



Building Your Brand: Marketing and Business Concerns

MacTech Boot Camp - Phoenix

May 1, 2012

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Creator of Heart & Mind® Branding
Founder & President

HEASLEY & PARTNERS™

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Tell me about you.

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First **What...**
Then **How...**
Then **Why...**

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What is a Brand?

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Promise + Experience

Brand

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Promise

Emails

Business Card

Website

Logo

Advertising...

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Experience

Response times

Interaction

Invoices

Follow through...

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Promise



Experience



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Promise



Rx: Improve Operations

Experience



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Rx: Improve Marketing

Promise



Experience



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Marketing

Operations

Your Brand

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Marketing

Promise

Operations

Experience

What is **Your** Brand?

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Yours must be a brand that...

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**Teaches.
Helps.
Shares.
Gives.
...not Sells.**

Pop quiz...

Best Picture 2009?

World Series 2004?

Album of the Year 2000?

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Movie - Slumdog Millionaire
Baseball - Boston Red Sox
Album - Supernatural by
Santana

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Pop quiz...

Your favorite teacher?

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Become the Expert

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Become the Expert

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How?

Promise Experience

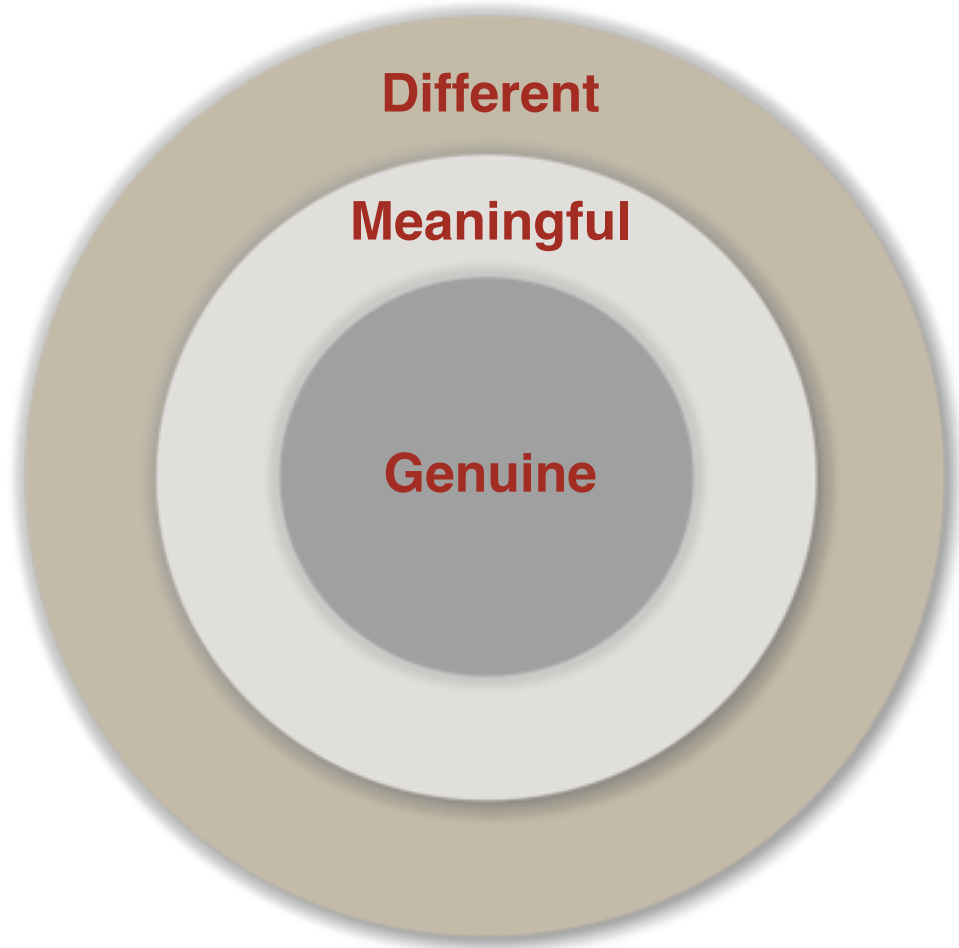
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Consumers

or

Businesses

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Get you Google-ready

Get you known

Get you business

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Monitor publications
Devise story angles
Build relationships

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Select your vehicles
Devise your strategy
Set your tone, write content
Work your plan

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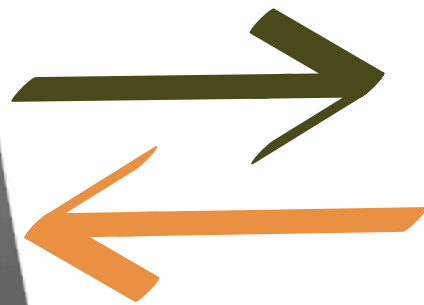


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List partner prospects
Plan how to help them
Create early wins
Build relationships

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List organizations
Target, target, target
Get involved
Build relationships

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Sound, look professional

Teach, share knowledge

Update often

SEO everything

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Target your audience
Match to best vehicles
Frequency, reach, \$\$\$
Measure results



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Arrive early
Welcome people
Approach 1s, 3s, not 2s
Ask questions - Tell me...



