

7 Practical Keys to Powerfully Building Your Brand

presented by
MAD MARKETEEER
Corporate Quality at Nonprofit Prices



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Training Agenda

- **Importance of Your Brand:**
Key #1: Know What Your Brand Means
Key #2: Think Strategically About Your Brand
- **Creation of Your Brand:**
Key #3: What Does Your Brand Look Like?
Key #4: What Does Your Brand Say?
- **Implementation of Your Brand:**
Key #5: Ways to Communicate Your Brand Internally
Key #6: Ways to Communicate Your Brand Externally
Key #7: Social Media and Building Your Brand
- Bonus Key!

Run It Like a Business

Corporations need more heart
Nonprofits need more business sense ...
Track your Return On Investment (ROI)

*"A nonprofit brand is powerful for the same reason as a commercial brand: because it is meaningful in the lives of its users. Every strong nonprofit brand is different, is relevant to the lives and values of its supporters, and has enough critical mass to make change happen."
-- Cynthia Round, Executive Vice President, Brand Leadership, United Way of America*

The guru of biz mgt gurus

The screenshot shows the Tom Peters website. At the top, it says "tompeters!" with navigation links for CONTACT US, REGISTRATION, and BUY OUR BLOG. The main banner features the book cover for "THE LITTLE BIG THINGS PURSUE EXCELLENCE" with a quote from Warren Bennis: "The Little BIG Things is ... the single best management book I've ever read." Below the banner, there are sections for "DISPATCHES from the NEW WORLD of WORK" and "NEW FROM TOM PETERS". The "NEW FROM TOM PETERS" section highlights "New Audio: Tom Reads The Little BIG Things" and lists three audio files: #84. I Second That Emotion, #85. One Baller Fuck Gold!, and #86. Seize the Moments. A sidebar on the left contains a navigation menu with links like Home, Tom Peters Company, Tom's World, Tom's Bio and PR, Tom's Videos, etc., Tom's Books, and Resources.

KEY #1: KNOW WHAT YOUR BRAND MEANS

Be **BOLD** and **GROW**

It means ... Building a story in your constituents mind.



It means ...Being Transparent



Photo by Keith Allison
<http://www.flickr.com/photos/keithallison/2311952920/>

It means ...Being Transparent



Photo by LiGado em Série
<http://www.flickr.com/photos/ligadosemserie/3283452102/>

It means ...relating to your visitor

What do you see?

The Mission of ABC is to improve the quality of life in Southern Minnesota by providing rehabilitation and employment services for persons with disabilities and other special needs.

Everyone benefits when people with disabilities work!

Give find us on Facebook

Ability Built **COMPETES** Powerful Technology. Affordable Price. Love the Culture.

News: Ability Built Computers, Protobut™, About ABC, Services for Businesses, Programs For Consumers, How You Can Help, Document Library, Careers At ABC, Houston County, Site Map

I Am Looking For: Program Information, Business Services

2010 ABC Rochester Business Partner of the Year
 2010 ABC Rochester Community Employer of the Year
 2010 ABC Rochester Baranquet Honored Great Success
 Houston County banquet scheduled for October 28, 2010

What's New:
 October is National Disability Employment Awareness Month
 Local K&L-TV's News Story About the Employees People with Disabilities
 Summer 2010 Inside ABC Newsletter
 Help us improve, take our short survey

ABC Ability Building Center
 Everyone benefits when people with disabilities work!

ADULT PROGRAMS | YOUTH PROGRAMS | BUSINESS SERVICES | SUPPORT | ABOUT US | CONTACT

Randy has goals. ABC has the resources to help him achieve his goals.

Join us on Facebook
 Executive Director's Blog
 Jobs

Programs: Program Overview, Program Service Areas, Intellectual Disabilities, Mental Health, Students in Transition, Traumatic Brain Injury

Services To Businesses: ABC workers strive for independence. Your business provides the path. Partner with ABC for:
 Custodial, Shredding, Additional Services

News & Events: Article Title, Article Title, Article Title

Support the Mission: We rely on you to help us provide health, essential services to people in the communities we serve.
 Give time of your volunteer giving, Individualized giving and recognition opportunities, Use the communication, Volunteer, Use our business services

Join Our Mailing List: Join our email list and stay

It means ...relating to your visitor

No one will remember your brand,
 If they don't understand it.

Establish relationship FIRST:
 - Tell me who you are
 - What I should do

It means ...understanding WHO you are trying to reach

- Age
- Education
- Race
- Gender

What do women want?

