

Building Your Brand

Marketing & Business Concerns

Justin T. Esgar

CEO of Autriv Software Development

Autriv

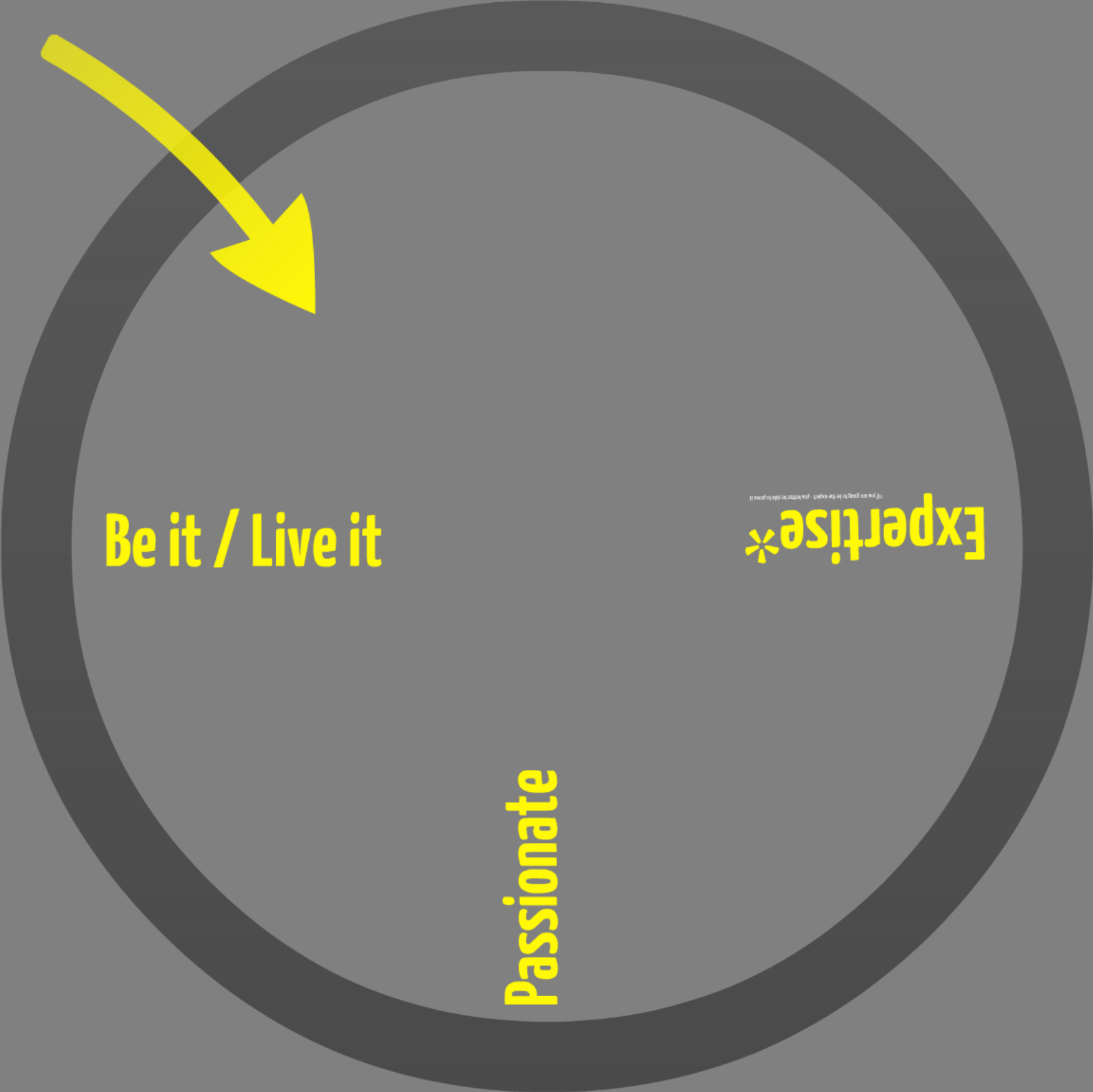
What is a Brand?

the creek

BRANDING

Rein -

77



Be it / Live it

Expertise*
if you want to be expert - you better be able to prove it

Passionate

Be it / Live it

Passionate

Expertise*

*If you are going to be the expert - you better be able to prove it



Activity Time!

