

Be Heard in a Noisy Marketplace by Living out Your Brand Story

Cross the bridge from volume to value by living out your brand story in every aspect of your marketing and communications.



www.proclaiminteractive.com | 910.795.4143

It Starts with Brand

“Brand is the **perception** someone holds in their head about you, a product, a service, an organization, a cause, or an idea. Brand building is the **deliberate** and **skillful** application of effort to create a desired perception in someone else’s mind. It has three basic elements: **what**, **how**, and **feeling**.”

Jerry McLaughlin

Reality Checked with the UVP (Unique Value Proposition)

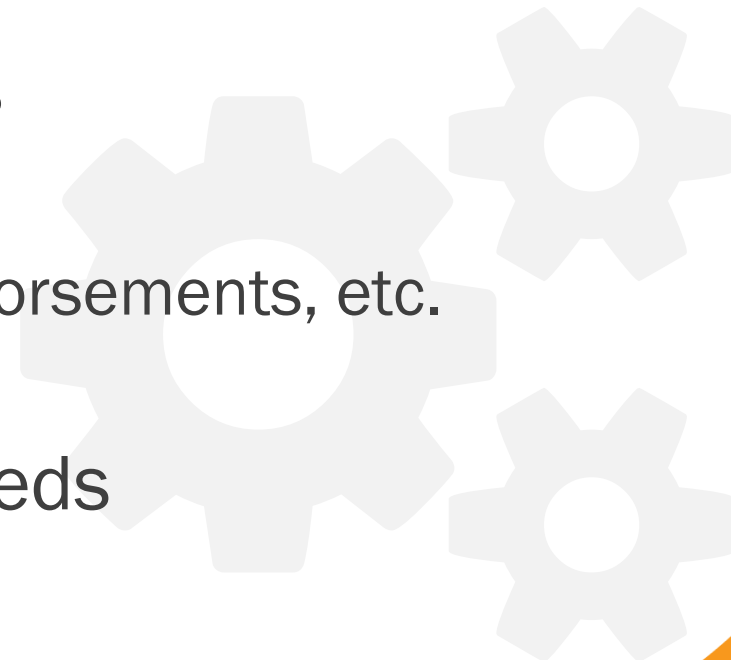
- Reflects your **brand**
- The thing you do **differently** or better
- How this brings **value** to your patient
- Who your **patient** is
- What **problem** is solved
- How this is **shared**



Traditional Marketing Strategy

- Communicate UVP attributes
- Prove superiority
 - Test results, testimonials, endorsements, etc.
 - Branding
- Meet the market's stated needs

This still works, but there is a problem....



U.S. Messaging Problem

- 1 Exabyte in 2004 grows to 766 in 2014 >
- Lifetime in 1900 = Issue of NY Times Today
- Exponential growth in required decisions >>
- “Always on” mentality

Sources

- *Future Shock* (Toffler)
- *Margin: Restoring Emotional, Physical, Financial, and Time Reserves to Overloaded Lives* (Swenson)

The Impact

Increased

- Anxiety
- Distraction

Decreased

- Attention span
- Disposable time
- Patience



In response we:

- Filter as a survival instinct
 - How we check email
 - Facebook filters 1500 to 120
- Don't tolerate general messages

Sources

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2017+ Brand Success

- **Narrative, tell your story!**
- Razor focus / clear UVP
- Simplify complexity
- Authentic
- Anti-commodity
- Reduce friction



Why? The Science of Story

- Brains are designed to keep us alive on as few calories as possible.
- Focus on things and issues that will threaten our life.
- Story engages a part of the brain not concerned with calorie conservation.
- Story drives **feeling**, which is the ultimate goal of brand!

Telling Your Brand Story

- Characters
 - Hero / Protagonist
 - Enemy / Antagonist
 - Buddy / Foil
- Characters desire something
- Struggle or conflict
- Climax and resolution
- Created authentic emotion
- Aligns with brand



Learning from the Best

come on a journey with us

<https://www.youtube.com/watch?v=ybRXPWdZHxW>

Case Study: Brand

What

Thirst Quenching

The Coca-Cola logo is displayed in its signature red script font.

How

Soft Drinks

Feeling

Happy, Fun

Case Study: Story



Hero

Consumer

Struggle

Life Challenges

Emotion

Happiness

Desire

Fulfillment

Climax

Fall in Love

Climb Mountain

Soldier Returns

Coke....Taste The Feeling

Volunteers?

