Marketing and Branding 101/202

A session for the 2024 Peer Organization Growth Academy (POGA)

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Overview of the day

Reviewing input we've received about what y'all would like to discuss

- Discuss the idea of "brands"
- Define "branding" as we'll discuss it here
  - Discuss visual and name identity
- Define "marketing" as we'll discuss it here
- Define "advertising" as it relates to marketing
- Discuss resources that are available to you
- Practice exercises in marketing and branding

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Reviewing the input we received

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What are your organization’s strengths when it comes to branding and marketing?

- **Generalized comments**
  - We do fairly well
  - Mostly known for the founder(s)

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What are ways your organization may need to grow when it comes to branding and marketing?

- **Generalized comments**
  - Need to expand beyond the founder(s)
  - Would like wider recognition
  - General: learn more about marketing and branding
  - Have consistent naming on web page and social media
  - Improve social media / find ways to make it easier

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What do you hope to learn during the POGA course about branding and marketing?

- **Generalized comments**
  - How to get more exposure within budget and manpower
  - Everything / more
  - More efficient use of social media

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Survey input about the needs of the group

Theme / Topic	Interest
Developing marketing tools	6 of 6
Developing a marketing strategy	5 of 6
Ensuring branding and marketing align with the organizational values, vision, and mission	5 of 6
Ensuring branding and marketing reflect peer values	4 of 6
Building an organizational brand	3 of 6

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Anything else come to mind?

What would a successful day look like?

My goal is that people can articulate the difference between:

a logo and a brand

branding and marketing

marketing and advertising

And that you’re comfortable thinking through the process of doing all of these things

Marketing and Branding

Introducing the concepts of marketing / branding

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Who in this room knows
a bunch about marketing?

Let’s introduce marketing and branding with an example from the community

How many people have heard of it?

If you’ve heard of it, describe it in **one** word

walmart

How many people can describe the logo?

What makes them attractive to customers?

Brand

The identity and story that people associate with something

Branding

The process of creating the identity and story you want to communicate

Marketing

The process of getting people interested in your product or service

Advertising

Telling people about your services to get them to do something

Activity: Brand, Identity, and Marketing

Brand		Marketing	
Visual Identity	Story we tell	How they get business	Advertising
Walmart			

Introduction to Branding and Brands

The stories that shape decisions

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Part 1 of 4: Brands

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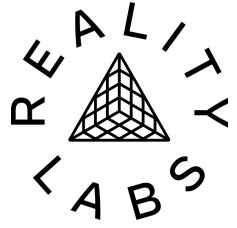
Brand

The identity and story that people associate with something

Alphabet

Meta


REALITY
LABS

oculus

Yum!

KFC

Pizza Hut

TACO BELL

the Habit BURGER GRILL

Why is it helpful to build a brand?

Why is is helpful to build a brand?

- Influencing people to make a decision / take an action
- Gives you an identity
- Makes you memorable
- Makes your marketing more effective
- Creates a sense of pride in your team

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Part 2 of 4: Branding

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Branding

The process of creating the identity and story you want to communicate

Considerations when building a brand

- Understanding the audience you want to reach
- Understanding the story you're trying to tell
- Creating your visual identity
- Defining your voice

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Understanding the audience you want to reach

Consumers (B2C)	Businesses (B2B)	Governments (B2G)

- Do they know of you?
- What do they think of you?
- What do they need from you?

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B2C (Consumers)	B2B (Businesses)	B2G (Govt)
San Antonio Clubhouse a form community	PEER ACADEMY	form communities
Divine women a form community	PeerForce	
connection center SA	FLOURISH	
connection center RGV		
Grandstaff Maoors		

Discussion with your neighbor:

Is your brand geared towards
Consumers (B2C), Businesses (B2B), or Governments (B2G)?

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Understanding the story you're trying to tell

- How does it align to your vision?
- How does it align to your mission?
- How does this story align to your values?

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Reflection:

Put yourself in the shoes of your target audience.
How might they perceive your brand? Why?

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Creating your visual identity and language

- What visual elements might reinforce the story you're trying to tell?

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Group Discussion:

Can anyone share examples of how they created a logo or had one created?

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Resources

Magic / AI:

- ChatGPT: https://fonts.adobe.com/fonts/

Fonts:

- Explore fonts: https://fonts.adobe.com/fonts/
- Figure out what a font is called: https://www.whatfontis.com/

Stock Imagery:

- https://unsplash.com/
- https://www.pexels.com/
- https://www.freepik.com/

Icons

- https://www.flaticon.com/
- https://fontawesome.com/

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Resources

Professional Support

- Catchafire: https://www.catchafire.org/menu/projects?category=23
  - Example of a sponsoring agency: https://svpsa.catchafire.org/
  - Requesting a Catchafire sponsorship: https://airtable.com/appBoCLB0XvV47itj/shrqGaVhvTkT897FQ

Freelancers:

