

# The Art of Engagement

EFFECTIVE MARKETING STRATEGIES  
FOR YOUR DOWNTOWN

# Next Step Marketing

Creativity ~ Vision ~ Direction

- ▶ We drive your brand and business growth through insight, innovation and strategic planning. We deliver clear, actionable plans with an equally clear track record of taking our clients' businesses to the next level.

# What We Do

- ▶ We specialize in branding, market strategy, media relations, social media, trend forecasting and fund development. We can deliver a comprehensive analysis of your organizations market position and design an action plan around your specific needs, goal and budget.
- ▶ Our clients include organizations that represent diverse business sectors in both the profit and nonprofit business arena.

# Who We Are

- ▶ Next Step Marketing works with an alliance of professionals, each with a specific area of expertise. Together we provide the best in marketing strategy, branding, corporate identity standards, fund development, strategic planning guidance, social media, graphic design, website development, copywriting, advertising, media and public relations.

# Diane Bentley Raymond

- ▶ has more than twenty-five years of experience in marketing and fund development. She has worked with a wide variety of organizations including the Eugene Chamber of Commerce, The American Heart Association, Southern Oregon Goodwill Industries, The Commons, Metro Medford Downtown Association, Family Nurturing Center and TOPS Malibu.
- ▶ A commitment to excellence, a passion for her community and a complete dedication to her client's success has earned her a sterling reputation in the community. Diane Bentley Raymond is a Medford/Jackson County 2009/2010 Leadership Graduate and acting Executive Director for Metro Medford Downtown Association.

# What is Marketing?

- ▶ **Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

\*Definition according to the American Marketing Association.

# NSM definition

▶ **Marketing is communication.**

**It's the art of telling your story and  
*engaging your audience.***

# Marketing ...people, places & things

## ***You can market almost anything.***

- ▶ *Person*
- ▶ Place
- ▶ Product
- ▶ Concept or idea
- ▶ Service

# Identity = BRAND

- ▶ In order to tell a really great story that engages your audience you need an identity. That identity is a **BRAND**
- ▶ **Brand** is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Brands are used in business, marketing and advertising.

# AVANT Marketing



Results delivered.™

[HOME](#) [WHO WE ARE](#) [WHAT WE DO FOR YOU](#) [HOW WE DO THIS FOR YOU](#) [AGENCY PARTNERSHIPS](#) [CONTACT US](#) [BLOG](#)



Avant Marketing Group is a leading



Give the Avant Marketing Group a call so we

# Brand the people NOT the place

- ▶ Unlike many firms participating in municipal brand development, Avant Marketing does not brand “the place” but “the people of that place”. Our branding is based on identifying the key brand values of the community that are sustainable over time. The positioning, though it can be used as a municipal slogan, identifies the passion and commitment of your people – it defines your unique energy that will define your progress and growth in the future.

# Direct Benefits

- ▶ It connects people to your brand
- ▶ It generates ownership of city, business and developmental strategies among community leadership
- ▶ It gives your community a clearer sense of purpose and common direction
- ▶ It guides the way your community sells and promotes its image
- ▶ It provides criteria for business priorities and community decisions
- ▶ It crystallizes what's great about your community tied together under a common theme
- ▶ It gives you confidence

