



# 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

# Reviewing the input we received

# 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)

# 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

# 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

# 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



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

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



# Part 1 of 4: Brands

# **Brand**

The identity and story that people associate with something

# Alphabet

nest™

waze 

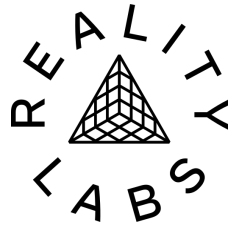
 fitbit

android 

 YouTube

Google

 Meta



 oculus







Why is it helpful to build a brand?

# Why is it 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

# Part 2 of 4: Branding

# **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

# 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?

## B2C (Consumers)



Grandstaff  
Maors

## B2B (Businesses)



## B2G (Govt)



# Discussion with your neighbor:

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



# 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?

# Reflection:

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

# Creating your visual identity and language

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

RECOVERY  
ORG

RECOVERY  
ORG

Recovery  
Org

# Group Discussion:

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

# 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/>

# 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 *form*: [eric@formcommunities.org](mailto:eric@formcommunities.org) | 210-646-4657



# Defining your voice

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

## The Four Dimensions of Tone of Voice

Formal |—————| Casual

Serious |—————| Funny

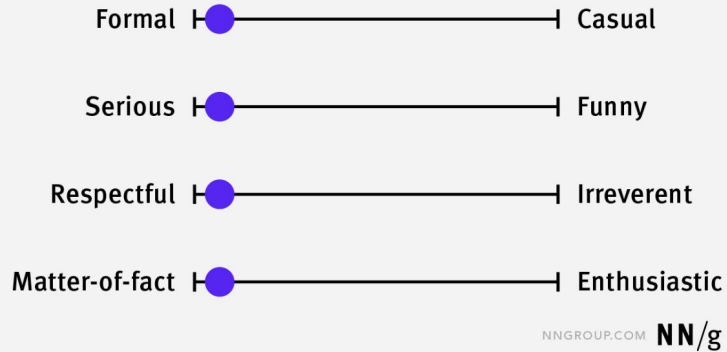
Respectful |—————| Irreverent

Matter-of-fact |—————| Enthusiastic

NNGROUP.COM NN/g

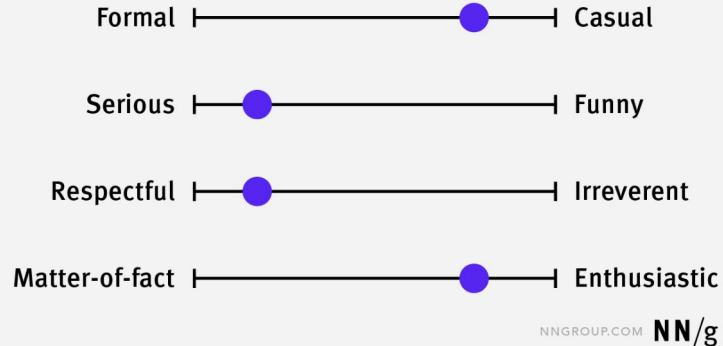
## The Four Dimensions of Tone of Voice

*Example*  
“We apologize, but we are experiencing a problem.”



## The Four Dimensions of Tone of Voice

*Example*  
“Oops! We’re sorry, but we’re experiencing a problem on our end.”

