

BRANDING & MARKETING

Erin Kapczynski, October 2023



WHAT IS MARKETING?



The communication between a company and the consumer audience that aims to increase the value of the company or its merchandise, or to raise the profile of the company and its products in the public mind.





TODAY

- The Fundamentals
- Branding
- Marketing Channels
- Practice Drill

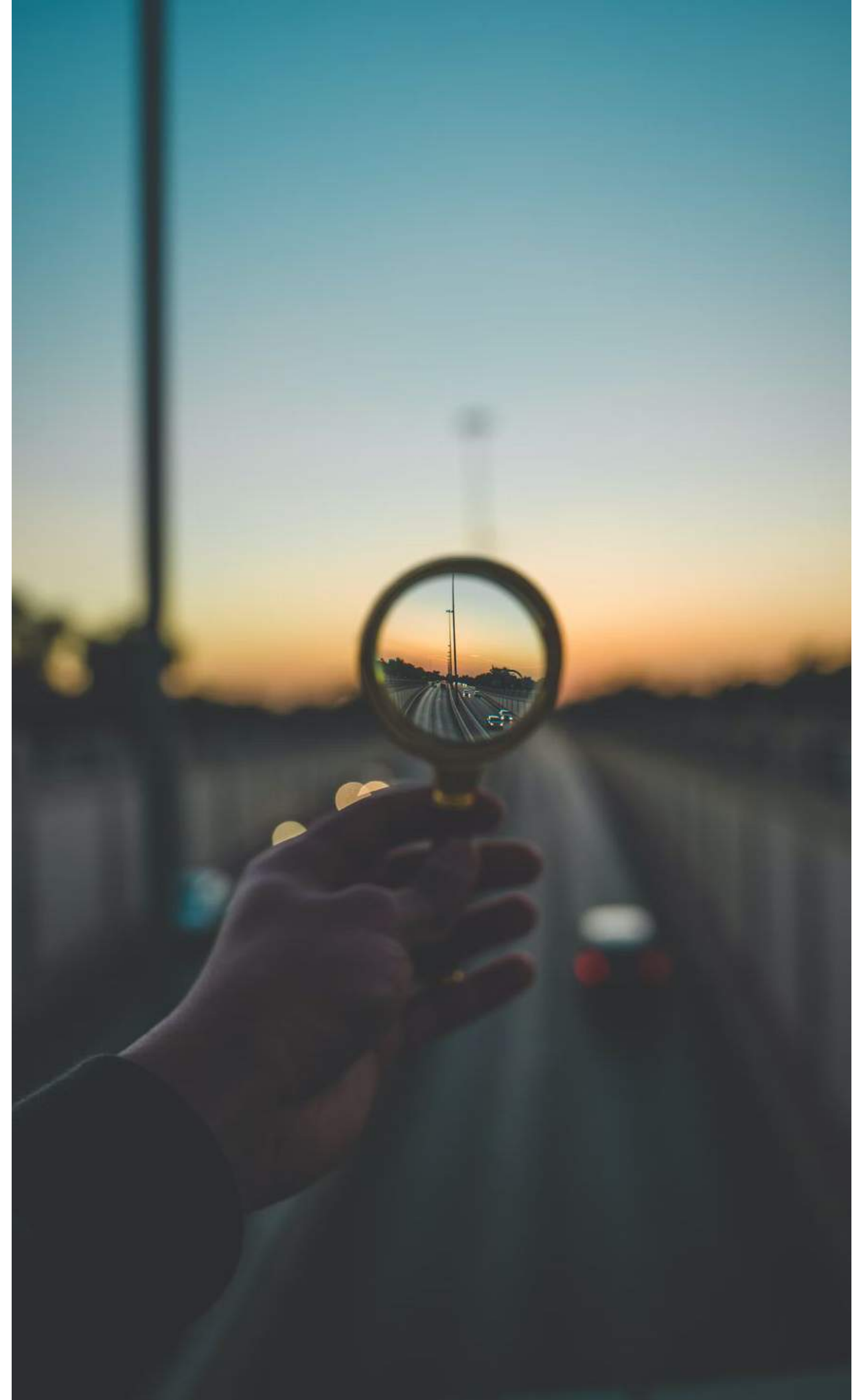




GOALS

Intro to today's marketing and branding topics

Overview of how the pieces fit together





WHO AM I

- **Marketing Consultant:** Media & Tech—help companies tell their stories + reach and acquire customers
- **VP of Marketing for Purch** (Future): Content and eCom; \$100M biz; Marketing Strategy—Rebrand; Fund raise \$135M; Product launches; M&A
- **VP of Marketing for Panache:** digital video \$ platform; sold to WPP
- **Strategic & Brand Marketing at Demand Media** (Leaf Group)
- **Move.com:** branding, events, product, international expansion
- 2 exists; 3 fund raises; 2 IPOs

Speaking

Guest lecturer UCLA, Loyola, The Law Library; CES, NAB, Digital Hollywood

Judge

MIXX, Interactive Emmy Awards

In the press for

Branding, market research insights, digital advertising

Mentorship

Individuals, tech startups, UCLA Startup Labs



WHO ARE YOU

Student?

