
7 Practical Keys to Powerfully Building Your Brand

presented by
MAD MARKETEER
Corporate Quality at Nonprofit Prices



Katharine Coles

Katharine@MadMarketeer.com

310-947-8511

Recap:

- Key #1: What does brand mean:
 - Transparency
 - What is your message
 - Who you are targeting
 - Key #2: We took a look at some of the most powerful brands and strategies that help get you there
 - Process
 - Emotion
 - Role of your website
-

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!**

The guru of biz mgt gurus




CONTACT US  NEWSLETTER/DAILY QUOTE  GET OUR BLOG RSS FEED 



"The Little BIG Things is ... the single best management book I've ever read." —Warren Bennis

! Home
Tom Peters Company
- Consulting Services
Tom's World
- Book Tom to Speak
- Tom's Bio and PR
- Photo Gallery
- Tom's Videos, etc.
- News Column Archives
- Media Sightings
Tom's Books
- The Little BIG Things
Cool Friends
- Current Interview
- Archives
Resources
- Free Staff (PDF)

DISPATCHES from the NEW WORLD of WORK
New Audio: Tom Reads *The Little BIG Things*
This week's additions to the audio files on the book page are in the section titled "PASSION":
#84. I Second That Emotion.
#85. One Rule! Much Gold!
#86. Seize the Moments.
Collect them all, and when we're finished, you'll have an **audio version** of the entire book.
Abbey Bishop posted this on 10/15, in **General**.

NEW FROM TOM PETERS

on sale now

What I like about Tom Peters

He believe in CHANGE.

- That education needs to teach creativity not how to follow directions
- That “women roar”
- That boomers are an amazing target market

His bottom line on brand? It’s the quality of the experience. And YOUR not immune.

What's your branding quotient?

- Most people measure in terms of whether the world knows your brand
 - Think in more practical terms:
 - Create it
 - Use it
 - Spread it
-

Create it.

- Have you **CREATED** your brand – Who are you? What is your story? What are your messages?



Use it.
(poll)

- Are you using your “brand” on ALL marketing vehicles?

Mad Marketeer 6Zone Marketing Map™

Zone #1 - MARKETING PLAN		
Zone #2 - MARKETING FOUNDATION		
<ul style="list-style-type: none"> • Communications Strategy (Mission, Values, USP, Target Markets, Tagline, Messaging, Competition) • Look & Feel (Design) • Branding Basics (Logo, Letterhead, Envelope, Business Cards, Templates) • Marketing Collateral (Brochures, Product Sheets, Folder) • Website & Landing Pages; SEO- and Conversion-Optimized Homepage; Navigation/Menus • Content and Editing • Strategic and Tactical Planning 		
Zone #3 - FINDABILITY	Zone #4 - VISIBILITY	Zone #5 - CREDIBILITY
<ul style="list-style-type: none"> • Internet Marketing <ul style="list-style-type: none"> Shopping Engines PPC SEO Linking & Directories Partners 	<ul style="list-style-type: none"> • Advertising • Blogs • Direct/Email Marketing • Events (trade, seminars) • Infomercials • Philanthropic PR • Public/Media Relations • Sales • Screencasts • Social Networks (visible, transparent, open) • Squidoo • Webinars • Word of Mouth (WOM): 	<ul style="list-style-type: none"> • Analysts • Articles/Inserts • Associations • Awards • eBooks • Endorsements • Newsletter • Public speaking • Published content • Ratings • Subject matter expert • Success Stories • Testimonials • Thought leader • White papers
Zone #6 - MEASURE, MEASURE, MEASURE!		

Spread it.

