

A vintage map of Southeast Asia is shown with a wooden ruler placed over it. The map includes labels for 'HAWAII LAND', 'Bangkok', 'CAMBODIA', 'SOUTH CHINA', 'SEA', 'Y S I A', 'Kuala Lumpur', and 'Kuala Lumpur'. The ruler is positioned diagonally across the map.

# BUILD A WORLD-CLASS BRAND

Presented by Erica Nicole  
Founder and CEO at YFS Magazine  
Learn more at [ericanicole.com](http://ericanicole.com)

# Meet Erica Nicole

Erica Nicole is the founder and CEO of **YFS Magazine** — the definitive digital magazine for startups, small business and entrepreneurship culture.

- As a leading female entrepreneur and small business influencer she's on a full-tilt mission to make entrepreneurship accessible.
- Along the way she became a global keynote speaker, brand ambassador, columnist and advisor. Learn more at **[Ericanicole.com](http://Ericanicole.com)**.



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# BRAND CLARITY

What Every Brand Should Know



# LIQUID ASSETS



# Branding... Like no other



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**12.8 bn**

Gallons sold, 2016

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**A product can be easily copied by other players in a market, but a brand will always be unique.**

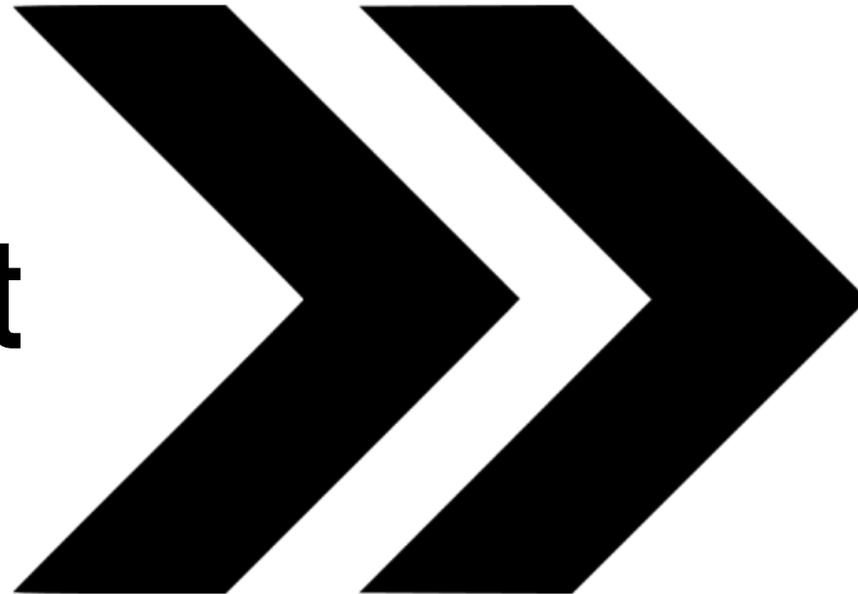


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# Brand Destination... Re-routing

**Build**  
**Connect**  
**Grow**



- Insights
- Brand Dilemmas
- Build with Blueprints
- Connect and Eliminate Brand Challenges
- Grow with Top Brand Rules and Must-Have Tools

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# BRAND ROADMAP



# What is a brand?

- A brand is a **name, term, design, symbol**, or any other **feature** that identifies one seller's good or service as distinct from those of other sellers (American Marketing Association).
- A brand exists in the minds of your customers.
- A brand is the **sum total of impressions** a customer has, based on every interaction they have had with **you**, your **company**, and your **products**.

Your brand is an *interconnected* suite of expectations, experiences, promises, benefits, and identity symbols that **deliver your story to the masses.**

– Adrion Porter

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Your brand is what people say about  
**you when you leave the room.**

– Jeff Bezos, founder and CEO of Amazon.com

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**Your brand has an important story to tell. It relies on you to give it a voice.**



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# Turn data into actionable brand strategy

- When you know **why branding is important** and **what your customers expect**, simplicity and significance will follow
- Tap into external and internal data across every single touchpoint to inform your strategy

**77%**

77% of consumers make purchases based on a brand name.

[Source](#)



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**Meet**

# 45%

45% of a brand's image can be attributed to **what it says and how it says it.**

[Source](#)



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**In order to be  
irreplaceable  
one must  
always be  
different.**

– Coco Chanel



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# 50%

50% of consumers  
feel like most brand  
communication is  
irrelevant.

[Source](#)



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# 64%

64% of people cite **shared values** as the main reason they have a relationship with a brand.

[Source](#)



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# 48%

48% of Americans expect brands to **know them and help them** discover new products or services that fit their needs.

[Source](#)



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# 90%

90% of consumers expect that their experience with a brand will be similar across all platforms and devices.



[Source](#)

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# 48%

48% of respondents said it was likely that they would immediately unfollow a brand if it garnered press for poor customer service.



[Source](#)  
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# 57%

57% of people say unaddressed negative reviews are a good reason to “break up” with a brand.

[Source](#)



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2.1M

There are 2.1 million negative social mentions about brands in the U.S. alone, every single day.



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[Source](#)

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If you don't like what's  
being said, **change the  
conversation.**

