



# Branding and Marketing

**ONCOR RESIDENTIAL PROGRAMS KICK-OFF MEETING**

**December 11, 2014**



# About Us

Marketwave is a 16-year-old national strategic marketing agency.

- Strategic Planning
- Branding
- Marketing (digital, traditional, experiential)
- Public Relations
- Creative & Design
- Social Media



# What We'll Cover

## Branding

- What it is
- Why it's important
- How you develop it

## Marketing Your Business

- Online
- Social media
- Onco collateral

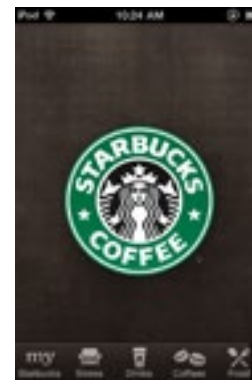


# What is a brand?

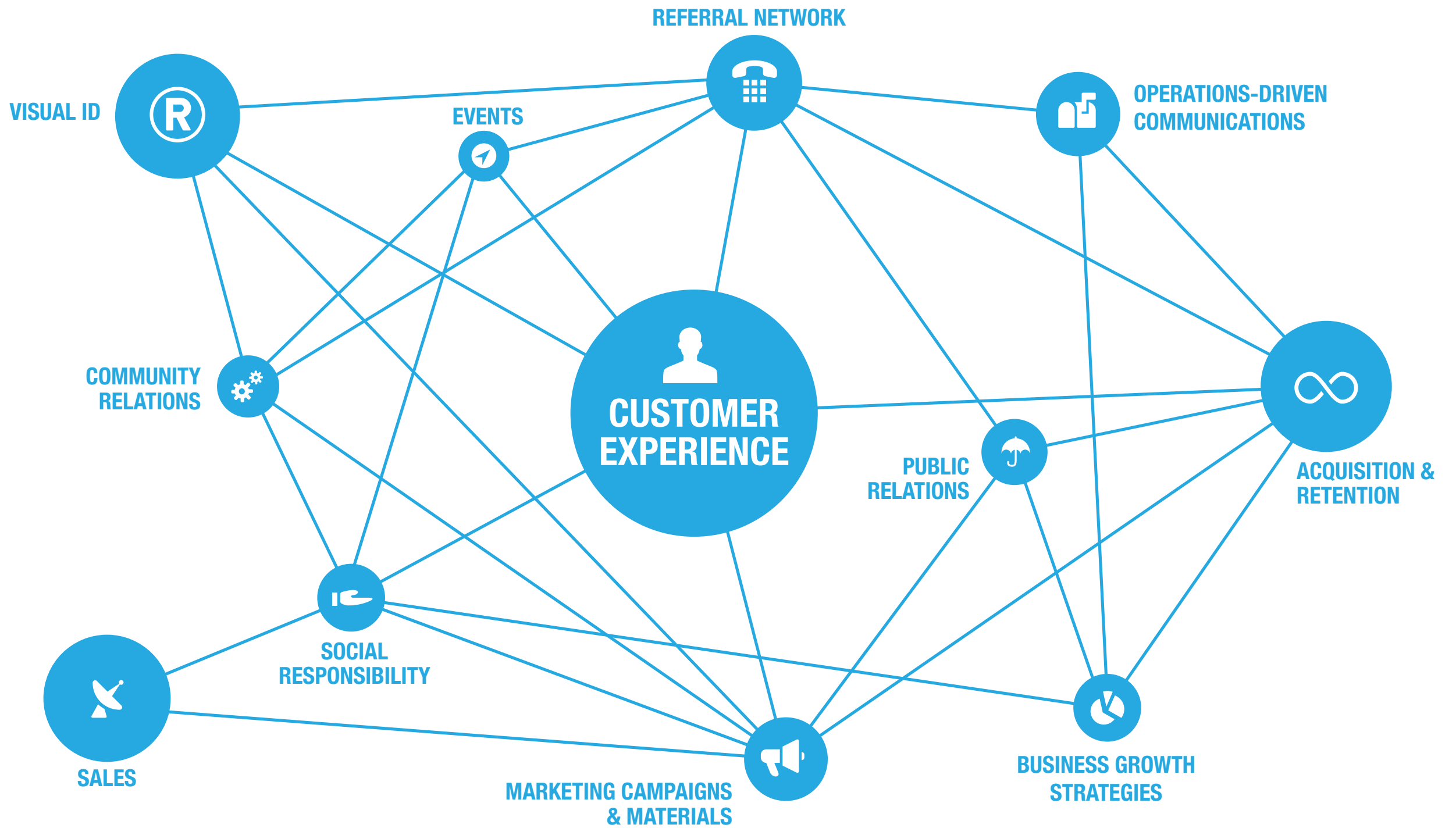
A brand is the essence or promise that a product, service or company will deliver or can be experienced by a customer, client or consumer.



identity



brand



**IT ALL COMES BACK TO BRAND.**



# Why It's Important

- Build awareness of your business
- Create understanding of product/service
- Create customer loyalty
- Drive sales



“I must say, you’ve been a loyal customer base.”



