The Importance of Branding Best Practices

September 27, 2017
Experience
- Brand and Creative Manager, Mopar Marketing, FCA
- Mopar Brand Program Manager, Mopar Marketing, FCA

Achievements
- Winner of Gold AVA Digital award – category: corporate video
- Dale Carnegie Leadership Advantage – highest achievement award
- “Right to Request” video – 3.6 million views on YouTube
- Launch new dealer communications portal – Mopar News Feed
Importance of Brand

Beyond just a memorable logo, good branding increases the value of a company, provides employees with direction and motivation, and makes acquiring new customers easier.
Poll Question 1

How strong do you view your brand?

a) Very Strong
b) Strong
c) Just Okay
d) Not Strong at All
Understanding and Building your Brand

Define who you are / Purpose / Objectives

Be specific
Understanding and Building your Brand

- Define who you are / Purpose / Objectives
- Be specific
- Identify your audience
- Be targeted
Understanding and Building your Brand

- Define who you are / Purpose / Objectives
- Identify your audience
- Deliver meaningful / authentic messages
  
  - Be specific
  - Be targeted
  - Always simplify

You can’t sell anything if you can’t tell anything.

Beth Comstock
Understanding your Brand

“
A brand is worthless if it doesn’t connect with the right audiences in a relevant way.
”
Role of Marketing

Many “marketing funnels” exist, but in its simplest form, our job as brand stewards is to **create a connection** and **deliver a promise** to our customers.
Role of Marketing

“A brand is no longer what we tell the consumer it is -- it is what consumers tell each other it is.”  
- Scott Cook
Poll Question 2

How do most new customers/clients currently find your business?

a) Social Media
b) Website/SEO (Google Search, etc.)
c) Print
d) Radio/Television
e) Word of mouth/Recommendations
f) High traffic location
g) A mix of all of the above
h) I don’t do any marketing – Please tell me more
Marketing Tenets & Program Examples
Marketing Approaches to Consider

Big and/or small companies can apply the same fundamental approaches to their business categories and segments.

- Branding
- Experience / Trial
- Relationships
- Sales Moments
Best Practice 1: Brand Marketing

Tell your story. Be consistent.

Don’t always talk about yourself. Rather, “What does the customer receive as a result of your product or service? What’s in it for them?”
Tick Tock Campaign

Development of a focused creative strategy that connects efforts

TIME IS MONEY
(audience insight)

MOST PRODUCTIVE LINEUP
(product insight)
BEST-IN-CLASS
28 MPG
RAM PROMASTER CITY

Class is small commercial van when properly equipped.
EPA est. 21 city/28 hwy with 2.4L 4-cyl and 9-speed transmission. Actual results may vary.
Best Practice 2: Product Demonstration

“Demos offer an opportunity to connect directly with the customer…the more connections, the higher the sales. It is this interaction that draws consumers towards a product that they may have otherwise walked past.”
Ram On Demand

Instead of traditional test drives at a dealership, we went prospecting for small businesses and delivered personalized test drives…at their business, on their terms and specifically to meet their business needs.

“It’s unlikely I would have gone into a dealership, I really just don’t have the time.” - Andrew of Andrew’s Honey

“Having the van brought to us on a workday, so that we could test it out and put it through the ringer with all of the things that we do, or that we need to do with it, is brilliant.” - Monica of Veestro
THE ALL-BUSINESS TEST DRIVE

RAMTRUCKS.COM.COMMERCIAL

Ram is a registered trademark of FCA US LLC.
Poll Question 3

In what area would you most like to expand your marketing efforts?

a) Social Media – Organic or Paid (Promoted or Sponsored Posts)
b) Website
c) Strategic Partnerships
d) Print
e) Television/Radio
f) CRM
g) Other
Best Practice 3: Nurture Leads

Companies that excel at lead nurturing generate 50% more sales ready leads at a 33% lower cost.
Nurture Leads

CRM and social drives conquering and loyalty by providing relevant, timely and integrated communications.
Best Practice 4: Timing is Everything

Drive sense of urgency through dedicated, unique and coordinated promotional efforts and align with key seasonal buying patterns.

Why is seasonal marketing campaigns important to brands? They must take into account what people buy, when they buy it, how much is spent, and how they plan celebrations.

- Winter Holidays $602.1 billion
- Back to School $72.5 billion
- Mother’s Day $19.9 billion
Commercial Truck & Van Season

FALL Commercial Truck and Van Season: 
October – December

Section 179 Property Tax: Year-end close (A Ram® truck is generally considered Section 179 property for U.S. Federal Income Tax purposes)
Recap

Build and Understand your Brand

- Branding
- Experience / Trial
- Relationships
- Sales Moments
Reminder

Small Business Association Program

1. Retail Incentives/Discounts
2. $500 CASH ALLOWANCE towards a purchase/lease
Thank You