– Don Draper, Mad Men

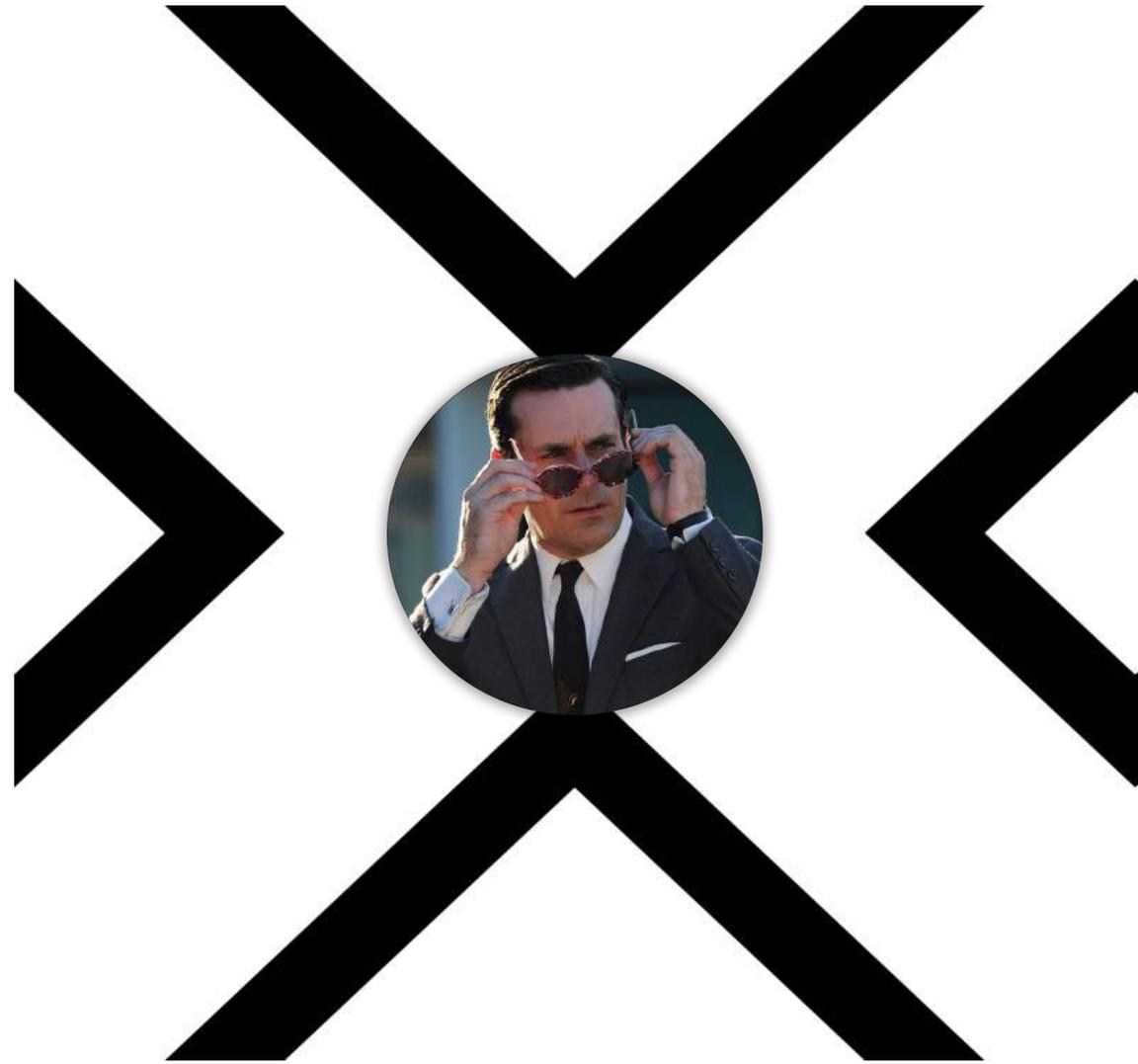


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**Make it simple,  
but significant.**

