

BRANDING YOUR BUSINESS

From the Inside Out



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CEO/President of The Marketing Showcase – Tuesday, October 25, 2011



the
marketing
showcase®



VANITY PLATE #10



Robert L. Baker, III
County Executive



You Hear People Talk About it All the Time, But What Exactly Does It Mean?

WORKSHOP OBJECTIVE: to understand . . .

- *what branding is not;*
- *what branding is; and*
- *how to engage branding effectively!*

WORKSHOP TAKE AWAY: Jump Start 2012 . . .

- *leadership in branding;*
- *tools for success; and*
- *an action plan!*

@OneGreatBrand . . . we run with your vision!™



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The American Marketing Association defines:

MARKETING . . .

. . . an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

BRANDING . . .

. . . a customer experience represented by a collection of images and ideas; often it refers to a symbol such as a name, logo, slogan, and design scheme.

Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary.

A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality.

IN LESS WORDS. . .

. . . the feel of your business card, the way the company's phone is answered, the tone of a letter. The brand is **EVERY TOUCH POINT** and every thought the customer has about the brand. Is perception reality?



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**WHERE DO
WE GO
FROM HERE?**

BRAND PLAN



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BRAND LEADERSHIP – inspired by John Maxwell

21 Irrefutable Laws of Leadership, branding included!

1. The Law of the Lid
2. The Law of Influence
3. The Law of Process
4. The Law of Navigation
5. The Law of Addition
6. The Law of Solid Ground
7. The Law of Respect
8. The Law of Intuition
9. The Law of Magnetism
10. The Law of Connection
11. The Law of the Inner Circle
12. The Law of Empowerment
13. The Law of Picture
14. The Law of Buy-In
15. The Law of Victory
16. The Law of the Big Mo
17. The Law of Priorities
18. The Law of Sacrifice
19. The Law of Timing
20. The Law of Explosive Growth
21. The Law of Legacy

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60-DAY BRAND PLAN

- 1.) Define: Mission, Vision, Core Values & Capabilities – 3 weeks
- 2.) Recruit New Talent & Inspired those whom you have! – 4-6 weeks
- 3.) Conduct Self/Business Assessment: Customer Profile – 3 weeks
- 4.) Conduct a Company-Wide Analysis – 3 weeks
- 5.) Conduct an Analysis of Customers – 3 weeks
- 6.) Conduct an Analysis of Competition – 3 weeks
- 7.) Establish a Marketing Plan – 3 weeks
- 8.) Create a Management Team – 2 weeks
- 9.) Outline Role & Plans for Succession Planning – 4 weeks
- 10.) Establish an Exit Strategy, by building a strong brand now! ABC



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THANK YOU!

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