



The ROI of Branding



Rachel Gold

- Communications consultant
- MFA in Writing
- Strategic thinker & idea person
- Trains professionals in technology and development



Liz Kuntz

- Marketing consultant
- President of an association management company
- Immediate Past President of LMA-MN
- Past board member of AAM-MN
- Focus, Arranger, Relator, Developer, Maximizer

Branding: The intangible sum of a product's attributes: its name, packaging, and price; its history, its reputation, and the way it's advertised.

– David Ogilvy

Why have a strong brand?



Why have a strong brand?

Better rates and realization

Business Development people know what to say

Greater employee loyalty

What is ROMI?

Return on Marketing Investment

[Incremental Revenue Attributable to Marketing
(\$)* Contribution Margin (%) - Marketing
Spending (\$)] /Marketing Spending (\$)

SAY WHAT NOW?

ROI of Marketing

Short-term

Profits - Cost of Marketing

Long-term

This is where your brand comes in

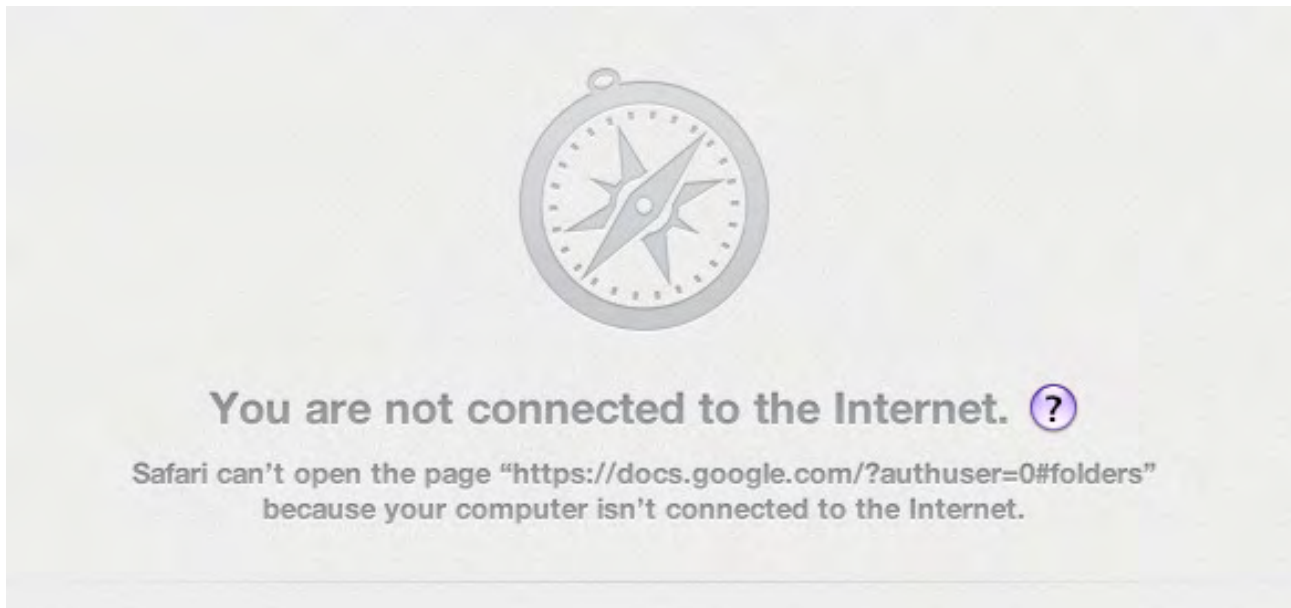
Impact of long-term marketing

A stronger brand is a bigger pipeline into the hearts and minds of your prospects



Impact of long-term marketing

Think of it as your bandwidth.



Impact of long-term marketing

“Marketing ... is about *efficiency*. Marketing is a process of decreasing the time, money, and resources required to communicate with customers and make it easy for them to buy products and services.”