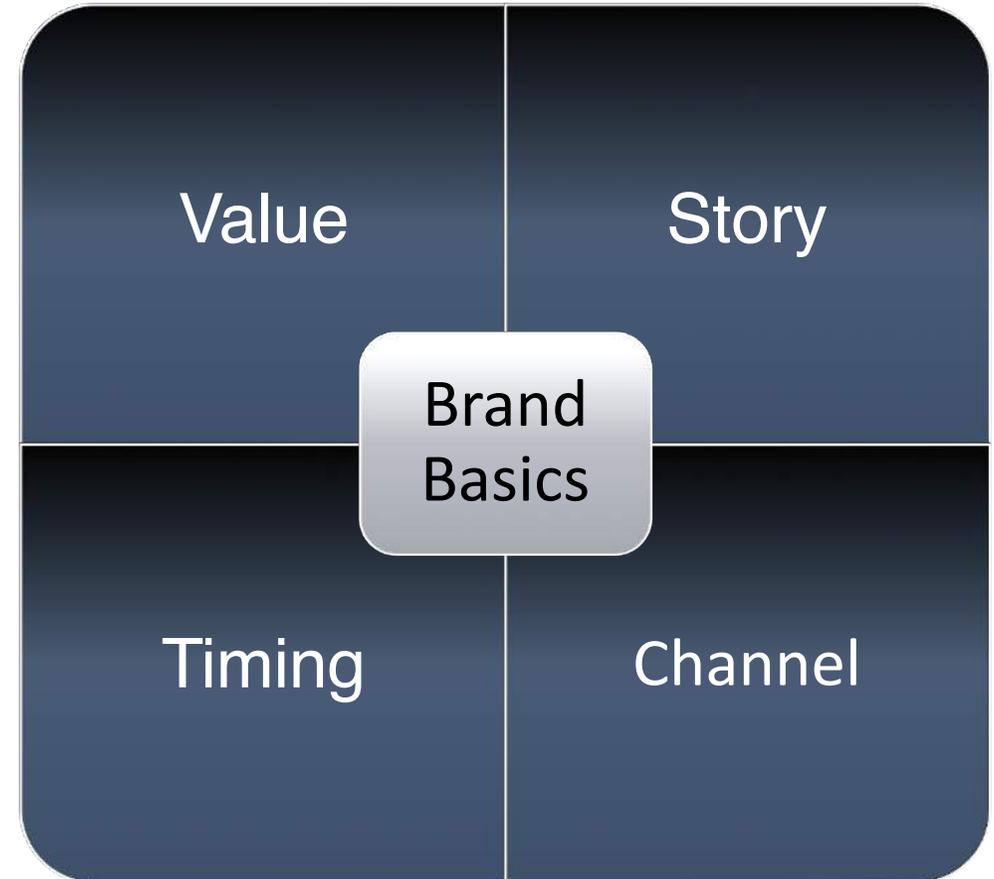
– Don Draper



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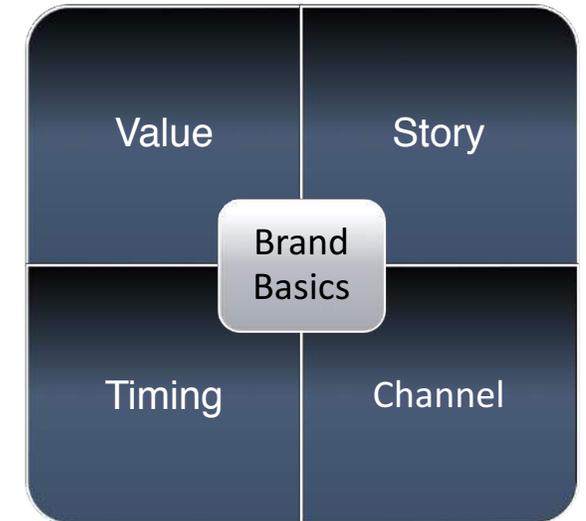
What you say, how you say it; when and where you say it are pivotal to **the brand called you.**

– Erica Nicole, founder and CEO of YFS Magazine



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Branding helps people quickly **identify** your business, and give them a reason to **choose you** over the competition, by **clarifying what your brand is and is not.**



– Erica Nicole, founder and CEO of YFS Magazine

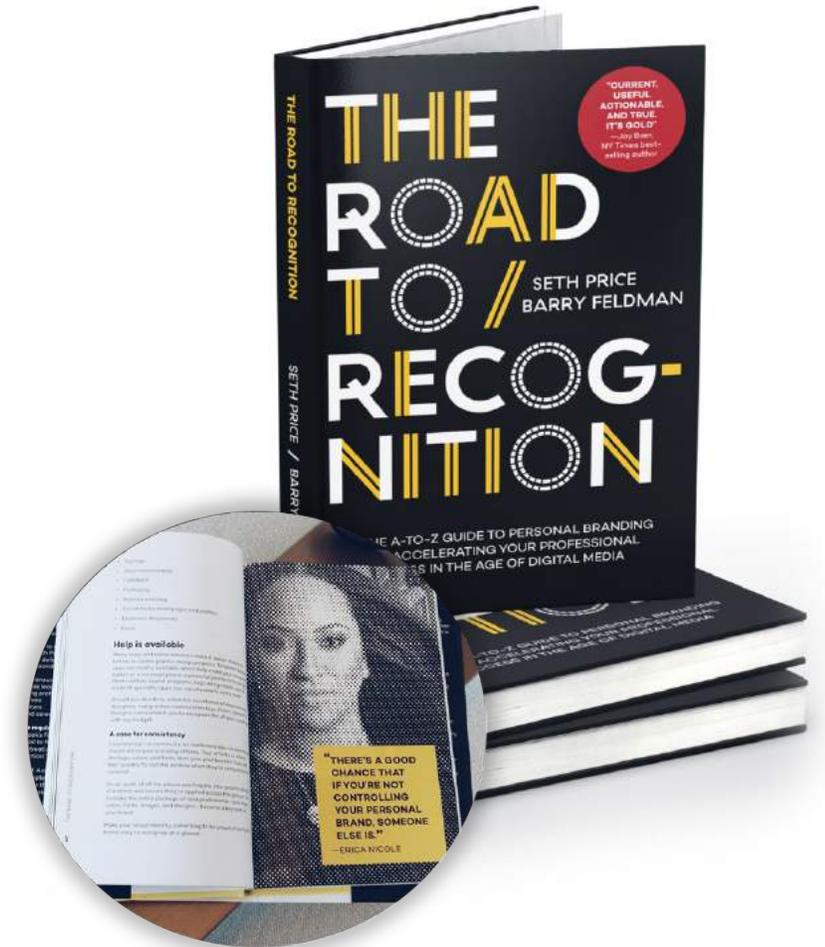
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There's a good chance  
that **if you're not**  
controlling your personal  
brand, **someone else is.**

– Erica Nicole, founder and CEO of YFS Magazine,  
*The Road To Recognition*



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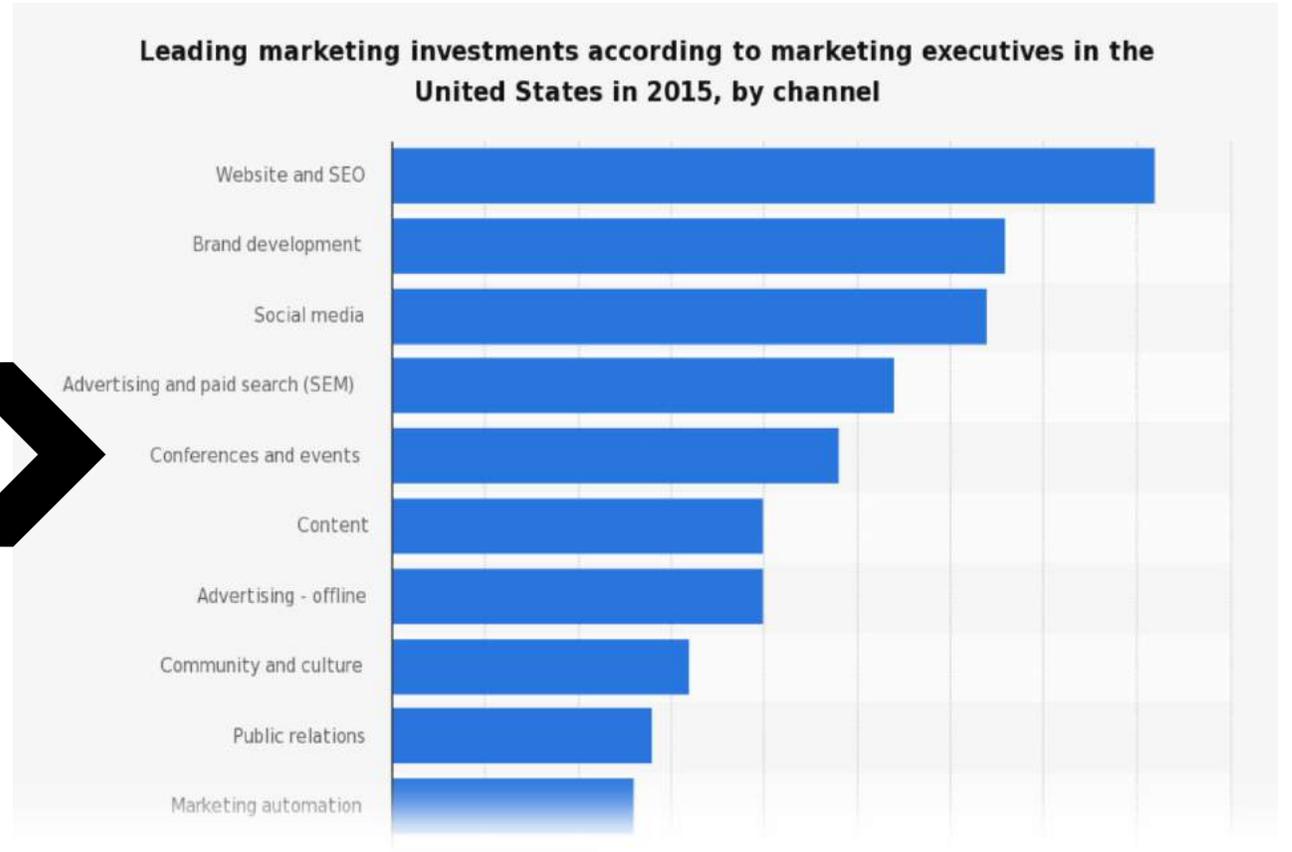


