**GRAPH**



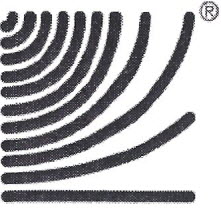
October 26-29, 2008   
McCormick Place South • Chicago, Il

Session # 69

Branding Strategies: 9   
Do's and 1 Don't for   
the Digital Age

Featured Speaker:

**Rhona Bronson**



NAPL

Excellence   
in Business   
Management

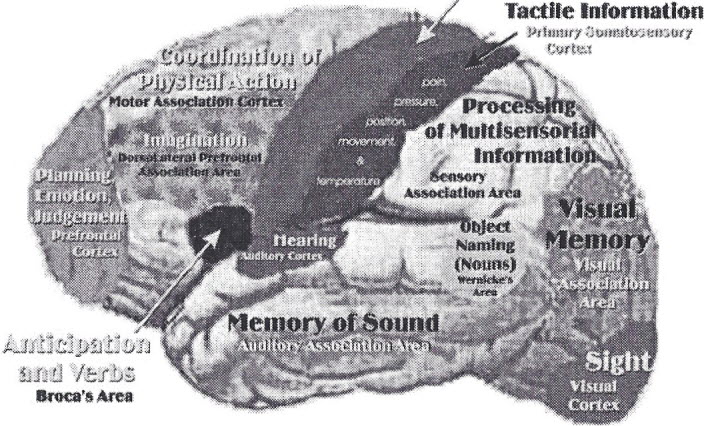
**Branding Strategies**

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Initiation of Voluntary   
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**Marketing Mindset   
9 Do's and 1 Don't   
for Marketing**

**in the Digital Age**



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**What's right for you?**

Depends on:

* **Your comfort level with new**

technology

* What you have to say
* **Your brand**
* Consistency with your brand
* Your ability to master frequency

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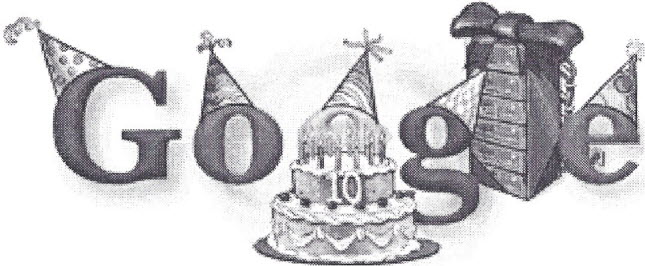
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**What are you waiting for?**

"

Excellence

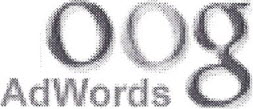
in Business   
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**September 27, 2008: Google   
Search is 1 0 years old.**

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**Have you Google'd yourself?**

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NAPL **How to be searched or found**

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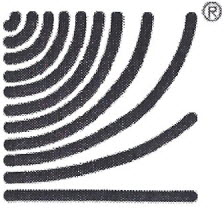
in Business **• Changing Web Site**

Management

* **Directories**
* **Key Words (Tags) on Web Pages**
* **Blogs (Tagged)**
* Industry Affiliations (Board)
* **Speeches (Rosters Posted)**
* **Press Releases through e-wires**
* **Press Releases posted on .com   
  News and Publication Sites**
* **Activity of All Sorts**

"

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**The Take Away**

**"Brush up your online image and keep it   
polished. "**

**"The old business adage that it's not what   
you know but who you know takes a twist   
in the Internet era: it's what you know   
about social-networking sites that can get   
you ahead."**

Sarah Jane Tribble, "The Social Network as a Career Safety Net,   
nytimes.com, Aug. 14, 2008

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**The** New Web

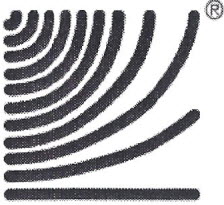
'We6::::1.0 ; Web"2. **0**

**Static Live**

|  |  |
| --- | --- |
| **Publish** | **Interact** |
| **Inform** | **Engage** |
| **Link** | **Tag** |
| **Sell** | **Socialize** |
| **Control** | **Collaborate** |

