

understanding your company's brand strategy

what is a brand? a logo, name or slogan? a graphic design or color scheme?

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Today we will cover how to:

- Define and confirm your value proposition
- Define your brand strategy
- Develop your brand story
- Audit your current brand
- Develop your operational requirements

things you'll know by the end of this webcast:

- ✓ Definition of a brand strategy
- ✓ What differentiates you from your competitors
- ✓ How to identify your value proposition
- ✓ The features and benefits of your brand
- ✓ Your positioning statement

This 40-minute webcast will be followed by a question and answer session

what is a brand strategy?

Brand strategy includes:

- The images you convey
- The messages you deliver on your website, proposals and sales materials
- The way your employees interact with customers
- A customer's opinion of you versus your competition

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impacts of brand strategy

Brand Strategy Impacts:	
Strategy and Planning:	<ul style="list-style-type: none">• Marketing Plan & Budget• Sales and Marketing Campaigns• Sales Process
Tools and Processes:	<ul style="list-style-type: none">• Websites• Sales Literature & Tools• Company Messaging• Corporate Identity• Customer Relationship Management
Tools to Manage Your Market:	<ul style="list-style-type: none">• Email Marketing• Trade Shows & Events• Public Relations• Customer Retention• Advertising• Telemarketing• Search Marketing• Direct Mail• Business Development



define and confirm your value proposition

where to begin? with your value proposition.

define your value proposition

The three basic value propositions are:

Value Proposition	What It Means
Operational excellence/ cost leadership	<ul style="list-style-type: none">• You can deliver your product at a lower cost than your competitors• Your product is typical for the category – not the best and not the worst• In mature industries, most companies are competing on operational excellence (costs); those companies that cannot produce at a lower price lose
Product innovation/ leadership	<ul style="list-style-type: none">• Your focus is innovation: new technologies, better products• Because your products are new, different and unique, your prices are likely higher than your competition
Customer intimacy/ solutions	<ul style="list-style-type: none">• Your goal is to solve your customers' problems with a broad portfolio of products and services• You are selling a relationship that is superior to that offered by your competitors

Industry Trends

- What is happening in your industry over the past few years?
- What changes do you anticipate?

Customer Needs

- How well does the industry meet the customers needs?
- Have the needs changed over the last few years?
- Do you expect them to change in the next few years?

Your company's ultimate vision

- What do you ultimately want to deliver, to be as a company?

What can you do to capitalize on these trends and needs?

Look at the problems your customer faces

- How well does your competition solve the issues?
- Which customer problems are the competition solving efficiently?
- Which aren't being solved efficiently?
- What areas do you see the most opportunity for your company?

Based on these analyses, choose a primary and a secondary (if desired) value proposition

- Operational excellence/ cost leadership
- Product leadership/ innovation
- Customer intimacy/ solutions

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Company: BigTech Consulting, Inc.

Industry: Software Consulting

Product: CRM Software

Industry Trends	<ul style="list-style-type: none"> • More competitors entering the CRM software field • More links to sales ROI
Customer Needs	<ul style="list-style-type: none"> • Ease of use for sales and marketing reps • Links to sales and marketing campaigns • Email campaigns • More integrated systems with accounting programs
Company Vision	<ul style="list-style-type: none"> • Provide premium CRM products and dominate the mid-market
Competitors	<ul style="list-style-type: none"> • Salesforce.com • FrontRange Solutions, Inc. • Onyx Software Corporation
Value Proposition	<ul style="list-style-type: none"> • Operational excellence/ cost leadership • Cheaper than their competitors due to inexpensive labor costs



define your brand strategy

ok, I have my value proposition, what is the next step?

What are your features and benefits of your product/service?

- A **feature** is an element of what something does or is, and is usually a noun. For example, a car's features may include a ski rack and an upgraded stereo system.
- A **benefit** is a positive result that the feature delivers.

There are two types of benefits:

Type of Benefit	Explanation
Functional	<ul style="list-style-type: none">• Directly related to the functionality of the feature. An upgraded stereo provides higher-quality sound.
Emotional	<ul style="list-style-type: none">• Benefits the user feels. An upgraded car stereo may make the user feel like a rock star.

List the features of your product/service

- Identify the benefits that each feature provides
- Choose whether a benefit is functional or emotional

Determine the level of importance of each feature and benefit is to your customers

- **Expected** – Basic and expected; a customer won't buy without this feature or benefit. Every product/service in the category must offer it.
- **Adds Value** – Helps differentiate your product/service from your competitors. Adds value but most customers probably won't purchase on this factor alone.
- **Will Buy** – Customers will definitely choose you over your competitors for this feature/benefit.

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Organize your list of features and benefits

	Features	Functional Benefits	Emotional Benefits
IMPORTANCE ↑	Will Buy Customers will choose you because of these features & benefits.		★
	Adds Value These features or benefits are “nice to have” and differentiate your product/service.		
	Expected These features/benefits are expected from all competitors.		