Work for someone?

Want to work for someone?

Own a business?

Want to own a business?



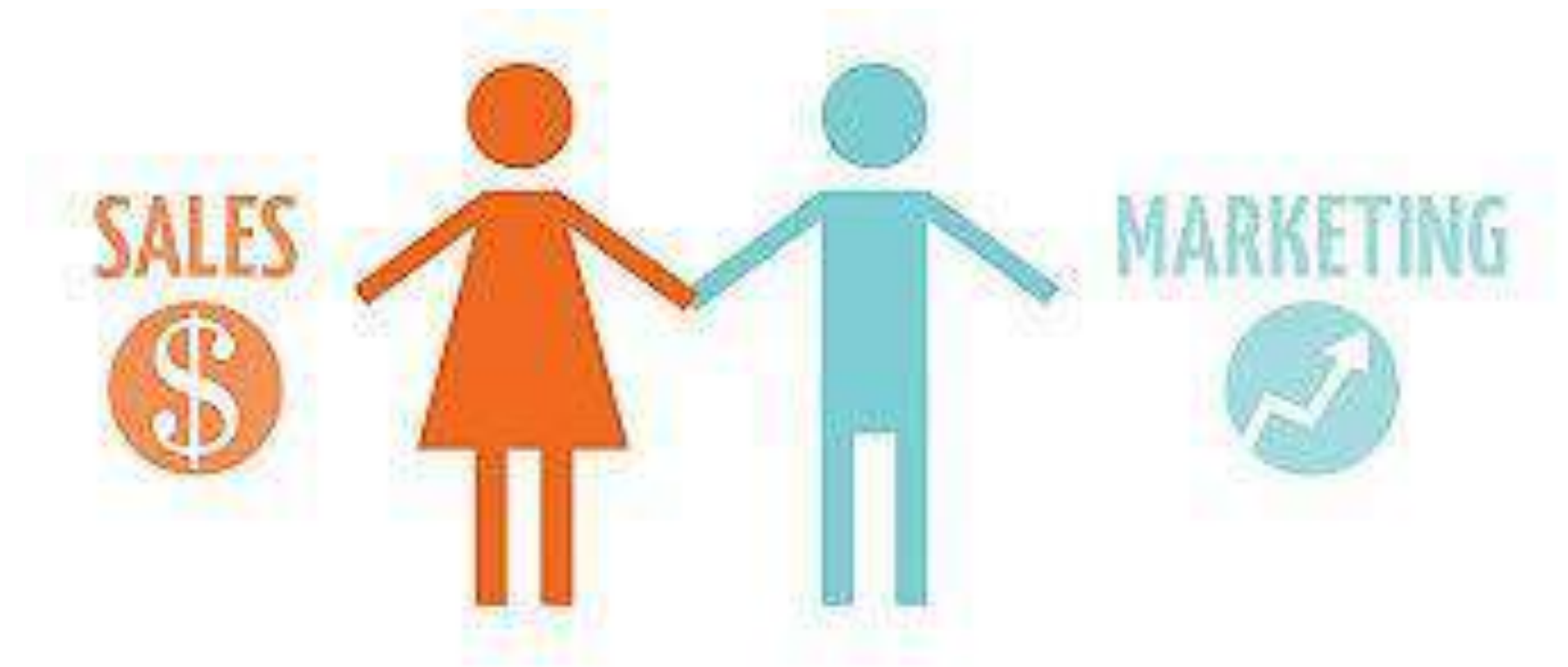


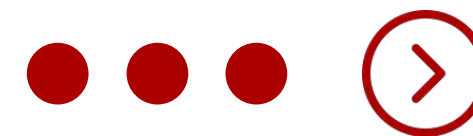
THE FUNDAMENTALS



SALES AND MARKETING AREN'T TWINS; they are friends

- 1:1 vs. 1:many
- Measurement
- Interdependence





KEY QUESTIONS

1. Who is your customer?

Wrong answer: My product/service is for everyone

2. Who are your competitors?

Wrong answer: We have no competition

3. What is the one (desirable) thing your company offers that nobody else can?

Wrong answer: Nothing



CASE STUDY: YOUTUBE

1. Who is your customer?

Someone who seeks visual entertainment; Streamers;
Content Creators

2. Who are your competitors?

Netflix, Twitch, Spotify

3. What is the one (desirable) thing your company offers that nobody else can?

Creators can upload videos and earn from views without a fee; Viewers can use the platform even without an account and watch video for free





BRANDING



WHAT IS A BRAND?

“

Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind.

”

Source: BusinessDictionary.com



BUT IT'S MORE THAN THAT...

A brand is a
promise.

Best brands have an
emotional connection.

Cheerios
1941



ELEMENTS OF A BRAND

Logo Mark



Brand Voice (attitude)

IF YOU EVER
DREAMED OF
PLAYING FOR
MILLIONS AROUND
THE WORLD,

NOW IS
YOUR CHANCE.