The Age of Engage, Denise Schiffman

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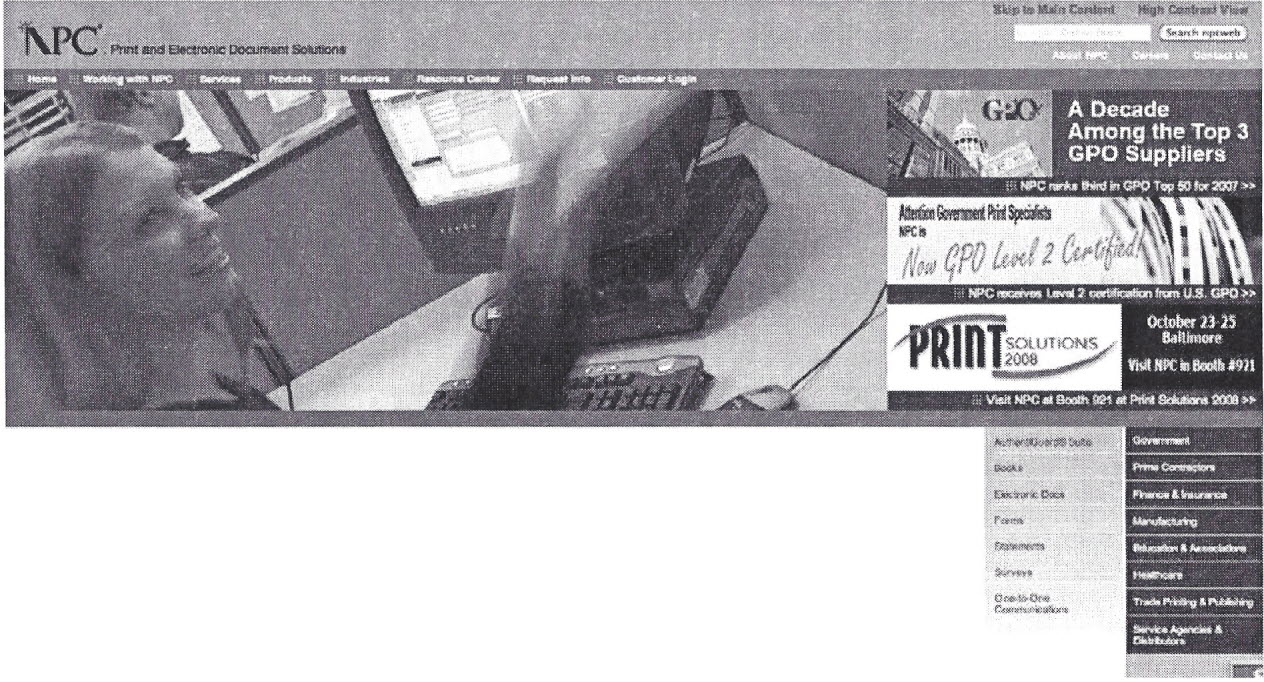
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Management

**Web Positioning**

**What's the most compelling reason for a   
customer to do business with you?**

**Is it quickly apparent on your web site?**

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**Delivering peace of** mind, **pt,,:.** ct~~, 1'nIm:!Nf tMt.':Il.nti-\)i;/tfl ~,m:w~fli~nWda~1li.~;~l" U:~Wf~W y«,; i.la~!jltt"l;lftf;ra.."l:I:t'~}~n:lill'!",.!l   
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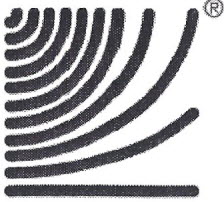
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BEST PLACES   
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NAPL Competition Responding

Excellence

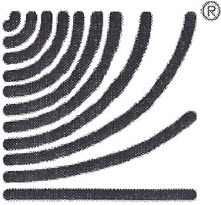
~a~~~~~~Snt Marketing Sherpa Study found:

* 38 of companies are increasing   
  their online investment
* 53 of respondents are investing   
  more in e-mail marketing to house   
  lists

• 47 are increasing spending on   
Web 2.0 strategies.