IMPORTANCE →

Once you have ordered your features and benefits in terms of importance, focus on the top two or three to develop your brand message

- What three things should your brand mean to your customers?
- Write a sentence or phrase that encompasses these three features and benefits.
- If you ask your customer, “what does this brand mean,” what is it you want them to say?

Identify five human traits that describe how you want the market to view the brand – this is your “brand personality”

- Use words such as, “visionary,” “friendly,” or “creative.”

Now narrow it down to one word that embodies all of these traits, features and benefits. What is the one thing you stand for?

This is your brand promise.

Write a create a clear, concise, meaningful 25-word statement that captures the concepts.

This statement is to be used on all your materials, website, and proposals. It should meet the following criteria:

- Is this statement truly the reason that your customers should buy from you and not your competition?
- Does the statement apply only to you and not to your competitors?
- Is it clear what you stand for?
- Is it written in the active voice?
- Is it written in plain English?
- Is it compelling?

Test the statement with your customer segments to determine if the message meets your customer's needs and is more compelling than your competitors

This is the beginning of your brand identity

services company example

brand strategy example



STEP 1: List features	STEP 2: What are the benefits of this feature?	STEP 3: What type of benefit is it?	STEP 4: Level of importance
Web-based product	<ul style="list-style-type: none"> • Don't need to download software, automatic version updates 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input checked="" type="checkbox"/> Expected <input type="checkbox"/> Adds value <input type="checkbox"/> Will buy
Greater bandwidth on servers than competitors	<ul style="list-style-type: none"> • Faster reporting, faster queries 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input checked="" type="checkbox"/> Adds value <input type="checkbox"/> Will buy
Links to D&B for automatic update of contact information	<ul style="list-style-type: none"> • Creates "clean" lists without manual entry 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input checked="" type="checkbox"/> Adds value <input type="checkbox"/> Will buy
Generates email campaigns	<ul style="list-style-type: none"> • Don't need separate email service 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input type="checkbox"/> Adds value <input checked="" type="checkbox"/> Will buy
Links sales pipeline to contacts and marketing campaigns	<ul style="list-style-type: none"> • Can see everything happening with a contact at a particular company 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input type="checkbox"/> Adds value <input checked="" type="checkbox"/> Will buy
	<ul style="list-style-type: none"> • Creates ROI on marketing campaigns 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input checked="" type="checkbox"/> Adds value <input type="checkbox"/> Will buy
	<ul style="list-style-type: none"> • Saves money on administrative support 	<input checked="" type="checkbox"/> Functional <input type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input type="checkbox"/> Adds value <input checked="" type="checkbox"/> Will buy
	<ul style="list-style-type: none"> • Happier admin 	<input type="checkbox"/> Functional <input checked="" type="checkbox"/> Emotional	<input type="checkbox"/> Expected <input type="checkbox"/> Adds value <input checked="" type="checkbox"/> Will buy



IMPORTANCE

	Features	Functional Benefits	Emotional Benefits
Will Buy			
Customers will choose you because of these features & benefits	<p>Links sales pipeline to contacts and marketing campaigns</p> <p>Generates email campaigns</p>	<p>Saves money on administrative support</p> <p>Don't need separate email service</p>	<p>Happier admin</p> <p>Saves money for bigger bonuses</p>
Adds Value			
These features or benefits are "nice to have" and differentiate your product/service	<p>Greater bandwidth on servers than competitors</p> <p>Links to D&B for automatic update of contact information</p>	<p>Faster reporting, faster queries</p> <p>Creates "clean" lists without manual entry</p>	<p>Feel like a speed demon</p> <p>Definitively "know" your contact lists are good</p>
Expected			
These features/benefits are expected from all competitors	<p>Web-based product</p>	<p>Don't need to download software, automatic version updates</p>	<p>Less hassle with IT</p>



Top two features & benefits for BigTech's brand message

- Links sales pipeline to contacts and marketing campaigns
- Generates email campaigns

Sentence or phrase that encompasses these features and benefits

- Save money on administrative support and email services
- Quality web-based CRM program that is easy to use and saves us money

Identify five "brand personality" traits that describe how you want the market to view BigTech

- Intuitive
- Exceptional
- Speedy
- Clever
- Knowledgeable

One word that embodies all of these traits, features and benefits. What is the one thing BigTech stands for?

- Information

Brand promise - Information



Write a create a clear, concise, meaningful brand positioning statement that captures the company's concepts

- BigTech Consulting develops and delivers **faster CRM information** tools that **increase** the productivity of sales and marketing for the mid-market.