Play inside, play for the world.



Slogan

JUST DO IT. 

YOU
CAN'T
STOP
SPORT.

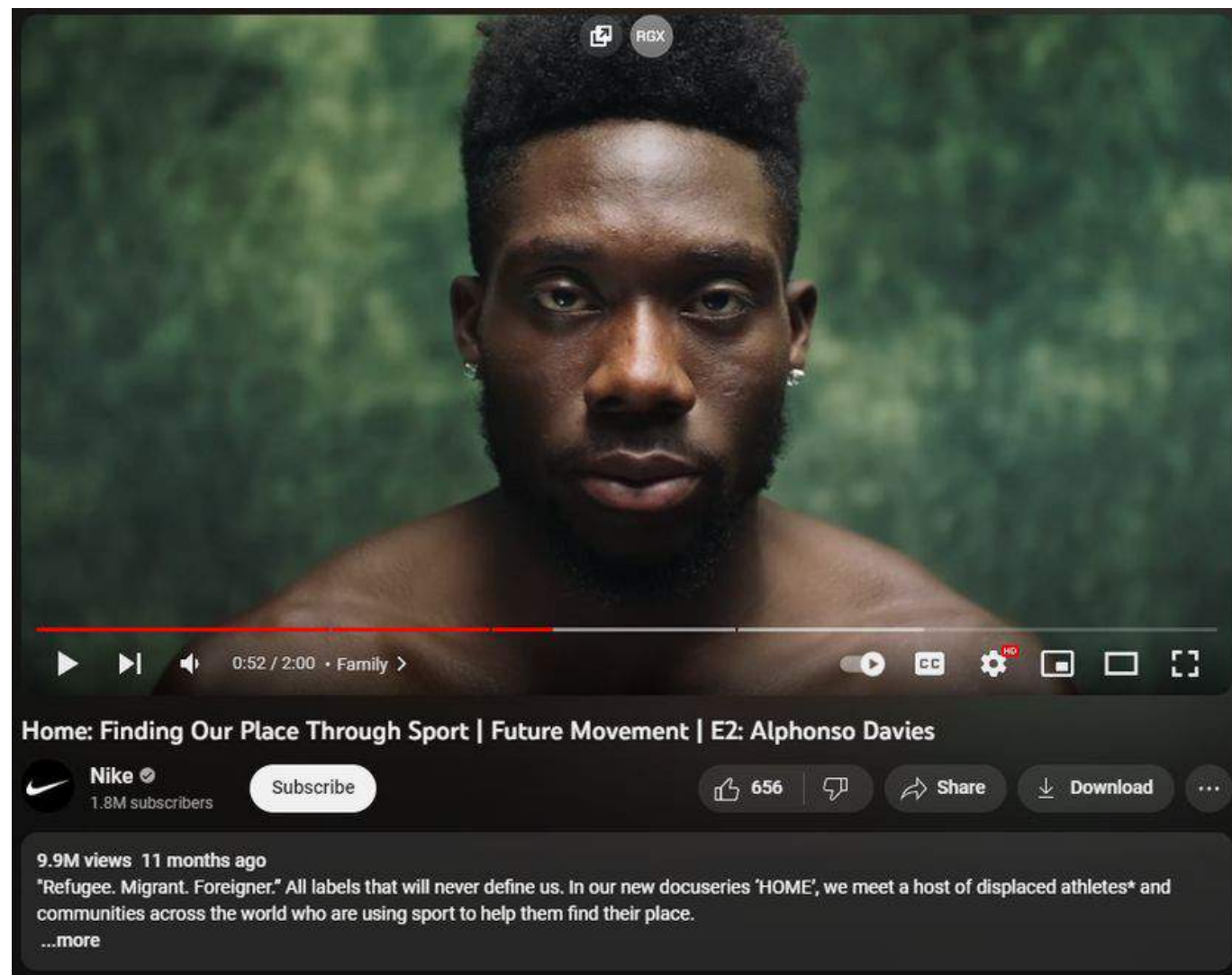
We may start from different places,
but together we'll rise stronger.





WHY IS A BRAND IMPORTANT?

Emotional impact makes you more
memorable



9.9M

Home: Finding Our Place Through Sport | Future
Movement | E2: Alphonso Davies

2.4M

Air Force 1 | Join Forces: Celebrating 40 Years of Force |
Memphis Jookin (E1) | Nike

2.4M

B-Girl Jilou | What Are You Working On? (E27) | Nike



WHY IS A BRAND IMPORTANT?

Reduced price sensitivity; counter commoditization.

A strong brand can differentiate.

E.g., How is Nike product really that different from Adidas or Puma?

Starbucks better than Peet's or CB&TL?

Customer loyalty.

Strong brands outperform weak brands by 20% (McKinsey)



WHY IS A BRAND IMPORTANT?

A strong brand can protect.