Takeaway: Even with a recession, you   
can't afford to wait.

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**Marketing is a Must**

" **Now, companies are required to have**

**a core competency in marketing just to   
participate in the marketplace."**

**The Age of Engage, Denise Schiffman**

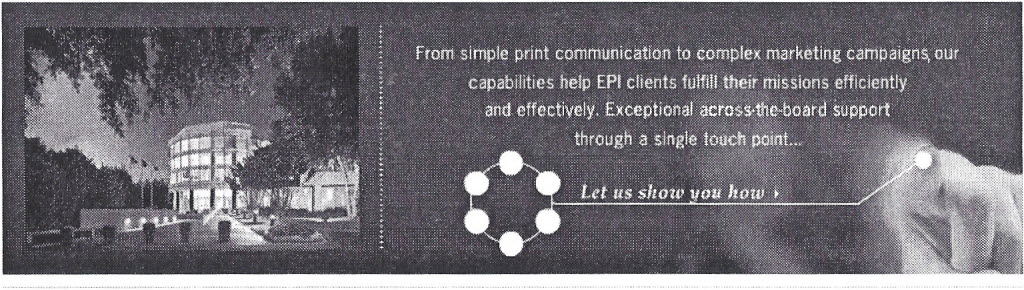
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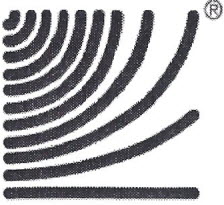
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**Social Media Revolution**

**The ultimate party scene.**



**Multi-conversational**

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**Message -+ +- messages**

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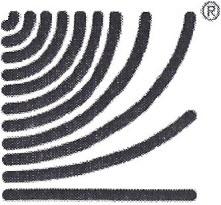
**Make sure to Mingle!**

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General Research shows:

60 of Americans interface with companies on a   
social med ia site 1

* 85 believe a co. should interact with consumers   
  via social media'
* 68 of American adults visit online blo.Qs,   
  corum~nities or social networks vs. *42°10* six months   
  earlier
* 33 say they visit sites to read up on   
  product reviews2
* Today, on a daily)basis, *11n* 5 adults (~ith more   
  *women* than men are surfing the web

12008 Cone Business Social Media Study   
2 2008 Insight Report from MarketTools

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**Social Media**

**Real Definition: Internet-based**tools for sharing and discussing   
**information.**

Loose definition: Anything a   
consumer gets electronically --   
including e-mail.

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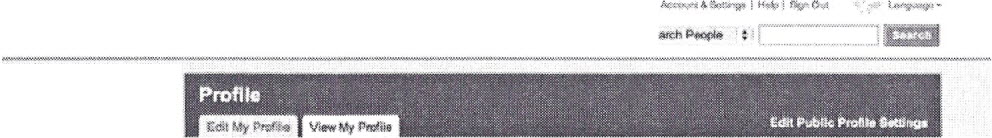
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**Linked In**

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Rhona Bronson r&)

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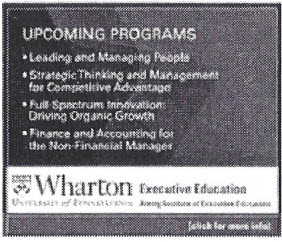
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**Group Listing**

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**Which is right 4 U?**

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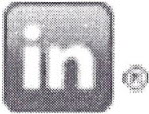
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In Business   
Management