- Create and they will come. Not!
 - Spread the word (email, advertising, word of mouth programs, brochures, etc.)
 - Make it findable (search optimization, link building, social media, reviews, etc.)
-

Money isn't an excuse

- Things you're already doing
 - Things you plan to do
 - Thing you can afford to do
 - Write a couple of informational articles talking about your subject. Embed keywords in the article (1 to 3% density and no more than 2 keywords per article). Submit to ezinearticles.com. Take your keyword text and link to a page in your website where you have embedded the same keywords. You can do as many articles as you want as long as you put in new content.
 - Use social media (twitter, facebook, etc.) and link the pages and content to your website.
 - Facebook Advertising – promote your Facebook page. Buy advertising and link it to your website.
 - Get Google Grants and link it to your website.
 - Blog on and off your website
 - Get in local directories (Yelp, Hot Frog, etc.)
 - Write a press release and submit with a press release site. Make sure it accepts live links.
 - Want these things to be even more effective?
-

How does all of this help? You become branded as the solution.



hungry seniors

Page 3 of about 1,640,000 results (0.14 seconds)

Everything

Images

Videos

More

Hermosa Beach, CA

Change location

All results

Nearby

More search tools

▶ [Stephenson Marketing: Meals On Wheels, Orlando How To Serve 400 ...](#) ☆

Meals On Wheels, Orlando How To Serve 400 **Hungry Seniors** TV Spot · Community Based Care, Orlando All Your Glitter Is Gold To Our Kids Ad ...
[www.stephensonassoc.net/creative_samples.php?ind=nonprofit...](#) - Cached

[PDF] [So No **Senior** Goes **Hungry** Today or Tomorrow](#) ☆

File Format: PDF/Adobe Acrobat - [Quick View](#)

Our **seniors** know how to survive through a recession. In their long lives, they remember going to sleep **hungry** and choosing another sweater rather than ...
[www.mowf.net/site/files/797/.../AR09-CNNSSA_combined_MOWF.pdf](#)

[Hungry Heart: The **Seniors'** Story Chapter 1: Their freshman year, a ...](#) ☆

Chapter 1 of a **Hungry Heart** - Friendship/Romance fanfiction. Just like the title says, this story is mainly focused on the **seniors**.
[www.fanfiction.net/s/3690798/1/Hungry_Heart_The_Seniors_Story](#)

[PDF] ["The Causes, Consequences, and Future of **Senior** Hunger in America"](#) ☆

File Format: PDF/Adobe Acrobat - [Quick View](#)

Over two-thirds of all **hungry seniors** are white. Is the report contradictory in saying that certain minorities and the poor are at greatest ...
[www.mowaa.org/document.doc?id=14](#)

[Seniors Going **Hungry**: Study Suggests 6 Million At Risk](#) ☆

Nov 20, 2009 ... LAS VEGAS — A new study by the Meals on Wheels Association of America shows roughly six million **seniors** are at risk of being **hungry**.
[www.huffingtonpost.com/.../seniors-going-hungry-stud_n_366028.html](#) - Cached

**KEY #3: WHAT DOES YOUR
BRAND LOOK LIKE?**

Identity

- Logo
- Look and Feel



Look Professional. Be Memorable.



Logo: A representative icon

(These logos clearly represent the organization or something about the organization)



PEOPLE IN PROGRESS

Creating Self-Reliance - building addiction-free lives



TORRANCE CULTURAL ARTS
CENTER FOUNDATION
BRINGING PERFORMING ARTS TO THE SOUTH BAY

Represents an
architectural feature

Logo: A word treatment

(These logos are plain letters, perhaps with some treatment. Can be used for simplicity or because a representative icon cannot be identified.)



Airborne[®]
EFFERVESCENT HEALTH FORMULA



Linked in



StubHub!



method



Litle & Co
PAYMENT PROCESSING SOLUTIONS



The **Regent**
Theatre
Family FUN

Logo: A memorable mark

(Some of the best logos have marks that are memorable, but the mark itself may be meaningless.)



Access Executive Network
Sharing Business. Giving Back.



National vs. Local Logo



Constantly the same



1910 • Centennial • 2010



Color Variations



Design is *never* neutral.

