



## Branding and Sponsors

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### ***What You'll Learn***

- Branding strategies for the new economy
- The most important part of your brand
- Why you need branding
- 3 types of branding
- How branding is different than marketing
- Cause related marketing
- Branding mistakes
- How to use social media to strengthen your brand
- Action Plan: Play the Branding Game

### ***Definition of Branding***

Your company's image including

- Name
- Logo
- Web Site and Social Media
- Packaging
- Advertising
- Customer service

### ***Why Do You Need Branding?***

- Attract more clients
- Grow sales
- Establish credibility
- More successful with sponsors
- Stay memorable
- Increase word-of-mouth
- Stand out from the crowd
- To create emotional connections
- If you don't brand yourself, other people will



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### **3 Types of Branding**

1. Me-too
2. Me-special
3. Me-only

### **Difference between Marketing and Branding**

- Branding comes first.
- You need to know your brand strategy before you design your web site, business cards, packaging, social media and marketing materials.

### **Branding is a Goal of Sponsors**

- You need to understand branding to be successful with sponsors.
- Sponsors fund people who know how to handle a brand image.

### **Emotional Branding**

- Show your human side.
- People don't think there are many differences between brands, so you need to create emotional ties.
- Once you've created an emotional bond, don't mess with it.

### **Lovemarks**

Vital companies you recommend to others. Examples are Dove, Whole Foods and Zappos





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### ***Cause Related Marketing***

People feel better about buying from companies that give back to the community



### ***Most Important Part of Your Brand***

The most important part of your brand is your integrity.

### ***Branding Mistakes***

1. Branding on price
2. Trying to please everyone
3. Not knowing who you are
4. Me-too and generic branding
5. Unprofessional branding
6. Not committing to your branding



# SUCCESS WITH CORPORATE SPONSORS

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### ***Branding Words***

Car Safety



Bandage



Facial Tissues



### ***Branding Doesn't Need to be Expensive***

Spanx doesn't buy advertising. They are a cult brand.





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### ***Branding Blunder: Don't Try to Be Too Cute***

Dog Poo, Herbal Shampoo for Dogs



### ***Even Successful Brands Can Make Mistakes***

Harley Davidson Eau de Toilette



Gerber Singles for Adults

Flavors:

- Pureed Mediterranean Vegetables
- Chicken Madeira
- Blueberry Delight
- Creamed Beef





## SUCCESS WITH CORPORATE SPONSORS

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#### ***Branding on Social Media and Your Web Page***

- Do special designed social media pages.
- Include your logo and business name with your profile photo.
- Include your mission statement and community activities in your profile.
- Post frequent videos and posts about your brand.
- Include your brand in podcasts and blog posts.
- On your web site, have downloadable photos, bio and logo.

#### ***Action Plan: Play the Branding Game***

1. What makes my business different?
2. What are the benefits of my business?
3. How do I solve people's problems?
4. What do customers say about my business?
5. How can I create an emotional connection?



**Linda Hollander** has been featured by Entrepreneur and Inc Magazines as the leading expert on corporate sponsorships. She is the CEO of Sponsor Concierge and the Founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, Microsoft, American Airlines, Bank of America, Epson, Staples, Wal Mart, and IBM. She consults with businesses on how to increase their profits and get sponsors.