



2019 ANNUAL CONFERENCE

Anatomy of Brand You!

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SCAD

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Presentation is based on:

- *User Centered Design*
- *Design Principles*
- *Program Evaluation Principles*
- *Branding Principles*
- *Educational Leadership*

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Why are you here today?

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Your brand is not your logo, name, business card, Instagram, Twitter, LinkedIn or website!

*“Your brand is a **combination** of a customer’s experiences with your business at **every touchpoint**. Each memory, thought, impression, website visit, story, sales letter, social media post, event, phone call, and transaction contribute to your company’s brand reputation.”*

(Elaine Fogel, Beyond Your Logo: 7 Brand Ideas That Matter Most for Small Business Success)

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“Brand equity is a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm’s customer.”

(David Aaker, Building Strong Brands)

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Now The Work Begins, Are You Ready!?

1. *What is your story? This is what connects people.*

- *How did you get into this business*
- *About me*
- *Experience*
- *Affiliations*

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Opportunities?

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Now The Work Begins

2. *What is your company's mission?*

- *Is it unique?*
- *Does it convey goals and philosophies?*
- *Is it dynamic?*

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Opportunities?

Resource: <https://www.entrepreneur.com/article/65230>

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Now The Work Begins

3. *What are three adjectives that would best describe your business?*

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Now The Work Begins

4. *What tone do you want to use for your communication?*

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Now The Work Begins

5. *Who do you serve?*

- *Building Personas–*
 - *Name*
 - *Age*
 - *Sex*
 - *Grade*
 - *Goals*
 - *Interests*
 - *Pain Points (What are their challenges?)*
 - *How can your services solve their problems?*
 - *What may make them hesitant to use your services?*

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Now The Work Begins

6. *Understanding the Perceptions*

- *What you think vs what they think–is it the same?*
- *360 of social media presence–what does it say?*
- *Printed/digital materials–do they align?*

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Opportunities?

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Now The Work Begins

6a. Visual Language:

What does it say about your company?

Is it consistent?

- *Image*
- *Logo*
- *Website*
- *Printed materials (business cards)*
- *Social Media*

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Opportunities?

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Now The Work Begins

6b. Touchpoints – How effective are these?

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Now The Work Begins

6b. Touchpoints – How effective are these?

- *Phone/voice mail*
- *Text*
- *Event/tent*
- *Speaking engagements*
- *Media appearances*
- *Website*
- *Letters*
- *Packages/information*
- *Social Media (LinkedIn, Facebook, Twitter, Instagram...)*
- *Blogs*
- *YouTube Videos*

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Opportunities?

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Now The Work Begins

Website

- *Needs to be responsive!*
- *Communicate clearly products/services*
- *Invite repeat visits (fresh content)*
- *Images - This is about people and their experiences*
- *Understanding the "above the fold" concept*
- *Curate content – Remove filler content*
- *Testimonials – they need to have substance*
- *Information Graphics – Good, Bad and the Ugly*
- *Hierarchy – Help guide your visitors*
- *Chunk Content!*
- *Don't let the template dictate the content.*

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Opportunities?

https://elainefogel.com/2018/09/25/how-to-improve-your-website-copy/?utm_source=ReviveOldPost&utm_medium=social&utm_campaign=ReviveOldPost

<https://www.nngroup.com/articles/how-users-read-on-the-web/>

<https://www.nngroup.com/articles/legibility-readability-comprehension/?lm=how-users-read-on-the-web&pt=article>

<https://www.nngroup.com/articles/scrolling-and-attention/>

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Reflective practice is at the core of personal and professional success. We must continue to evaluate what we do and be willing to revisit our practices based on what we have learned...no matter how many years we have been in business.

For more on the concept of "reflective practice" study the work of Argyris and Schön 1978

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Questions?

Thoughts and/or Questions After Today?

Email me! – tabadie@scad.edu

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Thank you for joining us today!



We look forward to seeing you again in 2020!

