

PERSONAL BRAND

TIPS

• SELL YOURSELF
& NOT YOUR SOUL



SOUND HUMBLE

NOT

APOLOGETIC

BE CONFIDENT
NOT
COCKY

NEVER SAY "I'M NOT PROFESSIONAL"

- STARTING MY CAREER

- GOALS TO GAIN EXPERIENCE

KNOW
DESIGNERS

UNDERSTAND
TRENDS

- PUT YOUR WORK IN CONTEXT

DON'T TELL ME
WHAT
YOU'RE NOT

TELL ME
WHAT
YOU ARE

DEFINE WHAT
YOU DO



HOW ARE YOU
AN ASSET?

TURN SOME THREATS INTO OPPORTUNITIES

- INSTANT NETWORK
WITH CLASSMATES
- DON'T BURN BRIDGES

WHAT MAKES YOU UNIQUE?

• DO YOU LOVE MONEY?

• DO YOU CARE ABOUT
SOCIAL JUSTICE?

WHY
SHOULD
ANYONE
CARE?

→ • YOUR BIGGEST FAN
* IS YOU

• MAKE US CARE

Quotes & Ideas



“To design is to discover relationships and to make arrangements and rearrangements among these ingredients.” - Paul Rand



WIRED

[Hey Silicon Valley -
Buckminster Fuller Has a
Lot to Teach You](#)

“A designer is an emerging synthesis of artist, inventor,
mechanic, objective economist, and evolutionary strategist.”
- **Buckminster Fuller**

- **Good design effectively listens** to an audience, makes observations, then plans and arranges stylistic elements and subject matter in the best way to accomplish a particular purpose.
- Think of design as a process of **making the invisible visible.**
- Design is an **ongoing research project** that continually adapts to culture and marketplace.

Design Goals

Branding &

- Great branding is about ideas, uses imagination and **engages people** with personality.
- Branding and design are **data-gathering processes**, not just making things look nice.
- Design and brand interaction is about **understanding customers** and audiences over multiple devices.

Connectivity

Overview From Brian O'Grady's Presentation



- You never get a second chance to make a first impression
- In a crowded market you have to stand out
- Buying is **emotional**
- A picture is worth a thousand words
- Appearances matter
- On average it takes **7-9 touches** to provoke an action
- 'Good will' is a recognized accounting concept
- How much brand is in your bank account?
- What enables loyalty? Is loyalty dead?
- Most branding is boring and the same as everyone else
- If you're **relying on your design** (font choice, palette and logo) **you'll soon be out of work**
- Good **design is only one part** of branding and marketing to make money

Overview From Brian O'Grady's Presentation

Question: Who's missing?



Charting Brand Fatigue (Clutter)

----150



2011

----350



2012

----1,000



2014

----2,000



2015

Marketing Technology Landscape

May 2016



---3,500
(3,874 logos)