- Fiverr: https://www.fiverr.com/
- Freelancer: https://www.freelancer.com/

- Reach out to *f*orm: eric@formcommunities.org | 210-646-4657

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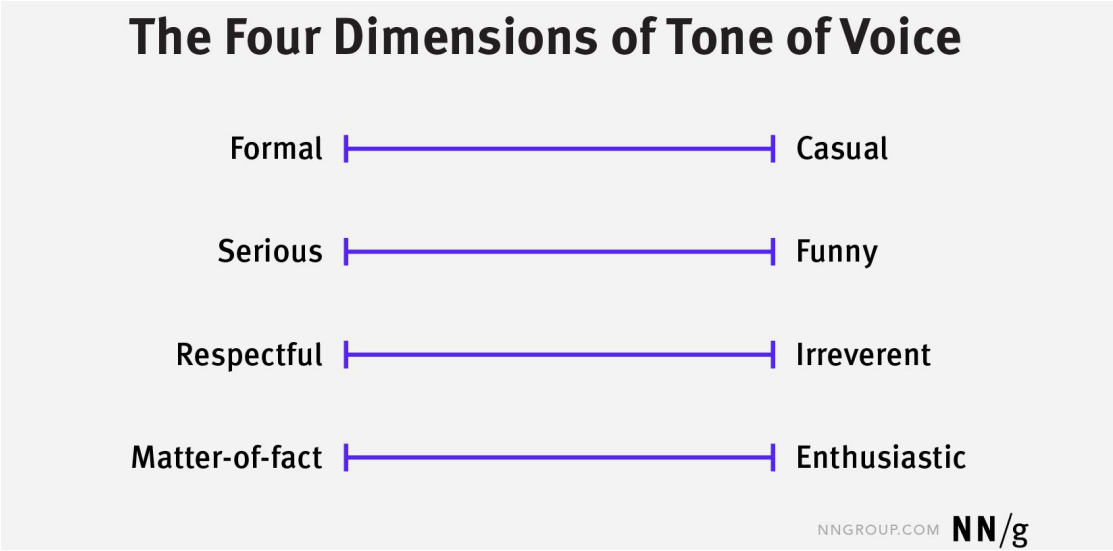
Defining your voice

How does your intended audience perceive / “hear” you?



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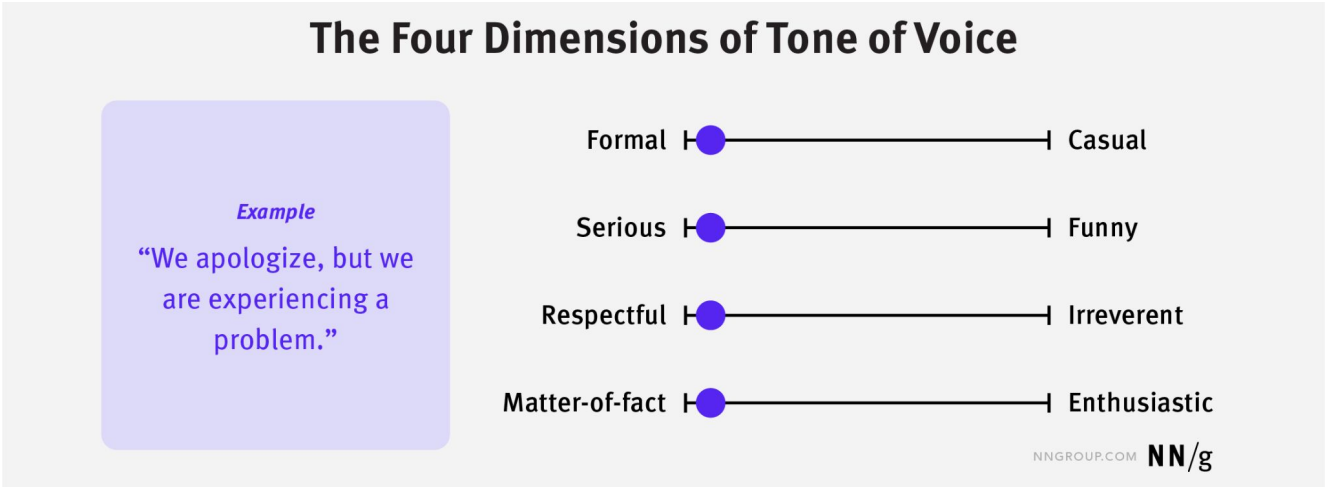

