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# Marketing Your Brand

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# Marketing Your Brand

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# Marketing Your Brand

- My Background
- Why this Session title?
- Everyone has a Brand- & Markets it in some way
- Overview of today= Interactive:
  - Presenting/ Use of PAUSE BOARD
  - Breakout Exercises
  - Activities
  - 10 minute break= 10:00am (TIME KEEPER)
  - Q and A along the way

# Finders Exercise

- Now for some fun...
- Follow the instructions on Finders Exercise sheet
- Write down your answers
- 10 minutes
- Then we will discuss what you learned
- Perception and Reality (Brand and PEN)

# Brands Overview:

- A picture is worth a thousand words
- Look at these logos
- What do these brands mean?
- What do they represent?
- What comes to mind?
- Why?

What does this say to you?



THE RITZ-CARLTON®

What does this say to you?



What does this say to you?



What does this say to you?



What does this say to you?

The image shows the classic Disney logo, which is the word "Disney" written in a stylized, cursive script. The letter 'D' is large and features a prominent, sweeping flourish that extends upwards and to the left. The remaining letters "ISNEY" are smaller and follow a similar cursive style, with the 'y' having a small tail that loops back.

# What is a Brand?

- Basic way to look at:
- Name
- Logo
- Symbol
- People tie psychological meaning to a BRAND
- EX: think basic water vs. Perrier water
- EX: think basic car vs. Mercedes Benz

# Difference in Product and Brand

- A Product is something made in a factory
- A Brand is something bought by a customer
- A Product can be copied by a competitor
- A Brand is unique
- A Product can quickly become outdated
- A Brand (successful one) is timeless
- It is about doing something Remarkable

# “Remarkable” Video

- Video Clip on BRAND (remarkable/unique) and marketing
- Play video

# What is a BRAND?

- If you Google the word “apple” the first thing that pulls up is the BRAND not the fruit.
- A Brand is the promise of what will be experienced/delivered
- A Brand is how people recall you
- It is about TRUST
- It is not what you say it is but what they say it is
- Everyone has a BRAND-
  - So its not if you have but what you do with it

# What is a Brand?

- My personal definition:
- B= Barometer “reading”
- R- Reputation
- A= Attributes
- N- Name
- D= Distinctiveness
- Each of this ties into the logos we saw

# Marketing (part) Overview

- We have to market our BRAND
- Overview 4 P's of Marketing
- Price
- Product
- Placement
- Promotion

# What's going on around us?

- We live in a rapidly changing world
- We are all busy
- We are all bombarded with information
- Much more...
- Explain “7 touches of Marketing”

# What's going on- Marketing?

- Marketing has changed over the years.
- Changes how we market/communicate BRAND to buyers.
- In the early *1900's* we began to market through *FEATURES- "WHAT IT HAS"*
- IN THE MID- *1920'S* we began to market through *BENEFITS—"WHAT IT DOES"*
- IN THE *1950'S* we began to market through *EXPERIENCES*  
*" WHAT YOU'LL FEEL"*
- IN THE *2000'S* MARKETING has added *IDENTIFICATION*  
*"WHO YOU ARE."*

# Today's Workforce, Marketing & Branding

- 4 generations in work force= first time ever.
- To sell best we need to see how things look
- Matures/"RADIO" generation born prior to 1946.
- Baby Boomers/"TV" generation born 1946-1964.
- Generation X/"Cable" generation born 1965-1980.
- Generation Y/"Internet" generation born 1981-1994.
- Millennials/"DVR" generation born 1995-present

# What is going on around us.

- **Matures/Radio generation-** 12% of current workforce. 2020- project to be 0%
- **Baby Boomers/TV generation-** 32% of current workforce. 2020- project to be 11%
- **Generation X/Cable TV generation-** 42% of current workforce. 2020- project to be 28%
- **Generation Y/Internet generation-** 21% of current workforce. 2020- project to be 41%
- **Millennials/DVR generation-** 0% of current workforce. 2020- project to be 10%
- In 2020: 51% of workforce born in/after 1981!