# What is your brand?

- What you offer
- Why you offer it
- How your offering is different and better
- What promise or set of promises you make to all who work with and buy from your business





Brand

**Walmart** 



Brand



**TOYOTA**



# Developing Your Brand

- Determine core competencies
- Conduct your own research
- Develop core messages
- Know your target audience
- Create a look and feel



# Core Competencies

key competitive strengths that  
provide a customer benefit,  
differentiated from competition and  
scalable



# Determine Core Competencies

- What do you do best?
- What do you do better than others?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?



# Examples of Core Competencies

## Google

- Simplicity
- User focus
- Ease of use

## McDonald's

- Consistency in price
- Consistency in taste
- Locations

## Apple

- Innovative design and tech
- Quality
- User-friendly





# Know Your Audience

- Who is your brand trying to connect with?
- Look beyond demographic and to their mindset – what do they think and what do they have in common?



# Create a Look and Feel

- Logo
- Tagline
- Website
- Collateral
- Branded items



# Marketing Your Business



# Small Businesses Online

- 80% of consumers use local search engines to find local business information
- Half of mobile searches result in a call or visit within 24 hours
- 88% of consumers say they trust online reviews as much as personal recommendations
- 6 out of 10 small businesses have no online presence and are missing opportunities



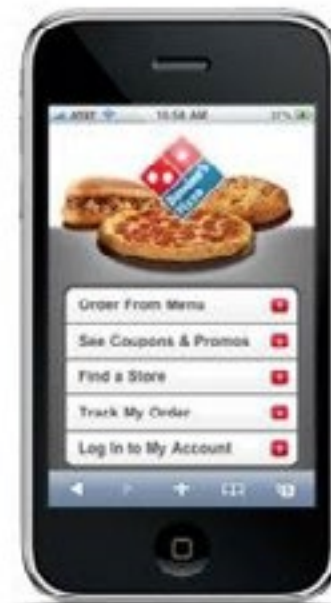
# Online Directory Tips

- Claim local listings for Google+, Google Places, Yelp, Better Business Bureau, Yellow Pages, etc.
- Ensure listing information is accurate and consistent across all listings
- Ask for and monitor customer reviews



# Website Tips

- Have a website; make it mobile-friendly
- Use accurate phone numbers, addresses and other key information on the website
- Make a strong first impression



**Mobile Website**

VS



**Standard Website**



# Social Media

- Start small; choose 1 or 2 social sites and spend 15-30 minutes a day posting and managing
- Focus on several key messages; be consistent across social media sites
- Respond to customer feedback, even if it's negative





# Collateral

## Oncor-approved materials on oncoreepm.com

- Door hangers
- Flyers





# Resources

## **[ducttapemarketing.com/](http://ducttapemarketing.com/)**

- This site offers an advice blog, a weekly podcast and marketing courses from best-selling author and marketing consultant extraordinaire John Jantsch.

## **[smallbiztrends.com/](http://smallbiztrends.com/)**

- Coverage on the latest trends in small business, advice columns and product reviews. Learn from fellow small business owners who have found success.

## **[entrepreneur.com/](http://entrepreneur.com/)**

- Whether you want your small business to remain small or grow into a franchise, it's always best to learn from the pros. Visit [entrepreneur.com](http://entrepreneur.com) for business advice from some of the biggest business owners in the world.

## **[fitsmallbusiness.com/](http://fitsmallbusiness.com/)**

- This site is filled with marketing, managing and financing advice to help get your business into shape.

## **[inc.com/](http://inc.com/)**

- While not always focused on small business, this site publishes interviews with CEOs, covers the latest business trends from all industries and offers sound business advice across the board.





# Resources

## **[sba.gov/](http://sba.gov/)**

- The U.S. Small Business Administration is not only a great resource for successful small business advice but also offers articles with legal advice.

## **[smallbizsurvival.com/](http://smallbizsurvival.com/)**

- All about small business marketing in rural areas, this blog offers great social media marketing advice that even city slicker small business owners could learn from.

## **[projectsocialize.com/ps-blog/](http://projectsocialize.com/ps-blog/)**

- So you want to get into social media, but don't know where to start? Or maybe you're already online and want to amp up your existing profiles. Either way, the Project Socialize blog has you covered with all the social media information you could need.

## **[damniwish.com/](http://damniwish.com/)**

- Full of quirky and useful marketing ideas from the smartest marketers. Damn I Wish! comes from best-seller Andy Sernovitz who believes word of mouth can turn any small business into a great small business.