E.g., **Zoom**: Glitches and Security Issues in 2020;
Revenue increase from \$2.6B (2020) to \$4.09B (2021)

E.g., **Adidas**: Chemical Footprint (2019-2020);
Revenue increase from \$22.668B (2020) to \$25.122B (2021)

E.g., **Starbucks**: Workplace Issue and Anti-unionization (2021);
Revenue increase from \$29.061B (2021) to \$32.25B (2022)



DEFINE AND PROTECT

1. List of Names
2. Domain Availability (<https://www.godaddy.com/>)
3. Secure Social Media Handles (consistency)
4. Legal Check (Google is your friend, initially)
 - Recommend full review with patent attorney
 - Start using in the public eye—1st use helps



BUILDING THE VISUALS

1. Logo design

(Fiverr, Upwork, Placelt vs. Freelancer vs. Agency)

Also consider...

- Presentation Template or Sales Sheet
- 2-3 Pages for Web
- Social Banners

2. Stock Images

(Shutterstock, iStock, Pexels, Unsplash)

3. Free Fonts

(DaFont, FontSpace, 1001 Fonts)

4. Free Iconography

(Flaticons, Iconfinder)

5. Graphics Creator Tools for Ads, Social Media, Flyers

(Canva, VistaCreate, Venngage, Pixlr)

6. Wireframing Tool for planning your website (Miro, Figma)



POSITION

1. Remember your...

- Audience
- Competition
- Big Value

2. Output

- Elevator Pitch
- Web Copy
- Pitch Deck
(may need a few if multiple audiences)
- Other Collateral
(sales-sheets; email texts, etc.)
- Social Media Tidbits



PRODUCT LAUNCHES: CONSIDER BRAND ARCHITECTURE

Branded House

FedEx



House of Brands

Unilever



What makes sense for your plans?



MARKETING CHANNELS





TRADITIONAL CHANNELS



TV



Radio



Print



Events



Direct Mail



“Out of Home”



DIGITAL CHANNELS



SEARCH ENGINE OPTIMIZATION

What

Tactics that get you to rank higher up in search engine results (organic/natural/earned).

Goal

Higher ranking from search engines.

Tips

- SEO is an ever-changing science; you're at the mercy of the engines who change their algorithms frequently
- Many tips online on how to optimize (<https://searchengineland.com/>)



how to cure a headache

All

Videos

Images

Shopping

News

More

Settings

Tools

About 287,000,000 results (0.79 seconds)

Treatment might include:


1. Rest in a quiet, dark room.

2. Hot or cold compresses to your head or neck.

3. Massage and small amounts of caffeine.

4. Over-the-counter medications such as ibuprofen (Advil, Motrin IB, others), acetaminophen (Tylenol, others) and aspirin.

More items...



www.wikihow.com

Headaches: Treatment depends on your diagnosis and symptoms ...

https://www.mayoclinic.org › in-depth › headaches › art-20047375

after drinking

without painkillers

Nicotine

from nitroglycerin

caffeine

Predni

About Featured Snippets

Feedback

People also ask

How do I make my headache go away?

How do you get rid of a headache naturally?

What pressure point gets rid of a headache?

What causes a headache?

Feedback

10 Tips To Get Rid of A Headache Quickly without Medicine - We...

https://www.webmd.com › migraines-headaches › 5-ways-to-get-rid-of-he... ▾

Jump to **Ease** Pressure on Your Scalp or Head - If your ponytail is too tight, it could cause a headache. These "external compression headaches" can also ...

Home Remedies for Migraines · Headache Prevention Using ...

September 2019

Organic Results

how to cure a headache

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Settings

Tools

About 62,700,000 results (0.78 seconds)

Here are 18 effective home remedies to naturally get rid of headaches.

1. Drink Water. Inadequate hydration may lead you to develop a **headache**. ...

2. Take Some Magnesium. ...

3. Limit Alcohol. ...

4. Get Adequate Sleep. ...


5. Avoid Foods High in Histamine. ...

6. Use Essential Oils. ...

7. Try a B-Complex Vitamin. ...

8. Soothe Pain with a Cold Compress.

More items... · Feb 4, 2018



www.healthline.com › nutrition › headache-remedies ▾

18 Remedies to Get Rid of Headaches Naturally - Healthline

About featured snippets

Feedback

People also ask ▾

What gets rid of a headache fast?

What is the best cure for a headache?

What pressure point relieves a headache?

How long do headaches last for?

Feedback

www.webmd.com › Migraine & Headaches › Reference ▾

Ways to Get Rid of a Headache Quickly - WebMD

Tips to Get Rid of a Headache · Try a Cold Pack · Use a Heating Pad or Hot Compress · Ease

March 2021

how to cure a headache

All

Videos

Images

Shopping

News

More

Tools

About 429,000,000 results (0.47 seconds)

Treatment


1. Rest in a quiet, dark room.

2. Hot or cold compresses to your head or neck.

3. Massage and small amounts of caffeine.

4. Over-the-counter medications such as ibuprofen (Advil, Motrin IB, others), acetaminophen (Tylenol, others) and aspirin.