**BRAND DILEMMA**

# Who cares and WIIFM?

## Leading marketing investments by channel

Source: Statista



# Who cares and WIIFM?

Businesses that report increasing their brand building spending continually report...

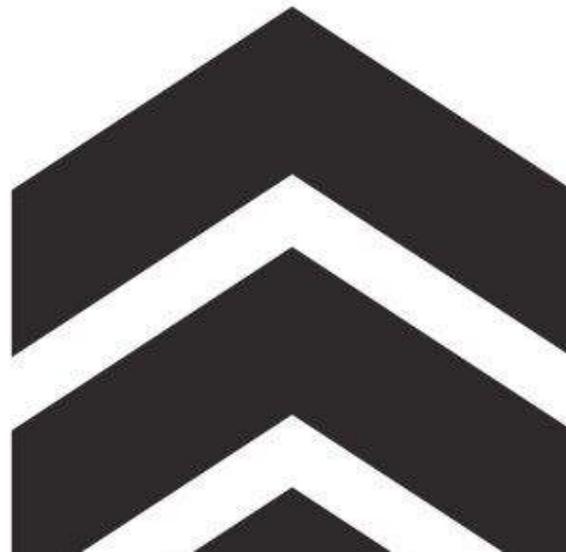
**Above average rates of improvements in inbound and outbound marketing impact and sales pipeline, among other marketing goals.**

Source: [Digital Branding Institute](#)

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# BUILD THE BASICS

Win In The Air And On The Ground



# Brand building is relevant and on the rise.

- CMOs and Global Marketers believe brand building is an important part of their marketing program.
- Among brand building strategies, **brand vision and mission, story and value proposition**, and **brand guidelines** are the most popular brand building strategies.

[Source](#)

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**Up to 90% of spend goes to advertising and retail promotions. Yet the single most powerful impetus to buy is often someone else's advocacy.**

– Harvard Business Review



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**Branding is a force multiplier that helps you get more done with the same amount of effort.**



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– Erica Nicole, Founder and CEO of YFS Magazine

# Why is branding so difficult?

**Branding  
is the ongoing  
management of  
consumer  
perceptions**

- A brand exists in the **minds of your customers.**
  - Remember: A brand is the sum total of impressions a customer has, based on every interaction they have had with you, your company, and your products.

**Branding is air  
war support for  
your tactical  
marketing  
troops on the  
ground.**



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**Air War.** Elevate awareness, thought leadership, and break through the clutter.

**Ground War.** Make tactical marketing dollars work smarter and maximize ROI.

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**If we lose the  
brand war in the  
air, we lose the  
war and we lose  
it quickly.**



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# Make a bold statement

**Value**

**Audience**

**Unique**

**Proposition**

**Start here.** Write a concise and compelling statement that answers: What do you do well (value), who do you serve (audience) and how you do it (USP)?

Be what will happen next.



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1. TO CHOOSE

Verb, transitive  
(from the Gothic *\*kausjan*, to taste)  
Def. 1. to adopt by preference.

2. TO DESIRE

Verb, transitive  
(from the classical latin *\*desiderare*)  
Def. 1. to wish or long for; want.

3. TO BE

Verb, intransitive  
(from the classical Latin *\*essere*)  
Def. 1. to exist, to have a reality.

Help people get closer to their  
passions.



