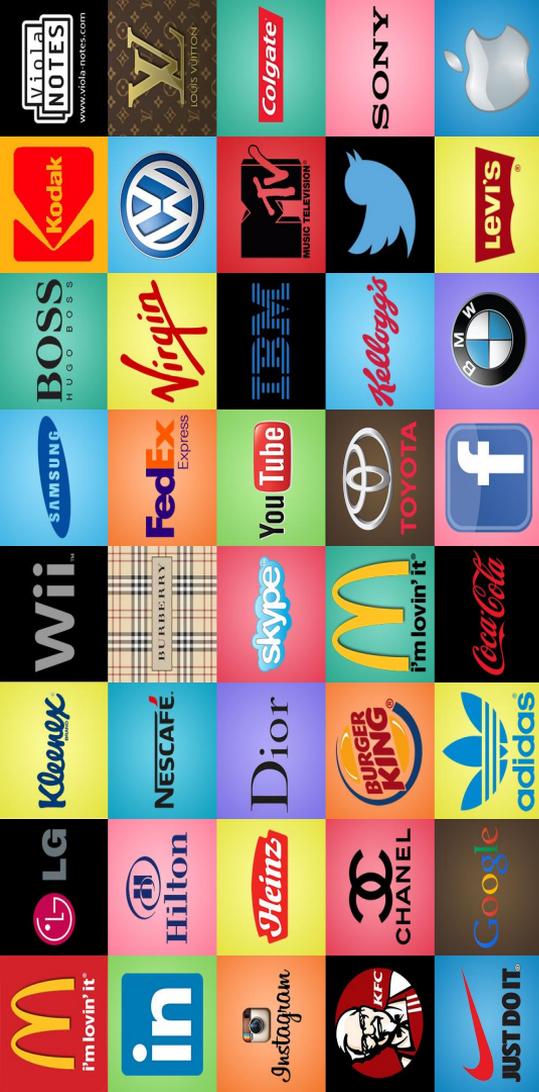




JAN. 27, 2017

BRAND-BUILDING WITH SOCIAL MEDIA



HELLO!

I'm your host, Eric Kuznacic

- ▶ WordPressin' since 2010, full-time since 2012
- ▶ Owner and operator of Why The Fuss? Technical Solutions (Janesville, WI)
- ▶ Follow me at [@kuznacic](https://twitter.com/kuznacic) (personal) or [@whythefusstech](https://twitter.com/whythefusstech) (business)





3

WHAT IS BRANDING? HOW DO YOU BUILD A BRAND?

Before we can build a brand, we need to understand them

4

Definition of branding:

“The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.”

Source: [Entrepreneur.com's Small Business Encyclopedia](#)

5

WHY IS BRANDING IMPORTANT TO GROUPS OF ALL SIZES?

- ★ **Branding is strategic; marketing is tactical.**
- ★ **Marketing unearths and activates consumers. Branding makes loyal customers, advocates, even evangelists, out of those who buy.**
- ★ **Branding is as vital to the success of a business or nonprofit as having financial coherence, having a vision for the future, or having quality employees.**

Source: [The Tronvig Group](#)

6

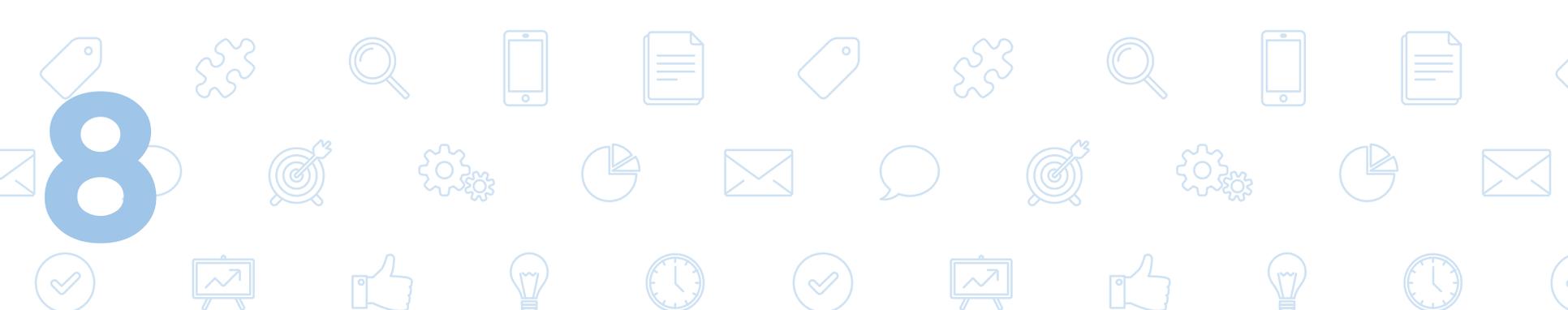
HOW CAN A STRONG BRAND IDENTITY HELP YOUR COMPANY?