More items...

 Mayo Clinic

https://www.mayoclinic.org › headaches › art-20047375 ▾

Headaches: Treatment depends on your diagnosis and ...

About featured snippets

Feedback

People also ask ▾

What gets rid of a headache fast?

How can I cure my headache naturally?


What drink is good for a headache?

What causes a headache?

How long do headaches last for?

Does water help headaches?

Feedback

 WebMD

https://www.webmd.com › ... › Reference ▾

Ways to Get Rid of a Headache Quickly

If you have a migraine, place a cold pack on your forehead. Ice cubes wrapped in a towel, a bag

April 2023



SEARCH ENGINE MARKETING (SEM)



What

“Sponsored” links you see in search engine results (paid).

Goal

Higher ranking from search engines.

Tips


- Get started with [Google Keyword Planner](#) Tool
- Use [Google AdWords Express](#) for small to medium businesses
- Can spend as little as \$200/mo. DIY or hire agency/expert



best bluetooth earphones


About 76,700,000 results (0.90 seconds)

Ads · See best bluetooth earphones




Bose Sleepbuds II - White
\$249.95
Bose
★★★★★ (156)


SALE



Samsung Galaxy Buds+,...
\$109.99 \$150
Samsung
★★★★★ (8k+)




Google Pixel Buds - Wireles...
\$179.00
Google Store
★★★★★ (750)



Bose SoundSport...
\$129.95
Bose
★★★★★ (9k+)

SALE



Samsung Galaxy Buds+,...
\$109.99 \$150
Samsung
★★★★★ (8k+)

Ad · www.jabra.com/ ▾
Bluetooth Earphones - 100% Wireless - jabra.com
Waterproof. Sweatproof. Workout-proof. Perfect for an active life and everyday wear. True wireless technology engineered for superior music and calls. 30 Day Returns.

Ad · www.lg.com/ ▾
LG TONE Free Wireless Earbuds - Premium Bluetooth Earbuds
Refresh Your Sound With New LG TONE Free **Bluetooth** Wireless **Earbuds** With Meridian Audio.

September 2019




best bluetooth earphones

About 83,300,000 results (0.68 seconds)


Including results for **best bluetooth earbuds**
Search only for **best bluetooth earphones**

Sponsored




New Bose QC Earbuds II - World's Best Noise Cancelling
Enjoy Uninterrupted, Immersive Listening with New Pioneering Noise Cancelling Technology. QC Earbuds II Block Noise Better Than All Headphones On the Market, Earbuds or Over Ear. Sleek Beautiful Design. Comfortable & Secure Fit. Up to 6 Hours of Battery.
New Colors Available! · New QCE II Fabric Case

Sponsored




The Best Bluetooth Earbuds - View Ratings and Reviews
Shop Home Entertainment, TVs, Home Audio, Headphones, Cameras, Accessories and More.




The 8 Best Wireless Bluetooth Earbuds - Spring 2023
Mar 22, 2023 — The Jabra Elite 7 Pro True Wireless are the **best Bluetooth earbuds** for sound quality we've tested. Out of the box, they have a very neutral ...
Google Pixel Buds Pro Truly... · Samsung Galaxy Buds2 Truly...


Sponsored




Bluetooth - In-ear - Surfac...
\$175.99
Microsoft St...
★★★★★ (149)




Bose - Bluetooth - ...
\$299.00
Bose
★★★★★ (5k+)



Bluetooth - In-ear - PI7...
\$399.00
Bowers & ...
Free shipping




Raycon - Bluetooth - ...
\$79.99
Raycon
★★★★★ (9k+)



Bose - Bluetooth - ...
\$299.00
Bose
★★★★★ (5k+)

SALE



Jabra - Bluetooth - ...
\$68.99 \$80
Best Buy
★★★★★ (1k+)

April 2023



SOCIAL MEDIA MARKETING



What

All activity you do on social channels that promote your business and help sales.

Goal

Build customer relationships.

Tips

- Get involved in conversations
- Don't just post self-promo; bring other value
- Number of followers isn't the whole story; engagement
- Resources: [How to Create a Social Media Marketing Strategy in 9 Easy Steps](#),
[7 Steps For An Effective Social Media Marketing Plan](#)



Dove: #NoDigitalDistortion



Let's stop
retouching apps
from blurring
her confidence.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit. Dove.com/confidence



Instant face
apps, lasting
damage.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit. Dove.com/confidence



what society
sees as
beautiful

what we
should see as
beautiful

Platforms: Instagram, Facebook, YouTube, TikTok
A movement for self-love, self-appreciation, and natural beauty



CONTENT MARKETING



What

Method that uses good content to encourage new sales and leads online: mix of content on your website, SEO, PR, Email campaigns and Social Media Marketing.

Goal

Increase traffic and visibility for your company.

Tips

- Create content your customers want to read
- Tie it in with your other marketing efforts
- [See recent examples of companies doing it right](#)



Red Bull



How to raise your game and join a VALORANT esports team

In the exhilarating world of esports, where skill, strategy and teamwork are key, VALORANT is...