DESIGN is the
principal difference
between love and hate!

“I—SIMPLY—BELIEVE THAT DESIGN PER SE IS THE PRINCIPAL REASON FOR EMOTIONAL ATTACHMENT [or detachment] RELATIVE TO A PRODUCT OR SERVICE OR EXPERIENCE. Design, as I see it, is arguably the #1 determinant of whether a product-service-experience stands out ... or doesn’t. Furthermore, it’s “one of those things” ... that damn few companies (or nonprofits!!) put—consistently—on the front burner.”

Look and Feel: Create a Personality!

About Hope



LALELA
PROJECT

Listen to the
Art of Humanity

HOME VISION TEAM PROJECTS PARTNERS NEWS SUPPORT CONTACT US

Lalela Project
is a global exchange
of ideas, art, and music
that empowers children
affected by extreme
poverty.

The banner features a collage of children's drawings on the left, including a person with a basket, a house, and various figures. On the right, a photograph shows four children standing together, one holding a colorful kite. The background is a bright yellow sunburst pattern.

About Nature



Camp Fire USA
a century of kids. a future of leaders.
1910 - 2010

Ignite change in youth & families
by **transforming** today's kids into
tomorrow's leaders.

Camp Fire Connections
Name
Phone
Email

- PROGRAMS
- WOHELO - ALUMNI
- SUPPORT US
- SHOP
- NEWS & EVENTS
- GET INVOLVED
- GALLERY
- ABOUT US
- CONTACT US



Help The Environment.
When Kids Learn How Beautiful Their World Is –
They Can Make It Even Better



What's New?



About High Standards



HI-DESERT MEDICAL CENTER

Your Partner for Life

6601 White Feather Road | Joshua Tree | (760) 366-3711 | www.hdmc.org

Find a Doctor

Pay Your Bill

Find a Job

[Home](#) [About Us](#) [Our Services](#) [HDMC News](#) [Upcoming Events](#) [Get Involved](#) [Find A Job](#) [Contact Us](#) [Find A Doctor](#) [Helen Gray Center](#) [Health Resources](#)

Our highly skilled staff of health care professionals and physicians is growing ... and expanded services.



HDMC News

- News Item (+)
- News Item (+)
- News Item (+)
- News Item (+)
- News Item (+)

Sign Up For E-News

Join our email list and stay connected



How Can We Help You?

- Find a Doctor >
- Your Hospital Stay >
- Make An Appointment >
- Maps & Directions >
- Visiting Hours >
- Pay Your Bill >
- Emergency? Dial 911**

About Comfort

Celebrate
LIFE
CANCER MINISTRY



CELEBRATE LIFE CANCER MINISTRY
A community conquering cancer together



[HOME](#) [ABOUT US](#) [SERVICES](#) [EVENTS](#) [BIBLICAL REFERENCES](#) [NEWSLETTER](#) [CONTACT US](#)

Events

Los Angeles Events

Holiday Gala and Awards Dinner
Friday, December 5, 2008
6:30pm
Radisson LAX
6225 W. Century Blvd.
Los Angeles, CA 90045

[click here to
register for events](#)



Welcome

We offer encouragement & support for all cancer fighters, survivors & their families - whether it be man, woman or child.

Our Los Angeles and Las Vegas programs include one-on-one & group support, training & education, and financial resources.

The "Power of Many": We create regional events & provide services with many other local cancer organizations. We believe the whole is greater than the sum of the parts! Want to join in? Join our mailing list.

Support Us

Please help to support our cancer fighters & survivors

- Donate
- Volunteer

Words of Thanks

I never thought I'd make it through the cancer treatments. Pastor Rhonda - and all the caring, supportive people I've met through CLCM - have made a life and death difference for me.



"We believe that no one should face cancer alone. We are compassionate people who offer prayer and support to those touched by cancer."