Do's

- Use your Brand
- Mention your Expertise
- Be specific

Don'ts

- Write your name
- Write you URL
- Write your Phone #



Activity Time!


Marketing - it's not Advertising

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Official Definition

Official Definition

mar·ket·ing /'märkitiNG/ 

Noun: The action or business of promoting and selling products or services.



It's a combination of tools

The Marketing Toolbox



Face to Face Marketing

Conferences



Networking Groups



Business Parties



The Elevator Pitch



Social Networking

It's not Social Media anymore...it's now:

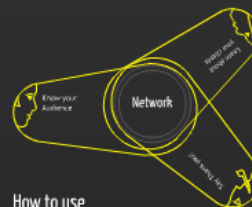
Social Networking - you are NETWORKING!

It's a 2-way



Street

You don't have to be on it...but you should!



How to use
Social Networking

Blogging

There are no ifs, ands, or buts:

HAVE A BLOG

www.yourcompany.com/blog

blog.yourcompany.com



www.autriv.com/blog - keep up with our new releases

Shameless plug #2

The Marketing Toolbox





Face to Face Marketing

Conferences

MACTECH
BOOTCAMP 2012



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Conferences



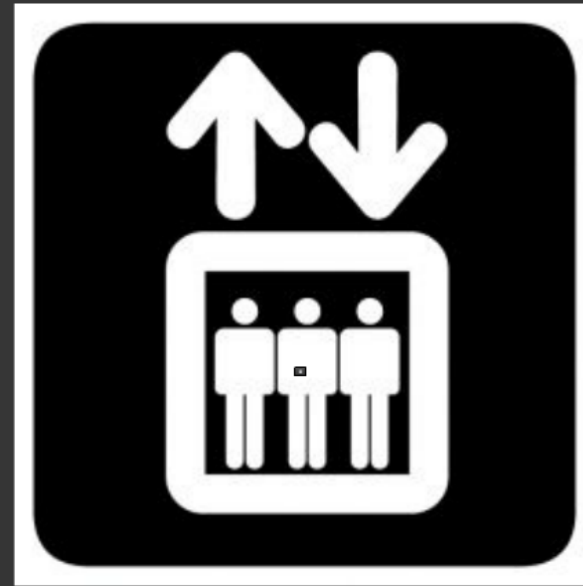
Networking Groups



Business Parties



The Elevator Pitch



**This app will change the way you do business.
And you can save money and the environment while doing it**



My Elevator Pitch - and shameless plug #1



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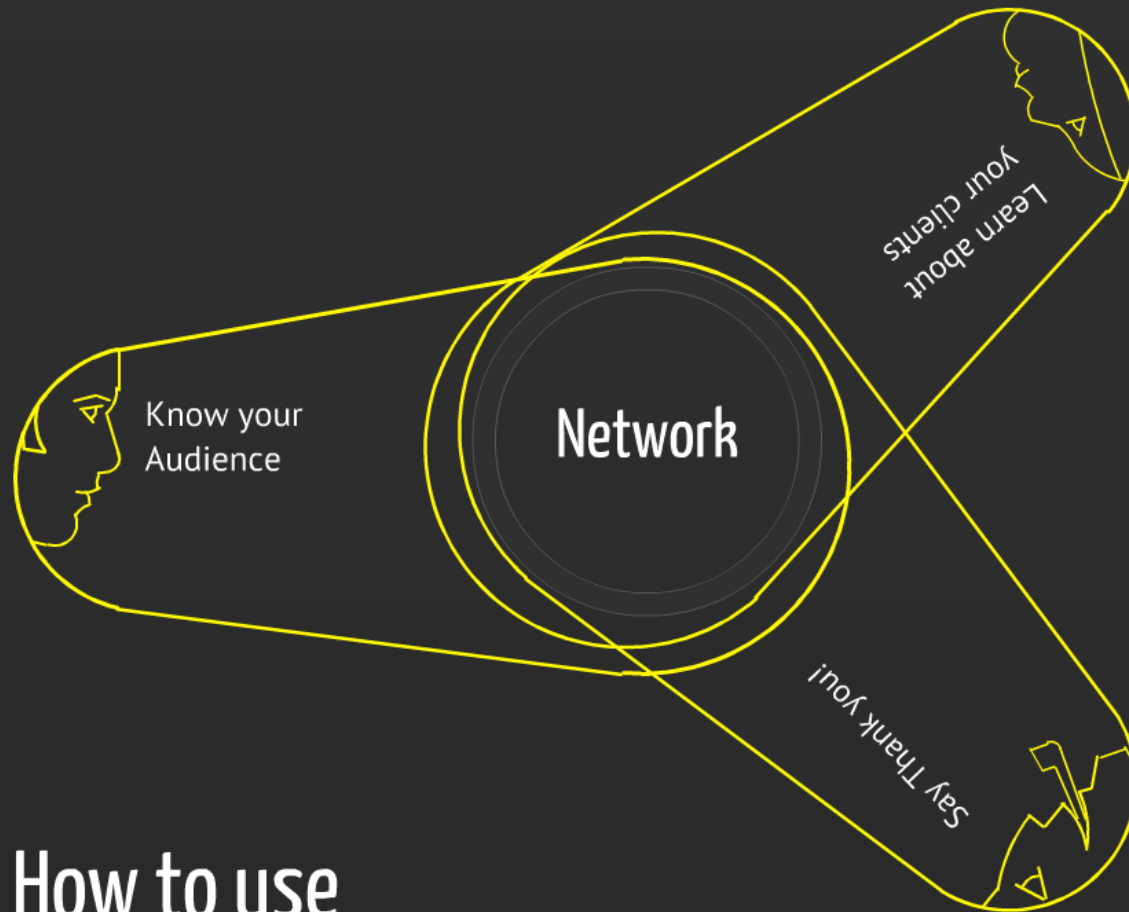
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How to use Social Networking