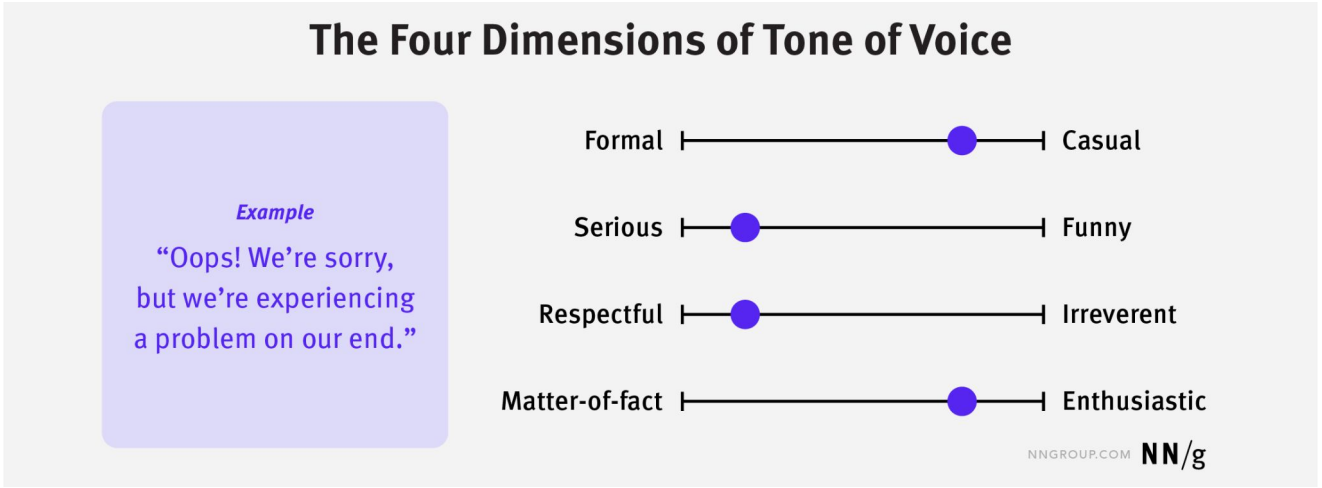

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Demo

Beginning a branding process for a program we'd like to create

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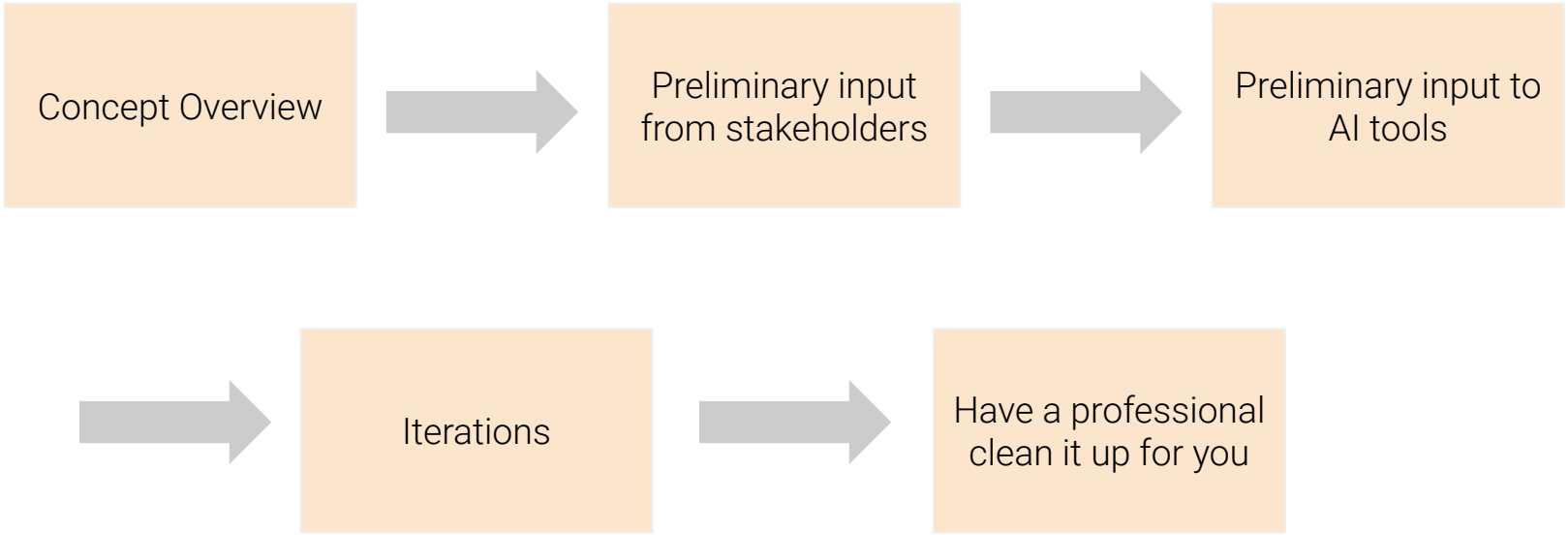
A partial branding process



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Final Note on Brands

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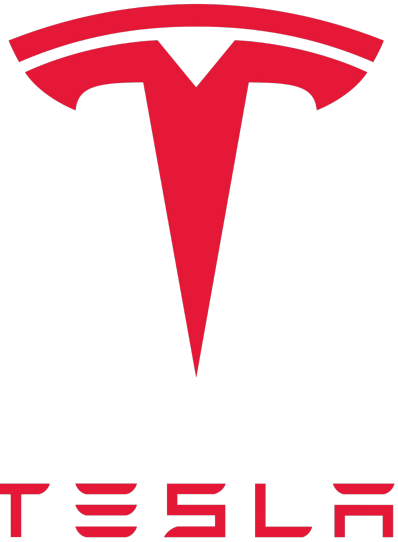
You work to build a brand,
but you never fully own it

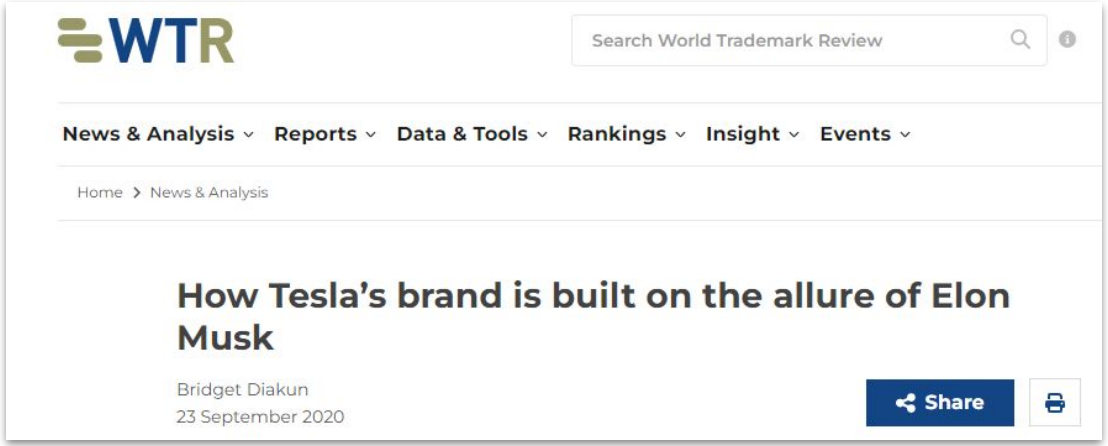
If your organization doesn’t have a brand,

people will associate it with

your personal brand


TESLA

2020


WTR
Search World Trademark Review
News & Analysis
Reports
Data & Tools
Rankings
Insight
Events
Home > News & Analysis
How Tesla's brand is built on the allure of Elon Musk
Bridget Diakun
23 September 2020
Share