- Want to see visuals.
- Attracted to a human context. Women put people first.
- When that look competent, not harried, frenzied, etc.
- “Real” women, not supermodels – women don’t aspire to perfection and better related to normal.
- Avoid visuals that are isolating.
- Show depth, intricacy ... women are detail-oriented.
- Show emotion.
- Immersion and tell a story.
- Show collaboration (not competition), friendships (not rivalry), warmth.

Challenge Question

Are there any nonprofits that do a really good job of branding?

Challenge Question

Why aren't there more?

It means ... more revenue!

Brand Image Leaders				
Power Brand 100 Rank	Organization	Brand Value \$ Million	Revenue Rank	Brand Image Rank
8	American Cancer Society	1,359.8	1	1
2	The Salvation Army	4,702.9	3	2
3	United Way of America	4,516.9	2	3
7	Habitat for Humanity International	1,768.0	9	4
4	American Red Cross	3,146.2	7	5
1	YMCA of the USA	6,393.6	1	6
12	American Heart Association	897.8	22	7
58	Special Olympics	109.1	74	8
35	Make-A-Wish Foundation of America	205.3	51	9
55	The Humane Society of the United States	120.0	68	10

The Cone Nonprofit Power Brand 100

KEY #2: THINK STRATEGICALLY ABOUT YOUR BRAND

It's a Process not an Event

"Building a powerful brand doesn't happen with one large event, but by working day after day, month after month, year after year to consistently deliver on your mission. Every nonprofit must be relentless in demonstrating that hard earned donor dollars support the mission. The Red Cross is proud that an average of 91 cents of every dollar goes toward the people we serve."

-- Gail J. McGovern, President and CEO, American Red Cross

People buy, spend or donate based on emotion.

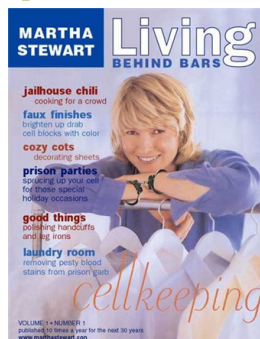
- Martha
- Zappos

Martha Behind Bars Spells Disaster

Profits plunge 42% at Martha Stewart

McClene stock-trading scandal takes toll on Q3 earnings; Firm plans new magazine for broader audiences

By Anne Thompson
The Associated Press
4:22 p.m. EST, October 21, 2002





Challenge Question

Has anyone ever been moved **EMOTIONALLY** when visiting your website? (yes or no).

Challenge Question

Examples!

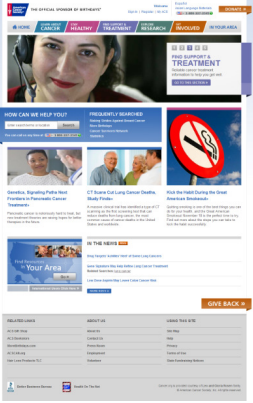
Your website IS your brand hub!

- It's the new brochure
- It's where search engines find you
- It's where other recommend or refer you
- It's where your prospects learn about you
- It's where you collect email addresses
- It's where donors or clients interact to buy, donate, etc.
- It's where people go if there's a problem

The Biggest Opportunities For Brands To Leverage Interactive Marketing!
Posted April 15th, 2008 by Max Krabhoff

Payrank is Google's view of the importance of this page (0.70)

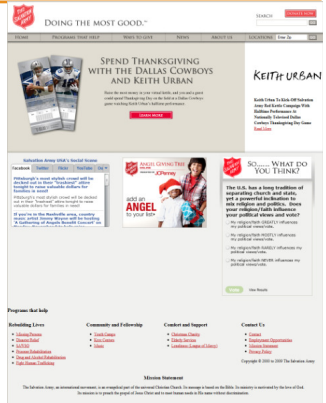
About 7,000 results



The screenshot shows a search engine results page for the query "The American Cancer Society". The top result is a page titled "HOW CAN WE HELP YOU?" with a sub-heading "PROSPECTUS: MEMBERSHIP". Below this, there are several smaller article snippets with images and text, including "Scientists, Reporting Public Health Progress in Cervical Cancer Treatment" and "ES: Skip a Cut-Lung Cancer Deaths, Break News". A prominent red "GIVE BACK" button is visible on the right side of the page. The search engine interface includes filters for "All results" and "All in this area".