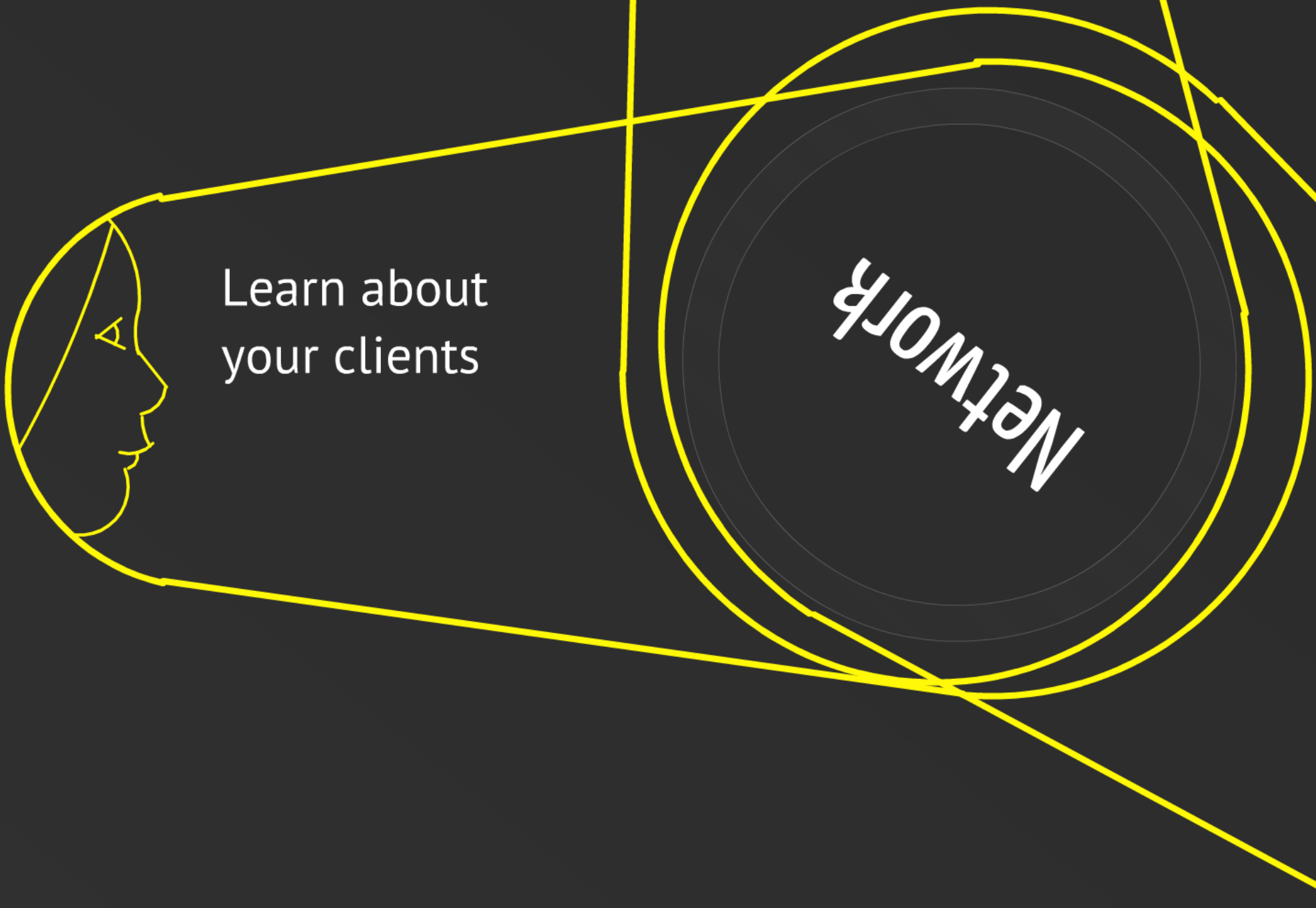


Know your
Audience

Network

Thank you!

