Branding & Social Media Workshop

with Frances Chang
What to expect today?

• Let’s try to get to know each other
• Building a brand – *why, how, for whom?*
• Moving forward – *who’s our target market? What do we want to tell them? What do we want to tell them? How do we tell them? Where do we tell them?*
• We will all get a chance to do some work on this!
Let’s get to know each other!

• Plenty of time to network after the Workshop
• I’ll start ... a bit about me ...
• Now your turn – Name, your business or product, a bit of why you’re here and maybe, your fantasy??
Building a brand

• A brand is the set of attributes—positive or negative—that people associate with your company

• Encompasses a name, logo, a sign and/or symbol

• Power of a Strong Brand
  – Can be a very powerful asset for a firm
  – Able to charge a higher price for its products and services
  – Over 50% of consumers say… a reason to buy a product.
  – Can increase the market value of a company by 50% to 75%
A brand must...

- Communicate brand knowledge, beliefs, emotions.
- Create strong, favorable, unique associations:
  - reliability (*Toyota*)
  - caring (*Hallmark*)
  - classy, sophisticate (*BMW*)
  - safety, family values (*Volvo*)
  - convenience, wide selection (*Amazon*)
Building a brand

• Quick exercise …

*Top of mind recall of brands by segment:*
- Luxury cars/Family cars
- Fast food
- Yogurt
- Chocolate
- Ice cream
- Online storage
Top of mind recall of brands by segment:

- **Cars**  BMW, Toyota, Honda, Holden
- **Fast food**  Maccas, KFC, Subway
- **Yogurt**  Yoplait, Danone, Activia
- **Chocolate**  KitKat, Cadbury, Ferrero Rocher, Lindt
- **Ice cream**  Bulla, Haagen Das
- **Online storage**  Dropbox
Steps to building a brand

1. Choose your brand name

2. Know your target market – your customers

3. Positioning your brand

4. Reach your customers – messages and media channels
Choosing your brand name

Think - Big Idea, Distinctive, Emotion:

- **Meaningful** – benefits, quality, eg. Dropbox, PizzaHut
- **Memorable** – helps recall, recognition, eg. Coles, Dell
- **Likeable** – aesthetic, appealing, eg. Dropbox, Instagram
- **Transferable** – to other categories, globally, eg. Amazon, Dell
- **Protectable** – do your research on IP,
- **Easy to pronounce** – domestic and global markets, examples of no no.. Nissan Cefiro, Edet toilet roll
Task 1: Develop a brand name for your new business
Selecting a Target Market and Positioning Strategy

**Segmentating the Market**
What groups of customers in my market are similar enough that the same product or service will appeal to all of them?

**Selecting a Target Market**
Which specific group of customers have I decided to target?

**Crafting a Unique Positioning Strategy**
What position will my firm occupy in the minds of my customers (and potential customers) that will differentiate it from all of my competitors?
Simple ways to segment your market

- **Geographic** – neighbourhood, cities, urban/rural, country

- **Demographic** – age, income, generation, life-cycle stage

- **Psychographics** – personality, lifestyle, attitudes, values

- **Behavioral** – needs, benefits, usage, purchase, decision roles, readiness
Simple ways to segment your market

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**Examples:**

Adults age 50 plus, with AI 100 to 200K, health-conscious, well-read, outgoing, enjoy life

Professionals, working young adults, busy lifestyle. Looking for good meals that comes with variety and convenience.
Positioning

• **Positioning** – *How do you want your brand to be perceived?*

  *Establish a unique position in the customers’ mind.*

  Develop a “tagline” to reinforce the position you have staked out in the market, or a phrase that is used consistently in all your marketing communication. Examples:
What comes with Positioning?

• Choose a frame of reference – what you are or are not compared to your competitor

• Choose your optimal point-of-difference – your unique proposition: benefits, value, image, personality

• Create a brand mantra – encapsulates the essence of what your brand is about
Perceptual Map – Mobile phone

Low image, cheap

High image, expensive

Low Tech

High Tech

LG

Sony

Nokia

HTC

iPhone

Samsung

Huawei
Task 2 and 3:

2. Define/describe your customers

3. Craft your brand’s positioning
Marketing Communications

Is all about:

• Key messages – *(what do you want your consumers to know?)* Trusted, dependable, healthy, safety, high tech,

• Delivery, tone of voice – *(how will you tell them?)* Informative, educational, serious, no-nonsense, humorous, fun, warm, fear appeal,

• Media channels – *(where will you tell them?)* Traditional, non-traditional media
Reminder: Marketing Communications Mix