2024

Reuters
World
Business
Markets
Sustainability
Legal
Breakingviews
Technology
Investigat
Autos & Transportation | Technology | ADAS, AV & Safety | EV Battery | Sustainable & EV Supply Chain
Would-be Tesla buyers snub company as Musk's reputation dips
By Hyunjoo Jin and Nick Carey
April 1, 2024 12:31 PM CDT · Updated 3 months ago
Aa

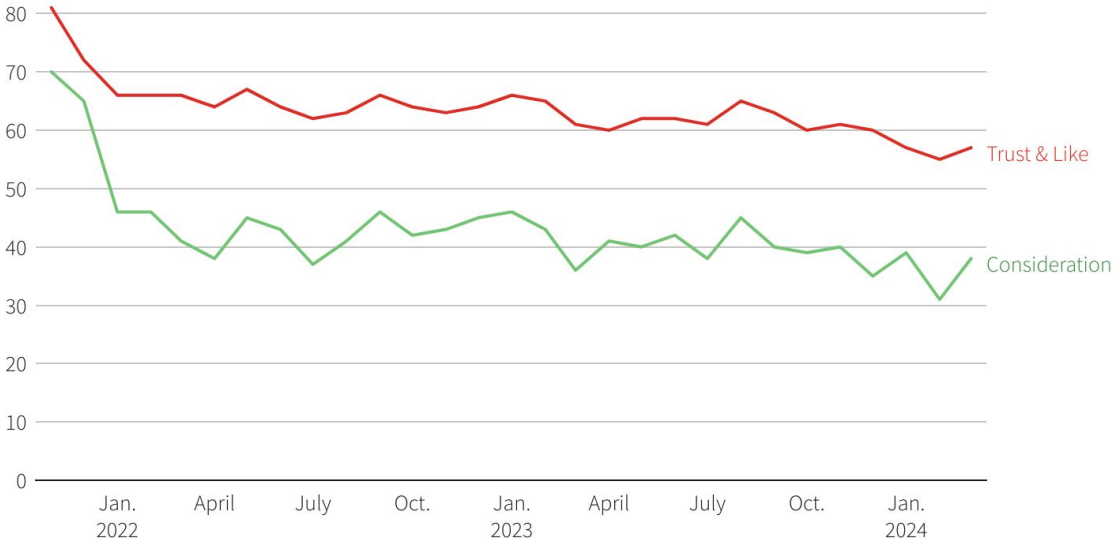
People that would consider buying a Tesla

70%

<40%

U.S. consumer attitudes to Tesla

Consumer responses to questions on whether they like/trust Tesla and would consider buying one.



Note: Monthly responses to questions on Tesla
Source: Caliber

Part 3 of 4: Introduction to Marketing

What attracts people to use your services or to work with you

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Marketing

The process of getting people interested in your product or service

Marketing is often described as 4 Ps (or 5) (or 6) (or 7)

- Product
- Price
- Place
- Promotion

- People
- Process
- Packaging / Presentation / Physical Evidence

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P1: Product

What can your product (or service) do for your customer?

Get to know your customers and their needs, and make the best product you can to meet their needs

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P2: Price

Consider how your price will fit in with the rest of your marketing strategy

There is no single “correct” price.
It will vary based on what you’re trying to do,
who your customer is, and how you are perceived.

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P3: Place

Where will your customers “purchase” what you’re selling?

Location can dramatically impact
how you sell, who will buy, and at what cost

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P4: Promotion

This is what people usually think about when we talk about marketing. It includes advertising, content marketing, discounts, social media, digital campaigns, search engine marketing, and public relations.

You can easily overwhelm yourself with this.
You don't have to do everything.
Just pick what makes sense.

We'll come back to this one.

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P5: People

This includes anyone that comes into contact with your potential customers

Everyone that represents your organization represents your entire organization

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P6: Process

You need processes that are predictable, consistent, and convenient

If it’s difficult or confusing to
work with you, people won’t

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P7: Presentation / Packaging / Physical Evidence

This focuses on how the product or service is viewed by your potential customer, and whether that image represents your business accurately

First impressions can attract interest from others,
or keep people from engaging with your services

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Let’s look back at a few businesses

- P1: Product
- P2: Price
- P3: Place
- P4: Promotion
- P5: People
- P6: Process
- P7: Packaging / Presentation

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Reflection and then Discussion

Pretend that you're your target customer.

Think of your services through this marketing mix.

We'll discuss it together in a few minutes.

P1: Product

P2: Price

P3: Place

P4: Promotion

P5: People

P6: Process

P7: Packaging / Presentation

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Part 4 of 4: Introduction to Advertising

Communicating to people so they'll take an action

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Advertising

Telling people about your services to get them to do something

You can advertise in lots of mediums

Some that might be out of reach for us today

- Television / Video
- Radio / Audio
- Print advertising
- Outdoor / Billboards
- Direct mail