Brand

What

How

Feeling

Story

Hero

Desire

Struggle

Climax

Emotion

The Problem with Story

- We need to be **Story DOing**, not story telling.
- Watch the “ad scent.” Unauthenticity is brand poison.
- Misalignment with brand.
- Feeling is fickle.


The Tactic

Tell your story

- At the office
- In the community
- Across the web
- On social networks
- Within inboxes
- Online/offline
- **At every interaction**



How?

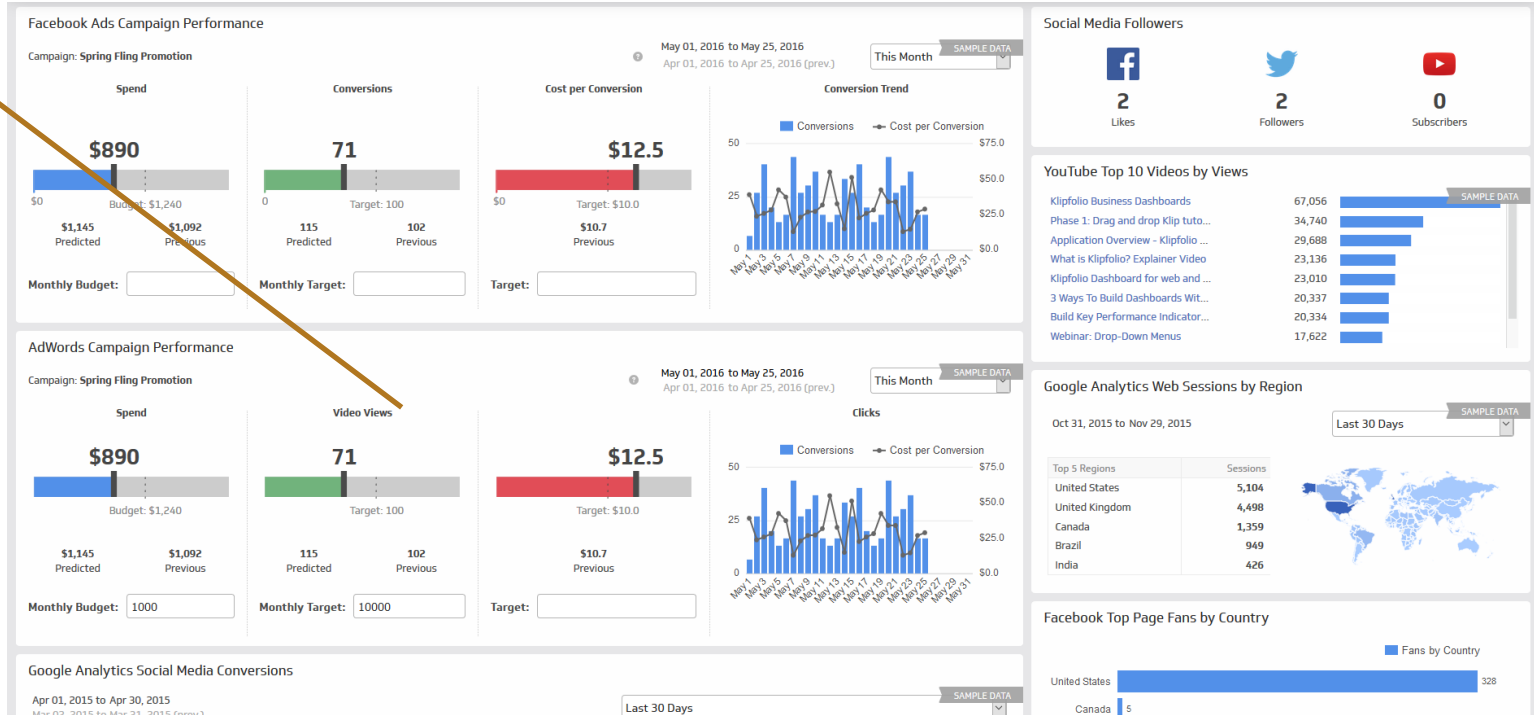
- Tools are tools, not answers.
 - Skilled and organized storyteller leads effort.
 - Create content to be omnichannel.
 - Mobile first.
 - Give a video option.
- 

Metrics

- Look past conversion as an appointment request
 - Identify varied conversions along the decision path
 - Call tracking
- “Aye Aye Captain”
 - I hear
 - I understand
 - I will do it
- Interactions
- Fan and advocate sharing

But, did they share?