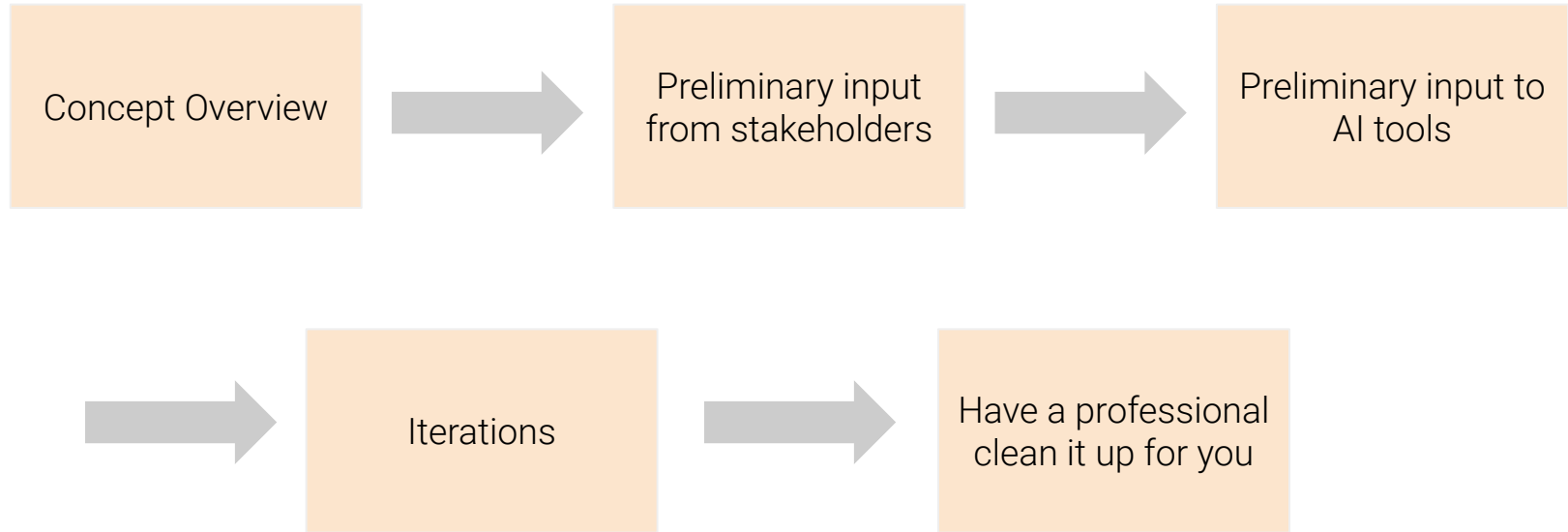




# Demo

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

# A partial branding process



# Final Note on Brands

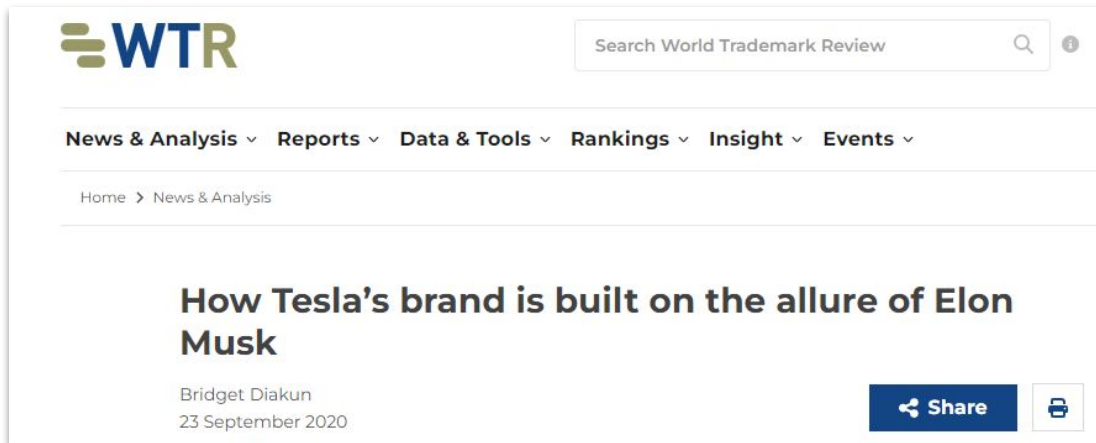
You work to build a brand,  
but you never fully own it

If your organization doesn't have a brand,  
people will associate it with  
**your** personal brand



TESLA

2020



The screenshot shows the top portion of a website. At the top left is the logo 'WTR' in blue and green. To its right is a search bar with the text 'Search World Trademark Review' and a magnifying glass icon. Below the search bar is a horizontal menu with items: 'News & Analysis', 'Reports', 'Data & Tools', 'Rankings', 'Insight', and 'Events', each with a downward arrow. Underneath the menu is a breadcrumb trail: 'Home > News & Analysis'. The main content area features a large, bold headline: 'How Tesla's brand is built on the allure of Elon Musk'. Below the headline, the author's name 'Bridget Diakun' and the date '23 September 2020' are displayed. On the right side of the article, there is a blue 'Share' button with a white share icon and a print icon.

