

# Customer Stories, Building Your Brand with the Customers You Want



**Maurice Allin**

## **OBJECTIVES**

The goal of the presentation is to both inspire and educate veterinary practice marketers using real world examples and practical techniques. The objective is to show how re-framing your view of your customer can lead to opportunities to build a more successful veterinary clinic brand.

## **TOOL KIT**

*Brand Storytelling* by Jonah Sachs is a great read that explains why and how storytelling is important to creating a great brand. The only thing missing is an understanding of why storytelling is an important aspect of how we as humans define ourselves. For a deeper understanding of this, you could look at any of the writings of Joseph Campbell, but they are written from an academic point of view and pretty dense. Instead, try *The Hero and the Outlaw* by Mark & Pearson. Almost anything by Simon Sinek is both useful and entertaining. However, this TED talk provides a really strong conceptual framework as to why YOUR story has to inform and guide you brand.

> [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

Finally, for those who want an informative “How To” on building personas for their own use, this is the best guide I’ve found:

> <https://blog.bufferapp.com/marketing-personas-beginners-guide>

## **KEY POINTS**

*Some useful definitions:*

**Brand experience:** Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli. It is in the eye of the beholder and transcends the logo, iconography and “product”.

**Primary customer persona:** The person (customer) for whom you are designing your brand experience and who will accept no substitute. By definition, this experience is unique to your brand, relevant to the customer, and sustainable over time.

**Secondary customer persona:** This is the larger market that accepts the brand experience designed for the primary, as sufficient for their needs.

**Anti-Personas:** The group who you are specifically NOT designing an experience for. To include them in your brand design would be to water down or contaminate the experience for those whom you most want to serve.

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**Think about and describe the ideal customer for your business.  
What customer is perfectly suited by the experience that you are trying to create?**

**What are the most effective ways to describe that customer  
(demographics, medical needs, emotional outcomes etc.)?**

**What customer do you wish would just go away?  
How can you describe that customer in such a manner that your brand experience?**