

# 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](http://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)

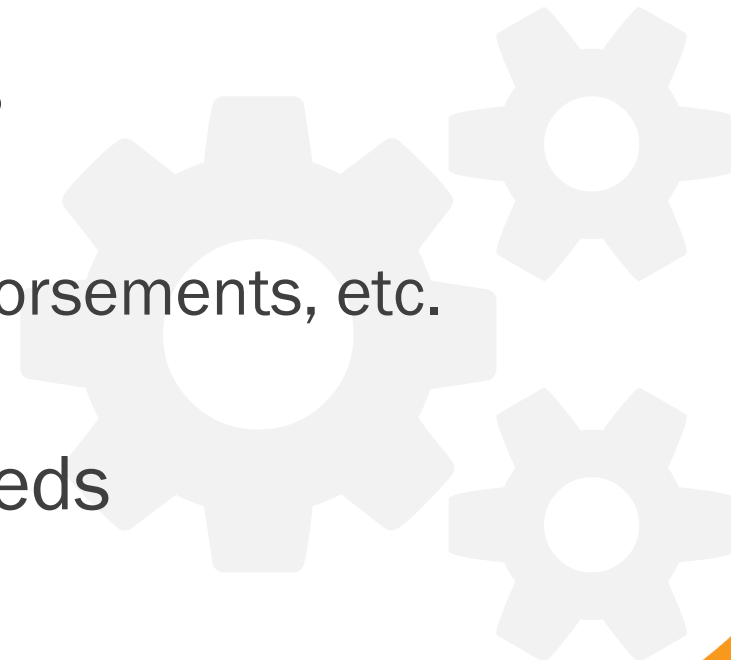
- Reflects your **brand**
- The thing you do **differently** or better
- How this brings **value** to your patient
- Who your **patient** is
- What **problem** is solved
- How this is **shared**