2024



The screenshot shows the top portion of a Reuters article. At the top left is the Reuters logo. To its right is a horizontal menu with items: 'World', 'Business', 'Markets', 'Sustainability', 'Legal', 'Breakingviews', 'Technology', and 'Investigat', each with a downward arrow. Below the menu is a breadcrumb trail: 'Autos & Transportation | Technology | ADAS, AV & Safety | EV Battery | Sustainable & EV Supply Chain'. The main content area features a large, bold headline: 'Would-be Tesla buyers snub company as Musk's reputation dips'. Below the headline, the author's name 'By Hyunjoo Jin and Nick Carey' is displayed. At the bottom left of the article, the date and time 'April 1, 2024 12:31 PM CDT' and the update status 'Updated 3 months ago' are shown. On the right side of the article, there are three icons: a bookmark icon, a font size icon labeled 'Aa', and a share icon.

# People that would consider buying a Tesla

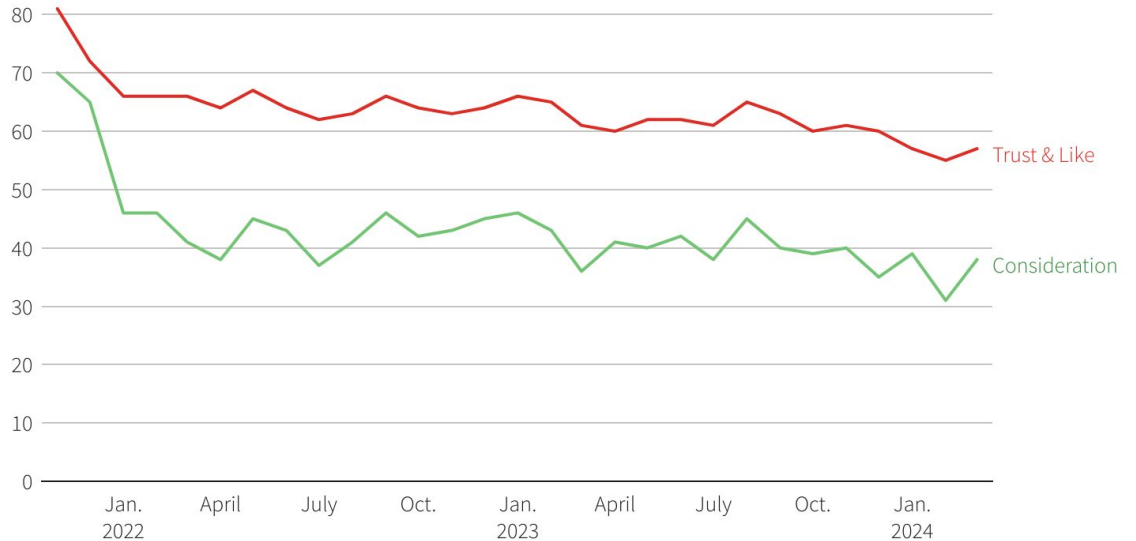
70%



<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

# **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

# 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

## 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.

# 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

## 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.*



# P5: People

This includes anyone that comes into contact with your potential customers

Everyone that represents your organization  
represents your entire organization



# P6: Process

You need processes that are predictable, consistent, and convenient

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

# 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

# Let's look back at a few businesses



P1: Product

---

P2: Price

---

P3: Place

---

P4: Promotion

---

P5: People

---

P6: Process

---

P7: Packaging / Presentation



# 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

# Part 4 of 4: Introduction to Advertising

Communicating to people so they'll take an action

# **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


# 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



# Social Media: example of Facebook group reach




**San Antonio Clubhouse (Private)**  
Private group · 352 members

Chats [Manage 1](#)


[Community home](#)

[Overview](#)


Admin tools 

- [Admin Assist](#)  
1 action, 1 criteria
- [Member requests](#)  
0 new today
- [Badge requests](#)  
0 new today
- [Membership questions](#)
- [Pending approvals](#)  
0 new today
- [Potential spam](#)  
0 new today 1


[+ Create a chat](#)



**San Antonio Clubhouse (Private)**






 **Dominga TallyBarrios** is with **Timothy Lewis** and 2 others. Moderator · July 17 at 2:11 PM · 🌐

Everyone is invited to the Soft Opening of Grandstaff Manors 1st house on August 1st from 12-4pm @ Babs Drive Free lunch will be provided and Clubhouse will only be open that day from 8am-12pm. We will be able to transport members to the open house party if needed just come to Clubhouse anytime before noon!