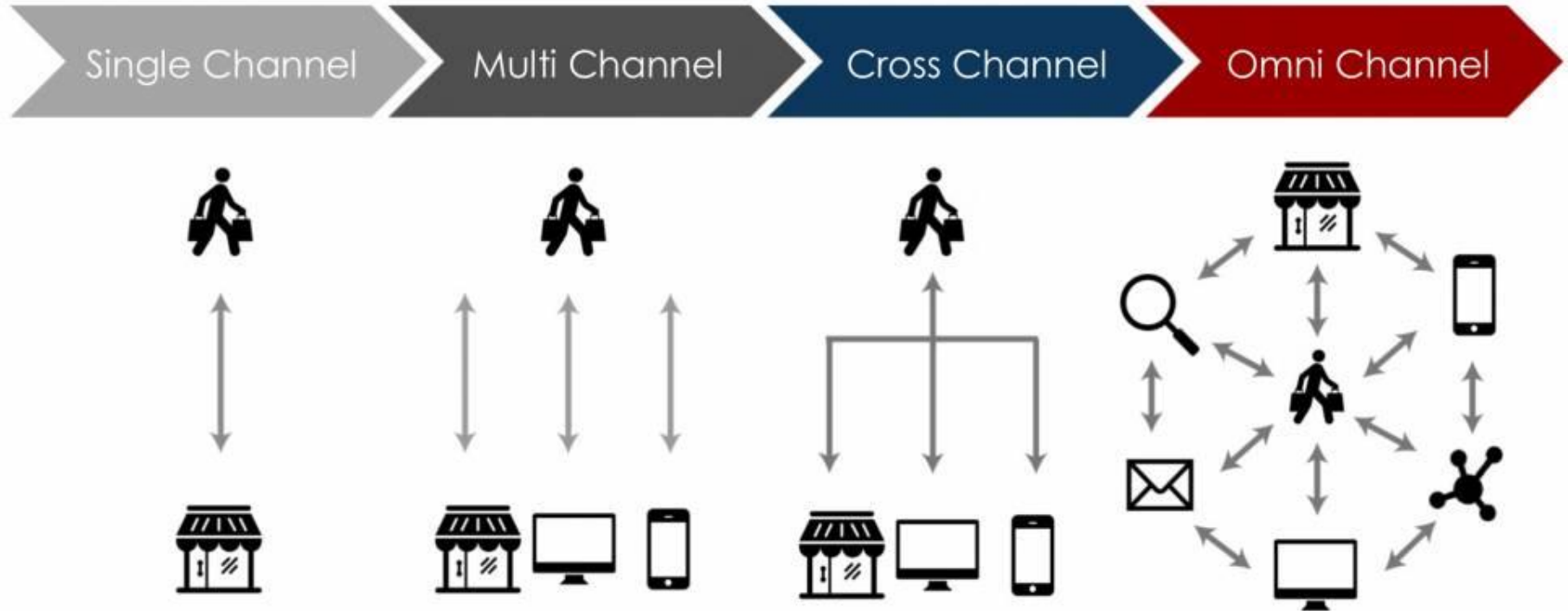
2016

Touch Points

7-9 touches to provoke an action

- Branding is about **connectivity**.
- Branding is collecting, testing and **analyzing ideas** for best practice **optimization**.
- Branding is a **collaborative** group effort, it is not done in isolation.

Omni Channel Marketing - Buzzword



Evolution of Customer-Retailer **Touch Points**

Omni Channel Marketing - Buzzword

- Marketing has undergone rapid and major changes. We've moved away from mass, "push"-based marketing, and towards more personalized, 1:1 communication with consumers, through the many channels and on the many devices they use.
- The effectiveness and ROAS (return on ad spend) of print media, television ads, and batch and blast email campaigns are on the decline.

Evolution of Customer-Retailer **Touch Points**

Omni Channel Marketing - Buzzword

Omnichannel Is Dead - Just Ask Your Customer

- The term “omnichannel” has been a buzzword in the retail industry for the last several years, and with good reason. Retailers came to the table with a strategy that allowed them to **connect with shoppers across channels** and follow them along their path to purchase, ensuring higher probability of a sale, online or off. But today, if your brand is still thinking in those same terms, then you’re about to be left behind (or you already have been).
- Online, offline, mobile. E-commerce, m-commerce, brick and mortar. These things are beginning to blur more and more, because, really, only one thing matters: Your customers, and your customers are digital. It doesn’t matter if they’re in your store with phone in hand or browsing on a tablet from their couch. **They want one seamless experience, and they don’t care what you call it.**

Evolution of Customer-Retailer **Touch Points**

Brand

Refer to Key Buzzwords & Terms Document Reporting Structures Section

- Brand Management is linked to **Performance**
- Data & Analytics= Brand **Maintenance & Health**
- Measuring **Social Media ROI** (Return On Investment)
- Measure your **Brand Awareness** - Impressions, Customer Engagement, Reach & Frequency