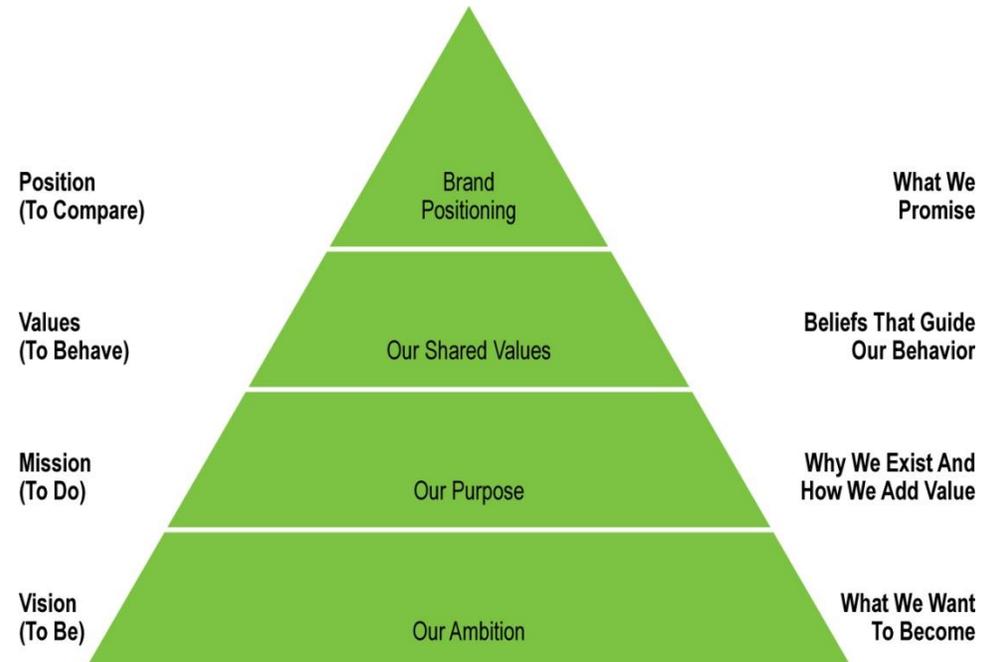
# “Living the Brand”

## Brand Development

The developed comprehensive Brand Identity Platform is made up of four components:

- ▶ **Brand Vision – *To Be***
- ▶ **Brand Mission – *To Do***
- ▶ **Brand Position – *To Compare***
- ▶ **Brand Values – *To Behave***

# Development Process



# Brand Essence – To Distill

- ▶ These four components are then distilled into memorable shorthand that becomes the internal “Battle Cry” and external tagline that we refer to as the **Brand Essence – To Distill**.