Pastor Rhonda
Founder

Stay Informed

Receive info on events,

Color (poll)



Engaging a Community of Change for China's Orphans

Programs
Gallery
Giving
About Us
Contact Us
Resources
FAQ

Seeds of Hope
As a Christian humanitarian organization, Seeds of Hope China is dedicated to meeting the needs of China's orphans and children in extreme poverty and empowering local communities to be self-sufficient in their efforts to care for and reach the orphans.

We provide financial and program support to help organizations of similar purpose and like-mindedness **PLANT THE SEEDS OF HOPE.**

Seeds of Hope China Founder,
Laurie St. Denis



I will not leave you as orphans; I will come to you. ~ John 14:18



Donate Today >>>

祝福

祝福

祝福

祝福



Get Involved >>>

祝福



Caregivers >>>

祝福



Photo Gallery >>>

祝福

NEWS! Olympic Torch for Orphans
Φινά Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηρολ βελοω το φινά βεστ οφφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Shop to Help
Φινά Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηρολ βελοω το φινά βεστ οφφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Stay Informed: Receive Monthly E-News, events
Φινά Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηρολ βελοω το φινά βεστ οφφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Photo Gallery
Φινά Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηρολ βελοω το φινά βεστ οφφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Faith in Action

ανο, Σεδοσ οφ Ηοπε Χηινα ισ δεδχαταδ το μεστιν τη νεεδοσ οφ Χηινα'σο ορπανα ανδ χηυλ-αρεν ιν εστρεμε ποπερτη ανδ εμποροηρη λογχαλ χομμυνιτισα το βε αουδ-σφουθεριε ιν τηερ εφορτο το χερσ οφφ ανδ ρεαχη τηε ορπαναο.

Ωε αρε τηε γλυε το ηελεσ οτηερ ορπανιςτιονο, οφ σιμυλαρ πορποσε ανδ λιβε-μινδονεσο, το φοιν τογετηερ ανδ σπενερ-ηουσιγγαλλυ ΠΛΑΝΤ ΤΗΕ ΣΕΕΔΣ ΟΦ ΗΟΠΕ.

Σεδοσ οφ Ηοπε Χηινα Φουνδερ, Λαυριε Στ. ΛευισΑσ Χηριστιαν ημμανιταριανσ, Σεδοσ οφ Ηοπε Χηινα ισ δεδχαταδ το μεστιν τηε νεεδοσ οφ Χηινα'σο τιαν ημμανιταριανσ, Σεδοσ οφ Ηοπε Χηινα ισ δεδχαταδ το μεστιν τηε νεεδοσ οφ Χηινα'σο

If your vision is for a year,
Plant wheat.

If your vision is for 10 years,
Plant trees.

If your vision is for a lifetime,
Plant people.

Chinese Proverb

Αλλ ρεαλ εσποσε οδερηουσιγγ ηερην ισ σφιερεχτ το τηε θεδεραλ Φουρ Ηουσιγγ Λιχτ, σπηχ μακοο ιτ ιλλεγαλ το οδερηουσε Υοουρ προφερρεχε, λιμπατον, ορ δεσχημιναντον βεζουοε οφ ροχη, χηολε, ρελοοο, ψηφερ, φαυλαλ σιτατοο, δεσφελιγε, μαριναλ σπυεσο, σπε, νιποναλ ορρεν, ορ σιουαρχε οφ ινοχηε αα προηβιουδ βυ φουρ ηουσιγγ λιουο ορ ινστανιαν το μακε ανη σουη προφερρεχε, λιμπατον, ορ δεσχημιναντον !