st



Learn about
your clients

Network

your

your
experience

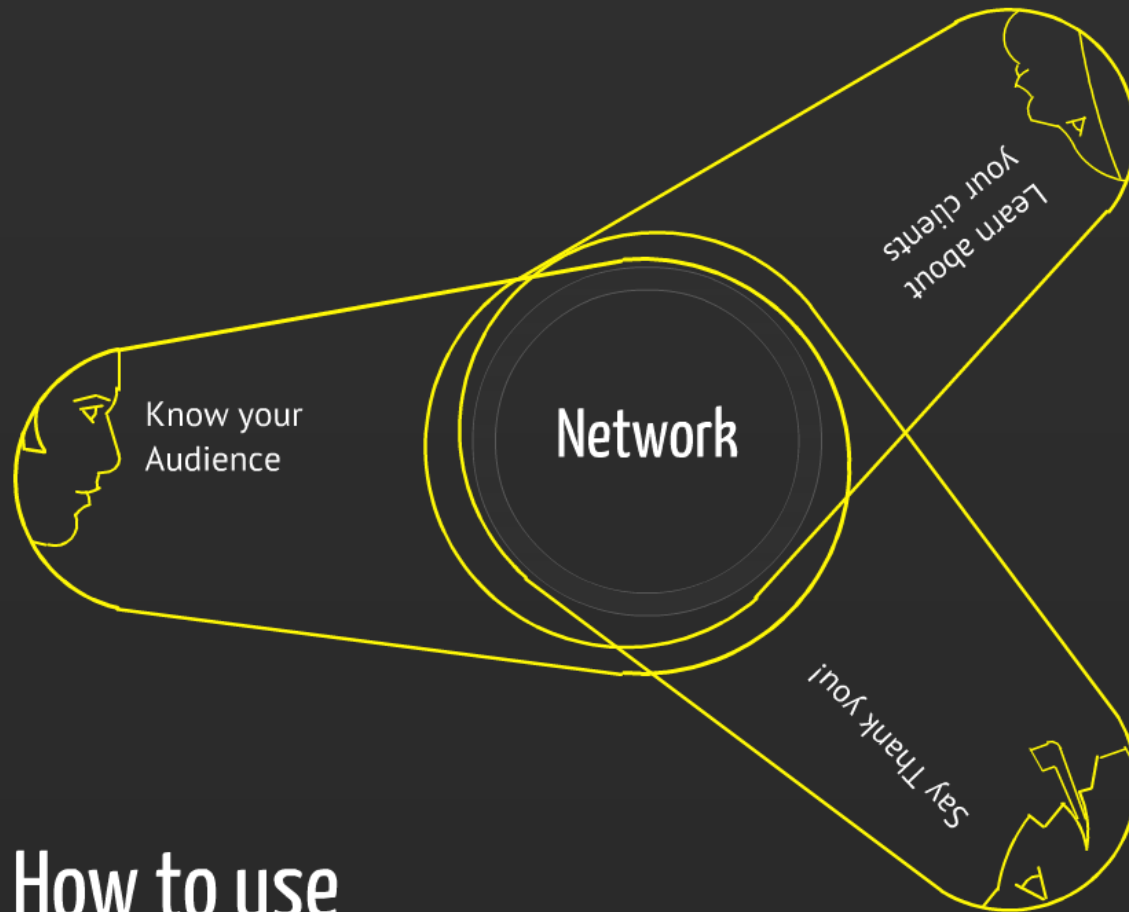
Network

Say Thank you!

A



about
clients



How to use Social Networking

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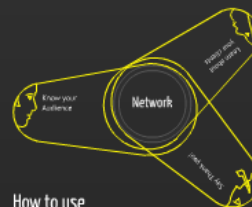
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Shameless plug #2

Contact Information

IF YOU THINK IM
SEXY
THEN CALL ME
(555)-555-5555

What to do with it

Applications to Use



Filemaker



NeatWorks



Daylite



Card Munch



BlackBook

disclaimer: I made this software
Shameless plug #3



Filemaker

M



er NeatWorks



arks

Daylite

Can



Card Munch



I Munch



BlackBook

disclaimer: I made this software

Shameless plug #3

Got their digits? Now what?

Send Email Newsletters
Send Business Updates
Tidbits and/or Tricks



Send Email Newsletters
Send Business Updates
Tidbits and/or Tricks



How to work 4-hour a week