- ★ They support price premiums over competitors
- ★ They attract new customers
- ★ They help block new competitors, as loyal customers are less likely to switch to new or different brands
- ★ They help protect a business during economic downturns
- ★ They create reservoirs of goodwill that can blunt the impact of business crises
- ★ They create a bigger footprint to enable expansion into new markets

7

AT ITS CORE,
BRANDING
IS HOW YOU
SEPARATE
YOUR
COMPANY
FROM
OTHERS





8

DEVELOPING A SET OF CORE VALUES

Begin here to avoid putting the cart in front of the horse.

9

WHAT ARE CORE VALUES AND WHY DOES A COMPANY NEED THEM?

- ★ Core values are part of an organization's DNA (culture).
- ★ They define what the organization stands for, highlighting an expected and ultimate set of behaviors and skills.
- ★ These values are fundamental, enduring, and actionable.
- ★ In a global marketplace, organizations need to be able to identify and differentiate themselves from their competition.
- ★ Corporate culture and core values not only affect those who work for the organization, but also their consumers and advocates.

10

EXAMPLES
OF CORE
VALUES
FROM
NAMES YOU
WILL
RECOGNIZE

Google's Ten Things We Know To Be True

- ★ Focus on the user and all else will follow
- ★ It's best to do one thing really, really well
- ★ Fast is better than slow
- ★ Democracy on the web works
- ★ You don't need to be at your desk to need an answer
- ★ You can make money without doing evil
- ★ There's always more information out there
- ★ The need for information crosses all borders
- ★ You can be serious without a suit
- ★ Great just isn't good enough

11

**EXAMPLES
OF CORE
VALUES
FROM
NAMES YOU
WILL
RECOGNIZE**

Whole Foods' Core Values

- ★ We sell the highest quality natural and organic products available
- ★ We satisfy, delight and nourish our customers
- ★ We support team member excellence and happiness
- ★ We create wealth through profits and growth
- ★ We serve and support our local and global communities
- ★ We practice and advance environmental stewardship
- ★ We create ongoing win-win partnerships with our suppliers
- ★ We promote the health of our stakeholders through healthy eating education

12

EXAMPLES OF CORE VALUES FROM NAMES YOU WILL RECOGNIZE

Southwest Airlines' "Live the Southwest Way"

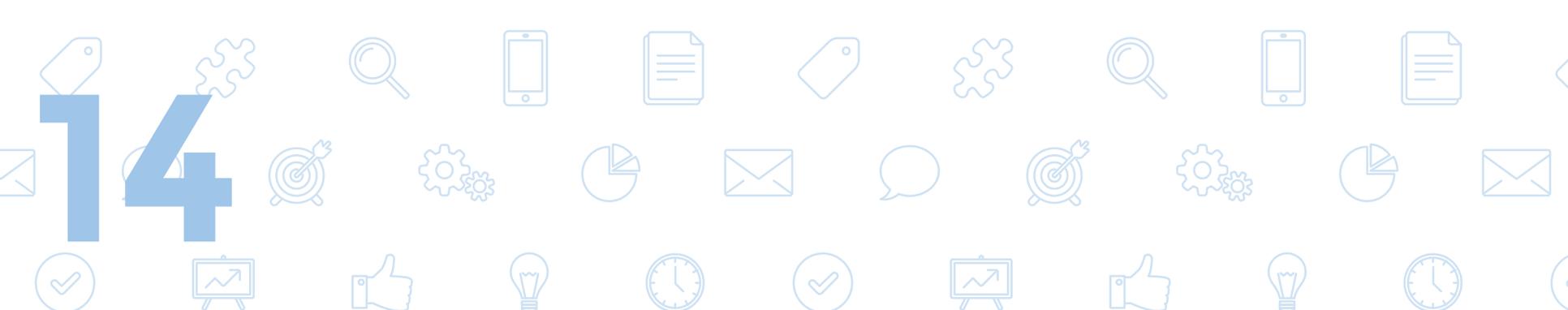
- ★ Warrior Spirit (Work Hard; Desire to the best; Be courageous; Display a sense of urgency; Persevere; Innovate)
- ★ Servant's Heart (Follow the Golden Rule; Adhere to the Basic Principles; Treat others with respect; Put others first; Be egalitarian; Demonstrate proactive customer service; Embrace the SWA Family)
- ★ Fun-LUVing Attitude (Have FUN; Don't take yourself too seriously; Maintain perspective (balance); Celebrate successes; Enjoy your work; Be a passionate Teamplayer)