ESPORTS

3 min read



Want to get better at VALORANT? Then check out these top tips from Tiffae

With Red Bull Campus Clutch now underway, who better to provide advice for improving a...

GAMES

4 min read



Everything you need to know about Teahupo'o, with hometown hero Kauli Vaast

As the surfing leg of the Paris Games readies to roll in Tahiti, local tour guide and red-hot...

SURFING

7 min read



Get to know B-Boy Issin

Read up on all the important facts you should know about Japanese b-boy prodigy Issin – th...

BREAKING

8 min read

Red Bull is an energy drink product typically endorsed by athletes.

Exploring eSports and hobbies to expand their reach and create content interesting to this new audience, even if not a classic “athlete.”



AFFILIATE MARKETING



What

Recruiting partners (“affiliates”) to drive in leads.

Goal

Increase leads and sales.

Tips

- Use if you have an e-commerce biz, especially B2C
- Make sure whoever you partner with is trustworthy—they will be representing your company/product
- Set up clear terms before you start—contract is helpful
- [Recent examples of affiliate marketing](#) websites



Wix

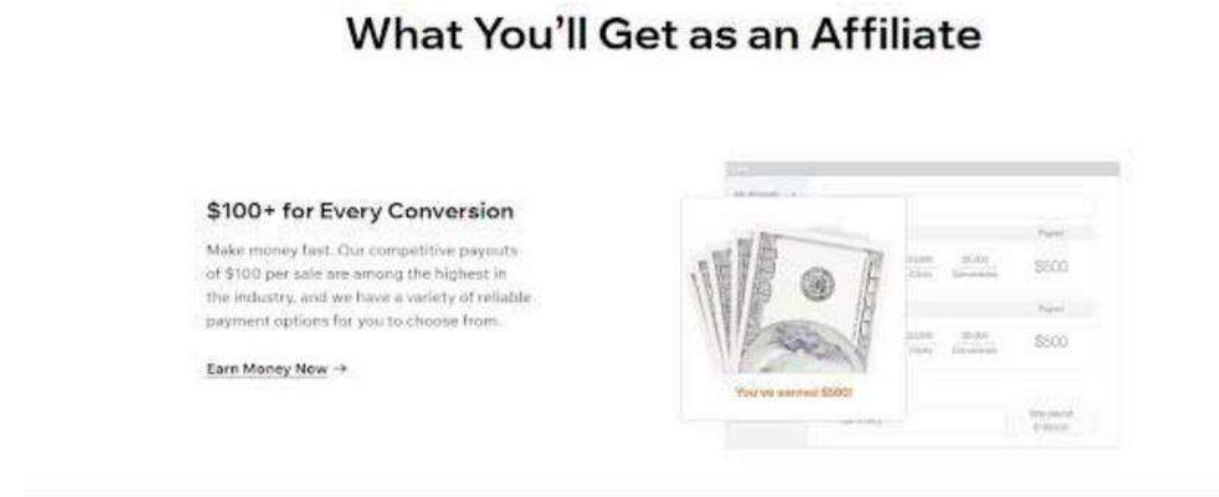
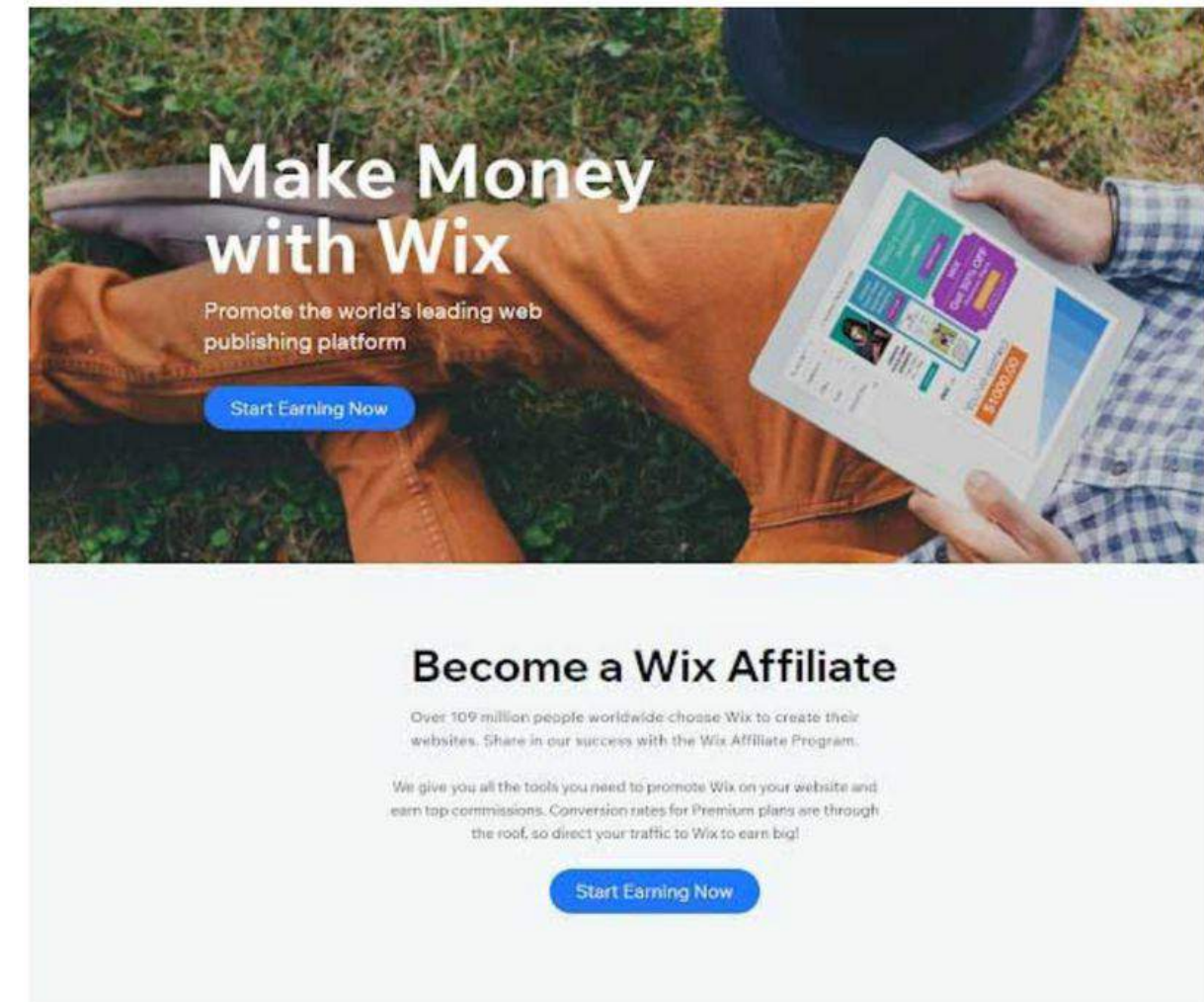