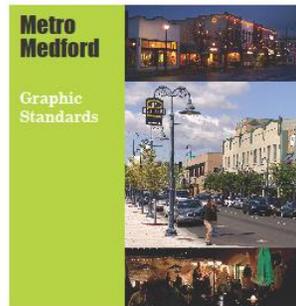
# Metro Medford Brand

**METRO**

*Medford*

Historically centered. *Progressively inspired.*

# Style Guide



# Brand Implementation



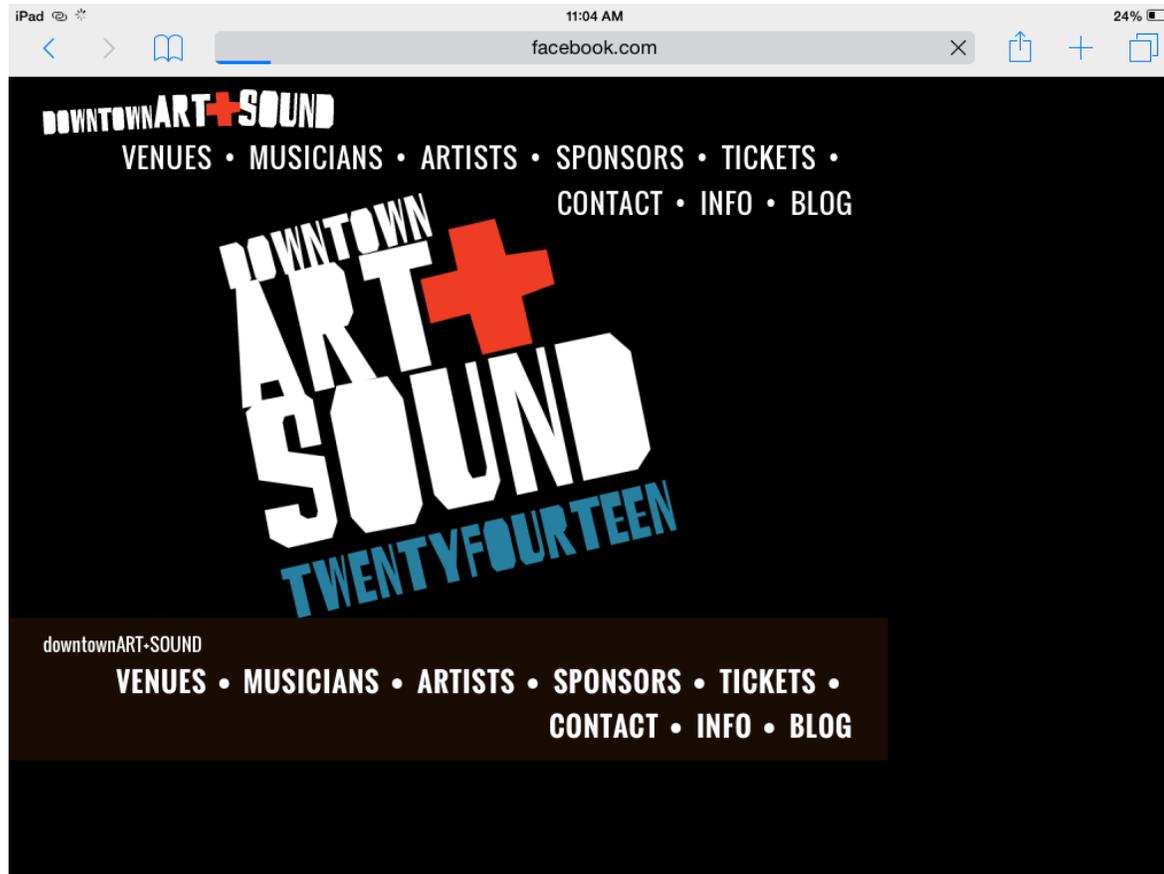
# Banners



# Identity Standards

- ▶ Combination of color schemes, designs, words, etc., that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it.

# downtown ART + SOUND



# Driven via Facebook



# Identity Standard Tools

- ▶ Logo
- ▶ Font
- ▶ Color Palette
- ▶ Key words/descriptors
- ▶ Key messaging

# Valens – energy drink Corporate identity

- ▶ The idea of Valens is to create an energy drink brand with a healthier and more luxurious image





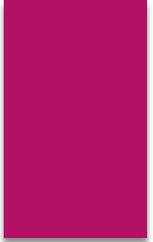
**valens**  
powerful water



**valens**  
powerful water









**valens**  
powerful water

**Maxime Quoilin**

Chief Executive Officer

[www.valens.com](http://www.valens.com)  
[info@valens.com](mailto:info@valens.com)