Χαμτοφεντ δεοο νοι γουαριαντε τηε αχερριουε οφ ανη ινφορματιον σφωλοαβιλε αν ηηιο σιτε, ανδ ισ νοι ρεσποναβιλε φορ ανη εφορσο, ομοιοσπο, ορ μαρεκετινγκεντιανσ μαδε βυ τηε λιουορσο. Ινφορματιον ινχλιδενγ σφωλοαβιλιε, φακτορσο, ελοοορ ιδεντο ανδ ρεντι ροηοοε αρε σφιερεχτ το χηαμκε ια ηηιοιε κηαυε ανδ σφωλοαδ βε περιφουδ ινδεκονδινάιλε ανη τηε λιουορ ρεφερηνδ ηηερ χολλεγε σπορταριεσ φορ ρεντ.

Φινά χολλεγε σπορταριεσ φορ ρεντ – Αδδ ο λιστινγ – Εμπαυσημεντ – Παρτινερσηιπσο – Αβουτ – Χοοτομαρ Σαρτθιχε – Αδερτισηιγγ – Ηομε

Use Testing



Seeds of Hope
As Christian humanitarians, Seeds of Hope China is dedicated to meeting the needs of China's orphans and children in extreme poverty and empowering local communities to be self-sufficient in their efforts to care for and reach the orphans.
We are the glue to help other organizations, of similar purpose and like-mindedness, to join together and synergistically PLANT THE SEEDS OF HOPE.
Seed of Hope China Founder, Laurie St. Denis

Leading a Community of Change for Orphans

Our Programs Gallery Photos & Stories Donate About Us Contact Us & Email Signup Link Resources Our Partners



Donate to Us >>>



Partner with Us >>>



Caregivers >>>



Medical Volunteers >>>

The Olympic Torch and China's Orphans
Φινδ Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηοο βελωω το φινδ της βεστ οφ-χαμπς ηουσιγγ ιν ψουρ ορεα.

The Power of Your Dollar
Φινδ Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηοο βελωω το φινδ της βεστ οφ-χαμπς ηουσιγγ ιν ψουρ ορεα.

Stop the Cycle
Φινδ Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηοο βελωω το φινδ της βεστ οφ-χαμπς ηουσιγγ ιν ψουρ ορεα.

Photo Gallery
Φινδ Ηουσιγγ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηοο βελωω το φινδ της βεστ οφ-χαμπς ηουσιγγ ιν ψουρ ορεα.

Ασ Χηριστιαν ηυ-μανιταρι:
ανο. Σεθο οφ Ηοπε Χηνια ισ δεδατω το μετινν της νεθε οφ Χηνια'σ ορπανε ανδ χηιδρεν ιν εξετρε ποθερτν ανδ εμποσινγ λοχαλ ζομυονιταε το βε σελδ-σφθριχεν ιν τηειρ εφορτα το χαρε φορ ανδ ρεαχη της ορπανε.
Με αρε της γλυε το ηελε στηερ οργανιζατιονε, οφ σιμιλαρ πυρποσε ανδ λικε-μινδεδνεσε, το φοιν τογετηρ ανδ σννερ-ριτσιχαλιν ΠΛΑΝΤ ΤΗΕ ΣΕΕΔΣ ΟΦ ΗΟΠΕ.
Σεθ οφ Ηοπε Χηνια Φουνδερ.
Λαυριε Στ. ΔενισΑσε Χηριστιαν ημμανιταριανε. Σεθο οφ Ηοπε Χηνια ισ δεδατω το μετινν της νεθε οφ Χηνια'σ ορπανε ανδ χηιδρεν ιν εξετρε ποθερτν ανδ εμποσινγ λοχαλ ζομυονιταε το βε σελδ-σφθριχεν ιν τηειρ εφορτα το χαρε φορ ανδ ρεαχη της ορπανε.
Με αρε της γλυε το ηελε στηερ οργανιζατιονε, οφ σιμιλαρ πυρποσε ανδ λικε-μινδεδνεσε, το φοιν τογετηρ ανδ σννερ-ριτσιχαλιν ΠΛΑΝΤ ΤΗΕ ΣΕΕΔΣ ΟΦ ΗΟΠΕ.
Σεθ οφ Ηοπε Χηνια Φουνδερ.
Λαυριε Στ. ΔενισΑσε Χηριστιαν ημμανιταριανε. Σεθο οφ Ηοπε Χηνια ισ δεδατω το μετινν της νεθε οφ Χηνια'σ ορπανε ανδ χηιδρεν ιν εξετρε ποθερτν ανδ εμποσ

