MARKETING IS NOT A DIRTY WORD

North Orange County Public Safety Task Force - CBO Capacity Building Workshop Series

BrandingBusiness
Ryan Rieches, CEO
OBJECTIVES OF THIS WORKSHOP

- Understand the differences between branding, marketing, public relations
- Basics of a developing a brand framework
- Basics of developing a marketing plan
- Budgeting for marketing
- Which metrics are important
- Tips on how to secure pro bono marketing
Non Profit Marketing Mistakes

• Not knowing your audience – lack of prioritization
• Spreading the budget too thin (not being effective at anything)
• If applicable, not following national guidelines (inconsistent with national brand)
• Inconsistent messaging – creates confusion
• Internal misalignment/competing agendas
• Isolating marketing from the rest of the organization
• Start and stop mentality – needs to be consistent
DON’T MAKE THE SAME MISTAKES MANY COMPANIES MAKE

• Not knowing how your organization is perceived.

• 80 percent of companies believe they deliver a superior “customer” experience.

• Only 8 percent of their customers agree, according to Bain & Company.

• 69% of people who had a bad customer experience take their business to a competitor.

• Surveying
Focus on building lasting relationships

It costs five times more to attract a new customer than to keep a current one.
WHAT'S THE DIFFERENCE BETWEEN BRANDING, MARKETING, AND P.R.?
Definitions

• Branding – A unique promise of distinction. (Defined by a diligent process)

• Marketing – Consistent communications of your distinction to your target audience

• P.R. (Public Relations) – collaborating with the media to promote your distinction
“Your brand is what others say about you when you’re not in the room.

-Jeff Bezos
“Great organizations foster productive tension between continuity and change.”

Jim Collins
If you do not define your brand, others will.
Benefits of Branding

Why does your cause matter?

- Separate from competitive offerings
- Create loyalty
- Create new stakeholders
- Align & inspire employees & volunteers
- Build tangible & intangible value
An effective brand positioning statement is:

- Credible: People can believe it
- Relevant: People care about the premise
- Unique: No one else can believably claim it
- Durable: It can last
- Inspiring: It engages people emotionally
Preparing a brand for a new destination

Lagging Perceptions

Customers often have outdated perceptions of an organization based on previous experiences

Current Reality

A revitalized brand re-introduces the organization with a new, relevant story based on future direction

Future Vision
Ancient Japanese proverb

Vision without action is a daydream.

Action without vision is a nightmare.
PURPOSE
Why we exist

VISION
What we aim to achieve

MISSION
How we plan to achieve our vision

VALUES
What we stand for and how we behave

POSITIONING
How we differentiate from our competition
Strategy
Culture eats Strategy for breakfast.
- Peter Drucker
DEVELOPING A BRAND FRAMEWORK
Brand Framework

Key Audiences/Stakeholders

Investors (VC, Angel, Equity)
Curated deal flow/de-risked opportunities

Donors (Ind., Corp.)
Corporate: Early look/See Future/Talent Acquisition/
Brand Building/Eco Dev. Individual: Major - Legacy/
Mission Alignment/Scalable impact. Small - Emotion/
Causes

Industry
Speed/Understand needs of business/Navigate
complexity/Help existing industries scale and
transition

Campus Leadership
Unique sources of community engagement/Testing
ground for innovation culture and strategy/Transform
non-philanthropic corporate engagement

Public
Economic impact/Relevance of university research
and instruction/Create new industries

Faculty
Advocacy for their inventions/Resources/Inspire &
motivate innovation

Who We Are

A dynamic platform for campus, industry, investors and entrepreneurs to move UCI research from the lab to the
real world, where it will create and advance emerging industries, improve and save lives, and create economic
impact.

Our Vision

Lead Orange County to be a globally recognized innovation and entrepreneurial region.

Our Mission

To move UCI-inspired technology from the lab to the world by creating and accelerating new and emerging
industries, and supporting the innovators and entrepreneurs who will make those industries thrive. OR To ensure
that regional industry and business growth is driven by UCI research and intellectual property.

What Makes Us Different

• UCI has evolved the capacity for collaborative innovation at a large scale, and our leadership has initiated unique
partnerships to realize the innovation potential of Orange County and the region.

• UCI Applied Innovation was intentionally built within this public university system to change the culture, identify and
eliminate impediments and overcome the constraints and boundaries around universities and collaborative
innovation.

• We don’t control the innovation ecosystem. We approach meaningful challenges with flexibility and adaptability.