Some that we can definitely do today

- Social media
- Email
- Internet marketing

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Social Media

Figure out which channels make sense for your target audience and just use those

You don’t have to be on every channel

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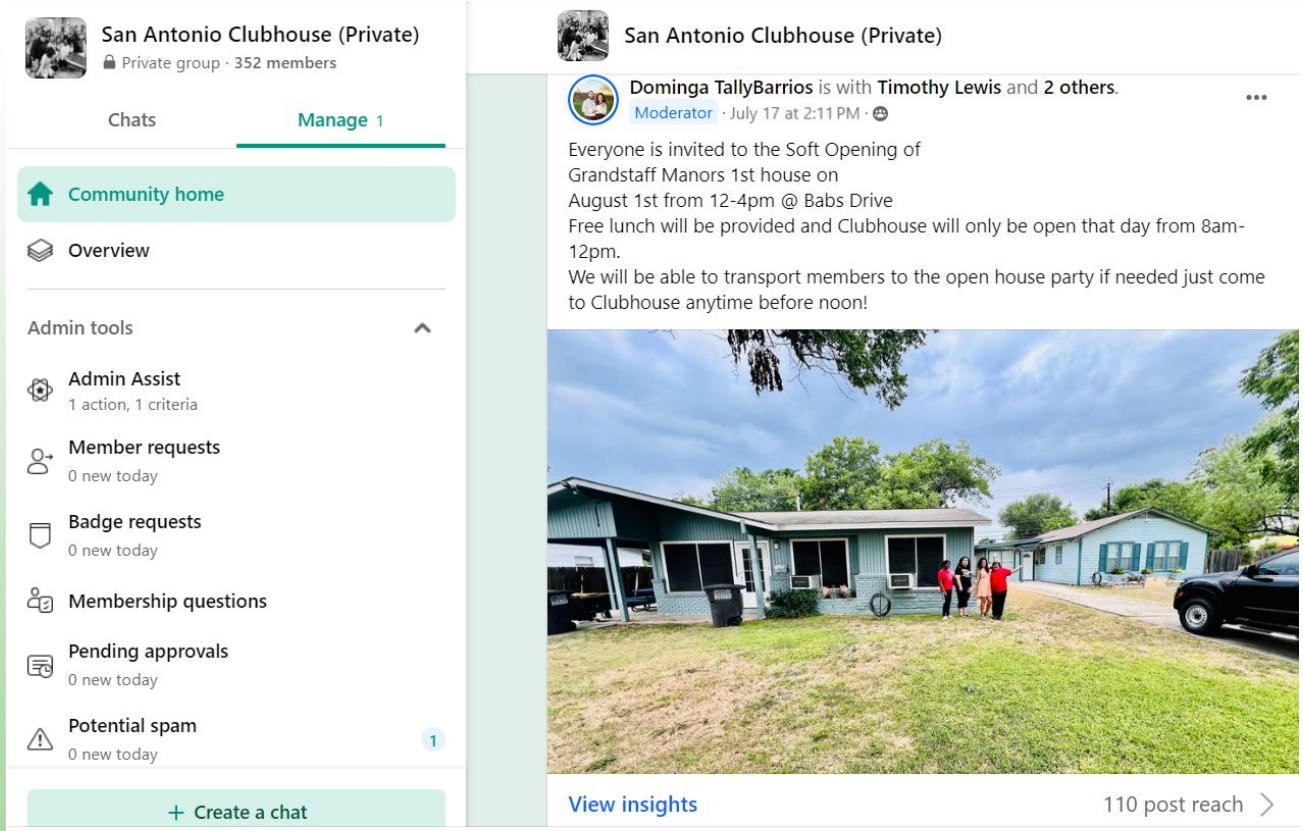
Social Media: example of Facebook group reach



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Social Media: example of Facebook page reach

Title	Date published	Status	Reach	Likes and reactions
Struggling with finding good, sta... San Antonio Clubhouse • Boost unavailable	Mon Jun 24, 11:48am		88 Reach	10 Likes and reactions
Tune in to 101.5 Empower house... San Antonio Clubhouse • Boost unavailable	Thu Jun 20, 10:14am		77 Reach	7 Likes and reactions
Tune in to 101.5 Empower house... San Antonio Clubhouse Boost unavailable	Thu Jun 20, 10:14am		259 Reach	3 Reactions
Update!!! Our AC is working agai... San Antonio Clubhouse • Boost unavailable	Wed May 29, 3:50pm		78 Reach	8 Likes and reactions
Join us tonight from 4-6 for gam... Boost unavailable	Tue May 28, 11:14am		82	6