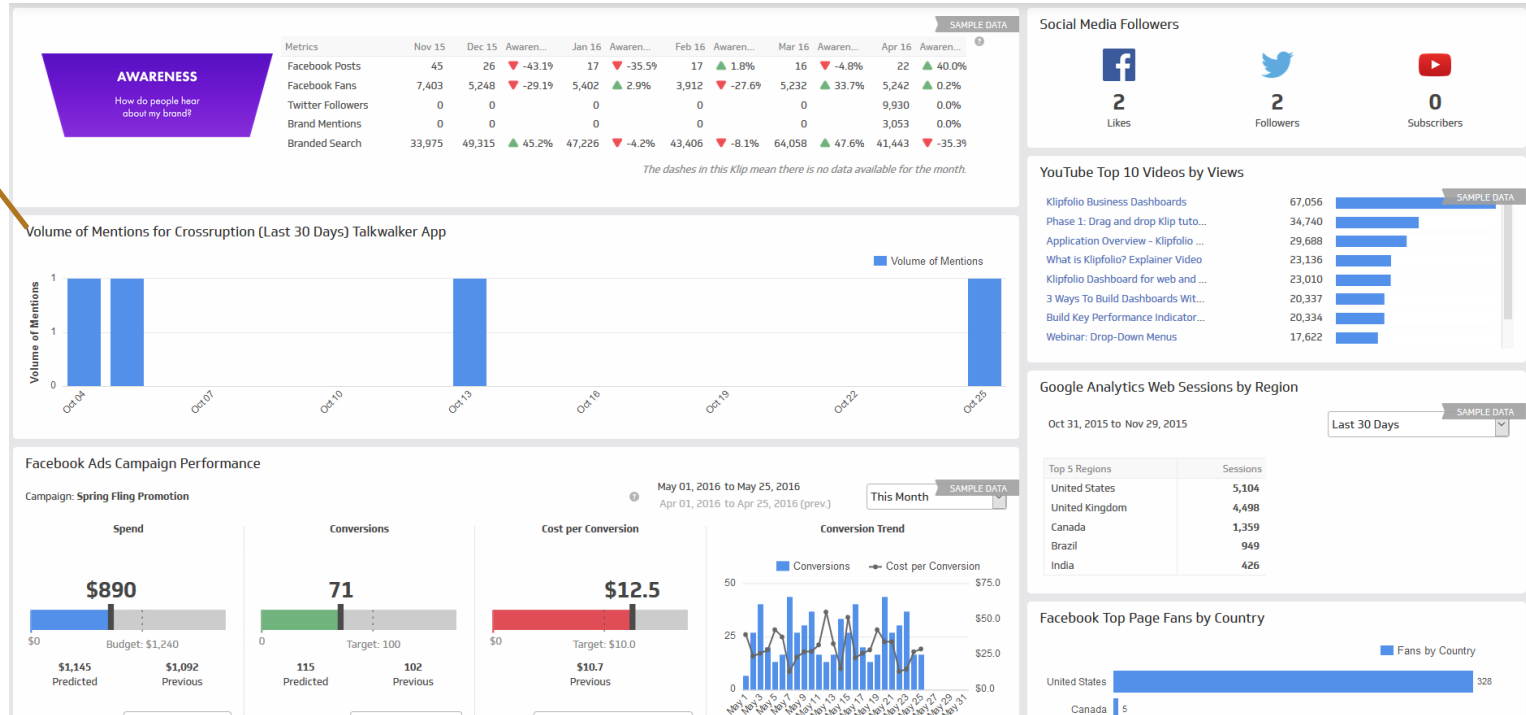
Example Dashboard



<https://app.klipfolio.com/published/57e4c564932c3df1c72ff78c4f993cae/crossruption-sample-dashboard#>

Yep, they did
Something!

Better Alternative



<https://app.klipfolio.com/published/57e4c564932c3df1c72ff78c4f993cae/crossruption-sample-dashboard#>

Questions?

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How Proclaim Helps

Agency of Record

We “own the brand” and shepherd it to ensure consistently powerful delivery of the story across all channels

Service Provider

We supplement your marketing team by providing individual services on an as-needed basis



Proclaim Services

Design

- Logo/Identity
- Website
- Print
- Display
- Mobile app
- Web app
- Ecommerce

Marketing

- Brand management
- Search engine optimization
- Email marketing
- Social media marketing
- Reputation management
- Pay-per-click advertising
- Media buying & strategy

Media

- Photography
- Video
- Virtual tours
- Writing
- Blogging

Benefits of Proclaim

- Staff **focuses on most productive tasks**
- Marketing is **more effective** because services are provided by specialized experts
- A **proven** record of award-winning success
- Deep **interactive** expertise
- Executed by **people**, not a program