# 5 C's of Communicating Your Brand

- Content
- Consistency
- Conversation
- Creative
- Concise

# Branding Exercise

- Can you define your organizations BRAND?
- In 5 words or less?
- EXAMPLES:
- Just do it
- Coke is It
- Less Filling Tastes Great
- Think Different
- Want to get Away

# Why you?

- What makes you unique?
- “Good” price/service/quality are givens
- Is it your BRAND that makes you unique?
- So how do you answer this question:
- So what, why you, who cares?
- The answer is your Brand Value Proposition...
- So...

# 77 second challenge

- Group Exercise- who is up for the challenge
- 17 seconds to hook them
- On your organization
- And--Your Brand
- 1 minute after to keep them engaged

# Integrated Marketing

- For a Brand to grow:
- It must be integrated in all marketing efforts
- Online and offline (must point to each other)...
- In all mediums
- It is vital to use social media to build/share your BRAND...
- But- more importantly to listen about it

# 3 Ways to Re-focus your Brand

- What is it that you are the very best at?
- What should you start doing more of?
- What should you start doing less of?

# Things to consider in BRANDING

- Reasons to Grow Your Brand
  1. You are the expert
  2. You are an asset
  3. Become a memorable name
  4. Stand above the others
  5. Trust and Recognition
  6. Makes you easy to find

# Other Branding Information

- Brand Positioning Statement
- Three Types of Brands
  - Functional brands
  - Image brands
  - Experiential brands
- Differentiation Point of each of 3 types
- Good brands are ones that organizations live

# Wrap up/Q and A

- Recap what we have looked at
- Video
- Exercises
- Presentation
- Marketing and Branding insights
- Importance of Marketing Your Brand!
- END
- Q and A

## *Let's Talk:*

**Ryan T. Sauers- President/CMO  
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## Finder's Sheet

1) Find someone who looks as if he or she enjoys children.

Name: \_\_\_\_\_

2) Find someone who looks as if he or she likes to play sports.

Name: \_\_\_\_\_

3) Find someone who looks as if he or she loves animals.

Name: \_\_\_\_\_

4) Find someone who looks as if he or she is ambitious.

Name: \_\_\_\_\_

5) Find someone who looks as if he or she appreciates classical music.

Name: \_\_\_\_\_

6) Find someone who looks as if he or she likes exciting activities.

Name: \_\_\_\_\_

7) Find someone who looks as if he or she is an interesting conversationalist.

Name: \_\_\_\_\_

8) Find someone who looks as if he or she enjoys spicy food.

Name: \_\_\_\_\_

9) Find someone who looks sophisticated.

Name: \_\_\_\_\_

10) Find someone who looks as if he or she has a good sense of humor.

Name: \_\_\_\_\_

## LEADERLESS GROUP EXERCISE:

Imagine that you and a small group of people will be establishing a new business. What values do you think are most important for your business? Before the group discussion, rank the list of values presented below, in order of importance to you personally—"1" being the most important, "10" the least important. The group will then discuss their choices and come to a consensus on the ranking of each of the values.

### CONSENSUS

Consensus is a type of group decision making in which the active consent of all group members is required before closure is reached; in contrast to majority rule, where one more than half the members must consent for a decision to be reached.

#### *Rules for arriving at consensus:*

5. There should be no voting.
6. Any one person can veto the rank ordering.
7. People should work for and look to compromise as a method of integrating everyone's opinion.
8. Quantitative processes, i.e., nominal group process, Delphi technique, etc., are not to be used as part of this process.

### YOU HAVE 20-MINUTES TO ACHIEVE CONSENSUS

	Individual Ranking	Group Ranking
Career growth and development of individuals		
Concern for personnel as people		
Efficiency		
Ethics (morality)		
Managerial and organizational effectiveness		
Political responsibility		
Profits		
Providing goods and services		
Quality of goods and services		
Social responsibility		