# 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



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.
- 

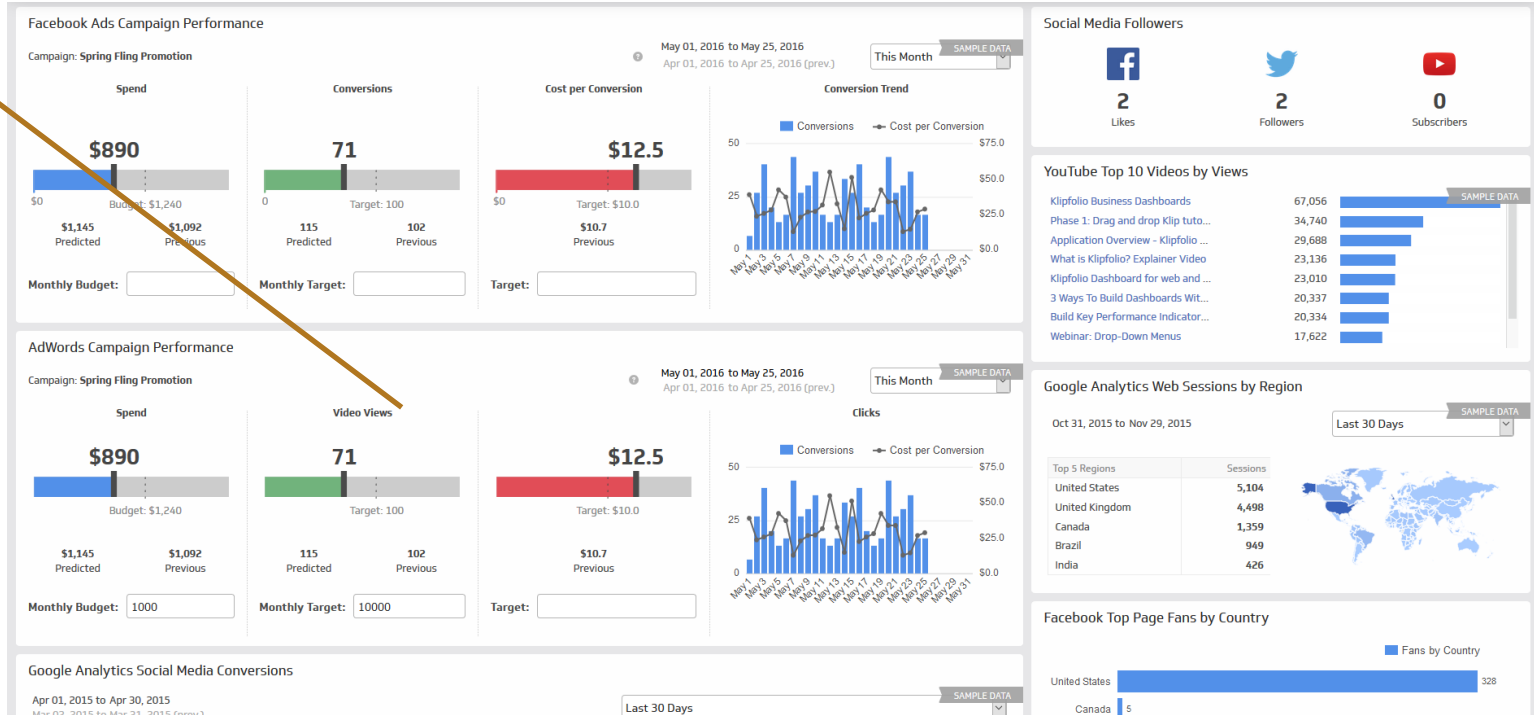


# Metrics

- 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?

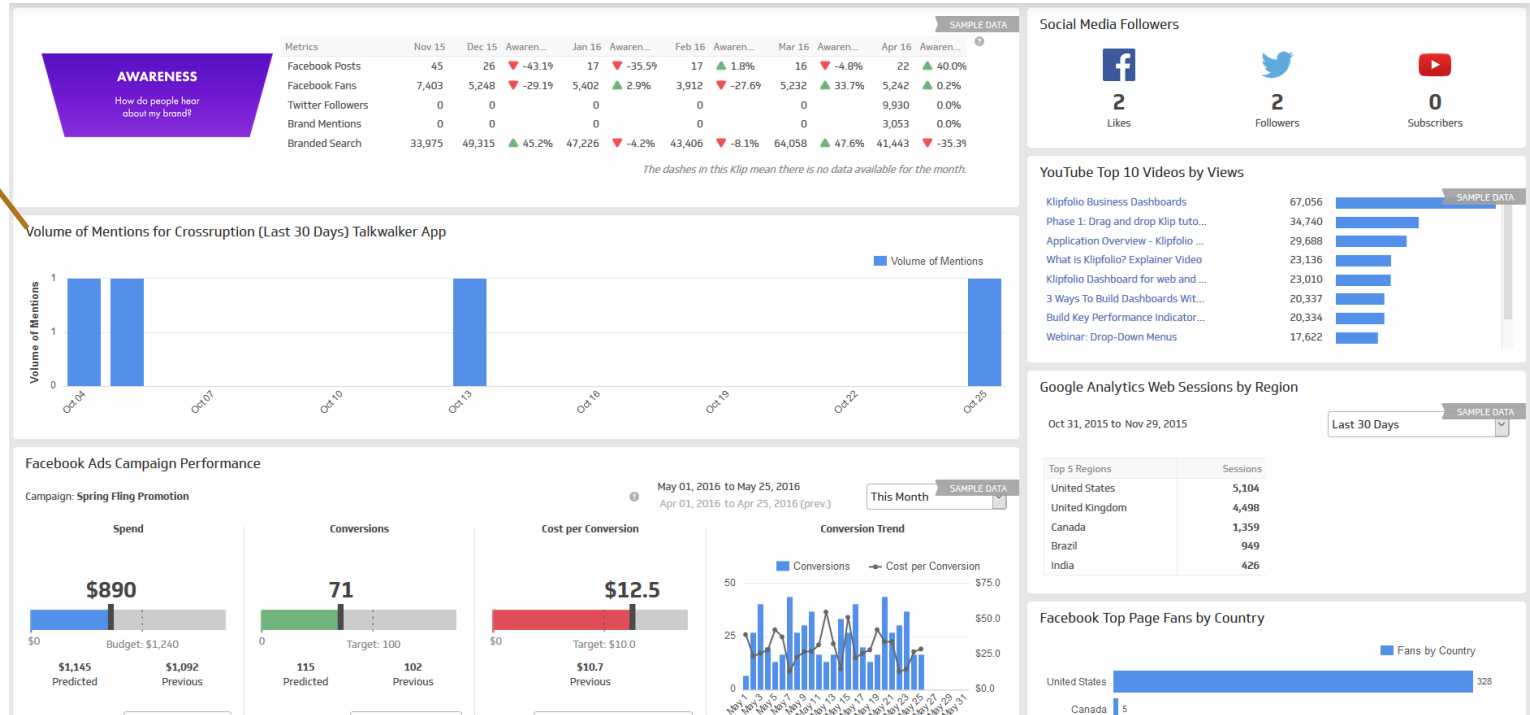
# Example Dashboard



<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