**Recruit New Talent ...   
Get a Job ...**

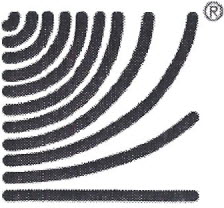
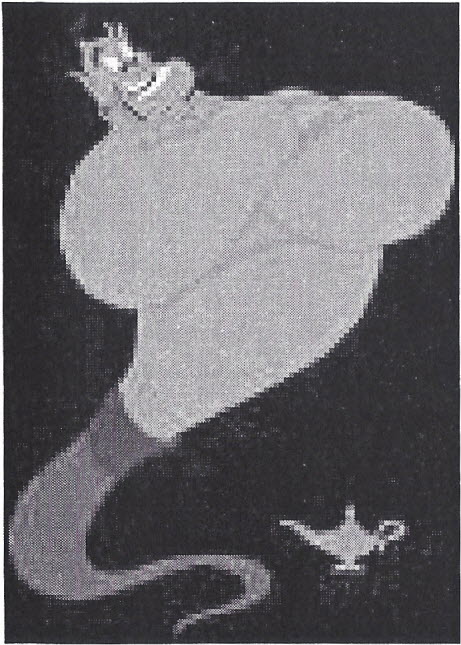
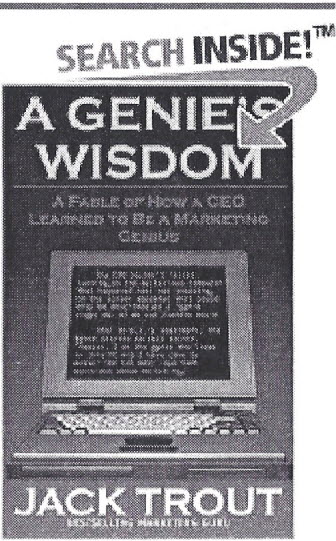
Find Experience ...   
**Network ...**

**Ask a Question ...   
Advertise ...**

**Linked**



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NAPL **Simple Marketing**

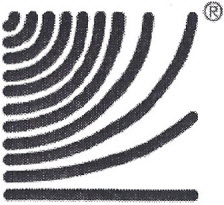
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**Jack Trout:**

**A *Genie's Wisdom***

" Marketing is simply figuring   
out what you have to do to   
sell your product or service   
for a profit."

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* 

NAPL **Reading between the lines**

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**A series of techniques for translating   
your mission externally and internally**(to the market, public, customers,   
employees)

**and inspiring audiences to align with you   
over others** (the competition)

**for the achievement of your vision**(business success).

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Marketing Old vs. New

* 

Goal: Sales Promotion. Find   
clients for products/services.

Purpose: Make a sale.   
Products/Services: Print

Channels: Direct mail,   
Capabilities brochure, Cold   
calls, Sales visits, Calendars

Responsibility: Sales and/or   
Customer Service

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Management

arketina:

New Marketing:

Goal: Niche Awareness, Identify   
services for specific clients.

Purpose: Create market

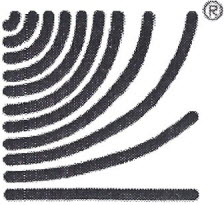
space and sustained business.

Products/Services: Solutions. Print   
plus media planning, fulfillment,   
distribution, etc.

Channels: Internet, e-mail, e-   
newsletters, personal selling,   
speeches, specialized pieces, 1:1   
approaches.

Responsibility: CEO, Marketing,   
entire organization

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Key Take Away:

Be Consistent

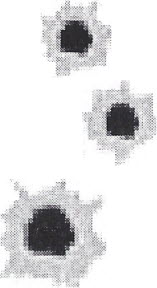
Break Through the Clutter

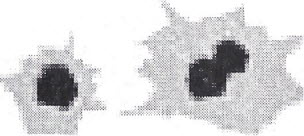
Consistently do everythinq in   
your power to keep aiming   
and firing -- aka market   
yourself effectively.

Military analogy: "Continuous   
Aim

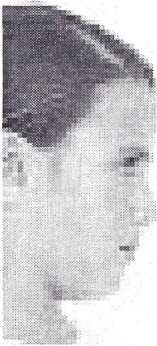
Firing"

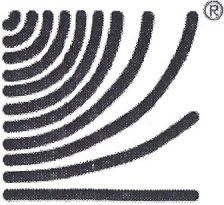
Average message takes 8 times   
to be heard.