**Valens Energy Drink**

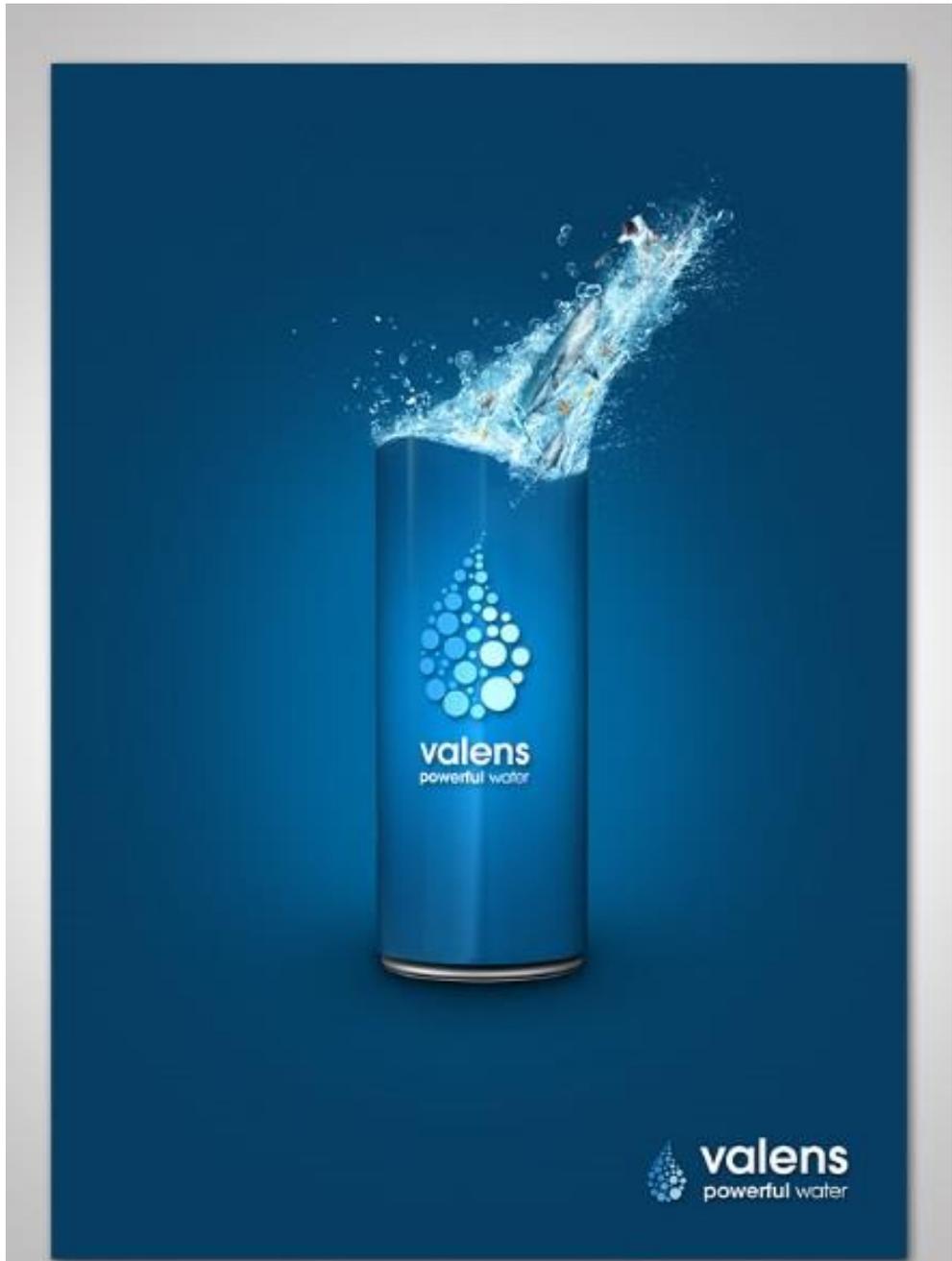
Rue de l'eau 1  
4800 Verviers  
Belgique

+32 87 22 22 22 telephone  
+32 494 494949 mobile  
+32 87 22 22 23 telefax



**valens**  
powerful water







# Autentika Corporate Identity



To invent, you need a good

idea

and a pile of junk.

Thomas Edison (1847 - 1931)



Autentika Sp. z o.o.  
ul. Białostocka 14B/11  
01-776 Warszawa  
tel./fax +48 22 449 01 41

Autentika Sp. z o.o. Z siedzibą w Warszawie  
ul. Krakowska 100/101, 00-509 Warszawa  
KRS 000001046  
NIP: 142242056  
REGON: 140544460  
Kapitał zakładowy: 30000 PLN



Michał Samojlik

Prezes Zarządu

tel./fax  
+48 22 449 01 41  
m.sam@autentika.pl

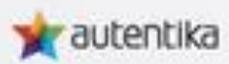
Autentika Sp. z o.o.

ul. Białostocka 14B/11

01-776 Warszawa

tel./fax +48 22 449 01 41





Autentika sp. z o.o.  
ul. Rembertowska 100/11  
01-756 Warszawa  
tel./fax +48 22 421 21 43



To invent,  
you need  
a good

imagination

and  
a pile of junk.