[View insights](#) 110 post reach >

# Social Media: example of Facebook page reach

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

# Social Media: example of Facebook ad reach

Peer Academy  
Sponsored · 

Peer Academy offers a path to becoming a certified peer specialist. With expert trainers and comprehensive online courses, ...See more




FORM ON FACEBOOK  
**Scholarships upto 100%\***  
Become a certified Peer S...

[Learn more](#)

 Like  Comment

Instagram

peeracademytx  
Sponsored



Learn more

peeracademytx  
Ready to use your life experiences to assist others? With scholarships up to 100% joi... more

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
<b>4,070</b>	<b>8,628</b>	<b>\$15.22</b>	<b>\$228.26</b>
Accounts Center acco...	Total	Per On-Facebook Leads	Total spent

# Email marketing

## Brevo

- Home
- Contacts
- Campaigns
- Email**
- SMS
- WhatsApp
- Web push
- Facebook Ads
- Templates
- Statistics
- Settings
- Automations
- Transactional
- Conversations



#10 Wrapping Up June with Fi  
2024  
#22 • Sent on Jun 30, 2024 23:46

Subject  
Wrapping Up June with Fresh  
Insights

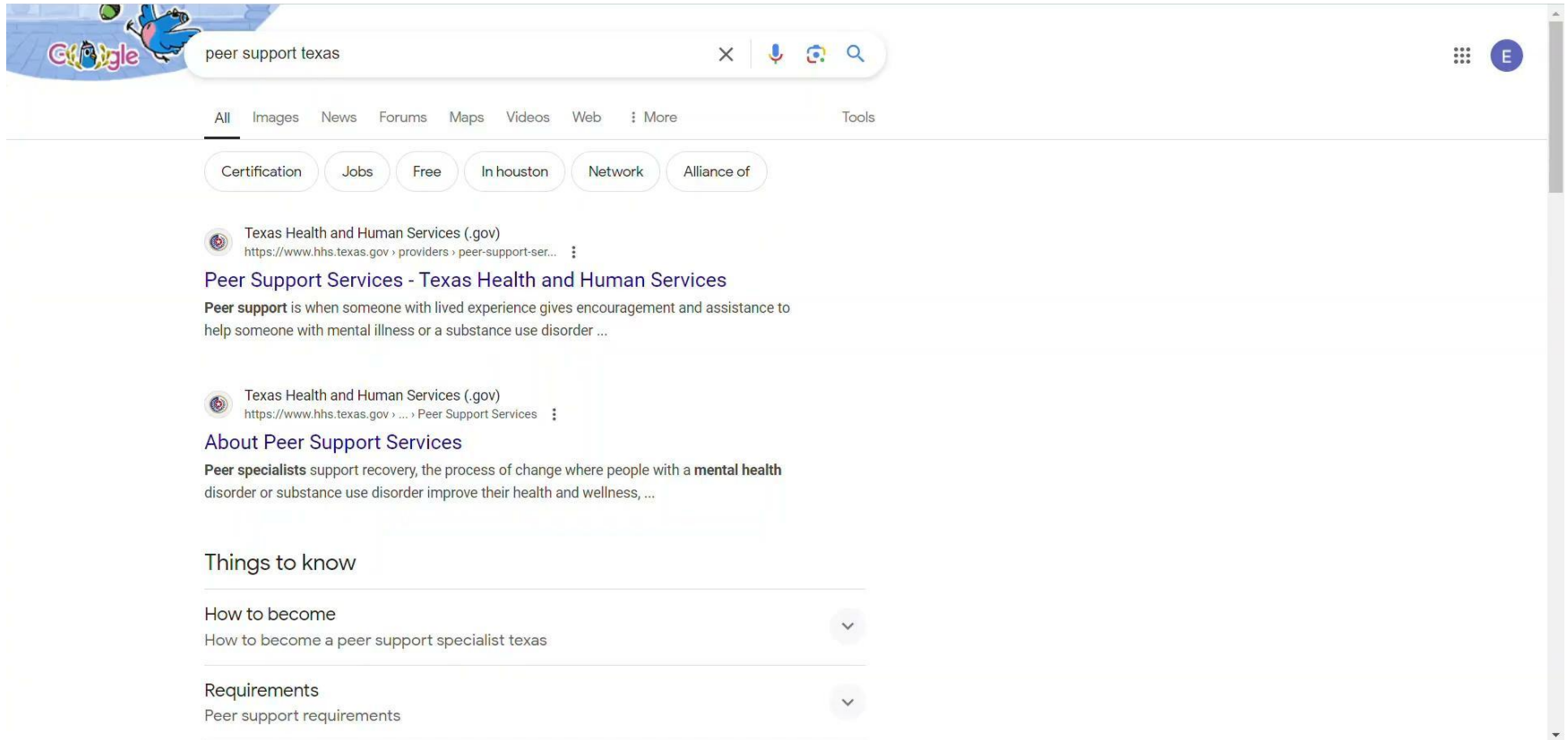
- Overview**
- Deliverability
- Opens
- Clicks
- Unsubscribes