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# VAN GOGH

the bedroom



**You can't do epic brands with boring messages.**



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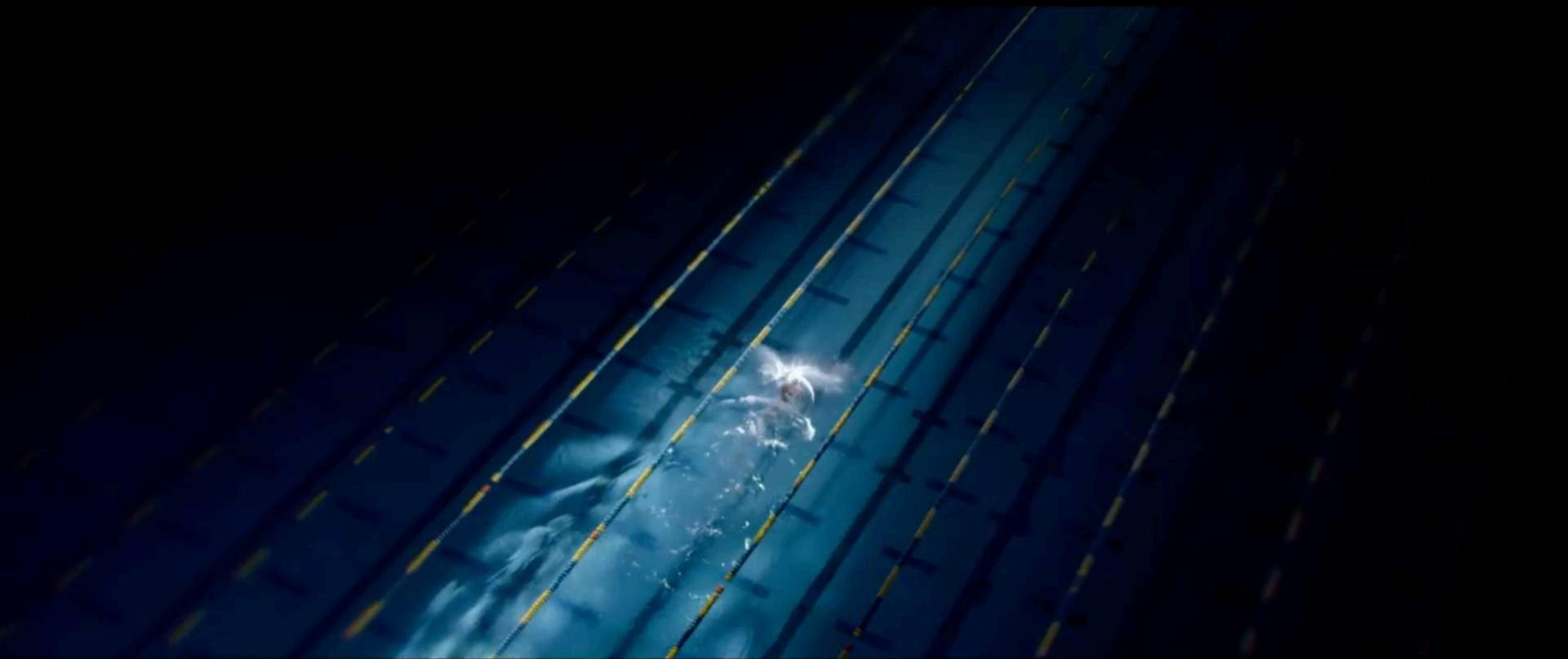


I got some safety tips

Your brand is your message to the world – make sure it's inspiring.



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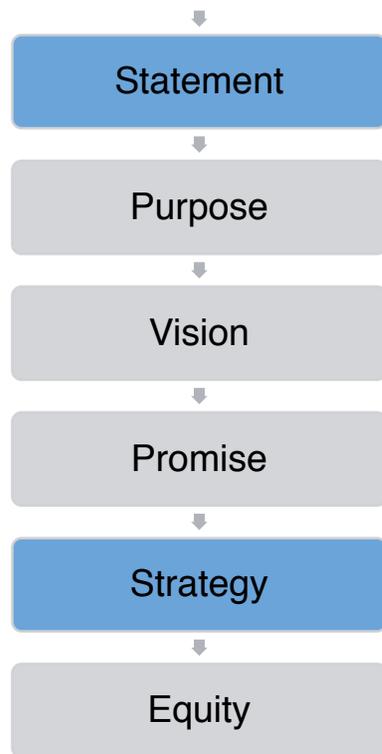
**When you attempt to be known  
for everything, you won't become  
known for anything.**

– Erica Nicole, Founder and CEO of YFS Magazine

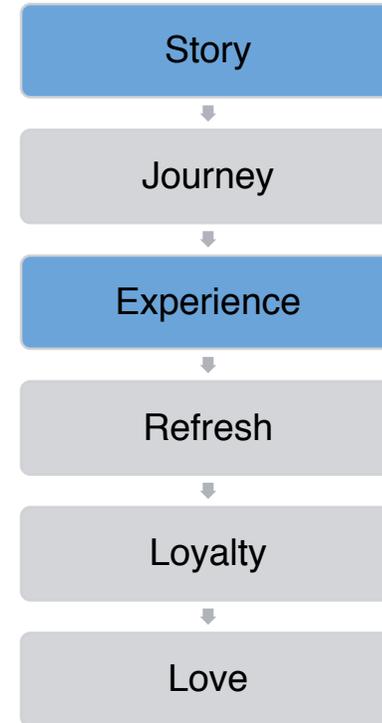
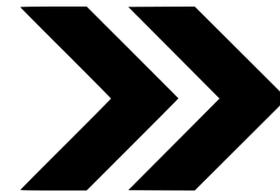
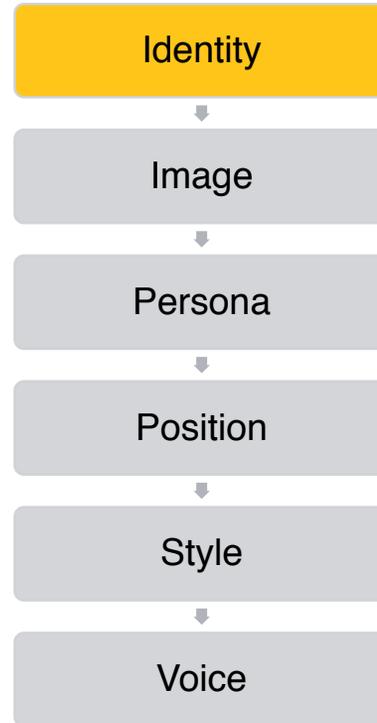
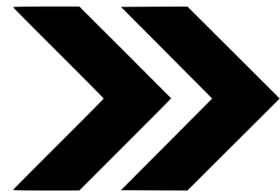


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# Create a brand blueprint



## Brand Air Support



# Build brand continuity

1-4

1. Build a niche audience
2. Communicate authentically, relevantly and consistently
3. Start and lead conversations in the right places at the right time
4. Track, measure and convert – everything

# Build brand continuity

## Build or refresh your niche audience

1

Define your top 3 customer avatars by:

- **Demographics** – age, gender, income, etc.
- **Psychographics** – personality type, preferences, etc.
- **Behavior** – similar likes and dislikes, sports, hobbies, etc.
- **(B2B)** – No. of employees, revenue, geo footprint, business type, DM's, budget, etc.

