Are you...
  - High end -OR- economical?
  - Helpful nephew -OR- rocket scientist?
  - One man show -OR- international conglomerate?
  - Fast paced -OR- slow and methodical?
  - Residential -OR- business? Both?
  - Cutting edge -OR- classic?
- Look around the room...

# What's YOUR brand?



**90 Seconds:  
9 words or phrases for your brand.**



jeffrey korn creative

# Building Your **Brand**: **Marketing** + Business Concerns



# Marketing: What is it?

- If “Branding” is the impression you give the world...
- Then “Marketing” is whatever you do to get your Brand out there.
- Advertising is only part of it.
- What else?
  - Your website.
  - Contracts, invoices.
  - Email signature.
  - Business card.
  - Social networking online: Facebook, LinkedIn, Twitter, etc.
  - Face-to-face marketing...

# Social Media Marketing

## SOCIAL + BUSINESS NETWORKS



## INTEREST GROUPS



## VALUE-ADD MEDIA

e.g., How-To Videos



## LOCAL RATINGS



# Social Media Marketing

LESS OBVIOUS...

Case Study: Diane Ross



United States (English)


Office<sup>Microsoft®</sup>mac

Home
Products
How To
Templates
Downloads
Support
Blog
Buy Now

Most Valuable Professionals
Product Forums > MVPs > Diane Ross
Sign In

Most Valuable Professionals
Yves Roger CORNIL >
Corentin Cras-Méneur >
Bob Greenblatt >
Clive Huggan >
J. E. McGimpsey >
Bernard Rey >
Diane Ross
Allen Watson >
Barry Wainwright [MVP] >

About Diane Ross


Diane Ross

Web master for the Entourage Help Page and the Entourage Help Blog. One of the original Mac MVPs.

Diane Ross's Recent Forum Activity

Contact

Website:  
mvp.support.microsoft.com/prof...

Subscribe
RSS
Sign In to subscribe via email

# Social Media Marketing

## LESS OBVIOUS...

- Become a “local hero” in Help Forums, like Diane Ross.
- Comment on *other people's* blogs.
  - In addition to writing your own.

**BUT ALWAYS LINK BACK TO YOUR OWN WEBSITE, YOUR BLOG, YOUR TWITTER PAGE, ETC.**

```
--
Diane Ross, Microsoft Mac MVP
Entourage Help Page <http://www.entourage.mvps.org/>
Entourage Help Blog <http://blog.entourage.mvps.org/>
YouTalk <http://tinyurl.com/bzcrjy> <-- Entourage mailing list
Twitter: follow <http://twitter.com/entouragehelp>
```

# Face-to-face marketing

- So many opportunities to talk about your business...
- Social: Parties, reunions, church, health club, bowling league, etc.
- Networking:
  - Local Chamber of Commerce
  - BNI: Business Network International
  - Rotary Club, Toastmasters
  - Meetup
  - Google Groups, Yahoo Groups, LinkedIn Groups
- Trade shows and conferences (like MacTech Bootcamp!)

# Face-to-face marketing

- Onsite with your clients, before, during and after the project
  - Be sure you're asking your clients for referrals. Let them know you want to grow!
- You're looking for potential clients AND referral partners
- Mass transit: Trains, planes, etc.
- In line at the store, at Starbucks (or Dunkin' Donuts)
- Talking to total strangers...

# Talking to total strangers

- Some people are shy. Others will talk to anyone.
- Practice makes it easier.
- Know what you need to say.
  - Your “Elevator Pitch.” (We’ll come back to this in a second.)
  - No need to apologize for having a message. We’re probably all here for the same reason.
- Look for people standing alone: Introduce yourself.
- If large groups feel overwhelming, get there early.
  - It will ease you into it as others arrive, and give you a sense of belonging.
- Volunteer to help at an event.
  - Gives you a reason to talk to others, and a feeling of ownership.

# Elevator Pitch

- 30 seconds max.
- 3 ideas at most.
- Your Presence should be “congruent” with your message!
  - Presence = Voice + Body Language + Emotion
  - In synch with your words.
- What makes you different?
  - More valuable than the average competitor?
- Don't be afraid to be memorable.
  - If your audience could remember only ONE thing from the interaction, what should that be?



# Pitching Practice

- 90 seconds: Grab a sheet of paper, and jot down...
  - What 3 ideas matter most about your biz?
  - What are a few words that describe your brand?
  - Circle the one that's most critical.
  - Don't worry about getting it "right." This is just a quick experiment. Can always adjust later.
  - 90 seconds starting now...
- In a moment: Turn to someone nearby. Groups of 2 or 3.
- Tell them about your business.
- 2 minutes total. But try to use no more than 30 seconds each.

# We've covered a lot of ground today...

- What's branding?
- Understanding the brand touchpoints for Mac consultants
- Kickstart: What's YOUR brand
- Marketing: What is it?
- Marketing options:  
*From advertising to social networking to email signatures...*
- Social media marketing that you can do starting today:  
*From interest groups to value add media to help forums to local ratings to blogs, etc.*
- Face-to-face marketing
- Talking to strangers:  
*(shy or not)*
- Elevator pitches and pitching practice

# Download this presentation PLUS...

- Simply head to **GO.JEFFREYKORN.COM/BOOTCAMP**
- You'll get a PDF of this entire presentation
- PLUS a huge list of valuable resources for...
  - Branding and marketing your own business
  - Organizations, clubs, groups where you can find clients and referrals
  - Networking events for strategic partners and clients
  - Tips on breaking the ice
  - Improving your own personal presence
  - Upgrading your pitching skills
  - Social Media Marketing links
  - Design resources for brand building, designing logos and websites
  - And MORE!



jeffrey korn | creative

**Best Practices + Q&A**

# Best practices + Q&A

- Where do YOU do your best marketing?
- Where do your clients typically come from?
- What online networks are you currently using?
- Which social media do you *wish* you were using?
- What helps you get over your face-to-face marketing fears?
- Did you hear an elevator pitch today that impressed you? Why?
- What Branding + Marketing questions do you have for Jeffrey Korn, or for the other consultants here?



jeffrey korn creative

Thank you!