Αλλ ρεοο ιαποτε οδθρησιγγ ηερν ισ εσθεχτ το τηε Φεδεραλ Φουρ Ηουσιγγ Αχτ, σιχηη μακσε ιτ ιλλεγαλ το οδθρησει Νεαμ προφερνχε, λιμπετιον, ορ θεσζημινεον βεζασιε ορ ροζε, χολερ, ρελιντο, γινδερ, φημιλιαλ στατιε, δεσφιλιν, μαρτιαλ στατιε, αγε, νεποσιαλ ορρεν, ορ σιουχε οδ ινχομε οατ προηητιβα βε φορ ηουσιγγλαιοε ορ ιντεντιον το μακε ανδ σιχηη προφερνχε, λιμπετιον, ορ θεσζημινεον. V
Χηαιρσθητ δεσε νοτ τωμπαρε τηε σιχηηχηε οφ ανδ ινφερματιον οβηολογιε ον τηειρ οπτι, ανδ ιε νοτ ρεσπονησιβε φορ ανδ ορρερ, ραμπεσιον, ορ μαρερρεσιονεσιουε μακε βε τηε λαιτφες. Ινφορματιον ενχλιδενγ ραμπελιβηλιτυ, φησικαριε, ελοορ πλαιοε ανδ ρεντ ροσχερ ερε εσθεχτ το χηοσχε ιαπορετ τρεατ νοτχε ανδ σπορδλβε παρκαδ ενδεακονδενγ οαχη τηε λαιτφ ρεφερνγ ηερρ χολλεξ απαρταξε φορ ρεντ - Αδδ α λαιτφ - Εμπελομιντ - Παρτνερσιουε - Αβουτ - Χουστομαρ Σαρθχε - Αδθρησιγγ - Ηοπε
Φινδ χολλεξ απαρταξε φορ ρεντ - Αδδ α λαιτφ - Εμπελομιντ - Παρτνερσιουε - Αβουτ - Χουστομαρ Σαρθχε - Αδθρησιγγ - Ηοπε

Challenge Question

Does your audience LOVE your design? What feeling does it evoke?

If you know it may be the difference between a donation or not – isn't it worth the investment?

KEY #4: WHAT DOES YOUR BRAND SAY?

“Behind strong nonprofit brands are strong leaders to ensure consistent brand communication penetrates every aspect of the organization.”

-- Roxanne Spillet, President, Boys & Girls Clubs of America

The Message

- URL
 - Mission/Purpose
 - Differentiators/THE
Message
 - Tagline
 - Hook Statement
 - Content for Conversions
-

URL

- United Way of America battled to wrestle control of their .com extension from a porn site operator. Lesson: register ".net" and ".org"
 - Create your URL to mirror the name of your organization
-

Create a CLEAR mission statement

An effective mission statement should include:

- What you do
 - Who you do it for
 - How you do it
 - Your values
-

Mission Statement Before

- Strengthening Communities Through Strong and Healthy Families
 - What do they do?
 - For whom?
 - How?
-

Mission Statement After

- Helping victims of sexual abuse, ages three through adult, and their families to heal by treating the “whole person” and addressing the comprehensive needs of the individual and the family with individual, group, and family psychological and emotional therapy.

We believe that healing is more effective and complete when addressing the abuse related issues of the entire family unit.

Differentiator/ THE Message

“The ‘surplus society’ has a surplus of similar companies, employing similar people, with similar educational backgrounds, coming up with similar ideas, producing similar things, with similar prices and similar quality.”

