



Marketing and Branding 101/202

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

Suggested Citation: Estrada. E. (2024, July 28). Marketing and branding 101/202: A session for the 2024 Peer Organization Growth Academy (POGA). [PDF]. URL

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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 

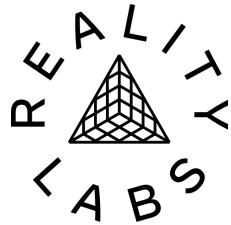
 fitbit

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 | 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

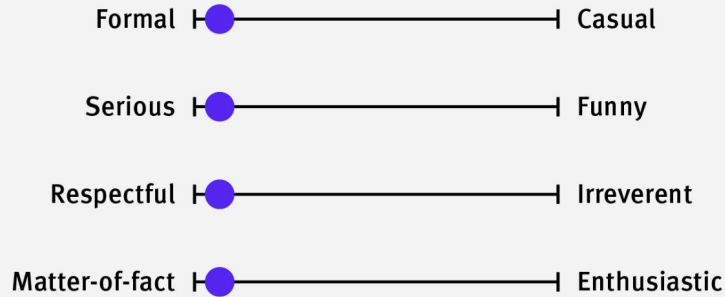
Respectful |—————| Irreverent

Matter-of-fact |—————| Enthusiastic

NNGROUP.COM NN/g

The Four Dimensions of Tone of Voice

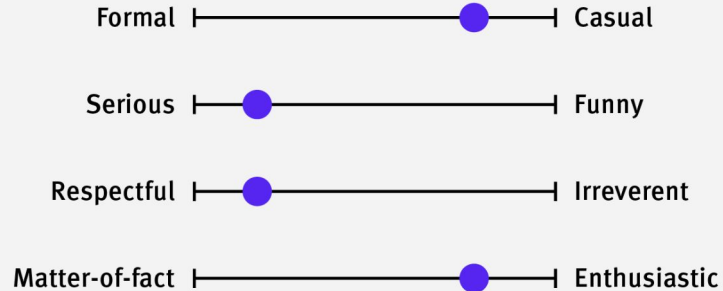
Example
“We apologize, but we are experiencing a problem.”