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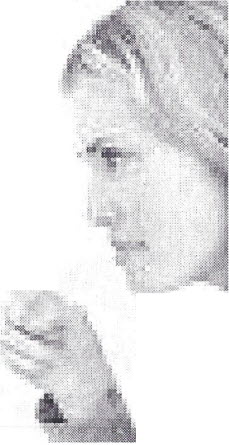
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**Mama said:**

You only have one reputation.



**Marketing is:**

**making your business more public and   
putting your reputation on the line.**

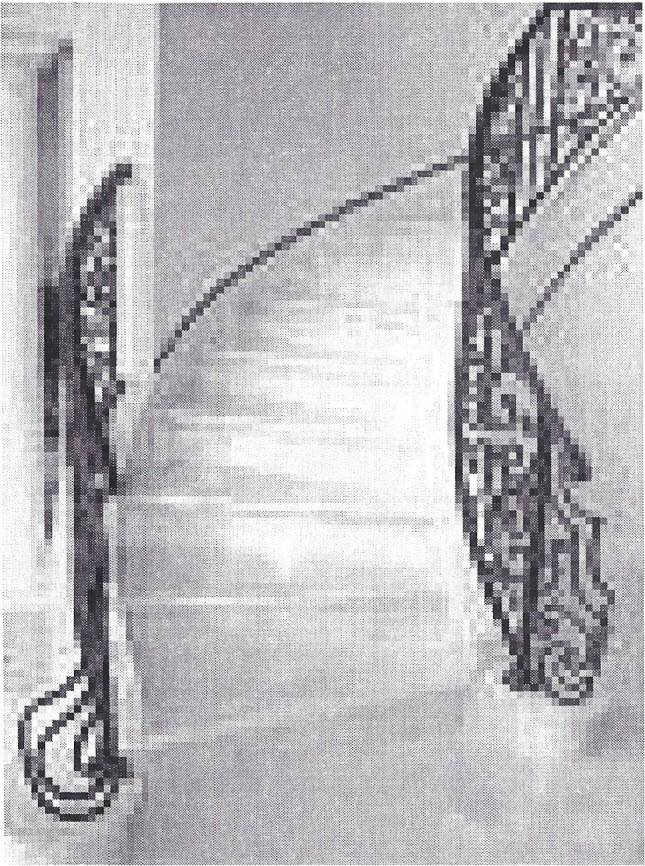
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9 Fundamentals (Do's):

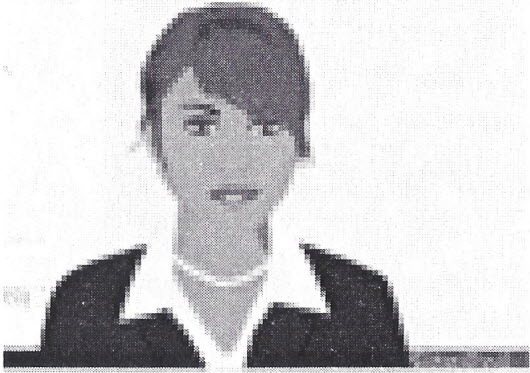
Steps to Success

Excellence   
in Business   
Management



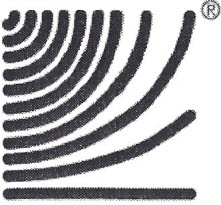
1. Define Yourself
2. Be Credible - Show Expertise
3. Go Digital
4. Communicate
5. Target
6. Extend Reach
7. Benchmark - Market Research
8. Learn from Leaders
9. Have a Marketing Plan

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**Sample Tactics**

* **Positioning Statement**
* **Tag Line**
* **Public Relations**
* **Story assistants (sitepal.com)**



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**Differentiation Tactics**

**Anything that tells people   
quickly who you are or   
demonstrates what makes you   
special.**

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Management

**Printing Brands**

**Who in this industry   
has a brand?**

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**What it is?**

**What did they do to   
get it?**



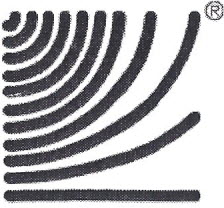
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Management