Use tools like **Google Analytics**, **Survey Monkey** and **Insightly** to gather data and insight

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# Build brand continuity

## Communicate authentically, relevantly and consistently

2

- Use **social listening tools** to drive authentic conversations: Sprout Social, Buzzlogix, Buffer, and Mention
- Stay relevant and attract qualified audience with targeted **content marketing efforts**. Track results with content intelligence tools like Chartbeat
- Create a **reach, frequency and timing** benchmark for each platform

**The internet has upended how consumers engage with brands. For marketers, the old way of doing business is unsustainable.**

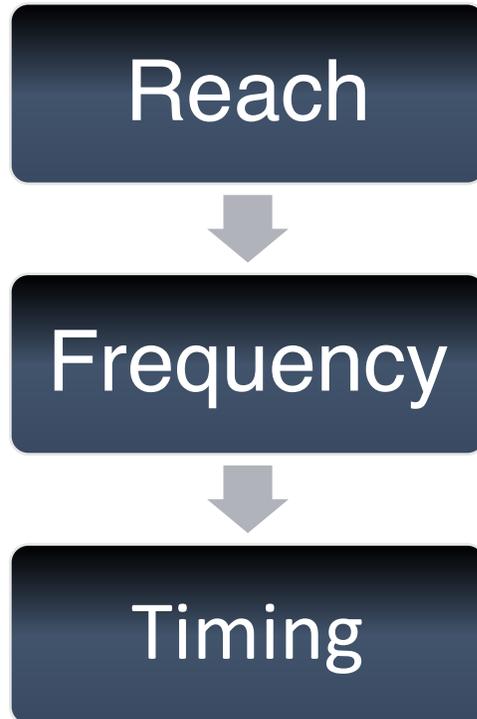
– Harvard Business Review



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# Build brand continuity



- On average, **5 to 7 brand impressions** are necessary before someone will remember your brand
- Brands that are consistently presented are **3 to 4 times** more likely to experience brand visibility
- 52% of consumers expect brands to know when **the right moments** are to communicate

Sources: [Pam Moore](#), [Lucidpress](#), [Cube](#)

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# Build brand continuity

## 3

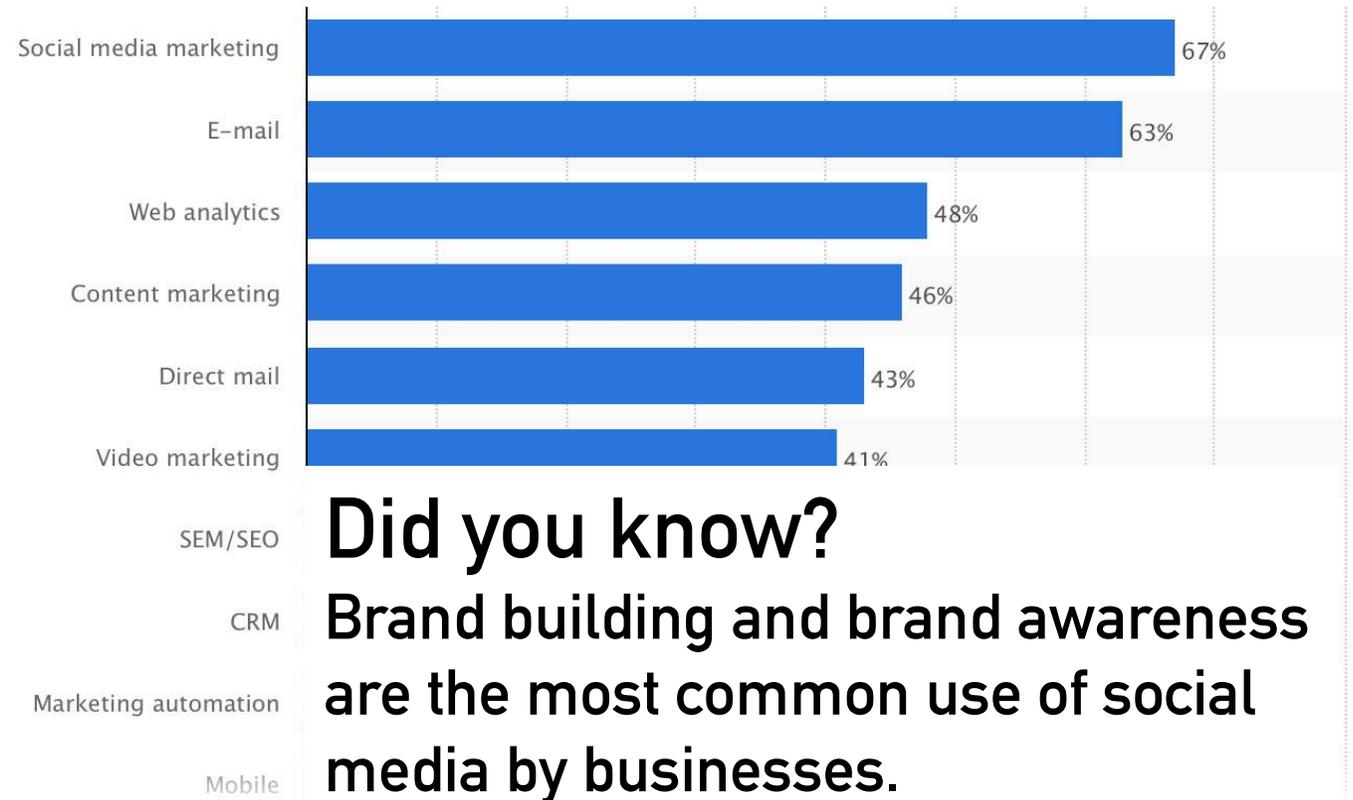
### **Start and lead conversations in the right place at the right time**

- Social Media
- News Media (PR)
- Content creation/distribution (Blogging, Online Video, Social Media, Webinars, Ebooks, Podcasting etc.)
- SEO and SEM
- Email Marketing
- Q&A sites (Quora)