Does it meet the following criteria:

- ✓ Is this statement truly the reason that your customers should buy from you and not your competition? **YES**
- ✓ Does the statement apply only to you and not to your competitors? **YES**
- ✓ Is it clear what you stand for? **YES**
- ✓ Is it written in the active voice ? **YES**
- ✓ Is it written in plain English ? **YES**
- ✓ Is it compelling ? **YES**



create your brand story

I now have my positioning statement, how do I back it up?

A brand story is used on:

- Your marketing materials
- Your website
- Personal interviews
- Press releases
- All other communications

Your brand story should speak to your:

Credibility

- Why are **YOU** qualified to sell this product?

Differentiation

- Why are you **DIFFERENT** from everyone else who sells this type of product?

Intrigue and personality

- What makes your story **worth listening to**?
- What will appeal to the customer on a **personal level**?

Check your brand story to make sure it:

- Builds credibility
- Conveys your brand identity
- Differentiates you from the competition
- Has personality



Building BigTech's Brand Story

Credibility	<ul style="list-style-type: none">• Provide CRM software solutions to over 1000 major mid-market companies in the US• Received “Best CRM Software” award (<i>Sales and Marketing Magazine</i>, 2004, 2005, 2006)• Received “Editors' Choice Award” (<i>PC Magazine</i>, 2004, 2005)• Featured as “Visionary Award” (<i>Fast Company</i>, 2004)
Differentiation	<ul style="list-style-type: none">• BigTech's software is simple to use for sales and marketing reps• Software provides Email Campaigns automatically from the database without the need of an external email service• Web-based software is faster than the competition and links to sales and marketing campaigns to the sales pipeline for true ROI tracking
Personality	<ul style="list-style-type: none">• Clever CRM software that speeds client information when you need it



BigTech's Brand Story:

BigTech Consulting is a worldwide leader in CRM solutions for mid-market companies. BigTech provides fast, flexible CRM solutions that enable organizations to automate, manage, and evolve their customer processes and information quickly and cost-effectively for strategic advantage.

With BigTech, companies can build a customized solution --a customer relationship management solution that powers the processes that make the company unique and successful--and can do it faster and more affordably. BigTech's flexible, scalable, architecture supports growing companies, and can be up and running, even with special customizations, within a timeframe and budget that makes sense.

BigTech serves more than 1000 mid-market customers in a variety of industries and has received considerable recognition in the industry, including:

- Best CRM Software (*Sales and Marketing Magazine*, 2004, 2005, 2006)
- Editors' Choice Award (*PC Magazine*, 2004, 2005)
- Visionary Award (*Fast Company*, 2004)



Value Proposition:

- Operational excellence/ cost leadership

Brand Promise: Information

Brand Positioning Statement:

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- Visionary Award (*Fast Company*, 2004)



audit your current brand

how can I check to see how my current brand measures up?

Brand strategy begins with your value proposition

- What is your primary value proposition?
- What is your secondary value proposition?
- What are the most powerful emotional benefits you deliver to your customers?
- What are the three things your brand should mean to your customers?
- What are the “brand personality” traits that describe your brand?
- What is your brand promise?
- What is your brand positioning statement?
- What is your brand story?

What is your brand's perception:

- With your customers
- With your vendors
- With your employees

Do they know:

- What your company/product stands for?
- What are the key benefits?
- How to describe their experience working with your company/product?

Does your brand strategy match the market's perception of your brand?

Review existing marketing materials to determine if you are consistently conveying your brand promise and personality

- Corporate Identity
 - Logo
 - Colors
 - Stationery
 - Business envelopes
 - Mailing labels
- Website
- Printed Literature
 - Company brochure
 - Product/service sheets
 - White papers
 - Case Studies
 - Reference lists
 - Hard Copy Newsletters
 - Other
- Presentation Materials
 - PowerPoint templates
 - Product demos/samples
 - Folders
- Templates
 - Proposal template
 - Email templates
 - Sales letter templates
 - Other
- Interactive Tools
 - Email Newsletter
 - Company blog
 - RSS feed
 - Other



develop your operational requirements

what needs to be fixed?

Identify every touch point you have with your market and evaluate whether they are delivering on your brand promise and what action items are necessary.

Customer Touch Points:

- Telephone
 - Main answering system
 - Responsiveness of each department
 - On-hold messaging
 - Employee voicemails
- Email
 - Email responsiveness
 - Email signatures
 - Email stationary
- Print materials
 - Logo
 - Letterhead
 - Ad campaigns
 - Business cards
 - Envelopes/ labels
- Sales Tools & Collateral
 - Website
 - Sales literature
 - Folders
 - PowerPoint templates
 - Case studies / white papers
- Personal Interactions
 - Sales representatives
 - All employees

Determine what needs to be done to ensure your brand lives in all your employees

What training is necessary

How will you review your operations on an ongoing basis to make sure you are delivering your brand promise?

questions?

Additional questions?

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