4. Communicate

Market Speak: Create Frequency   
Frequently communicate

Consistently differentiate

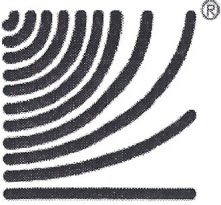
Don't use templated anything

Commit to multiple hits per target

Sample Tactics

* Create an e-mail newsletter.
* Use Plaxo cards.
* Design campaigns not tactics

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NAPL 6. Extend Reach

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~a~~~~~~Snt Market Speak: Advertise & Promote   
Don't preach to the choir. Outreach to prospects   
Use multiple message channels

Stay on message

Use material that serves double duty [Rockaway   
Commercial Printing]

Promote out of the box

Don't just do it yourself. Use creative experts.

Sample Tactics

* Billboards.
* Direct Mail PURLs.
* Monthly e-newsletter
* CEO annual checkup call
* Radio/Cable TV

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8. Learn from Leaders

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~a~~~~~~Snt Market Speak: Dashboards and KPls (Key

Performance Indicators)

Identify Leaders

Determine Leadership Positions   
Leadership Characteristics

Sample Tactics   
Performance Indicators   
State of the Industry

Top Management Conference   
Peer Groups

Courtesy Calls

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10. Don't

BLOG.

Why?

* Capability. Most printers aren't writers.
* Time. Most can't do newsletters much   
  less blogs consistently
* Mission. Needs to fit with plan
* Voice. Need for authentic "voice,"   
  POV, or position. PR agency can't   
  write it for you.
* Priorities. Other things to do first,   
  ie.FAQs, dynamic web site

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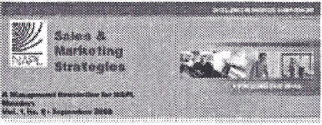
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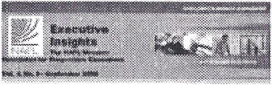
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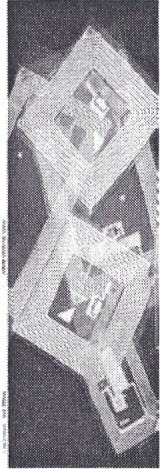
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Friday, Sept~rn!:ier 26, 200a

**Where's the growthco'ming from?**

I stumble into printers who are stili growing by double digits. You dont see them   
as often as you used to but they are still out there. I also hear of the ones   
whose business is down.by that much. Where are these guys getting the growth   
from? The economists are telling us that markel growth has stalled so it's gona   
come from somewhere ... hmm.

**About Me**



MIKE PHILIE

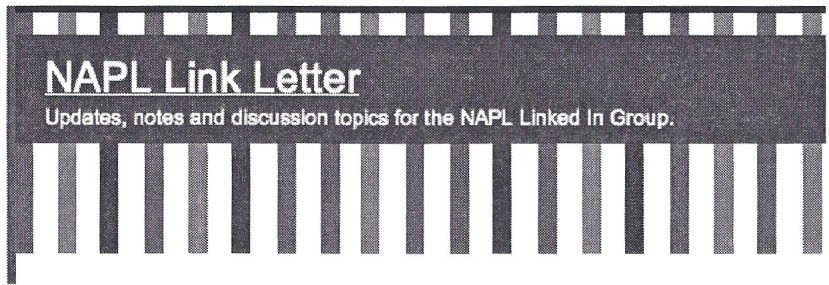
Mike is a vice president   
and consultant in the   
Print Consulting   
Services Group of

NAPL, the not-for-profit

I'd bet that much of this growth is coming at the expense of the laggards. The

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**Social Media Speak   
A Glossary of Terms**

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**Avatars.** Borrowed from the Hindu avatars of supreme beings who come to earth in   
different form for specific purposes, on the web the term means characterizations of   
people usually in animated form. Used mainly as online customer service reps.