Niche

Web Publishing

Model

- Use the Wix platform to build your website
- Put links on your site back to Wix
- If someone signs up from your link, you get paid





VIRAL MARKETING



What

When you do something completely new, weird, funny, or on-trend that gets you noticed and shared—a lot.

Goal

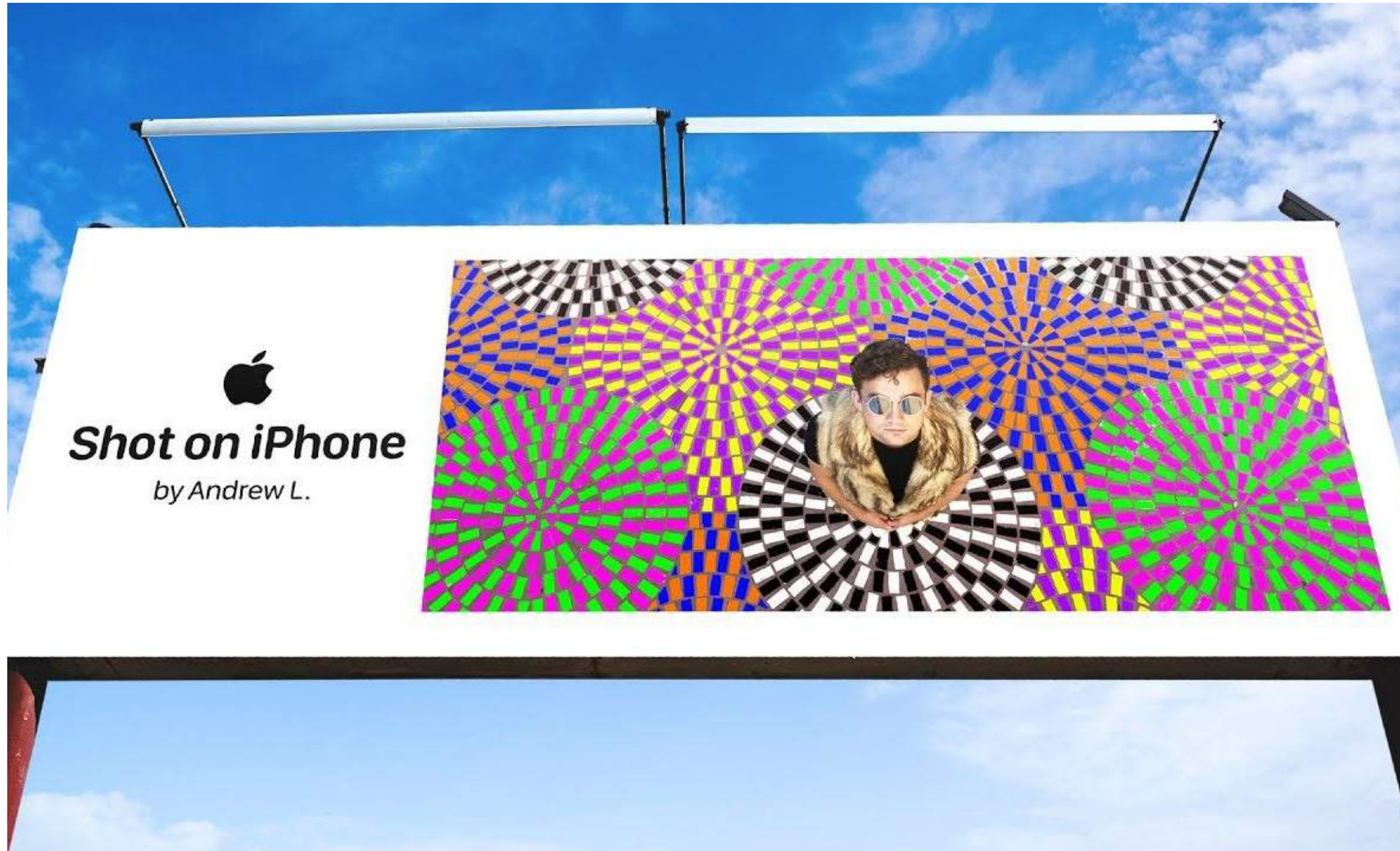
Increase exposure (company/product) in the short term.