NNGROUP.COM **NN/g**

The Four Dimensions of Tone of Voice

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

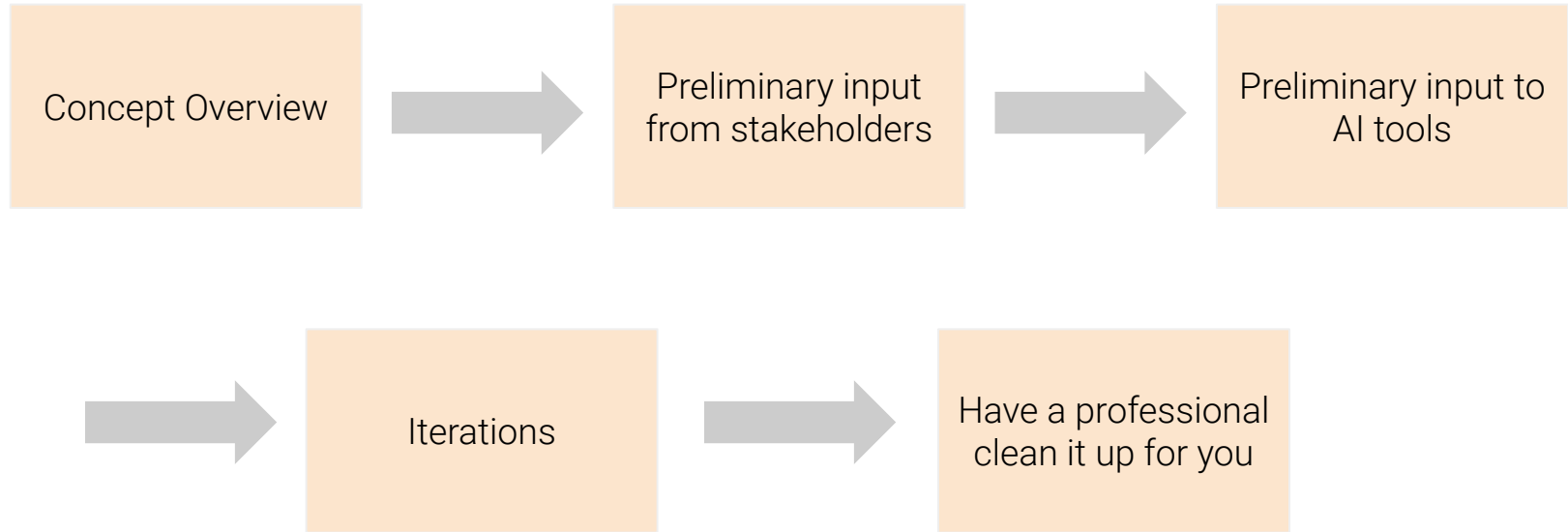


NNGROUP.COM **NN/g**

Demo

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

A partial branding process



Final Note on Brands

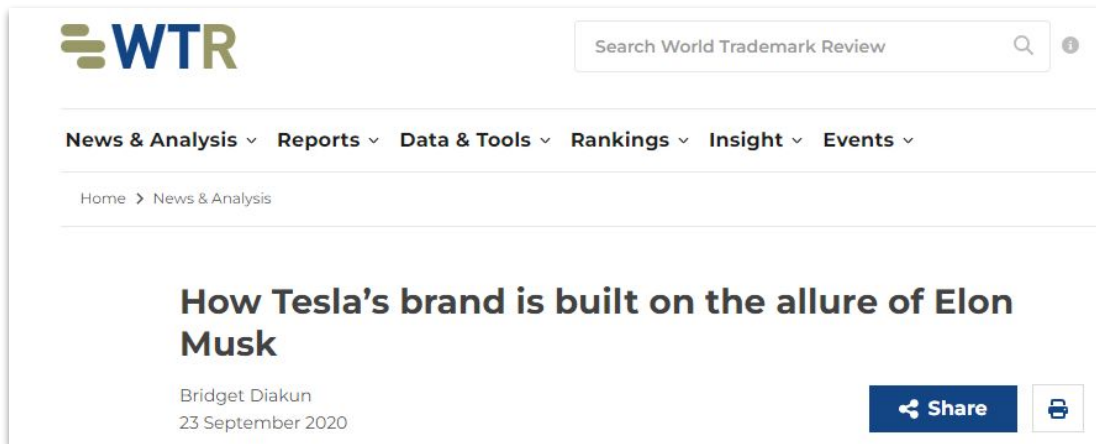
You work to build a brand,
but you never fully own it

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 navigation menu with items: 'News & Analysis', 'Reports', 'Data & Tools', 'Rankings', 'Insight', and 'Events', each followed by 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 listed. On the right side of the article, there is a blue 'Share' button with a share icon and a print icon.

2024



The screenshot shows the top portion of a Reuters news article. At the top left is the Reuters logo. To its right is a horizontal navigation menu with items: 'World', 'Business', 'Markets', 'Sustainability', 'Legal', 'Breakingviews', 'Technology', and 'Investigat', each followed by 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 listed. At the bottom left, the date and time are shown: 'April 1, 2024 12:31 PM CDT · Updated 3 months ago'. 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