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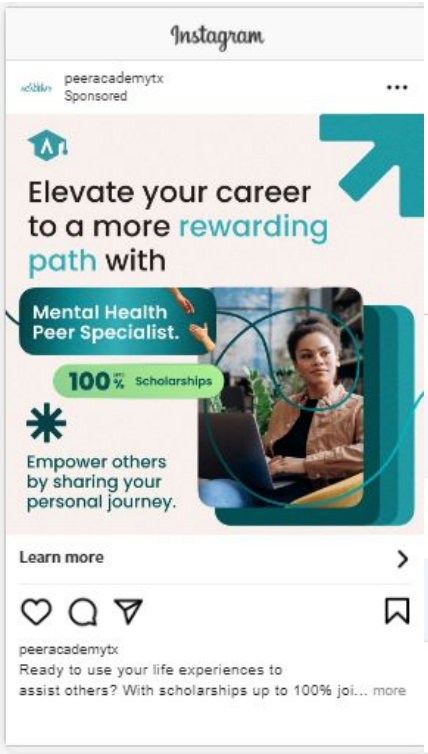
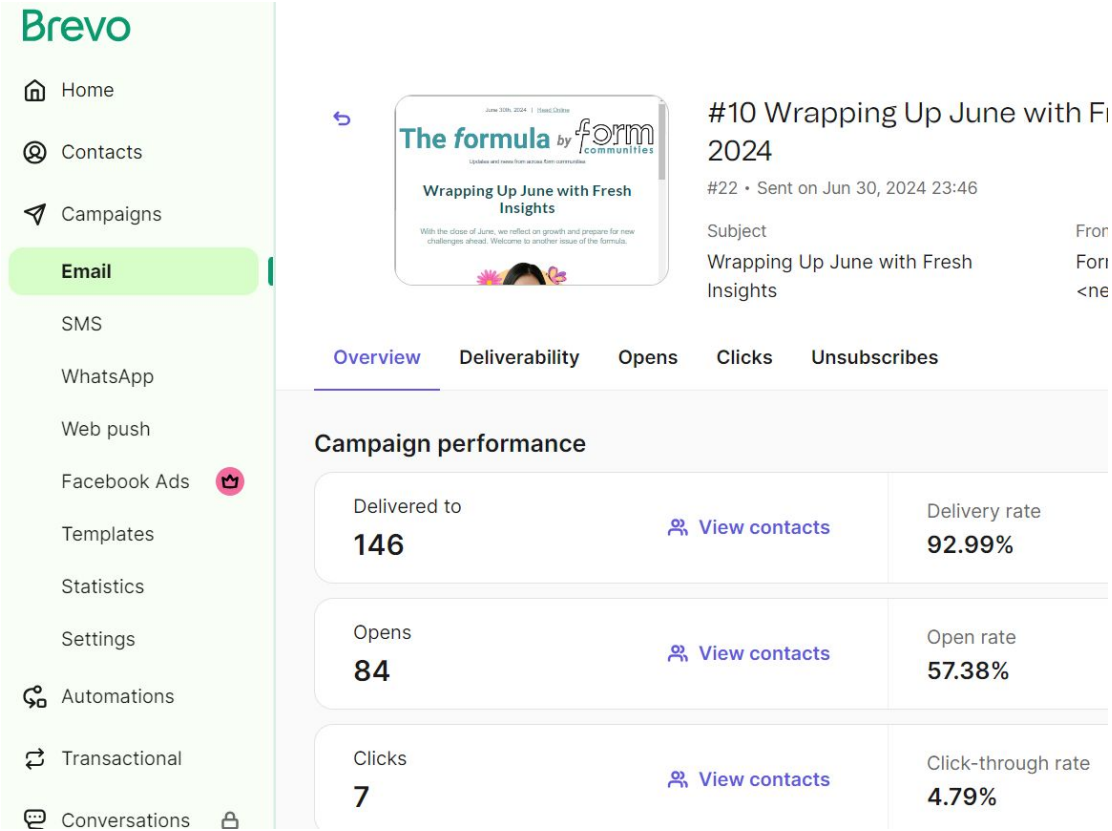
Social Media: example of Facebook ad reach



Reach	Impressions	Cost per result	Amount spent
3,979	7,980	$15.97 Per On-Facebook Leads	$207.66
29	49	– Per On-Facebook Leads	$0.92
235	366	$12.89 Per On-Facebook Leads	$12.89
125	233	$6.79 Per On-Facebook Leads	$6.79
4,070 Accounts Center acco...	**8,628** Total	**$15.22** Per On-Facebook Leads	**$228.26** Total spent

