

# Bringing Your Brand Story to Life



## Robert Wilbur

The underlying concept of this session is about building brands. To begin with we need to understand what a brand is and why brands are important. Then, we learn about the components that make up a brand and the opportunities to create differentiation around those components.

With that as a foundation we will apply this thinking to our own situations. At the core we need to understand the business we are really in, the customers we really want to attract or retain and the underlying motivations that drive us to do what we do. Then we put that knowledge to work in identifying the differences that make a difference in order to create an advantage in our own marketplace.

All of that may sound a bit lofty but this session is as much about finding yourself as it is about the bigger notion of brand building. But finding yourself in a disciplined way that brings a particular focus to your thinking, based on what you are or what you want to be and what your clients / customers think of you. It is about creating or reinforcing an image - one that is authentic and reflects who you really are, and you can live up to and deliver on consistently.

Once you achieve that level of focus it becomes much easier to develop your story. You can think about what and how you communicate, with purpose. And purpose drives productivity. Making choices that align with your purpose makes your investment in marketing more effective and more efficient.

The discipline is challenging but we'll introduce some tools that will help you work through it, making it easier to digest. They are simple and easy to use but very effective. We will work through some exercises together and push you to think deeper about what it is you do, how you do it and most importantly why you do it. This helps to prioritize decisions around the choices to be made when it comes to bringing your story to life.

Bringing your story to life is as much about the content of your story as it is about way you choose to deliver the story. As Marshall McLuhan once said, "the medium is the message." In telling your story there are an unprecedented number of tools available, so it is critical to make good choices. Choices need to reflect your focus and they need to be made in a way that will have impact and will resonate with the intended audience.

How does all this pay off? That is often a key question. Improving ROI on marketing efforts has become an intense focus for most organizations, big or small. There are many tools to measure marketing ROI, especially using digital channels. But getting it right up front is critical. If you don't know what you are focused on then it is difficult to measure results. And many organizations have not figured that out yet.

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### OBJECTIVES

#### Develop an understanding of:

- Brands and why they are important
- Elements of brand experience that create opportunities for differentiation
- How to develop your own brand
- How to deliver your story with impact and relevance

### KEY POINTS

- What is a brand?
- Differences that make a difference
- Defining the business you are in
- Defining your customer base
- Focus
- Purpose drive productivity
- The medium is the message
- Measuring results

### WHAT ABOUT YOU?

What business are you in?

Who are you most desirable clients /customers?

What is your why?

What makes you stand out?

What would clients / customers say about you?

What do you want them to say about you?