



Finding and Articulating Your Organization's *WHY*

Jillian Chamberlain and Candice Aragon



The Problem

Problem 1: Your company's brand positioning was never properly documented/updated.

OR

Problem 2: Your brand positioning hasn't been updated in a really long time.

=

Which Means:

Your employees aren't consistently explaining the value propositions of your organization and your message is coming across the way you want.

Examples

Agenda for Today

- What is your brand?
- How do we fix "the problem" and clearly articulate our brand?
- Starting at the basics
 - Strategic planning foundational work
- Workshop
 - Brand positioning and content generator
 - The content funnel
 - How to make it work for you
- Next steps
- Dialogue

What brand is and what it isn't...

Branding is:

- The result of all the actions you take to differentiate your products from those of your competitors and build a positive impression in the minds of customers

Branding is not:

- A logo
- Graphics
- Company colors

**What is your organization's *why*
and how does it affect your brand?**

Brands with a strong *why*



TRADER JOE'S



TESLA



THE RITZ-CARLTON®



Branding creates a good image of your company in the minds of your customers

Isn't brand articulation marketing's problem though?



CULTURE = BRAND



THE RITZ-CARLTON®



A business card with a white background. On the left is a small photo of the yellow stuffed animal. To its right is the Ritz-Carlton logo in blue. Below the logo, the text reads "THE RITZ-CARLTON®" and "AMELIA ISLAND". At the bottom, the name "Joshie Hurn" is printed in bold, followed by "Loss Prevention" and the date "03/25/2012".





Let's Workshop It...





STRENGTHS

WEAKNESSES



SWOT



OPPORTUNITIES

THREATS



Let's Find the Solution

BRAND CORE	PURPOSE <i>Mission Statement</i>	VISION <i>Vision Statement</i>	VALUES <i>Top three to five values with descriptions</i>
BRAND POSITIONING	AUDIENCE <i>Who are they? What problems do they have? What drives them?</i>	MARKET <i>Positioning Statement</i>	GOALS <i>Top three to five brand goals</i>
BRAND PERSONA	PERSONALITY <i>Brand Personality</i>	VOICE <i>Tone - How do you speak to customers?</i>	TAGLINE <i>Potential taglines or slogans</i>



Once the foundation is laid, you can begin to assess your content...

Some questions to consider:

- Does your website provide enough context for your business and services?
- Are you highlighting your Value Proposition?
- Are you incorporating your “Why” into your brand copy?
- Are you speaking *to* your target audience and not *at* them?

You can find your content pillars by asking yourself these questions:

- Who is my target audience?
- What do they want as it relates to what I can give them (their desire)?
- What have they already tried that didn't work?
- What can I give them?
- How am I different?
- How can I relate to them?

Brand Positioning and Content Generator Exercise

Seven Content Pillars



Top of Funnel: Awareness

Top

Awareness

Top of Funnel: Awareness

- **Behind The Scenes:** Share what it's like in your business behind-the-scenes - your values / beliefs, how you source things, your process, your routines in your life

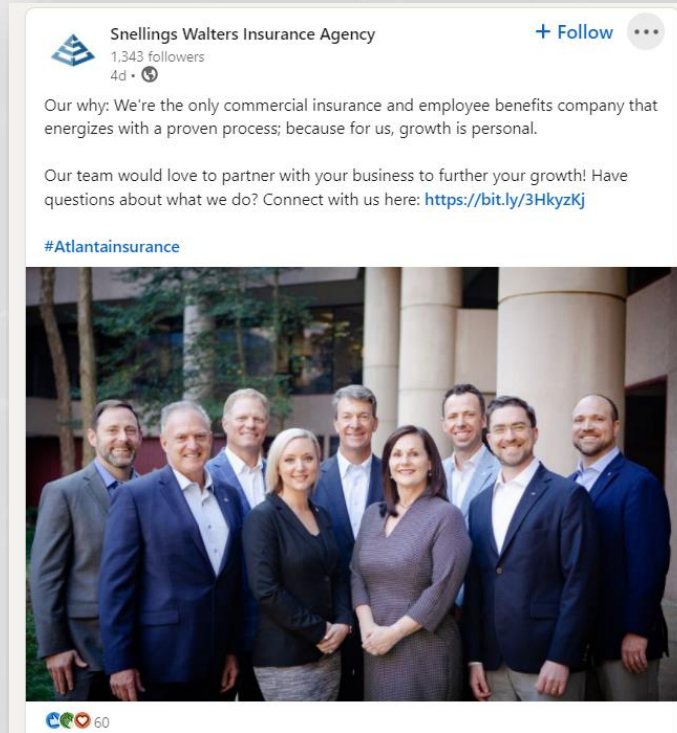


Top

Awareness

Top of Funnel: Awareness

- **Your Story:** These are deeper dives into the WHY behind your business - your story, things you've overcome



Top

Awareness

Middle of Funnel: Consideration



Middle

Consideration

Middle of Funnel: Consideration

- **Authority:** Examples of places where you or your business has received recognition