Email marketing



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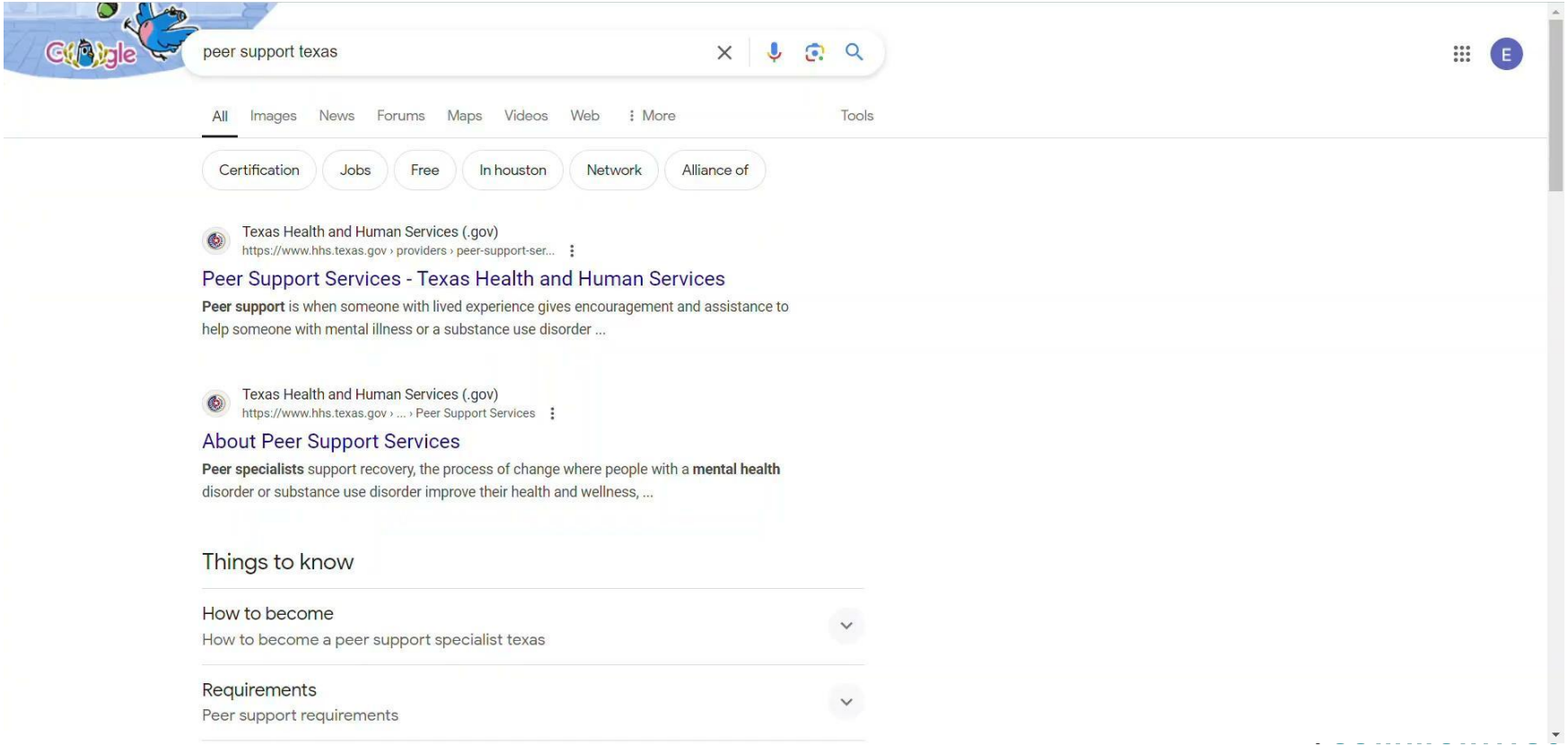
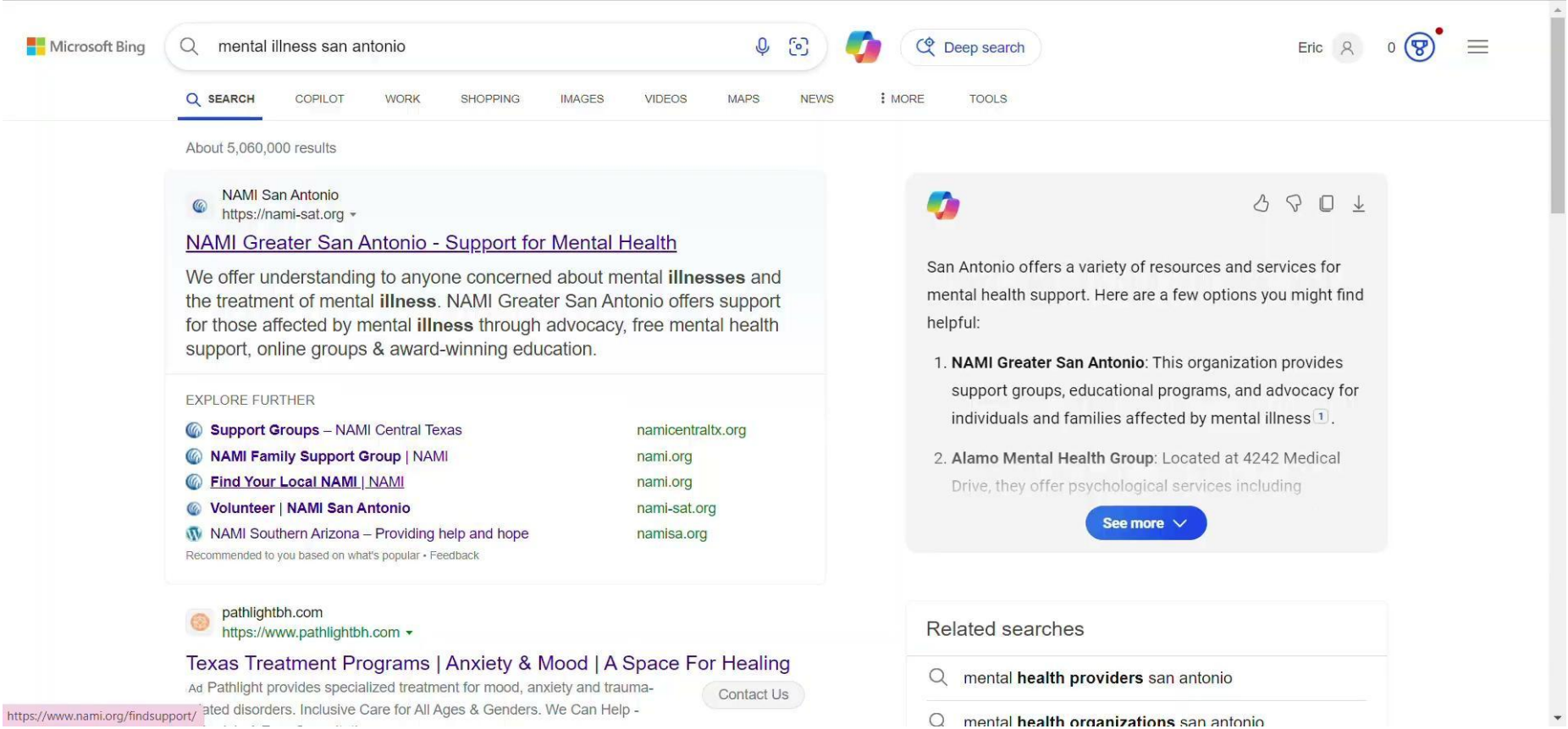
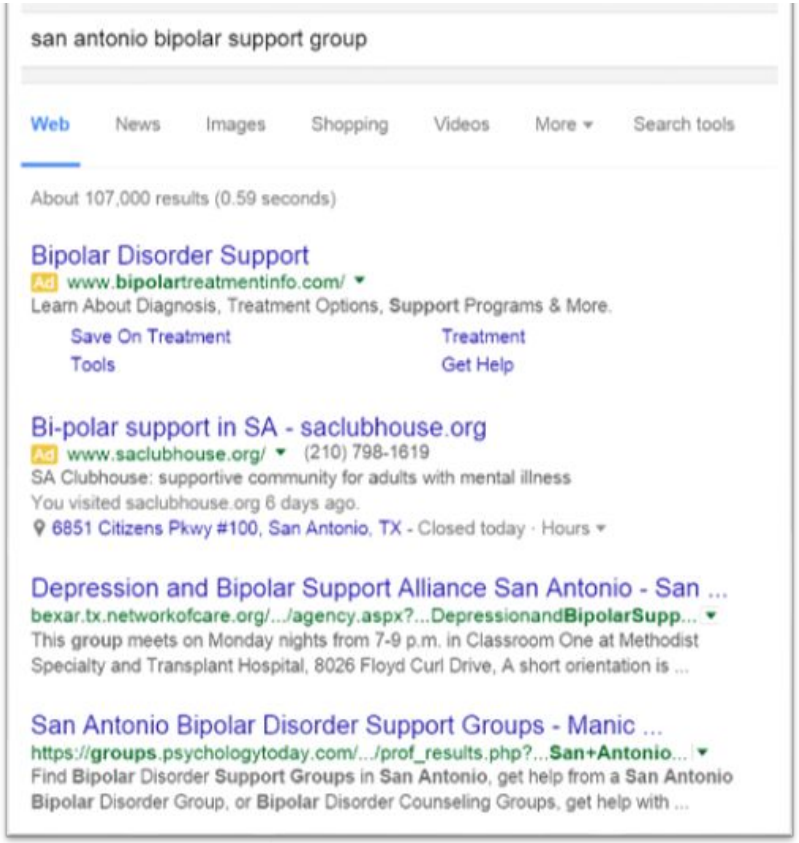
Example of Search Engine Optimization