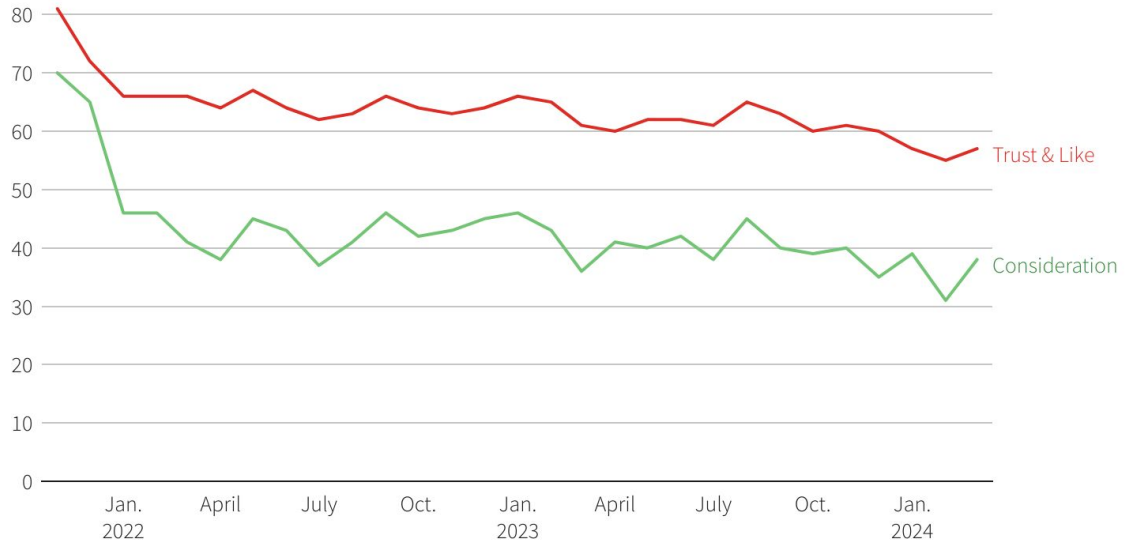
70%



<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)




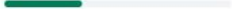




















 **Dominga TallyBarrios** is with **Timothy Lewis** and 2 others. Moderator · July 17 at 2:11 PM · 🌐

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
4,070	8,628	\$15.22	\$228.26
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

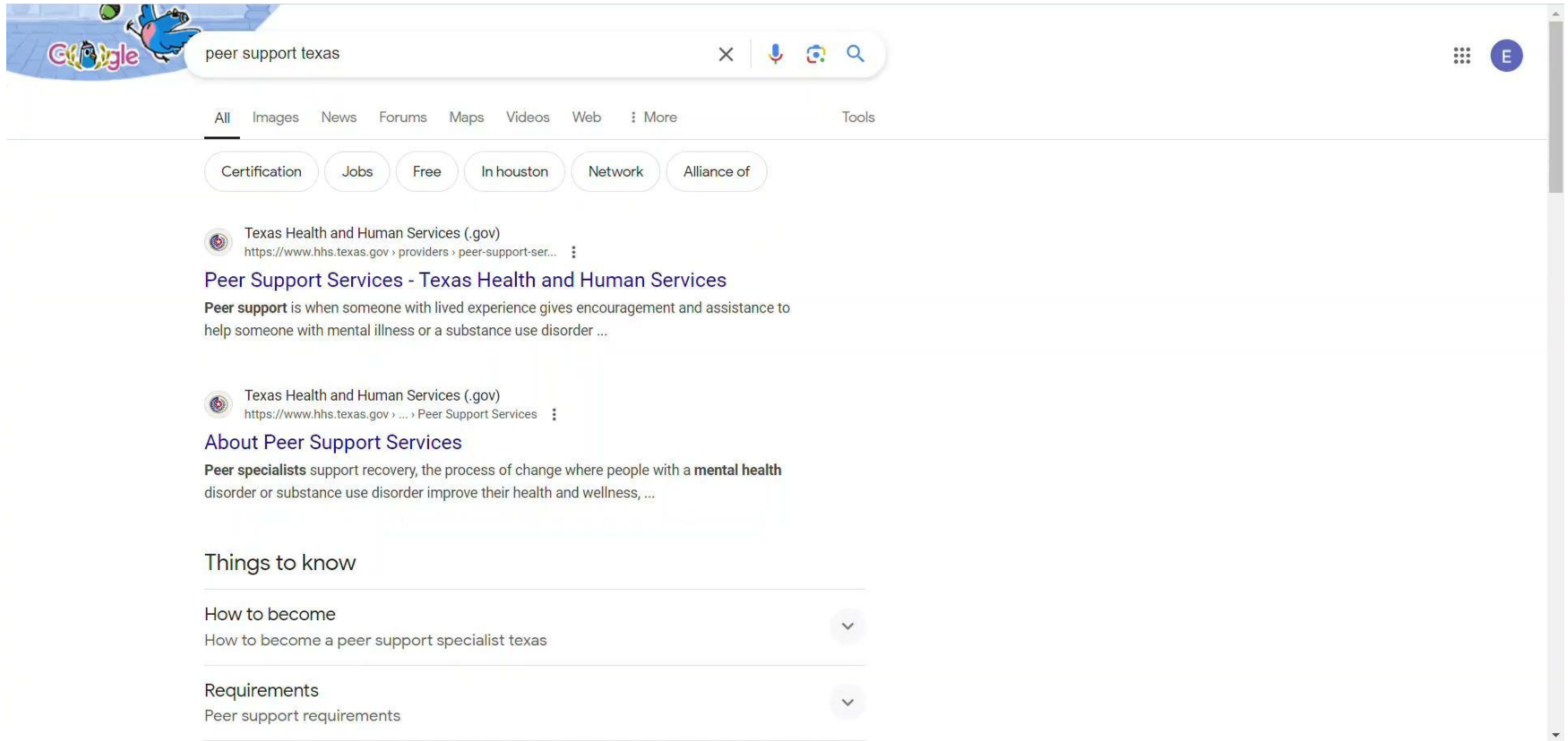
- Overview**
- Deliverability
- Opens
- Clicks
- Unsubscribes