Kjell Nordstrom and Jonas Ridderstrale,
Funky Business

Headquarter's message

[ABOUT US](#)[OUR FOCUS](#)[BE INVOLVED](#)[NEWS & MEDIA](#)[CAREER OPPORTUNITIES](#)[CONTACT US](#)[GO](#)

**FOR YOUTH
DEVELOPMENT**

**FOR HEALTHY
LIVING**

**FOR SOCIAL
RESPONSIBILITY**

DEDICATED TO TODAY'S YOUTH


Sometimes teens need a little extra guidance when they are unsure of which career path to choose. For Victoria, Youth in Government gave her just that, with some added advantages.

[🕒 READ MORE](#)



Chapter message



Search ymca.org 

Locations

Join

Programs

Schedule

About the YMCA

Give

YMCA of
Metropolitan
Los Angeles

Welcome!

The YMCA is a non-profit organization committed to helping you live a balanced, healthy life in spirit, mind and body.

[Get to know us. Feedback](#)



It's A Brand New Day!

For the first time in 43 years, the YMCA has unveiled a new brand strategy to increase understanding of the impact the nonprofit makes in communities.

[More>](#)



Family, Fun and Fitness. Try the Y!

Join the Y and become a member of a community that's committed every day to helping you and your kids learn, grow and thrive. **Try the Y free!**

Find My YMCA



“Most companies tend to equate branding with the company’s marketing. Design a new marketing campaign and, voila, you’re on course. They are wrong. The task is much bigger. It is about fulfilling our potential ... not about a new logo, no matter how clever. WHAT IS MY MISSION IN LIFE? WHAT DO I WANT TO CONVEY TO PEOPLE? HOW DO I MAKE SURE THAT WHAT I HAVE TO OFFER THE WORLD IS ACTUALLY UNIQUE? *The brand has to give of itself, the company has to give of itself, the management has to give of itself. To put it bluntly, it is a matter of whether—or not—you want to be ... UNIQUE ... NOW.*”

Jesper Kunde, *A Unique Moment*

*“WHO
ARE WE?”*

*WHAT'S
OUR
STORY?*

*“ WHY DOES
IT MATTER
TO THE
CLIENT?”*

“EXACTLY
HOW DO I
PASSIONATELY
CONVEY THAT
DIFFERENCE TO
THE CLIENT”

MAKE it sexy! Differentiation is the #1 thing that either makes or breaks your brand.



Message: REAL Branding is *personal*.
REAL Branding is *integrity*. REAL
Branding is *consistency & freshness*. REAL
Branding is the answer to *WHO ARE*
WE? WHY ARE WE HERE? REAL
Branding is why *I/you/we [all] get out of bed*
in the morning. REAL Branding *can't be*
faked. REAL Branding is
a systemic, 24/7, all departments,
all hands affair.

Create a tagline that tells a complete story - BEFORE

Organization	Tagline BEFORE
Mid-Coast Family Services	<i>Changing lives every day</i>
Northwest Infant Survival & SIDS Alliance	<i>In the belief that every child should live</i>

AFTER

Organization	Tagline BEFORE	Tagline AFTER
Mid-Coast Family Services	<i>Changing lives every day</i>	<i>Helping youth, adults & families eliminate family violence, homelessness & substance abuse</i>
Northwest Infant Survival & SIDS Alliance	<i>In the belief that every child should live</i>	<i>Supporting families & promoting safe sleep</i>

Your “Hook” Statement:

Is this effective?

If your child is critically ill or injured, will the healthcare providers make the right decision? It is frightening, but true, that not all children have access to the same quality of care. It appears that where a child lives has an important impact on whether the child can survive a serious illness or injury. We want to create a system in which patients of all ages, and in all communities, receive well-planned and coordinated emergency and critical care services. Every baby, every child, needs the most appropriate care, at the optimal location, with the minimum delay. That is our mission.

Keep it short & concise!