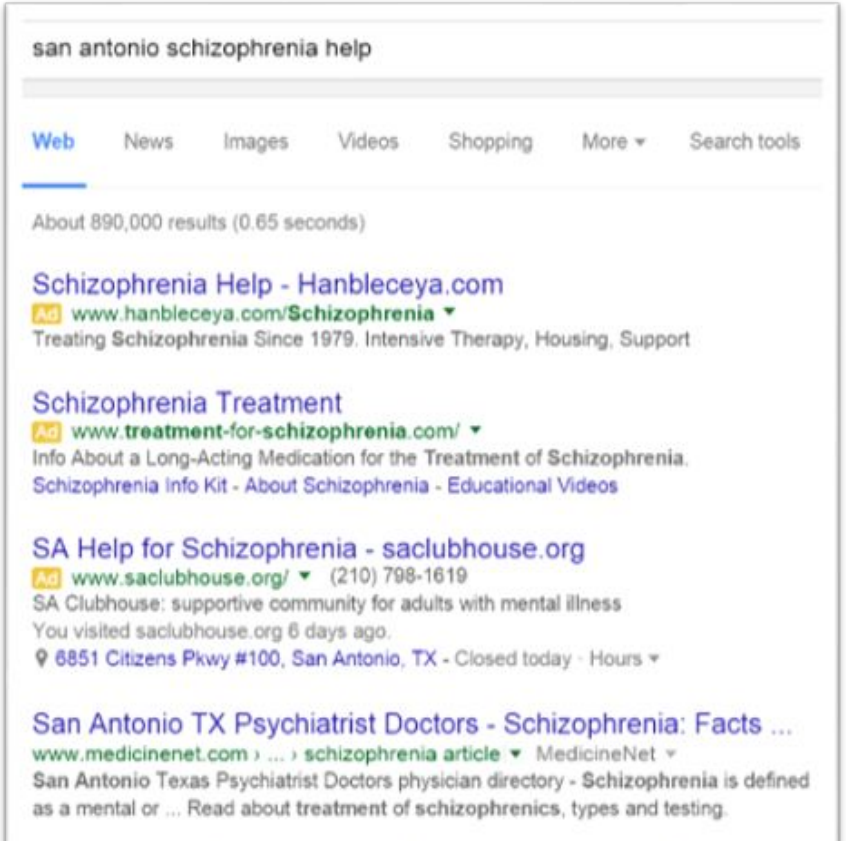


Example of Search Engine Optimization



Example of Search Engine Marketing





Low cost resources and strategies

Design ideas / ideation	ChatGPT
Design tools	Canva: Free - https://www.canva.com/canva-for-nonprofits/ Adobe: $32/mo - https://www.techsoup.org/adobe
Advertising	Google AdWords: **https://www.google.com/nonprofits/**
Online donations	GiveButter: Free(ish) - https://givebutter.com/pricing
Online newsletter	Brevo: Free(ish) - https://www.brevo.com/blog/email-marketing-for-nonprofits/
Brand Survey Template	https://forms.gle/y1VQdKuXsd6BrE3s9
Social media tools	https://appsumo.com/software/marketing-sales/social-media/

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Group Exercises

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Get into groups at your table.

We’re going to do 2 exercises:

1) We’re going to pick a program (existing or made up), and we’re going to do the branding exercise then
2) We’re going to come up with a marketing plan for it

Exercise 1: Branding Planning

- Define the audience you want to reach
  - If they are a consumer, describe them
  - If they are a business, describe what they need from you?
  - If they are a government, why do they want to work with you?
- What story do you want to tell about this service?
  - How does it align to your vision?
  - How does it align to your mission?
  - How does this story align to your values?
- Describe the visual identity that you'll want to create
- Describe the tone that you would use to describe your service

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Exercise 2: Marketing Planning

Describe the following about your marketing mix:

- **Product** - what is it?
- **Price** - how much does it cost?
- **Place** - where will people access this service?
- **Promotion** - What type of advertising will you do? Describe the approaches, tools or platforms
- **People** - who might influence people to use this service?
- **Process** - how will you make this a smooth experience?
- **Packaging / Presentation / Physical Evidence** - what can you do to make this look and feel professional?

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Final Discussion

If we can be of any help, please reach out:

Eric@formcommunities.org

210-646-4657