Virtual Assistants



Scheduled Updates

Interns

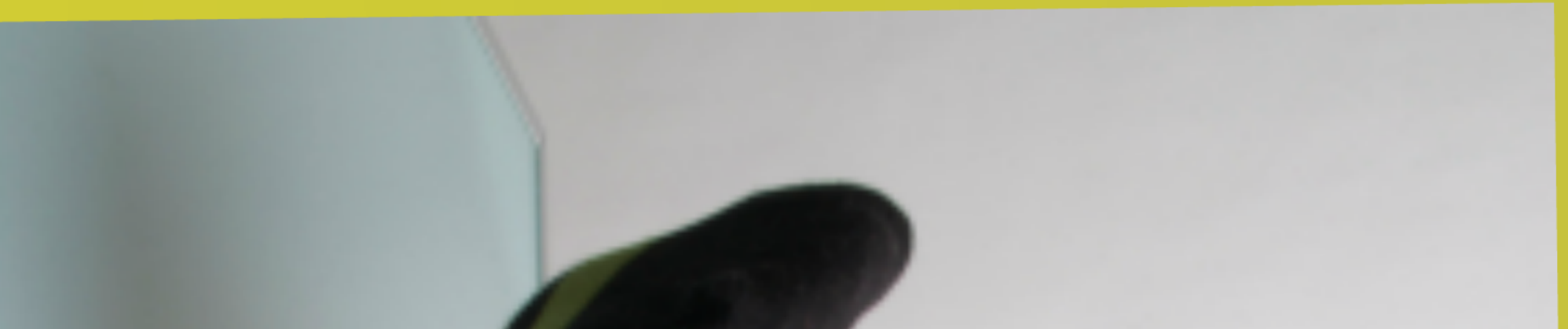
How to work 4-hour a week



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How to work 4-hour a week

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Scheduled Updates

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The Rundown

Everything you do is your Brand

Get out there and talk to people

Be the expert

Network, Network, Network

Know your 30-second pitch

Tweet, Facebook, Blog - Connect!

Say Thank You

Stay Organized

Buy My Apps :)

Shameless Plug #4

The Rundown

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Network, Network, Network

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Stay Organized

/ My Apps :)

Say Thank You

BOOK, DIG - CONNECT

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Shameless Plug #4

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