Thomas Edison [11.02.1847 – 18.10.1931]

# Key Characteristics of a Brand

- ▶ Target
- ▶ Consistency
- ▶ Familiarity
- ▶ Meeting Consumer Needs
- ▶ Competitive Edge

# Genericide

“**Genericide**”. This is the term used when a product name becomes a generic name for the item.

- ▶ Band - Aid – It's an adhesive strip
- ▶ Kleenex - it's a tissue
- ▶ Jell-O - when we mean gelatin dessert
- ▶ Crazy Glue - when referring to any type of fast-acting or instant glue
- ▶ Chap Stick – When we mean lip balm
- ▶ Google - when we mean looking up something in a search engine

“

Engagement = Action

”

The goal of every brand is to engage its target audience ~

# Communication Channels

It's a rapidly changing marketing landscape.



# Traditional Communication Channels

- ▶ PRINT – magazines, newspaper, flyers, brochures
- ▶ TV – local, national commercials, info spots
- ▶ RADIO - ads, .30 and .60 second spots

# Social Media

- ▶ Facebook
- ▶ Twitter
- ▶ Pinterest
- ▶ LinkedIn
- ▶ Google+
- ▶ Instagram
- ▶ YouTube



# The Future

## *Integrated Marketing Communications*

is the application of consistent brand messaging across both traditional and non-traditional marketing channels and using different promotional methods to reinforce each other.

**Tell your story faster**

**Make it more compelling**

**Ask for an what you want**

# Engagement = Action

Engagement means you have connected with your target audience. Now WHAT?

Your communication needs to direct them to what you want. Be clear about what your desired outcome is.

- ▶ Make a purchase
- ▶ Read something
- ▶ Share something
- ▶ Talk about something



# Measurement

Clicks

Likes

Shares

Visits

Hits

Impressions

LIKES don't always = Engagement



# Social Media = Meaningful Conversation

- ▶ Likes show support and comments indicate a deeper interest but **shares are most valuable because they move the update beyond your page.**
- ▶ Be sure you are listening to your customers
- ▶ Set up a measurement system to evaluate ***engagement***

# Keys to Success



# Perception is KING

Regardless of REALITY,  
perception is king when it  
comes to marketing.



# Authentic

*Your message must*

- ▶ ring true
- ▶ be believable
- ▶ gain your trust

# Compelling

- ▶ It must resonate with you
- ▶ It must have value to you
- ▶ It must invite you to take action

# Consistent

- ▶ You must be consistent throughout ALL your communications
- ▶ State the same message in different mediums
- ▶ Make sure you are telling the SAME story every time

# Be Clear

- ▶ Be sure WHO you are talking to
- ▶ Is your content relevant to your audience?
- ▶ Choose the right communication channel
- ▶ What does your message ask for?

# Be Content Driven

- ▶ Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

# Tools of the Trade

- ▶ Regular press releases
- ▶ Newsletter
- ▶ Website and social media platforms
- ▶ Blogs
- ▶ Radio & TV interviews
- ▶ Word of mouth

# Communications & Brand Audit

A communications and brand audit are an excellent way to discover what works and what does not.

- ▶ Is your message reaching the right audience
- ▶ Is your message consistent
- ▶ Is your message reaching your goals

# Conclusion

▶ **Marketing is communication.**

**It's the art of telling your story and  
*engaging your audience.***

# Contact Me

**Diane Bentley Raymond**

**Next Step Marketing**

**Tel. 541.521.1893**

**[dldrayment@msn.com](mailto:dldrayment@msn.com)**