



Ten Secrets to Building Your Brand Name

Presented by Chris Brown and Written by De-de Mulligan, CMP, CMM
Cuyahoga Falls, OH --- September 5, 2007---- Approximately 20 MPI members
and guests were privileged to hear Christine Brown's presentation on the "Top
Ten Secrets to Building Your Brand Name" at the Sheraton Suites in Cuyahoga
Falls.



Top Ten Secrets

1. Discover your brand promise
2. What is the emotional appeal?
3. Position your brand
4. Develop a signature
5. Define your market
6. Create a message
7. Develop your media message
8. Be consistent
9. Tie your brand to events
- 10. Measure your marketing results**

Chris shared with us "What is branding?" by stating that Hershey's is synonymous with chocolate. You cannot think of one without the other. She also mentioned that Hershey's owned Twizzler and Jolly Rancher brands, which obviously are not chocolate, but successful brands as well. Therefore, the questions Chris posed are as follows:

- What target market do you serve?
- Are these markets distinct?
- Is there cross over potential between the products?

Discover your Brand Promise!

Chris stated to discover your niche by doing research with your customers and non-customers. Why did your customers buy, but just as importantly, you want to understand

why your prospects did not. Discover how your product and service is different from your competitors, through your customers and non-customers eyes!

What is your Emotional Appeal?

Focus on the benefits your product or service brings to your customers and prospects. Is your client motivated by greed or fear? Put yourself in their shoes and discover the "WIIFM" (What's in it for me?).

Position Your Brand

Is your brand focused closer to

- Quality
- Service or
- Price?



Try to pick your spot on the line (High price vs. low price) and then own that spot. For example, Hershey candy bars are medium quality for a low price compared to Godiva chocolate that is high quality and high price. Determine where you want to be and then do not waiver from that location. In our industry, Ritz-Carlton is high quality and high service while Hampton Inn is medium quality and medium service.

Develop a Signature

What is your tag line? A tag line pays off for your positioning, such as McDonald's "You deserve a break today."



Define Your Market

Research your market through qualitative and quantitative research methods. Qualitative means include, but are not limited to focus groups, interviews, and secret shoppers. Quantitative are surveys with fixed responses (yes, no, or multiple choice). You need to have both. Chris stated this would save you both time and money because it will avoid major marketing mistakes. Correct research will also help position your brand.

Create a message

What is your 30-second commercial? Put it on everything your website, brochures, blogs, press releases, and any other public relations or marketing materials created by the organization.

Develop your media message

Spend time creating a media plan. What are you going to do to communicate your message to your target audience?

- PR?
- Advertising?
- Promotions?
- Website?
- Blogs?

Develop a wide range of tactics.

Be Consistent

Every piece of communications that goes out of your office needs to be consistent in logo, colors, tag line, and message. Every

- Business card
- Web page
- Sign



- Package
- Letterhead
- Return Address Label
- Even how you answer the phone and voicemail



Tie Your Brand to Events

Use a big event to launch your new brand or message.

Measure Your Marketing Results

Ask the following questions when you have a new prospect call or email your business:

- How did you hear about us?
- What did you hear about us?

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