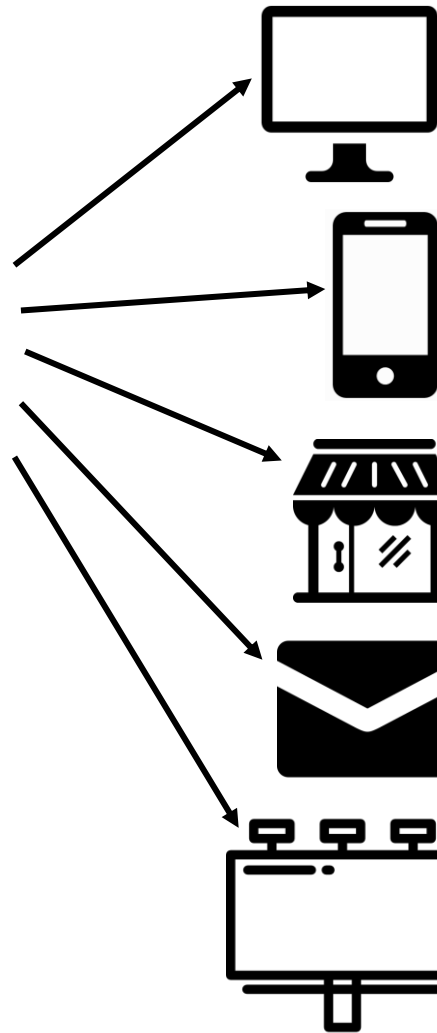
Management

Marketing

Channel

Content

Management



Web

Mobile

**POS
(Point Of Sale)**

**Email &
Snail Mail**

Print

Overview From Brian O'Grady's Presentation

- **SEO** - Search Engine Optimization
- **SEM** - Search Engine Marketing
- Keywords & **Meta Tags**
- Title tag on your webpage
- Google search engine ads

The screenshot shows a Google search for "ibm dummies". The search bar at the top left contains the text "ibm dummies" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs for "All", "Images", "News", "Shopping", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 884,000 results (0.50 seconds)".

The first search result is a link to "Transform with IBM® Canada | Discover Watson at Work | IBM.com" with the URL "www.ibm.com/IBM-Canada/Watson-Stories". Below this link is a snippet of text: "Read How IBM® Continues to Drive Innovation In Your Industry and Business Today. Cognitive Learning · IBM Watson · Business Cloud · Data Intelligence · Cloud Computing. Brands: IBM Cloud, Bluemix, Watson, Power, zSystems, IX, Cognitive, IBM MaaS360, IBM BigFix, Sp...".

Below the first result are two sponsored links from IBM® Canada. The first is "IBM® Canada" with the text "Find Out What Happens When Digital Intelligence Meets Digital Business". The second is "IBM® Banking Solutions" with the text "Uncover New Insight, Balance Costs and Improve Risk Management".

The second search result is "IBM DevOps For Dummies - United States" with the URL "https://www.ibm.com/ibm/devops/us/en/resources/dummiesbooks/". Below this link is a snippet of text: "DevOps for Dummies - 3rd IBM Limited Edition. Today's fast-moving world makes DevOps essential for any business aspiring to be agile and lean, in order to respond rapidly to changing customer and marketplace demands. DevOps helps you achieve continuous delivery of software-driven innovation and this book helps ...".

On the right side of the search results, there is a section titled "Shop for ibm dumm... on Google". It features an advertisement for "IBM Workplace Services Express Dummies" with a price of "\$14.39". The ad includes the text "Google Play" and "Free shipping". Below the ad is a link that says "→ More on Google".