-- *CopyBlogger CFO Sean Jackson*

Key elements of strong brands

Clear / Core

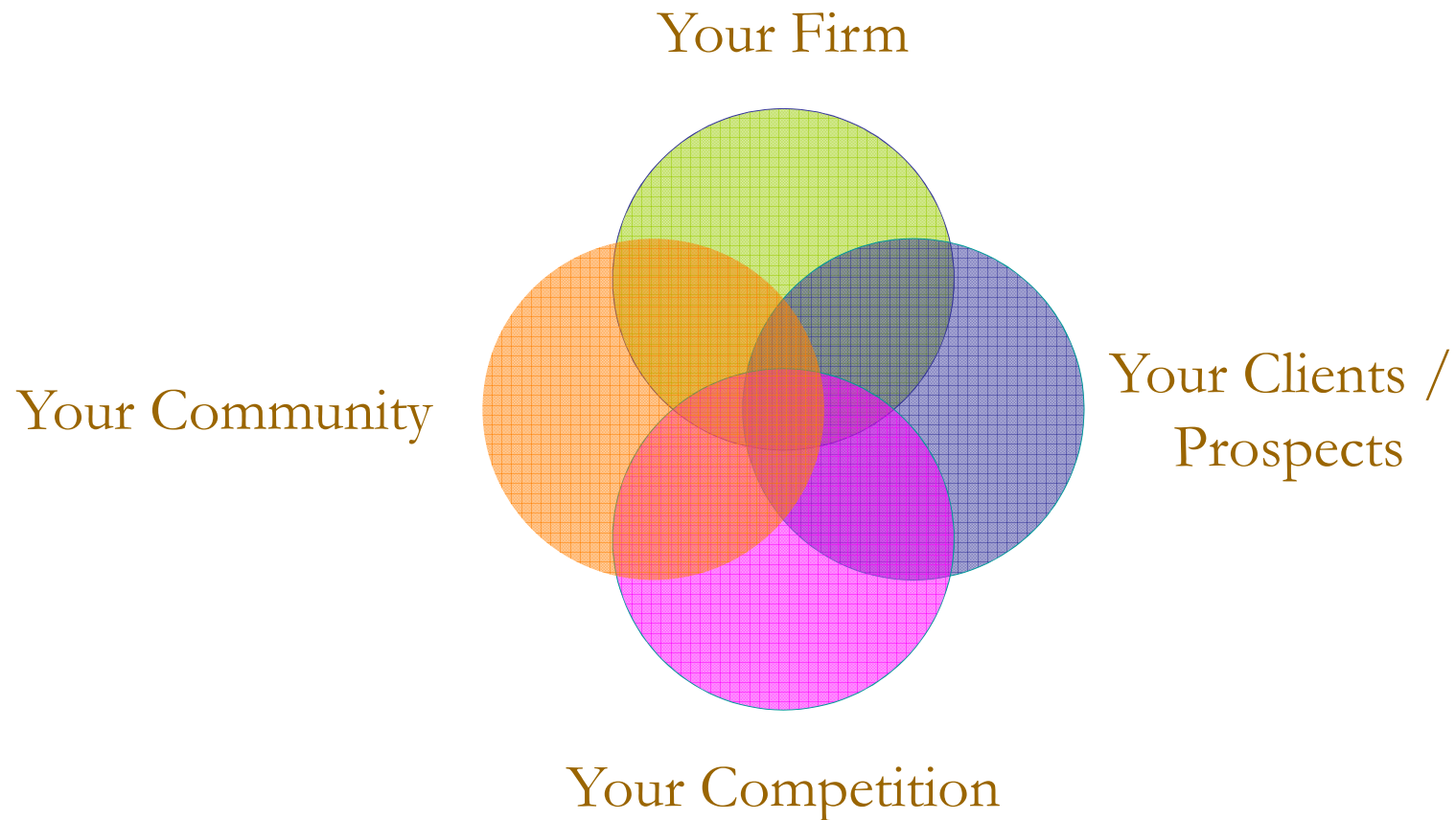
Unique / Unexpected

Emotional / Memorable

Concrete

Consistent

Differentiation Circles



Integrating your brand with design

Consider:

- Key messages
- Words clients use to describe themselves
- How clients want to be perceived
- Color theory



Integrating your brand with design



Integrating your brand with design



Five is a legal powerhouse.

Pollock Begg Komar Glasser LLC
is delighted to welcome

Brian C. Vertz

as a named partner in the region's
pre-eminent family law firm.



On January 1, 2012 our
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Brian blends his skills at financial analysis with legal wisdom to provide clients with a thoughtful guide. His legal blog covering complex financial issues in divorce will be moving to www.familylawyerspittsburgh.com.

We invite you to visit the blog and our website (www.pollockbegg.com) for more about Brian and this exciting change.

437 GRANT STREET, SUITE 501, PITTSBURGH, PA 15219
WWW.POLLOCKBEGG.COM | PHONE: (412) 471-9000

Integrating your brand with design

 <p>ingenuitymarketing.com</p> <p>talk to Wendy</p> 	 <p>For professional service firms serious about growth.</p> <p>Wendy Nemitz <i>Ideation / Strategy / Owner</i></p> <p>wendy@ingenuitymarketing.com</p> <p>Ingenuity Marketing Group, LLC 360 North Robert Street, Suite 711 Saint Paul, MN 55101 651.690.3358</p>
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Integrating your brand with design



Integrating your brand with messaging



Good to meet you , what do you do?

Train your people to use brand messages in these conversations.

Key Message: Forthright

Synonyms:

Plainspoken

Candid on behalf of client

Communicate clearly to our clients' stakeholders

Sales Question:

Tell us about the politics of the situation. Where could politics or opinions go wrong or get off track?

Key Message: Making life transitions simple
and seamless

Synonyms:

Making the tough choices easier
Resources when the timing is right

Sales Question:

How important is having resources available when you
need them in your choice of an accounting firm?

Measuring your brand

- Higher name recognition in the marketplace based on independent market research.
- Online surveys (can be used internally too).
- Comments from clients, contacts and referral sources on the firm brand.
- Referral sources – how do they describe you?

Measuring your brand

- All materials are consistent and have the same strong visual identity. When viewed together, they look related.
- Your firm “becomes known” for some element of its branding or identity.
- Engagement – time spent interacting with your brand.

Measuring your brand online

There are hundreds of metrics you can use. Choose those that match your objectives.



Measuring your brand online

- Search engine rankings
- Likes, +1s, followers
- Landing page traffic
- Website traffic
- Number of comments / engagement

Brand impact on successful proposals

- Define best clients
- Communicate differentiators early
- Articulate differentiators often and consistently
- Shorter sales cycle
- Higher close rate
- Higher average sale

Strengthen Internal Brand

- Throw away the old
- Strong style guide and brand documents
- Use internal surveys and contests



Strengthen Internal Brand

- Brand ambassadors – support staff
- Events that live out key messages
- Put words on wall



Quick Start Measures

Take a baseline!

Objectively assess the strength of your brand.

Make specific goals that occur in time.

Create a dashboard.

Learn from the measurements.

Tune and improve.

Thank you.

Rachel Gold & Liz Kuntz

rachel@ingenuitymarketing.com

liz@ingenuitymarketing.com

www.ingenuitymarketing.com

651.690.3358