Tips

- Most successful for Business-to-Consumer
- Risky and tough to hinge a strategy on; though companies exist that offer to do this for you



Apple: #ShotOniPhone



26M posts in Instagram

24,000 mentions from
opinion leaders

6.5B media impressions

95% positive mentions



INFLUENCER MARKETING



What

Driving interest in your company or sales by making a deal with someone who already has traction with your targets.

Goal

Position a company/product and increase exposure.

Tips

- Make sure your “influencer” is the right fit for your brand
- Look at their follower engagement, not number
- Allow them to be authentic and creative
- Examples of good Influencer Marketing



NordVPN x PewDiePie



#AD #CodePewdiepie #pewdiepie

What a MILLION Dollars Gets You Around the World?

4,842,709 views • Sep 28, 2021

242K DISLIKE SHARE SAVE ...



PewDiePie
111M subscribers

SUBSCRIBE

#AD - Go to <https://NordVPN.com/pewdiepie> to get a 2-year plan at a huge discount plus 4 months free. It's risk free with Nord's 30 day money-back guarantee!

Campaign Type: Sponsored posts

Platform: YouTube

NordVPN, a virtual private network, relies heavily on influencer marketing on YouTube — 85.3% of Nord VPN's social traffic comes from there.

Nord VPN sponsored 598 videos and received 5.7M likes, 91.5M views, and a reach of 2.2B.



TRADITIONAL & DIGITAL



PUBLIC RELATIONS (PR)



What

Getting your business exposure and shaping how it's perceived by the right people.

Goal

Position a company/product and increase exposure.

Tips

- Bring value to audiences; it's not just a press release
- Relationships with media take a while to hone; there are no guarantees
- Think investment, not a one-of or crisis management



IKEA: #StayHome Campaign



Early COVID-era campaign encouraged people to stay at home and stay safe.

IKEA Group reported Oct 2020: pretax profit grew 13% to 2B euros (\$2.4B) after the campaign launch despite the lockdown.



INSIGHTS



- Digital marketing channels are interconnected and frequently overlap
- Channels don't exist in a vacuum; they are most powerful together
- #1 goal: serve your audience
- Modern marketing is about telling stories and being useful
- Measure, tweak, measure, tweak—it's a cycle



COLLECT AS MUCH DATA AS YOU CAN...



Free

- Set up your website on GA; referrers
- Similarweb.com –check out your competitors; referrers
- [Social platform analytics](#)
- Your sales team
- Event attendees inside your org

Other

- Email campaign analytics (Mailchimp, ConstantContact, Drip)
- Marketing automation (Brevo, Active Campaign, Hubspot, Marketo)
- CRM (Hubspot, Salesforce)



HOW DO I KNOW
WHERE TO FOCUS
PROMOTION?



1. Where is my audience?

2. What am I looking to do?



HOMEWORK





EXERCISE #1



PRACTICE FUNDAMENTALS

1. Pick a business—your own is best; any one is ok
2. Write out answers to the 3 key questions (reminder on next slide)



BONUS: Do this together with someone else.
Read answers to each other and discuss



(REMINDER) KEY QUESTIONS



1. Who is your customer?

Wrong answer: My product/service is for everyone

2. Who are your competitors?

Wrong answer: We have no competition

3. What is the one (desirable) thing your company offers that nobody else can?

Wrong answer: Nothing



EXERCISE #2



PROMOTIONAL CHANNELS

Based on your answers to the three questions...

1. What channels would you use?

2. Why?



BONUS: Do this together with someone else.

Brainstorm strategies and channels for each of the businesses you chose.

**Always remember:
you sell to actual people.
Be useful.**



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/erink