Overview From Brian O'Grady's Presentation

Note the similarities of the next 2 slides to the **AIDA Analysis Model**

Deal Cycle

Awareness

E-books

Social
Content

Consideration

Whitepapers

Thought
Leadership
Blogs

Trailer
Videos

Case Studies

Webinars

Decision

Trials

Demos

Tactics

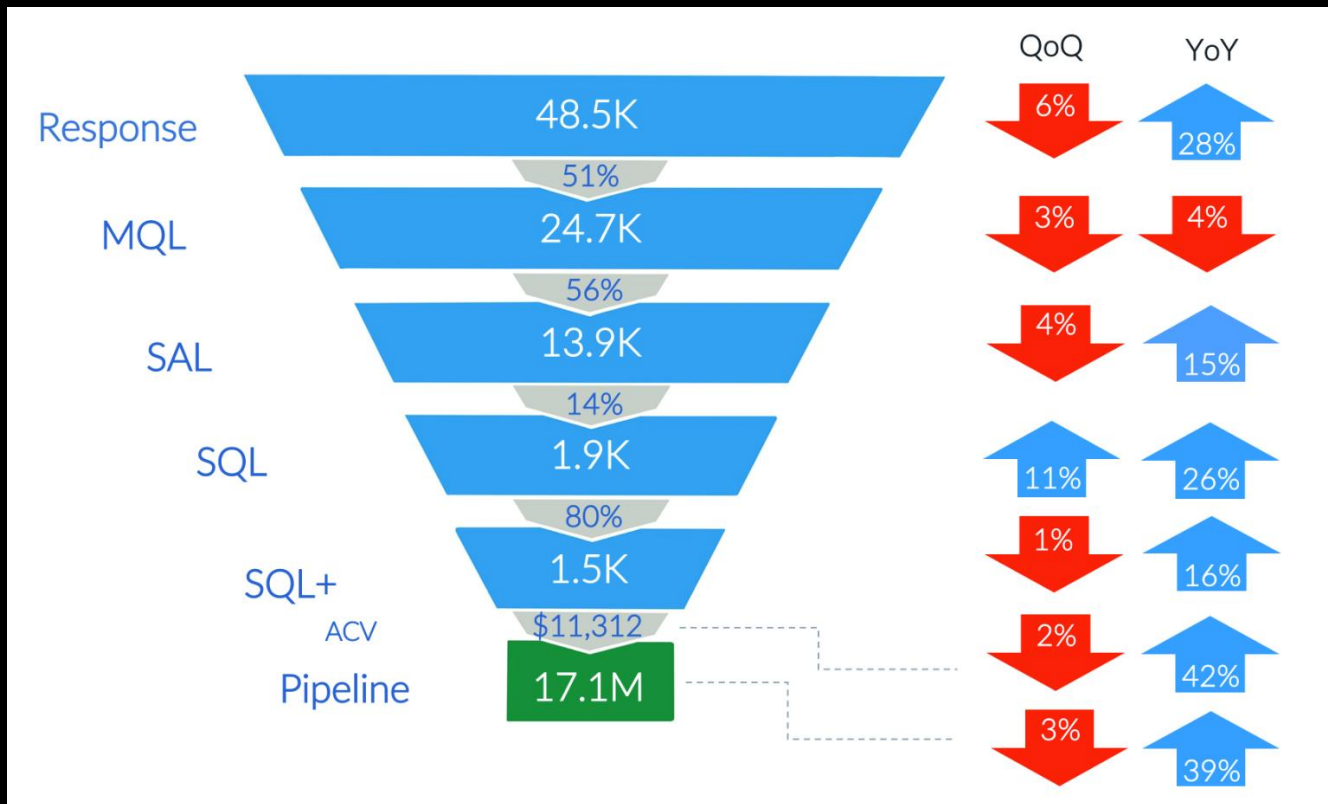
SEO/SEM
Social media
Newsletter/emails

SEO/SEM
Email
Lead scoring/nurturing
Content syndication
Advertising
Sponsorships

Advertising
Content syndication
Sales call down

Overview From Brian O'Grady's Presentation

The marketing funnel – got ROI?