**BLOG:** Short for Web-log. Started as a means to have an online journal. Has   
blossomed to become a means for regular communication to small communities with   
similar interests or concerns. Most popular in political circles, but used extensively in   
business and on media sites similar to columnists in newspapers.

**Blogger.** Also known as blogspot, a free blogging tool used by individuals and people   
just starting out who don't want to pay for blogging services such as Typepad and   
Wordpress. Affiliated with Google. [www.blogger.com](http://www.blogger.com)

**DIGG:** A news aggregating web site or reader-inspired daily newspaper. Content is   
submitted daily and voted on by readers with only the most *dugg* stories making it on the   
front page. Voting stories up and down is the site's cornerstone function, respectively   
called *digging* and *burying.* Digg's popularity has prompted the creation of other social   
networking sites with a story submission and voting system. See also Reddit.   
[www.digg.com](http://www.digg.com)

**Del.icio.us.** A social bookmarking site that allows users to save their favorite websites   
and share them with others. Can be a way to appear as a recommended vendor if your   
website is bookmarked under printing or another business-related category.

**Facebook.** Calls itself a social utility for connecting people. Photos and videos can also   
be uploaded. A preferred favorite site for young adults, college and younger students for   
staying connected with friends and classmates. See myspace. [www.facebook.com](http://www.facebook.com)

**Flickr:** An online photo management and sharing application that creates photographic   
groups or communities around shared interests. Basic service is free. Groups can either   
be public, public (invite only), or completely private. Every group has a pool for sharing   
photos and videos and a discussion board for talking. [www.Flickr.com](http://www.Flickr.com)

**Friendster.** One of the original social networking sites that served as a model for My   
Space and Facebook. Is popular in the Philipines.

**Google Ad Words.** Text ads using key words about your business placed on key search   
pages. When people search on Google using one of your keywords, your ad may appear   
next to the search results. Payment is by number of clicks.

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activities through posts, e-mail, lists and instant messaging. The main types of social   
networking services are those which contain directories of some categories (such as   
former classmates), means to connect with friends (usually with self-description pages),   
and recommender systems linked to trust.

**Stumbleupon.** A compilation site where you see sites and videos that others have   
voted worth viewing, and where you can search by topic to see already filtered web sites   
that match your criteria. [www.stumbleupon.com](http://www.stumbleupon.com)

**Twitter:** A personal hyper-connected service of bite-sized updates on what people are   
doing in less than 140 characters, i.e. "Rhona is at a concert and now loves Van Halen."   
Can be read on mobile phones and the web. [www.twitter.com.](http://www.twitter.com.)

**Typepad.** A top provider of templated blogs that are searchable through Google and   
other "bots". Users pay to gain access to Typepad services, which provide search   
capabilities and allowing for various blogs through one company or the ability to have   
several authors on a blog. Competitors are Wordpress and Blogspot .   
[www.typepad.com.](http://www.typepad.com.)

**Vidcasts.** A new term for video clips or abridged, video shorts. Used on web sites where   
viewers have limited patience for longer viewing formats.

**Wiki:** A collaborative website which can be directly edited by anyone with access to it.   
Abbreviated from WikiWikiWeb (first wiki software), from Hawaiian *wikiwiki* ("quick") +   
English *web.* Hawaiian pronunciation of the English word *quick,* duplicated for emphasis,   
and borrowed back into English.

**Wordpress.** A competitor to Typepad and growing provider of blog services. Like   
Typepad, requires payment for access to templated services. [www.wordpress.com](http://www.wordpress.com)

**YouTube.** Now owned by Google, a video sharing website where users upload, view   
and share video clips. Unregistered users can watch most videos on the site, while   
registered users are permitted to upload an unlimited number of videos.

**Zoomlnfo.** Described as a vertical search engine, ti's a business application that   
compiles data on people and companies in various vertical markets. It is similar to an   
Internet D&B list service. [www.zoominfo.com](http://www.zoominfo.com)

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