### Campaign performance

Delivered to <b>146</b>	<a href="#">View contacts</a>	Delivery rate <b>92.99%</b>
Opens <b>84</b>	<a href="#">View contacts</a>	Open rate <b>57.38%</b>
Clicks <b>7</b>	<a href="#">View contacts</a>	Click-through rate <b>4.79%</b>



# Example of Search Engine Optimization



The image shows a Google search interface with the query "peer support texas". The search results are filtered to show "All" results. The first result is from Texas Health and Human Services (.gov), titled "Peer Support Services - Texas Health and Human Services". The second result is also from Texas Health and Human Services (.gov), titled "About Peer Support Services". Below the results is a section titled "Things to know" with two expandable items: "How to become" and "Requirements".

peer support texas

All Images News Forums Maps Videos Web More Tools

Certification Jobs Free In houston Network Alliance of

Texas Health and Human Services (.gov)  
https://www.hhs.texas.gov › providers › peer-support-ser...  
**Peer Support Services - Texas Health and Human Services**  
Peer support is when someone with lived experience gives encouragement and assistance to help someone with mental illness or a substance use disorder ...

Texas Health and Human Services (.gov)  
https://www.hhs.texas.gov › ... › Peer Support Services  
**About Peer Support Services**  
Peer specialists support recovery, the process of change where people with a mental health disorder or substance use disorder improve their health and wellness, ...

Things to know

How to become  
How to become a peer support specialist texas

Requirements  
Peer support requirements

# Example of Search Engine Optimization

The screenshot shows a Microsoft Bing search results page for the query "mental illness san antonio". The search bar at the top contains the query and a "Deep search" button. Below the search bar, there are navigation tabs for "SEARCH", "COPILOT", "WORK", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", "NEWS", "MORE", and "TOOLS". The search results are displayed in a list format. The first result is from NAMI San Antonio, with the URL "https://nami-sat.org" and the title "NAMI Greater San Antonio - Support for Mental Health". The description of this result states: "We offer understanding to anyone concerned about mental illnesses and the treatment of mental illness. NAMI Greater San Antonio offers support for those affected by mental illness through advocacy, free mental health support, online groups & award-winning education." Below this result is a section titled "EXPLORE FURTHER" with four links: "Support Groups – NAMI Central Texas" (namicentraltx.org), "NAMI Family Support Group | NAMI" (nami.org), "Find Your Local NAMI | NAMI" (nami.org), and "Volunteer | NAMI San Antonio" (nami-sat.org). A fourth link, "NAMI Southern Arizona – Providing help and hope" (namisa.org), is also present. A "Recommended to you based on what's popular" note and a "Feedback" link are at the bottom of this section. The second result is from pathlightbh.com, with the URL "https://www.pathlightbh.com" and the title "Texas Treatment Programs | Anxiety & Mood | A Space For Healing". The description for this result is partially visible: "Ad Pathlight provides specialized treatment for mood, anxiety and trauma-related disorders. Inclusive Care for All Ages & Genders. We Can Help -". A "Contact Us" button is located to the right of the description. To the right of the search results, there is a "Related searches" section with two suggestions: "mental health providers san antonio" and "mental health organizations san antonio".

Microsoft Bing

mental illness san antonio

Eric 0

SEARCH COPILOT WORK SHOPPING IMAGES VIDEOS MAPS NEWS MORE TOOLS

About 5,060,000 results

**NAMI San Antonio**  
https://nami-sat.org

[NAMI Greater San Antonio - Support for Mental Health](#)

We offer understanding to anyone concerned about mental **illnesses** and the treatment of mental **illness**. NAMI Greater San Antonio offers support for those affected by mental **illness** through advocacy, free mental health support, online groups & award-winning education.