Payrank is Google's view of the importance of this page (0.70)

About 1,370 results



The screenshot shows a search engine results page for the query "Doing the Most Good". The top result is a page titled "SPEND THANKSGIVING WITH THE DALLAS COWBOYS AND KEITH URBAN". Below this, there are several smaller article snippets, including one for "ANGEL" which says "This U.S. has a long tradition of supporting research and giving...". A prominent red "ANGEL" button is visible. The search engine interface includes filters for "All results" and "All in this area".

PageRank is Google's view of the importance of this page (0/10)

About 1,710 results



PageRank is Google's view of the importance of this page (0/10)

About 2,810 results



PageRank is Google's view of the importance of this page (0/10)

About 7,420 results





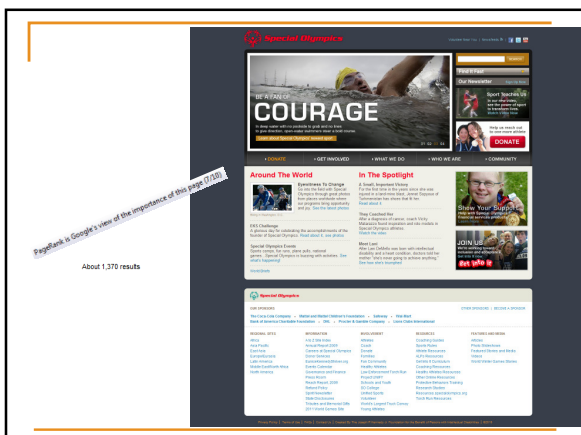
PageRank is Google's view of the importance of this page (0.70)

About 1,000 results



PageRank is Google's view of the importance of this page (0.70)

About 6,200 results



PageRank is Google's view of the importance of this page (0.70)

About 1,370 results





DragRank is Google's view of the importance of this page (7/10)

About 981 results



DragRank is Google's view of the importance of this page (6/10)

About 3,160 results

Challenge Question

What elements do you observe that represent strong branding on these sites?

Challenge Question

What is one major difference between how these sites brand and how your organization brands online?

BONUS KEY:

The Mad Marketeer 6Zone Marketing Map that maps out a strategy START (Build your foundation) to FINISH (Monitor your results)

The 6Zone Marketing Map: a framework for building strategy

Zone #1 - MARKETING PLAN (strategic & tactical planning)		
Zone #2 - MARKETING FOUNDATION		
<ul style="list-style-type: none"> • Communications Strategy (Mission, Vision, Unique Selling Proposition, Target Markets, Taglines, Messaging, Compensation, Look & Feel / Design, Content, Elevator Pitch) • Branding Basics (Website, Name, Logo, Letterhead, Envelope, Business Cards, PPT/ Email Templates) • Marketing Collateral (Brochures, Product Sheets, Folders, Premium Items, Signage, Proposal Covers) • Internal Marketing - Employees • Database / List Strategy • Partner Strategy (Organizations, Businesses, Media) 		
Zone #3 - FINDABILITY	Zone #4 - VISIBILITY	Zone #5 - CREDIBILITY
<ul style="list-style-type: none"> • Search Engine Optimization • Search Engine Marketing/ Pay-Per-Click • Link Building • Directories • Strategic Partners • Shopping Engines • Articles/ Press Releases (product, customer and partnership announcements) 	<ul style="list-style-type: none"> • Advertising (online, print) • Broadcast (TV, radio) • Blogs • Direct/ Email Marketing • eNewsletters, Action Alerts • Events (Trade, Seminars) • Infomercials/ Web • Mobile Marketing • Public Relations PR • Public/ Media Relations • Sales, Telemarketing • Screencasts • Social Networks (visible, transparent, open), Squidoo • Webinars, Teleclasses • Word of Mouth (WOM/ Viral) 	<ul style="list-style-type: none"> • Analysts • Articles/ Inserts/ Published Content • Associations • Awards • Demos/ Walk through • eBooks • Endorsements • Press Kit, Press Tour • Public speaking • Ratings • Subject matter expert • Success Stories • Testimonials • Thought leader • White papers
Zone #6 - MEASURE, MEASURE, MEASURE!		

Thank You!

Be Bold. Get Started Today.

Contact us for any questions about this information.

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To help you get your marketing on track, webinar attendees are also invited to sign up **FREE** for one of the following services:

Measure and Monitor Consultation

This consultation and **Quick Guide** helps you set your "baseline" measurements, so you can implement your marketing strategies and, then, measure and monitor the results. These tools are the very key to your long-term marketing success!

Private Website Consultation

Is your website ready for increased web traffic? Do visitors stay on your site when they get there or do they leave within a few seconds? In this private consultation we assess your website and provide strategic recommendations to enable you to get the best results including raising more money.
