



January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Branding Your Promotional Products Business

Elaine Fogel

Solutions Marketing & Consulting

MAS - 1 pt

Tuesday, January 03, 2012

2:00 pm - 3:00 pm

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Branding Your Promotional Products Business

Note to session participants:

Although this presentation is available for you to download and print prior to January 3, 2012, I recommend that you bring a copy with you to add your own notes. To keep the content enjoyable and fresh, it's advisable to delay reading it until the material is presented. Thank you.

Elaine Fogel

What's a "brand" anyway?

- A brand is a collection of perceptions in the mind of the customer – a promise not yet fulfilled.

- Seth Godin:

"A brand is a set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

"If you've never heard of it, if you wouldn't choose it, if you don't recommend it, then there is no brand, at least not for you."

- It's every touchpoint!
- It is about: feelings, expectations, promises, stories, memories, impressions, personality, and experiences people have with your company.

People can be brands

e.g. Oprah, Steve Jobs (good and bad)

Add a few more...

Great brands represent... Trust, Consistency, Commitment, Integrity

10 Benefits of Branding Your Promotional Products Business

Complete during session:

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Branding your Promo Products Business = SUCCESS

Simple Things You Can Do to Brand Your Promotional Products Business

Branding should be consistent: **In Everything You Do...**

- **BRAND IDENTITY:** Logo, colors, fonts, images
- **COMMUNICATIONS:** Letters, e-mails, newsletters, blog, social media, invoices,...
- **PROFESSIONALISM:** Appearance, customer service, presentation, attitude, behavior, authenticity, transparency, flexibility

Who supports your brand?

You and your team!

What are *your company's* brand strengths?

12 Branding Tips

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Going forward...

- Decide how you want your business (and YOU) to be perceived and experienced.
- Be authentic.
- Your business brand is YOU and your team.
- Make it positive.

Your Presenter:

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