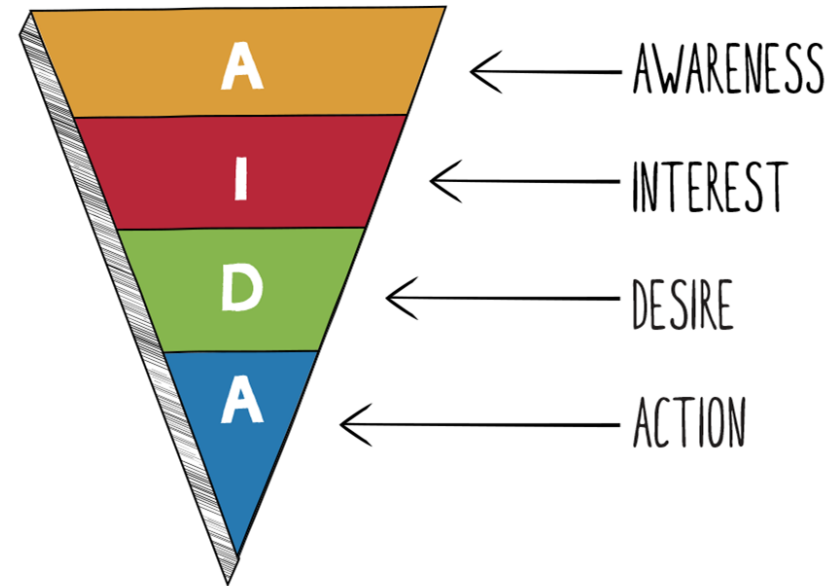
Other Examples of a Marketing Funnel

ROI - Return On Investments

CBA - Cost-Benefit Analysis

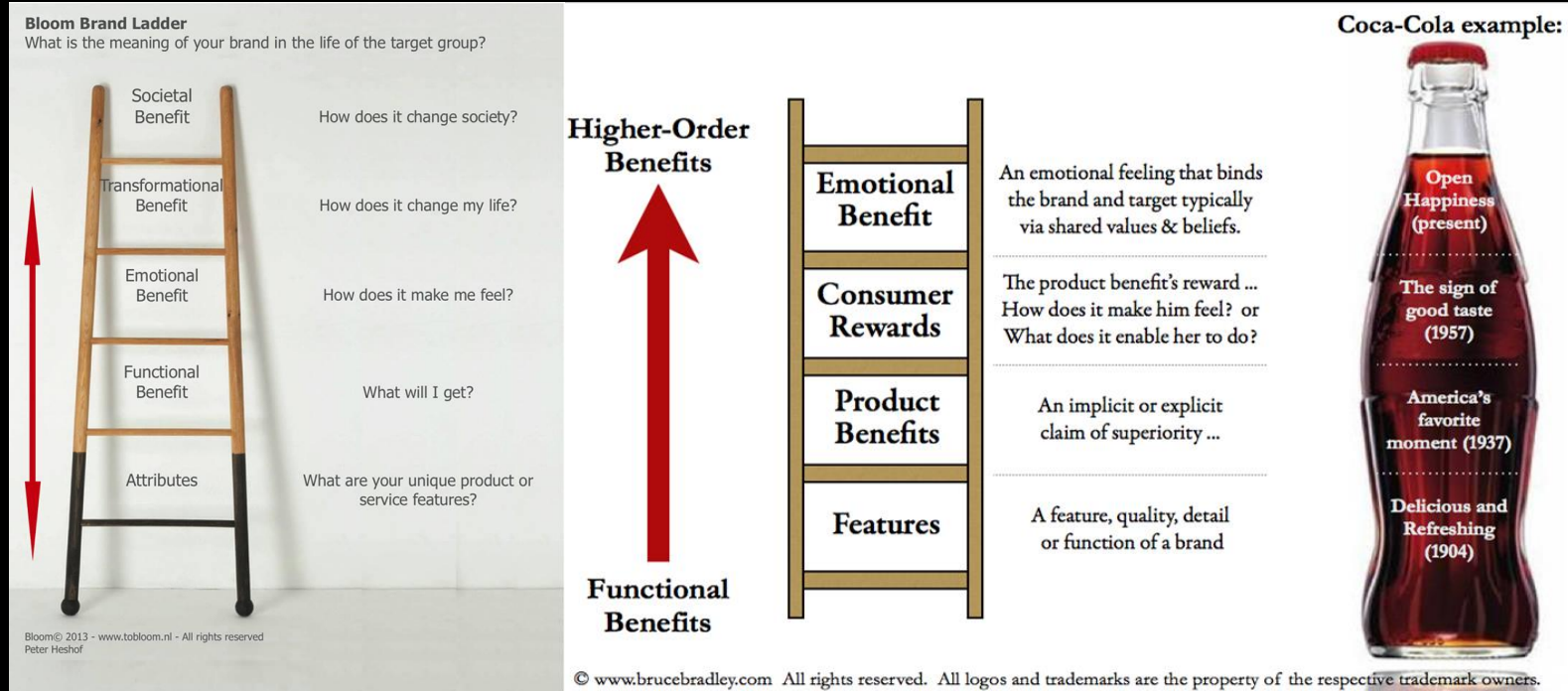


THE AIDA MODEL



Brand Ladder

A marketing tool used to communicate the benefits of a brand to the end customer.



USP - Unique Selling Proposition

Branding Tools

Cost Effective Tips for Small Business Start-Ups

SEO - Search Engine Optimization

- [Search Engine Optimization- "Organic Ranking"](#)
- [Advanced Step-By-Step SEO Tutorial](#)
- [Search Engine Land](#) - Website about search engine technology and trends
- [SEO Explained by Common Craft- YouTube](#)

TMS - Tag Management System / Keyword Optimization

- [Tag Management System](#)
- [Google Tag Manager](#)
- [Google AdWords Keyword Planner](#)
- [Keyword Optimization](#)
- [Adobe Analytics](#)

List

Branding Tools

Developing Business Strategies for Brand / Market Performance

Reporting Structures

- [Scenario Analysis/ Planning](#)
- [Predictive Analytics](#)
- [Success Metrics](#)
- [Measuring Brand Awareness](#) (Impressions, Customer Engagement, Reach & Frequency)
- [5 Tools to Measure Social Media ROI](#)

Website / Webpage Testing

- [Heat and Click Mapping](#)
- [A/B Testing + Clickmaps = Awesomeness](#)
- [Is A/B Testing Useful Just For Digital Marketing?](#)
- **A/B Testing** (Can be Expensive) - [Comparing two versions of a web page](#)
- [Traffic is Currency](#)
- [Improve ROI?](#)
- [SEM & A/B Testing](#)

List

What For?