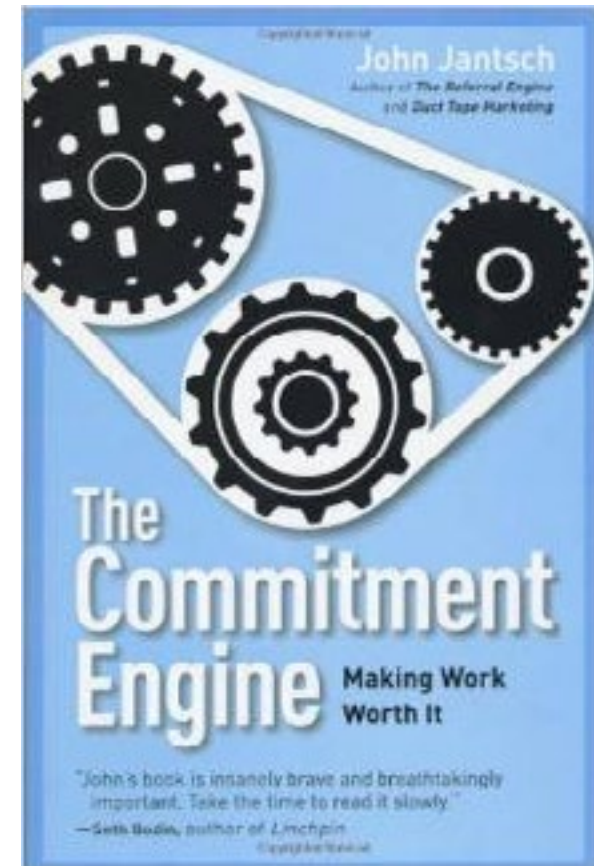
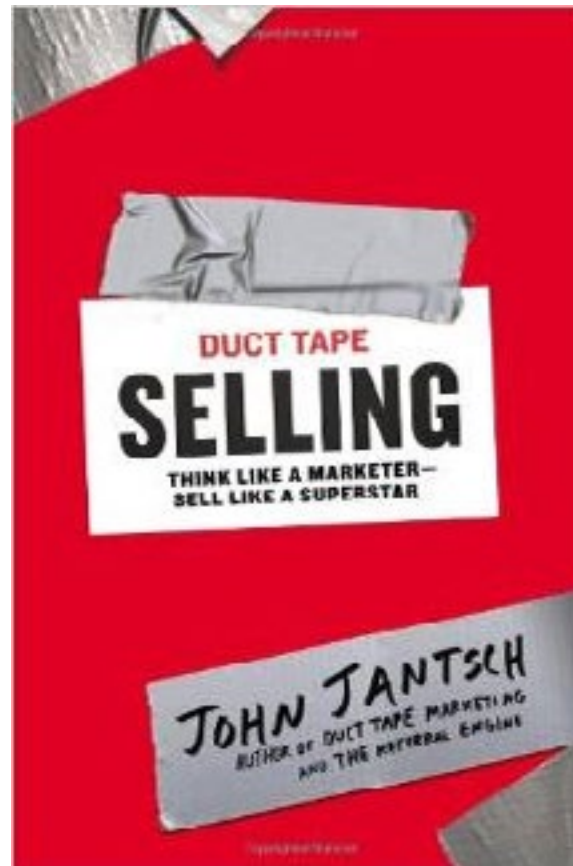
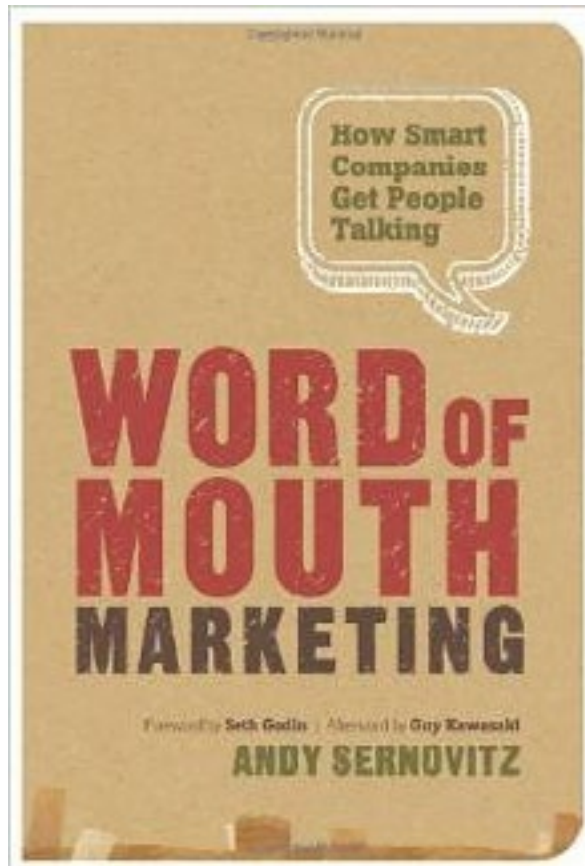
## **[sethgodin.com/](http://sethgodin.com/)**

- Seth is the author of 17 best-selling books and his blog is one of the most popular in the world. He writes about the ins and outs of marketing and how ideas spread.





# Book Giveaways!





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