EXPLORE FURTHER

- [Support Groups – NAMI Central Texas](#) namicentraltx.org
- [NAMI Family Support Group | NAMI](#) nami.org
- [Find Your Local NAMI | NAMI](#) nami.org
- [Volunteer | NAMI San Antonio](#) nami-sat.org
- [NAMI Southern Arizona – Providing help and hope](#) namisa.org

Recommended to you based on what's popular • Feedback

**pathlightbh.com**  
https://www.pathlightbh.com

[Texas Treatment Programs | Anxiety & Mood | A Space For Healing](#)

Ad Pathlight provides specialized treatment for mood, anxiety and trauma-related disorders. Inclusive Care for All Ages & Genders. We Can Help -

Contact Us

San Antonio offers a variety of resources and services for mental health support. Here are a few options you might find helpful:

- NAMI Greater San Antonio:** This organization provides support groups, educational programs, and advocacy for individuals and families affected by mental illness<sup>1</sup>.
- Alamo Mental Health Group:** Located at 4242 Medical Drive, they offer psychological services including

See more

Related searches

- mental **health providers** san antonio
- mental **health organizations** san antonio



# Example of Search Engine Marketing

san antonio bipolar support group

Web News Images Shopping Videos More ▾ Search tools

About 107,000 results (0.59 seconds)

**Bipolar Disorder Support**  
**Ad** [www.bipolartreatmentinfo.com/](http://www.bipolartreatmentinfo.com/) ▾  
Learn About Diagnosis, Treatment Options, Support Programs & More.  
Save On Treatment Tools Treatment Get Help

**Bi-polar support in SA - saclubhouse.org**  
**Ad** [www.saclubhouse.org/](http://www.saclubhouse.org/) ▾ (210) 798-1619  
SA Clubhouse: supportive community for adults with mental illness  
You visited saclubhouse.org 6 days ago.  
📍 6851 Citizens Pkwy #100, San Antonio, TX - Closed today · Hours ▾

**Depression and Bipolar Support Alliance San Antonio - San ...**  
[bexar.tx.networkofcare.org/.../agency.aspx?...DepressionandBipolarSupp...](https://www.networkofcare.org/.../agency.aspx?...DepressionandBipolarSupp...) ▾  
This group meets on Monday nights from 7-9 p.m. in Classroom One at Methodist Specialty and Transplant Hospital, 8026 Floyd Curl Drive, A short orientation is ...

**San Antonio Bipolar Disorder Support Groups - Manic ...**  
[https://groups.psychologytoday.com/.../prof\\_results.php?...San+Antonio...](https://groups.psychologytoday.com/.../prof_results.php?...San+Antonio...) ▾  
Find Bipolar Disorder Support Groups in San Antonio, get help from a San Antonio Bipolar Disorder Group, or Bipolar Disorder Counseling Groups, get help with ...

san antonio schizophrenia help

Web News Images Videos Shopping More ▾ Search tools

About 890,000 results (0.65 seconds)

**Schizophrenia Help - Hanbleceya.com**  
**Ad** [www.hanbleceya.com/Schizophrenia](http://www.hanbleceya.com/Schizophrenia) ▾  
Treating Schizophrenia Since 1979. Intensive Therapy, Housing, Support

**Schizophrenia Treatment**  
**Ad** [www.treatment-for-schizophrenia.com/](http://www.treatment-for-schizophrenia.com/) ▾  
Info About a Long-Acting Medication for the Treatment of Schizophrenia.  
Schizophrenia Info Kit - About Schizophrenia - Educational Videos

**SA Help for Schizophrenia - saclubhouse.org**  
**Ad** [www.saclubhouse.org/](http://www.saclubhouse.org/) ▾ (210) 798-1619  
SA Clubhouse: supportive community for adults with mental illness  
You visited saclubhouse.org 6 days ago.  
📍 6851 Citizens Pkwy #100, San Antonio, TX - Closed today · Hours ▾

**San Antonio TX Psychiatrist Doctors - Schizophrenia: Facts ...**  
[www.medicinenet.com/.../schizophrenia\\_article](http://www.medicinenet.com/.../schizophrenia_article) ▾ MedicineNet ▾  
San Antonio Texas Psychiatrist Doctors physician directory - Schizophrenia is defined as a mental or ... Read about treatment of schizophrenics, types and testing.

# Low cost resources and strategies

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



# Group Exercises

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

# 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?

# Final Discussion

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

[Eric@formcommunities.org](mailto:Eric@formcommunities.org)

210-646-4657