• We bridge gaps and help navigate the complex mosaic of programs, resources and challenges for innovators and
entrepreneurs, speeding up the process of innovation, making programs easily accessible, and “de-risking”
enterprises for licensing and investment.

• We leverage the strengths of regional industry diversity with the UCI tradition of interdisciplinary collaboration to
create new industries and scale emerging industries, as well as the businesses which make those industries thrive.

What It’s Like to Work With Us

Industry
Entrepreneurs
Investors
Campus (faculty/students/leadership/ Alum)
Ecosystem Partners
Donors
Staff
Volunteers

Who We Are

Accelerate innovation relevance
We lead campus innovation culture to meet the big problems facing society, championing the most brilliant and promising UCI research so that technologies, cures, treatments, products and businesses reach the real world.

Bridge gaps between invention and impact
We solve the root problems, not symptoms, which impede world-changing innovations from reaching the world, providing comprehensive resources, access to funding, and guidance to innovators and entrepreneurs.

Lead regional economic vitality
We are at the center of regional economic impact, facilitating innovations and entrepreneurship which creates industries, jobs and economic advancement for all.
Takeaway: Positioning Statement

- FOR (your target stakeholders),
- WHO HAVE (stakeholder needs/issues),
- ORGANIZATION IS A (market category)
- THAT PROVIDES (key stakeholder benefit)
- WITH (products/services).
- UNLIKE (competition),
- ORGANIZATION IS (unique point of difference).
Takeaway: Elevator Speech

- Who you are?
- Who you help?
- What problems you address?
- What they get?
DEVELOPING A MARKETING PLAN
The 4 P’s of Marketing

- **PRODUCT**
- **PRICE**
- **PLACE**
- **PROMOTION**
The 4 P’s of Marketing

- **PRODUCT**
  - SOLUTIONS
- **PRICE**
  - VALUE
- **PLACE**
  - ENGAGEMENT
- **PROMOTION**
  - EDUCATION
Before you begin

- Who are the brand’s most important stakeholders?
- What are the stakeholder’s most important points of contact with the brand?
- At what point is the brand most relevant in the life of the stakeholder?
- How do stakeholders actually use the brand?
- What messages are most relevant to stakeholders?
- When and where is our target most attentive and receptive to our message?
- What are the most relevant channels?
Marketing Plan – all touch points matter

90% of American’s turn to the internet first for their source of information

Outcomes
Social Media
New Offerings
Ongoing Communications
Database Management

Post-Engagement
Pre-Engagement
Engagement

Website
Search Engine Marketing
Direct Marketing / Lead Generation
Advertising
Social Media
News Media / PR
Conferences
Speaking Engagements
Word of Mouth

Representative Training
Presentations
Facility Environment

Gift Requests
Grant Requests
FAQ’s
Collateral

Ongoing Communications
Marketing Plan – all touch points matter

90% of Americans turn to the internet first for their source of information

Post-purchase Experience
- Outcomes
- Social Media
- New Offerings
- Ongoing Communications
- Database Management

Pre-purchase Experience
- Website
- Search Engine Marketing
- Direct Marketing / Lead Generation
- Advertising
- Social Media
- News Media / PR
- Conferences
- Speaking Engagements
- Word of Mouth

Purchase Experience
- Representative Training
- Presentations
- Facility Environment
- FAQ's
- Collateral
- Gift Requests
- Grant Requests
- Ongoing Communications

90% of Americans turn to the internet first for their source of information.
“I know half of my advertising dollars are wasted… I just don’t know which half.”

- John Wanamaker
Measure only what matters

- Growth (revenue, clients, impact)
- Qualified inquiries
- Lifetime donor value
- Cost of client/donor acquisition
- Website traffic
- Social media reach, engagement and conversion
- Marketing program performance (email, mail, events, etc.)
- Metrics Mantra
Don’t forget the importance of your internal audience
Building brand champions
• Lock arms with enlightened Board members
• Couch it in terms more amenable to the Board
• Spread it out into unit costs
• No budget without solid rationale and data
• Calculate your ROI
HOW TO SEEK PRO BONO MARKETING SUPPORT

- Educate yourself
- Make it a win-win
- Pay for what’s hard to get for free
- Ask for what’s easy to get for free
- Recruit it for your Board
- Be their best customer
THANK YOU!

BrandingBusiness
Ryan Rieches, CEO

TIM SHAW & ASSOCIATES