13



BRANDING & SOCIAL MEDIA

Now that you've begun to develop a brand, how do you communicate your identity across social media?

The background features a grid of light blue icons including a magnifying glass, smartphone, document, tag, gear, target, pie chart, envelope, speech bubble, thumbs up, lightbulb, and clock. On the left side, the number '14' is prominently displayed in a large, bold, blue font.

14

SOCIAL MEDIA: WHAT IT ISN'T

TL;DR: Like everything, it takes planning, time and effort.

15

SOCIAL MEDIA MYTHS AND FALLACIES

- ★ **Social media is inexpensive.**
- ★ **Social media is fast.**
- ★ **Social media is “viral marketing.”**
- ★ **Social media results can’t be measured.**
- ★ **Social media is optional.**
- ★ **Social media is hard. (It’s not; it’s complicated!)**



16

10 RULES FOR BUILDING A STRONG BRAND ON SOCIAL MEDIA

Tips from the branding pros at [Canva.com](https://www.canva.com)

Source: [Canva.com](https://www.canva.com)'s
[Design School blog](#)

17



Consistency

Use the same colors, typefaces, styles and routine.

18



Strong logo

What does your brand represent (or not represent)?

19



Colors

Use them to make a strong statement.

20



Voice & style

Identify your brand's tone, language and purpose.

21



Be a human

Don't be afraid to engage and have personality.

22



Limit plugs

Customers want two-way communication.

23



Tell stories

Personal accounts can have a powerful effect.

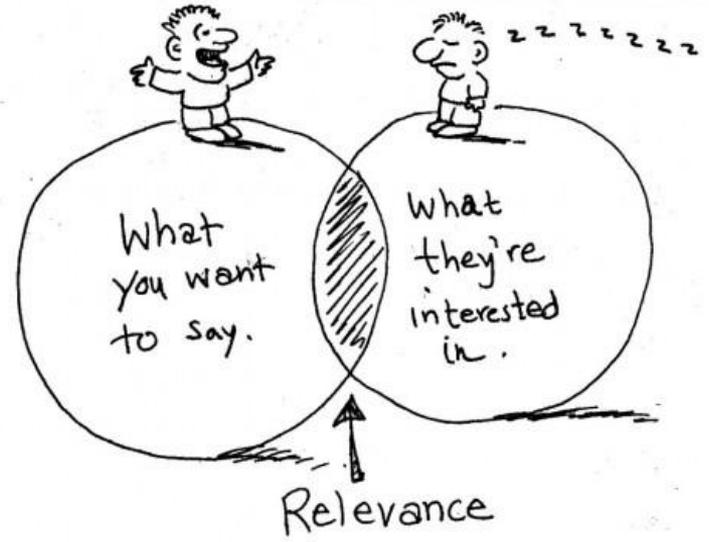
24



Transparency

Pull back the curtain and show how things are done.

25



Be relevant

Quality is always better than quantity.

26



Use visuals

Engagement is higher when imagery is used.

27

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#).
- ▶ Other information and photos credited on and/or linked from specific slides.
- ▶ WordCamp Waukesha organizers.



THANKS!

Any questions and/or comments?

You can reach me at

- ▶ eric@wtftechsolutions.com
- ▶ www.wtftechsolutions.com
- ▶ [@kuznacic](https://twitter.com/kuznacic) or [@whythefusstech](https://twitter.com/whythefusstech)