When seconds count, emergency care providers, nurses and physicians should be up-to-date on the latest pediatric emergency care. TN EMSC provides on-going education and training so that the best care is given to every critically ill or injured child – no matter where they live.



Champions of care fit for a kid



"When seconds count, emergency care providers, nurses and physicians should be up-to-date on the latest pediatric emergency care. TN EMSC provides on-going education and training so that the best care is given to every critically ill or injured child - no matter where they live."

*Rhonda Phillippi
Executive Director*

TN EMSC Foundation
Doctor's Office Tower, Suite 5121
2200 Children's Way
Nashville, TN 37232-9075
877-555-1212
www.TNEMSC.org

Content for keywords and conversions



the clear approach to managing your true cost of healthcare

[:: BILL REVIEW SERVICES](#)

[:: ANCILLARY MEDICAL SERVICES](#)

[:: ABOUT DEFINITI](#)

[:: CONTACT US](#)

DEFINITI ONLINE SERVICES

CUSTOMER LOG IN:

User Name:

Password:

Remember Me

GO

> Practical, No Nonsense Medical Mangement



We focus on your employees' health,
not the healthcare industry's.

MANAGED CARE SERVICES

**Cost Containment and
Bill Review Services**

- [:: Specialty Medical
Bill Review](#)
- [:: National PPO Access](#)

Ancillary Medical Services

- [:: Definiti Diagnostic
Imaging Services](#)
- [:: Definiti Durable Medical
Equipment Services](#)
- [:: Pharmacy Benefit
Management](#)

Why you need content!

Murals A nature loving little girl's pets are included in her mural.



Mike Jenkins

and his team of artists uniquely combine details about your life, current events, and images to create art that is personal, poignant, relevant and – sometimes – funny. This “scene from your life” makes each piece a lasting memory.

CAPITAL ARTWORKS

★★★★★★★★★★★★★★★★★★★★

The **BEST VALUE** for Washington DC, MD and Northern Virginia caricatures, murals, cartoons and illustrations!

- ★ A team of caricaturists available for large events
- ★ Newspapers and magazines
- ★ Event and party planners
- ★ Maryland, Northern Virginia, Washington DC Bar Mitzvahs, proms, birthday parties
- ★ Interior designers & home decorators
- ★ Trade shows & business events
- ★ Publications & editors
- ★ Holiday parties
- ★ High school & graduation parties

ART AS ENTERTAINMENT

★★★★★★★★★★★★★★★★★★★★

Looking for entertainment for an event? Need something that is creative, fun and engaging? Check out Capital Artworks!

- ★ Watch the crowds gather round!
- ★ Bar/Bat Mitzvahs, proms, birthday parties
- ★ Corporate events and trade shows
- ★ Political events and fundraisers
- ★ People will watch. People will laugh.

Our DC, MD and Northern Virginia caricatures, cartoons and illustrations are a show stopper!

"I couldn't tear myself away from watching Mike draw ... it was fascinating. And fun!"

- Sarah, party attendee

NEWS / HAPPENINGS

★★★★★★★★★★★★★★★★★★★★

- See us November 13 at Tuckahoe Elementary School in Arlington at the 2nd Annual Tuckahoe 5K Race. Have fun, get fit, and get your caricature drawn!
- Check out Mike's new comic strip, Maggietopia, at Capital Artworks on Facebook by clicking [here](#)
- Follow us on Twitter by clicking [here](#).
- Your number one spot for Maryland, Washington DC and Northern Virginia caricatures, murals, customized gifts, and more!

Challenge Question

What is interesting about what you do that will “hook” visitors into wanting to stay on your site? The longer they stay, the more you become a “brand” in their minds.

Thank You!

Be Bold. Get Started Today.

Contact us for any questions about this information.

310-947-8511

katharine@MadMarketeer.com

Visit our website to receive benefits as one of our website guests:

www.madmarketeer.com/webinar-guests

Join our email list at www.madmarketeer.com/webinar-guests to receive marketing news and tips.

*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.