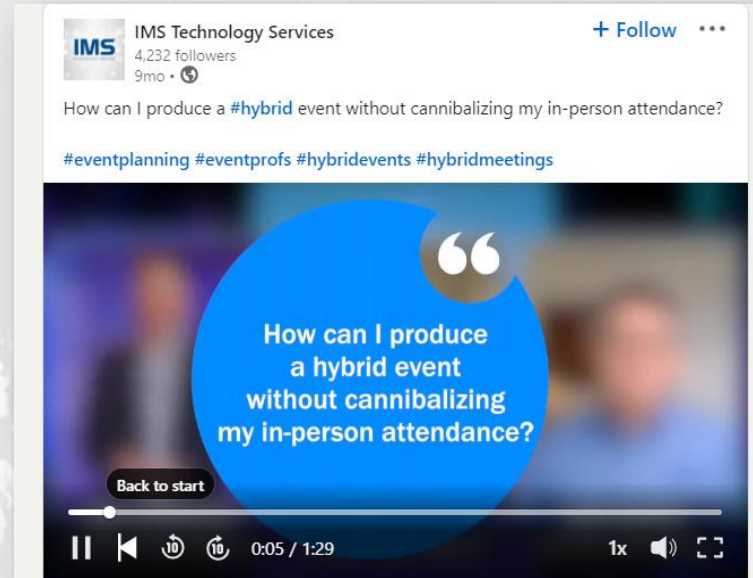
Middle

Consideration



Middle of Funnel: Consideration

- **Teach:** A walkthrough of the process of how someone does business with you. Teach how things work. You can also teach around the ultimate goal your target audience is trying to achieve.



Middle

Consideration

Bottom of Funnel: Promotion



Promotion

Bottom of Funnel: Promotion

- **Spark:** These speak directly to the costs, the best/worst case scenarios of those costs, and their desired experiences. You can choose to interpret these in any medium your target audience will respond to: humor, wit, sarcasm, etc. (memes: where it started and how it's going, or before and after)



Promotion

Bottom of Funnel: Promotion

- **Testimonial:** Repurpose your testimonials and add new ones in as they arrive.

“Tempest isn’t just another AV vendor. Like many shops, they can do the technical things: specifications, build outs, plugging it all in. But the reality is, many can do that. Tempest stands out when it comes to the extra effort and time put into figuring out exactly what is needed, and sticking around after install to make things right. Being available for recurring construction meetings on others schedules. Finding time to turn things around on very tight deadlines. Going the extra mile on very small things that make all the difference, like cabinet fans and presentation clicker extensions, that really shouldn’t be needed but just are. Knowing that normal service times just don’t apply when the CEO wants something changed. Tempest is in it for the long haul. This is why we use Tempest.”

Jay Bell — Seattle Credit Union Jun 12, 2017



“Preferred Technologies was an instrumental partner in the completion of the 612V Project at George Bush Intercontinental Airport (IAH) and Hobby Airport in Houston, Texas, as well as the New Terminal C North Project at IAH. Pref-Tech is a true customer first-based provider assisting from Preconstruction of the Program through the Construction, Close-Out and Warranty Phases ensuring all Owner requests were completed in a timely fashion. Their timely submission of submittals, pricing requests, and willingness to be nimble in regard to schedule changes truly helped ensure both Programs were completed on time and in budget.”

James N. Matthews
Project Director | Manhattan Construction Company

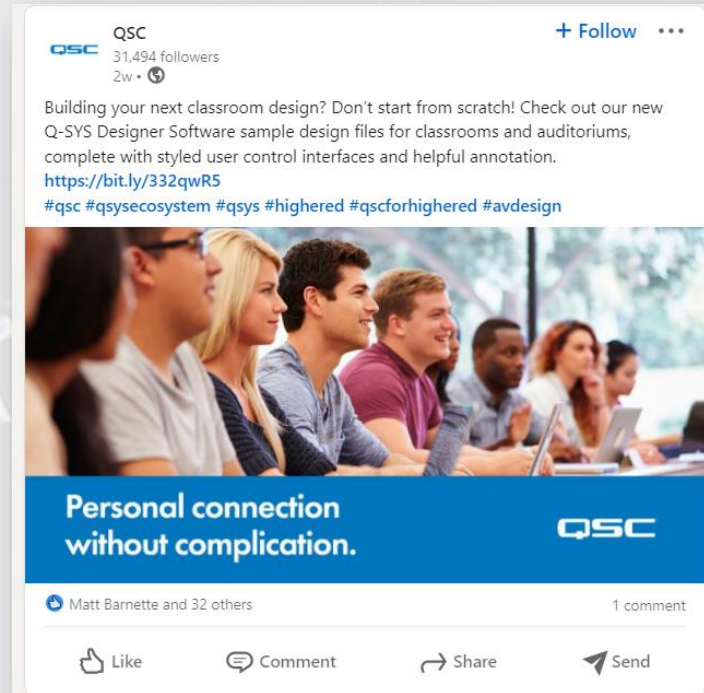


Promotion



Bottom of Funnel: Promotion

- **Solution:** This content helps reveal how your solution is directly tied to your target audience achieving his or her ultimate desire.



Bottom

Promotion

What do you do next?

- Strategic planning at the executive level
- Develop brand core, brand positioning and brand persona
- Strategic marketing plan
- Seven content pillars
- Content calendar
- Consistent messaging throughout all levels of the organization

Dialogue



Thank you.