- Packaging
- Advertising
- Sales promotion
- Events and experiences
- Public relations and publicity
- Direct and database marketing
- Personal selling
- Online and social media marketing
- Mobile marketing
Bootstrap marketing strategies:

- Are unconventional, low-cost, and creative marketing techniques that allow a small company to realize a greater return from its marketing investment than do larger rivals. *Think Guerilla marketing!*

- Does *not* require large amounts of money to be effective – *Be creative, nimble, fast,*
1. Pinpoint the specific target markets the company will serve. *(customers, customers....)*

2. Determine customer needs and wants through market research. *(value to the customers...)*

3. Analyze a firm’s competitive advantages and craft a strategy to communicate its value proposition to the target market. *(what product value would you deliver,? how would you communicate them?)*
Building a Competitive Edge

- Bootstrap marketing principles:
  - Use the power of publicity.
  - Don’t just sell; entertain!
  - Strive to be unique.
  - Build a community with customers.
  - Embrace social media
  - Connect with customers on an emotional level.
  - Build trust.
  - Communicate your unique selling proposition (USP).
Be creative, think outside the box!

**Viral Marketing**
Facilitates and encourages people to pass along a marketing message about a particular product or service.

**Guerilla Marketing**
A low-budget approach to marketing that relies on ingenuity, cleverness, and surprise rather than traditional techniques.


https://www.youtube.com/watch?v=qMQuP8oskRU

Embrace Social Marketing

- Social networks sites, such as Facebook, LinkedIn, and Twitter, allow entrepreneurs to connect with potential and existing customers at little or no cost.
- 90% of entrepreneurs use social media to connect with existing and potential customers.
Social Media Entrepreneurs Use

- LinkedIn: 30%
- Facebook: 22%
- Twitter: 14%
- YouTube: 13%
- Others/none: 11%
- Google+: 7%
- Pinterest: 3%

Percentage of Entrepreneurs Who Use Medium
Benefits of Social Media Marketing

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<thead>
<tr>
<th>Benefit</th>
<th>Percentage of Marketers</th>
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<tbody>
<tr>
<td>Generated exposure for the business</td>
<td>89%</td>
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<tr>
<td>Increased Web site traffic and subscribers</td>
<td>75%</td>
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<tr>
<td>Provided Marketplace insight</td>
<td>69%</td>
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<tr>
<td>Developed loyal fans</td>
<td>65%</td>
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<tr>
<td>Generated qualified leads</td>
<td>61%</td>
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<tr>
<td>Improved Web site search rankings</td>
<td>58%</td>
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<tr>
<td>Resulted in new business partnerships</td>
<td>54%</td>
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<tr>
<td>Reduced overall marketing expenses</td>
<td>47%</td>
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<tr>
<td>Improved sales</td>
<td>43%</td>
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62% of companies use blogs as part of their marketing strategies.

- Economical and effective online communication.

Blog Guidelines:

- Be honest, balanced, and interesting.
- Post blog entries consistently so that readers have a reason to return.
- Ask customers for feedback.

https://www.forbes.com/sites/robertadams/2017/03/02/top-income-earning-blogs/#1656fb742377
Google AdWords and AdSense Program

- **AdWords**
  - Allows advertisers to buy keywords on the Google home page.
  - Triggers text-based ads to the side of (and sometimes above) search results when the keyword is used.
  - The program includes local, national, and international distribution.
  - Advertisers pay a certain amount per click.
  - Advertisers benefit because they are able to place their ads in front of people who are already searching for information about their product.

https://www.youtube.com/watch?v=tx2L6EGa9DY
Google AdWords and AdSense Program

• AdSense
  – Allows advertisers to buy ads that will be shown on other websites instead of Google’s home page.
  – Google selects sites of interest to the advertiser’s customers.
  – Advertisers are charged on a pay-per-click or a per-thousand impression basis.
  – Advertisers benefit because the content of the ad is often relevant to the website.
  – Website owners benefit by using the service to monetize their website.

https://www.google.com/adsense/start/#/?modal_active=none#section-one
Task 4: Design your marketing communication strategy

- Key messages *(What)*
- Delivery *(How)*
- Media channels *(Where)*
Remember the basics:
Focus on Customer Satisfaction

- 79% of unhappy customers tell others about their experiences.
- 48% of shoppers say they won’t patronize stores where they know others have had negative experiences.
- For every complaint a company receives, 17 other complaints go unspoken.
- Disgruntled customers often post their experiences online.
- Address comments and complaints!
In closing ...

- Thank you for participating in this Event!

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“If this business splits up, I would give you the land and bricks and mortar and I would keep the brands and trademarks and I would fare better than you” John Stewart, Founder, Quaker Oats