

Geri Dawes & Deborah Herr, 3-D Communications Mike Baczynski & Tom Murphy, Green Lion Digital Spreading the Word: PR, Marketing & Recruitment

Build or define your brand

- Your brand is your promise. People know what to expect from a brand product. A brand is what differentiates products.
- Constituents are the people who your brand touches and reaches. The people who are reached by your message.
- A brand tells people who you are, what your message is, and where you're positioned in the marketplace.
- Consistency is important in your brand. You need to sing the same song and sing it regularly.
- With marketing, you don't necessarily want people to think that your charity is spending huge amounts on marketing and branding instead of charity.
- There's a fine line between how slick the materials should look to make sure you look professional and credible while not looking as if you're wasting your money.
- Social media is no longer a fad, it is a trend.
- You need to think about longevity when branding something.
- You can sub-brand programs and events within an agency. You can even use that sub-brand to push your big brand forward.
- Defining a brand is hard, it should not be rushed. You need time to flesh out what your exact mission is.
- Look at the benefits and features of your service.
- SWOT- strengths, weaknesses, opportunities, and threats. Look at what you can do and what those around you can do.
- Missions without a 'why' don't succeed, because people don't connect to them.
- Figure out what your target market already thinks about your group and knows about it.
- Decide what qualities you want people to associate with you- are we the friendliest, the most efficient, the fastest, the most responsible?
- Learn what the people want.
- Don't rely on what you think they think: know what they think. Don't just imagine, ask the people.
- A logo should have an idea, but it doesn't have to be a literal connection to what you want. Be creative with a logo and make something memorable.
- Look at what resources are available to you for funding.
- Components of a marketing program- brochures, direct mail, telemarketing, events, advertisements, pr, articles, electronic marketing, website- which is the best medium to display who you are and reach your audience?
- You can't just use print media, you need technological social media technology for marketing.

How to find your target market(s)

- Look at the age, address, gender and commonalities of the people you are addressing

- Is your audience affluent? Are they working? Fit your brand to your audience.

Social Media

- Facebook, Twitter, Myspace, Youtube
- It's all about connections.
- Building a community and getting conversations going.
- People trust peer evaluations more than advertisements.
- Social media is an equalizer because it allows small and big businesses to communicate on equal footing.
- People like it more because they're opting in for it, it isn't just being forced on them.
- It also doesn't go away, once its up there, its there to stay. Can be called a renewable asset.
- Social media requires knowledge, time and consistency.

5 take away tips:

- 1) Understand your target market(s).
- 2) Create a simple message and stick to it.
- 3) Ask for feedback from your target market.
- 4) Set goals and objectives.
- 5) Evaluate results and adjust as needed.