# Build brand continuity

## 3 Leading marketing investments by channel, 2017

Source: Statista



[Digital Branding Institute](#)

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**A brand is a story that is always  
being told.**

– Scott Bedbury



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# Build brand continuity

## Track, Measure and Convert

# 4

- **Base Analytics:** Google Analytics, Survey Monkey, Insightly and Optimizely
- **Social Listening:** Sprout Social, Buzzlogiz, Buffer and Mention
- **Conversations:** Haro, Google Alerts, SEMrush, Contently, Textbroker and Chartbeat

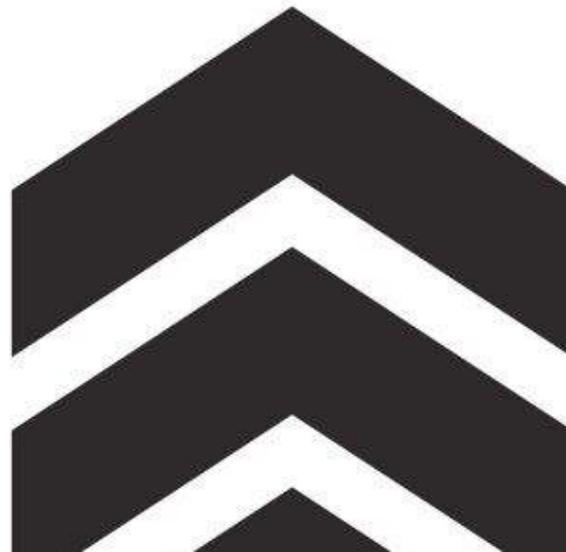
**Your brand acts as an umbrella  
to halo all of your touchpoints in  
market.**



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# CONNECT

What Keeps Brands From Making Connections?



**10 Biggest  
Brand  
Problems  
– Solved**



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# 100

We surveyed 100  
entrepreneurs on their  
biggest brand problems.  
Here's what they had to say.

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# 10 Biggest Brand Problems – Solved

## 1 Low brand awareness

➤➤ Leverage content marketing with an inbound pull strategy to establish industry credibility, increase brand awareness, and build your customer base.

## 2 Tight brand budget

➤➤ Use free publicity and content creation tools like **Haro**, **Adobe Spark** (free graphic design app), **Headline Analyzer** and **Thinglink** (image hotspots) and **Pond5** (stock video library).

# 10 Biggest Brand Problems – Solved

## 3 Brand image boredom

➤➤ Maintain brand consistency with the use of brand guidelines, multimedia and steady campaign flights of new news.

## 4 No SEO brand authority

➤➤ Test branded SEO campaigns to target branded keywords — e.g., “XYZ widget cleaner” — so Google users querying branded search terms are consistently exposed to your brand in SERPs.

# 10 Biggest Brand Problems – Solved

## 5 Image and Identity Gap

➤➤ Brand identity is the way you want people to perceive your brand – not how you're actually perceived (image). Bridge the gap with a) online sentiment surveys and b) brand personality refreshes.

## 6 Audience misalignment

➤➤ Develop customer avatars and key messages for each audience segment. Niche down and niche again using historical data. Speak to each segment uniquely.

# 7 Low 'Top of Mind'

- Leverage content marketing, branded content and remarketing to gain TOMA. Be first in a customers' mind when they think of your industry or category. Be memorable.

# 8 No Brand Story Clarity

- Create a clear singular vision. There are universal secrets to writing great stories. Use them to create yours.

**8 Explained. Use a simple 5 step brand story format to engage, educate and inspire**

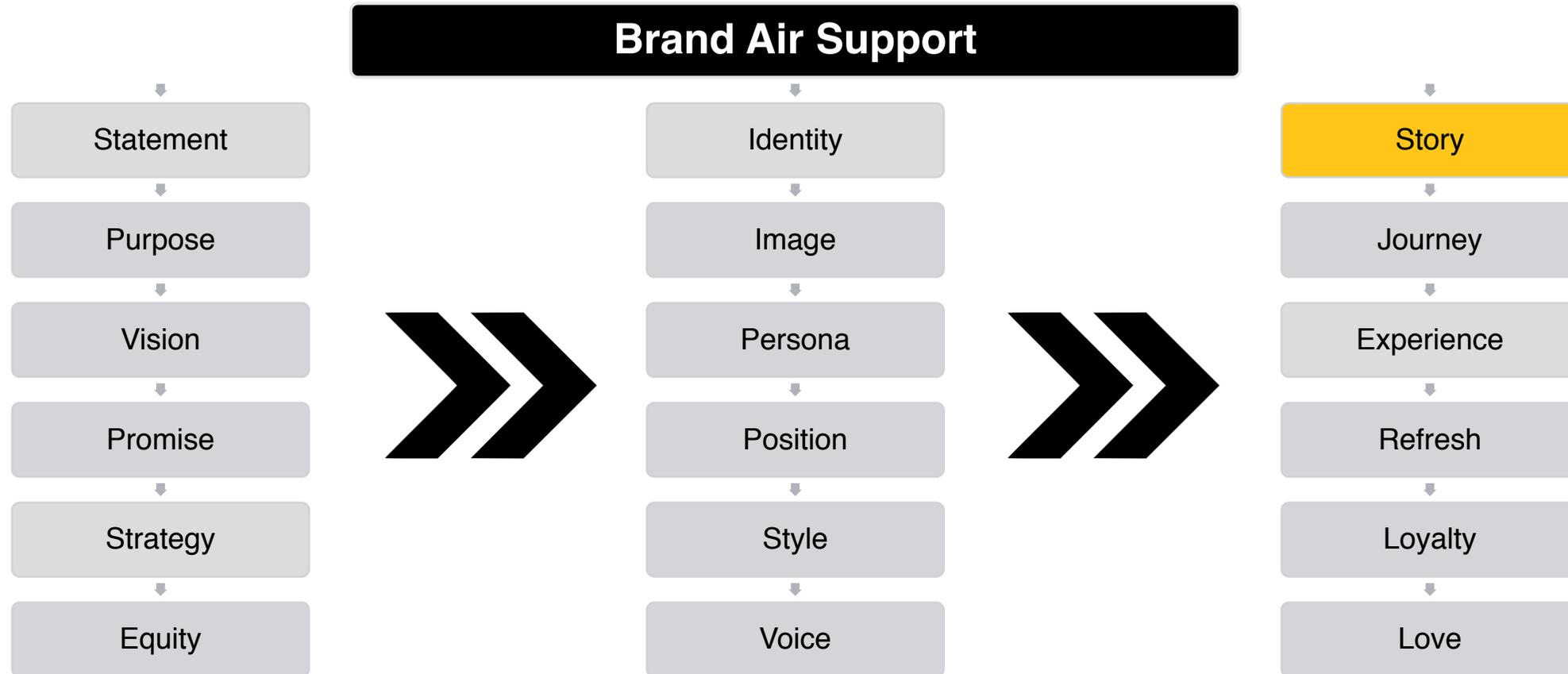
**Let's take a look at a best-in-class brand that does this well.**