Campaign performance

Delivered to	View contacts	Delivery rate
146		92.99%
Opens	View contacts	Open rate
84		57.38%
Clicks	View contacts	Click-through rate
7		4.79%



Example of Search Engine Optimization



The image shows a Google search interface with the query "peer support texas". The search bar includes a clear button (X), voice search, image search, and a search icon. Below the search bar are navigation tabs for "All", "Images", "News", "Forums", "Maps", "Videos", "Web", "More", and "Tools". Filter buttons for "Certification", "Jobs", "Free", "In houston", "Network", and "Alliance of" are visible. The search results list two entries from "Texas Health and Human Services (.gov)".

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 image shows a Microsoft Bing search results page for the query "mental illness san antonio". The search bar at the top contains the text "mental illness san antonio" and shows "About 5,060,000 results". The navigation bar includes "SEARCH", "COPILOT", "WORK", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", "NEWS", "MORE", and "TOOLS".

The first search result is for "NAMI San Antonio" with the URL "https://nami-sat.org". The title is "NAMI Greater San Antonio - Support for Mental Health". The description reads: "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 the main 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)
- [Volunteer | NAMI San Antonio](#) (nami-sat.org)

Below this is another result for "pathlightbh.com" with the URL "https://www.pathlightbh.com". The title is "Texas Treatment Programs | Anxiety & Mood | A Space For Healing". The description reads: "Ad Pathlight provides specialized treatment for mood, anxiety and trauma-related disorders. Inclusive Care for All Ages & Genders. We Can Help -". There is a "Contact Us" button.

On the right side of the page, there is a "Deep search" section with a "See more" button. It lists two results:

- NAMI Greater San Antonio:** This organization provides support groups, educational programs, and advocacy for individuals and families affected by mental illness¹.
- Alamo Mental Health Group:** Located at 4242 Medical Drive, they offer psychological services including

Below this is a "Related searches" section with two suggestions:

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

At the bottom left, there is a URL: <https://www.nami.org/findsupport/>

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/ ▾
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/ ▾ (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... ▾
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 ▾
Treating Schizophrenia Since 1979. Intensive Therapy, Housing, Support

Schizophrenia Treatment
Ad 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/ ▾ (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 ▾ 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 - 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/

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

210-646-4657