- **Brand** Management
- **Brand** Identity
- **Brand** Recognition
- **Brand** Awareness
- **Brand** Personality & Voice
- **Brand** Equity
- **Brand** Loyalty
- **Brand** Health & Sales

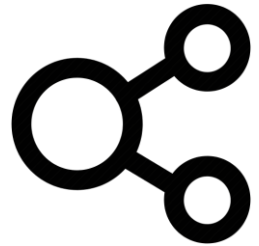
Brand Success

Building

Blocks

Personal Brand

- **Design is one of the tools** to gain attention, create an impression, and to draw people to your brand (marketing funnel).
- **You need other tools** in your marketing (or business) plan, for your brand to succeed.
- **Be resilient-** consider touch points when marketing yourself.
- Think about **odds and probability** when approaching leads and entering competitions.
- Use a **20 to 1 rule-** each “no” as one step closer to a “yes”



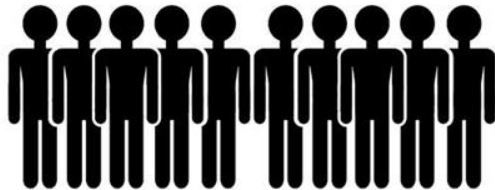
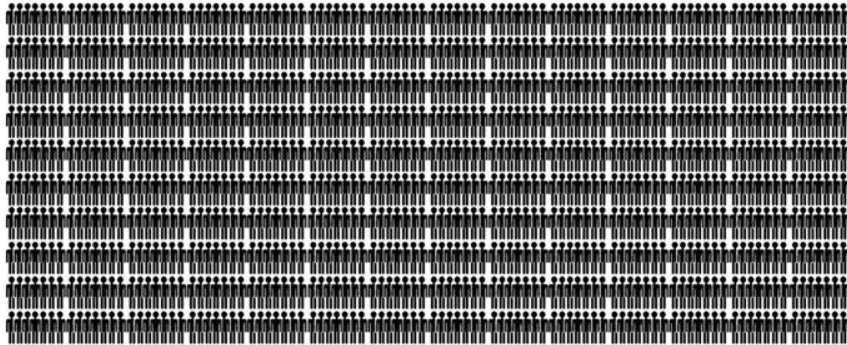
Connection

Odds Funnel



POS- Point Of Sale

ROI- Return On Investment



Local



Hugo & Nate Confections

- Quality Product
- **Strong Word of Mouth**
- [Behind the Biz- Ep 9. Amede Lamarche, Owner of Hugo and Nate Confections shares one of a kind Artisan Caramels](#)



Astrodog Media

- Quality Product
- **Creative Branding & Marketing Ideas**
- [Demo Reel](#)

Case Studies

About us



Hugo & Nate Confections

Grown up candy for the kid in all of us.

Made one small batch at a time with nothing more than a copper pot and a wooden spoon, each caramel is two bites of buttery bliss. Named after our boys, we started the company as a fun summer project to teach the boys about running a business. Soon the caramels developed a passionate following of caramel lovers everywhere. Melt in your mouth flavours include: fleur de sel, chocolate, coffee, harvest apple, and vanilla/bourbon.

Hugo & Nate Confections are Canadian caramels made in the French tradition.

If you want the best caramel, you just found it.

Produced exclusively in Kitchener-Waterloo, Ontario, Canada.

<https://www.hugoandnate.ca/>

Products

All by the jar In bulk



Artisan Caramels, by the jar — \$10.99



Artisan Caramels, in bulk — \$24+

Our retail partners

Vincenzo's, *Waterloo, ON*

Whole Foods, *Ottawa, Yorkville, Oakville, ON*

Legacy Greens, *Kitchener, ON*

McEwan's, *Toronto, ON*

Pusateri's, *Toronto, ON*

Bailey's Local Foods, *Waterloo, ON*

Ambrosia Pastry Co., *Waterloo, ON*

Sparrowbox Gifting Studio, *Calgary, AB, Toronto, ON*

Black & Smith Country General, *Ancaster, ON*

Duchess Provisions, *Edmonton, AB*

Bradshaws and Kitchen Detail, *Stratford, ON*

G. I. Andrews, *Winnipeg, MB*

The Dover Cheese Shop, *Port Dover, ON*

Farmhouse Artisan Cheese, *Oakville, ON*

Relish Cooking Studio, *Waterloo, ON*

Edible Canada, *Vancouver, BC*

Maker's Crate, *Mount Pearl, NL*



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MORE VIDEOS

Creative Branding & Marketing



- **Video game** based on brand logo
- **Beer can rocket** based on brand theme & personality



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)