# The TOMS Story

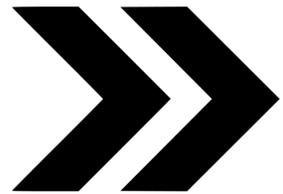
<https://vimeo.com/79833962>

# Remember your brand blueprint



# 8

**Story  
Format**

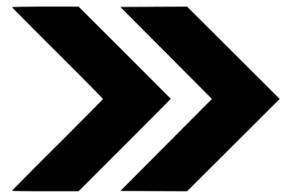


1. Identity
2. Rebel Against Status Quo
3. Struggle
4. Insight
5. Resolution

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# 8

## Story Format



1. Who were you when you started your journey?
2. What did you want to change about your prior identity or industry?
3. What did you struggle against as you started to create change?
4. What unique tool or insight did you gain that made overcoming the challenge easier?
5. Who are you today and who do you serve?

# 10 Biggest Brand Problems – Solved

## 9 These fans aren't loyal

➤➤ Deploy **points programs, lifestyle apps** or **loyalty automation software** to delight and retain customers.

- Sephora Beauty Insider
- Starbucks App, Amazon Prime
- FiveStars, Tapmango

## 10 B2C and B2B balance

➤➤ Build B2B thought leadership (e.g. public figures, personal brands) to reinforce and compliment B2C brand presence. Personal branding is a B2C influencer for key stakeholders (e.g., media, suppliers, etc.)

**9** **Loyalty.** Did you know it costs a business about 5-25X more to acquire a new customer than it does to sell to an existing one?

– Harvard Business Review



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**The future of brand loyalty  
execution looks like this...**

CUSTOMER ENGAGEMENT PLATFORM

# tapmango



**9** **Loyalty ROI.** Measure negative customer churn: customers who either upgrade, or increase purchases.



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# GROW

Take Your Brand from Good to Great



# Top 10 Rules For Brand Success



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**You're a brand if you do and a  
brand if you don't.**

– Erica Nicole, founder and CEO of YFS Magazine



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# Brand Rules For Success

#1

## Answer the age-old question: What's in it for me (WIIFM)?

- 65% of people that feel an emotional connection to a brand, say it's because **“they care about people like me.”** ([Customer Thermometer](#))
- 75% of B2B buyers want branded **content that helps them research business ideas**, but 93% of brands focus their content on marketing their own products and services. ([MarketingCharts](#))

# Brand Rules For Success

#2

**Social brands are not an exception – they're the rule.**

- Almost **90 percent of marketers** say their social marketing efforts have **increased exposure** for their business, and **75 percent say they've increased traffic**. However, only 32% of small businesses invest in social media marketing.

(Social Media Examiner, 2016)

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# Brand Rules For Success

# #3

## For brands, content is king.

- 60% of consumers **feel more positive about a brand** after consuming content from it.
- Companies with blogs produce **67 percent more leads per month** than companies who don't have a blog. In fact, blogs account for **434 percent more of indexed pages on Google**.

(Demand Metric)

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# Brand Rules For Success

# #4

## Niche down, and then niche again.

- Reevaluate your audience segments. **Differentiate your brand with key messages and tactical brand plans** that speak to each niche segment (in each channel) a personal, relevant and compelling way.

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# Brand Rules For Success

#5

**All good brands take time.**

- Brand building is relational, not transactional. **You are building an asset.**
- “The pressure felt by many companies to deliver short-term financial results tempts organizations to focus on solely on tactics and measuring results instead of building assets.”

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# Brand Rules For Success

## #6

### Find your reach and frequency ‘B’ spot.

- Get them to first **recognize your name** and then **remember it when they need you.**
- “For example, we are a tech repair company. Everyone needs tech repair sometimes, but not all the time. We have to make sure our campaigns have a high enough frequency that they'll remember us and we'll be top of mind when they have a problem.”

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# Brand Rules For Success

#7

## Discover inspiration from a new category.

- Take inspiration from a different category to **breathe new life into your own.**
- “To change the perceptions of our category (essential oils) from being related to a medicinal aromatherapy product we took inspiration from the luxury beauty and cosmetics industry.”

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# Brand Rules For Success

#8

## Focus brand efforts on ‘search and discovery’.

- 88% of people use online search to seek out more information about a company.
- Consumers typically go online and start to read articles about the experience of others, to **conduct searches** about brands to **reinforce their beliefs and desires**. SEO presence, content and reviews are vital at this stage.

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# Brand Rules For Success

#9

**A good user experience is a great brand experience.**

- **90% of consumers** expect that their experience with a brand will be similar **across all platforms and devices**. They expect a seamless transition between web and device-native applications through color, flow, and overall quality.

(Crowdspring)

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# Brand Rules For Success

#10

**For investors, brand strength is bankable.**

- According to Reuters, **82% of investors** believe that **brand strength and name recognition** are becoming more important in **guiding them in their investment decisions.**

# Get over your biggest brand challenge – you.

– Erica Nicole, founder and CEO of YFS Magazine



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BUILD A BANKABLE

BRAND

# Erica Nicole

Founder and CEO

YFS Magazine (yfsmagazine.com)

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