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How?

Promise Experience

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Experience

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The Five Stages



Heart



Message



Image



Actions



Systems

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1.



Know your motivation
What makes you, you?
Your *why* behind the *what*
Keep it genuine

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2.



Put your heart into words
Voice what you stand for
Make it meaningful
Repeat, repeat, repeat

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3.



Establish your image
Create logo, website...
Let pictures speak words
Repeat, repeat, repeat

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4.



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4.



Implement marketing plan
Standardize branded items
Create your “signature”

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5.



Establish process list
Create process flows
Train all new hires
Improve as needed

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Best Practice

Experience

Understand needs

Be capable of performing

Deliver on time

Minimal disruption

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Best Practice

Experience

Ethical
Partner
“On it”
Likable

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Best Practice

Likable

People work with and are
more loyal to people
they like.

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Why?



Awareness

Notoriety

Street Cred

Leverage

Clients

Revenue

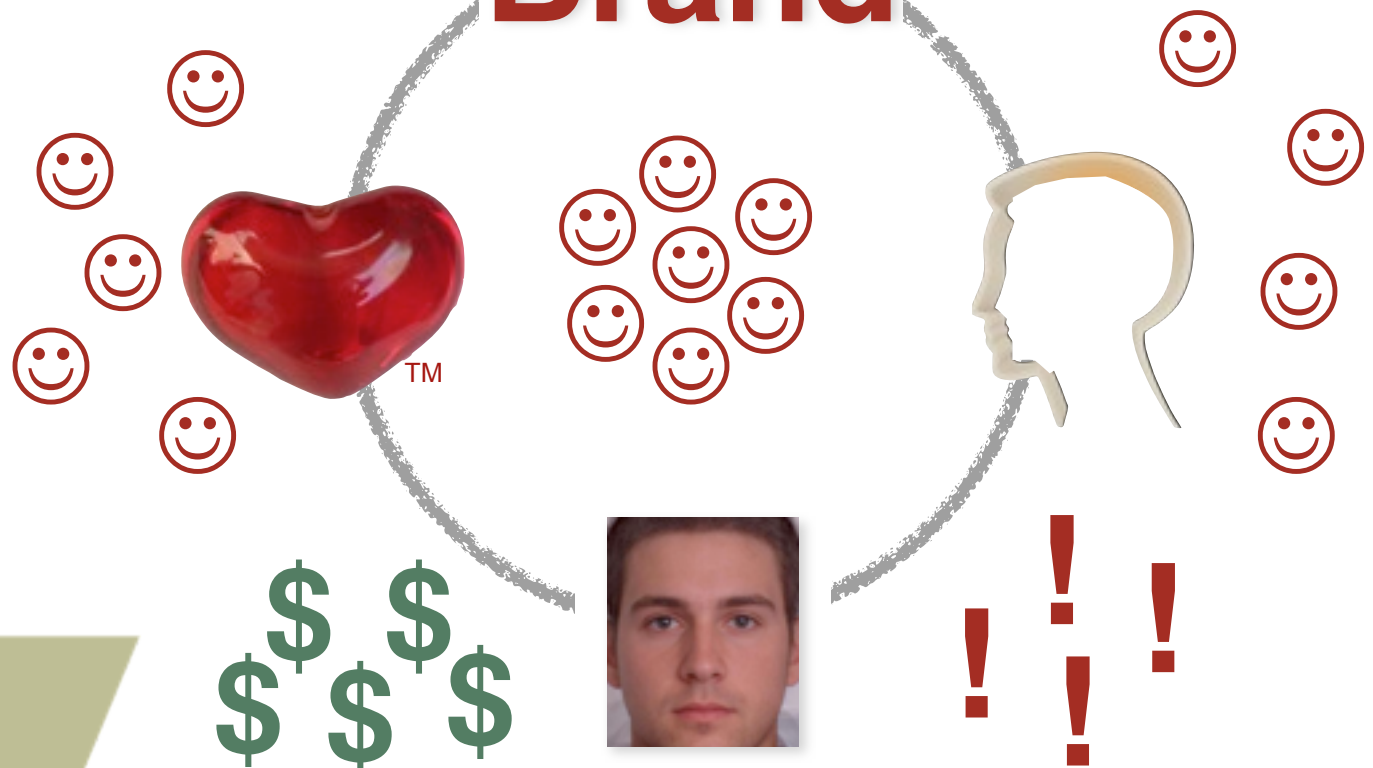
Buzz!

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Breakthrough Brand



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Simple Truth...

If You're Not a Brand...

You're a Commodity

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Best Practice

**Likable
Brand
=
Referrals**

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Ask any question...

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