

BRAND VS. CLIENT DILEMMA

Finding the Right Balance

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What is leading your firm's
experience – brand or client?

EXPERIENCE =
BX + CX + UX

@BrianSolis

“ When a company puts its brand at the center, it's able to creatively design and consistently deliver great customer experiences.

DENISE LEE YOHN

Author, *What Great Brands Do*



WHAT IS A BRAND?

It's **NOT** a logo, or a tagline, or an identity system.

WHAT IS A BRAND?

A brand is an expectation of **experience** and a **promise** delivered.



VS.



BRANDING THEN AND NOW



BRAND PLATFORM

BRAND PURPOSE

POSITIONING

VALUE PROP.

BRAND PROMISE

BRAND ESSENCE

BRAND VALUES

PERSONALITY

MESSAGE ARCH.



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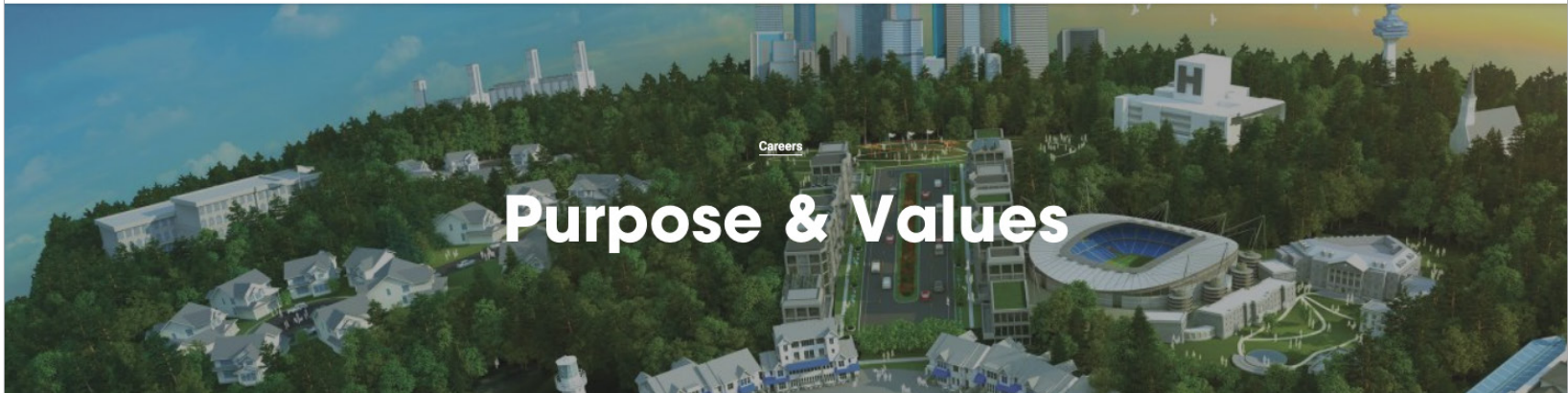
MESSAGE ARCH.





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Design With Community In Mind

We are defined by more than our services. We are defined by what we stand for, what we believe, and why we do what we do.

We make a difference in the world by creating communities. This is our purpose.

When we say community, we mean everybody with a stake in the work we do—from the clients we collaborate with across many sectors, to the populations we reach, to the thousands of us working together to serve them.

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PERSONALITY

VISUAL & COPY STYLE

Casual, Accessible, Fun	Informal, open, approachable, personable
Edgy, High-Energy	Modern, trendy – needs to be refreshed more often
Corporate, Traditional	Symmetrical, conservative, timeless
Exclusive, Smart	Sophisticated, high-end, formal



Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

We started Warby Parker to create an alternative.



THEY “GET” THEIR AUDIENCE



BUY A PAIR, GIVE A PAIR

The whole story begins with you

With your help, we've distributed
**over two million pairs of glasses to
people in need.**

[Watch the video](#) 



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Brand Promise

Setting the standard.

Brand Personality

Knowledgeable

Simple and straightforward

Engaging

Less is more

Witty, not funny



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The **Definitive GDPR Checklist** for Marketers

3 7

“ In order to deliver the most value to someone, you need to know an awful lot about them!





Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Prince Charles



Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Ozzy Osbourne

CUSTOMER RESEARCH

Does your firm:

- + Collect customer feedback at every stage in the relationship?
- + Know where your audiences' key decision-makers congregate and what channels they respect?
- + Understand its customers' communications habits and preferences?

“ In God we trust, all others must
bring data.

EDWARDS DEMING

“ CX is how customers perceive their interactions with your firm.

UX is all aspects of customer's interactions with your firm.

FORRESTER



IS YOUR FIRM'S UX USEFUL?

1. **Utility:** Does it do what a customer needs?
2. **Desirability:** Is it something that a customer wants?
3. **Preference:** Does it create brand preference?

“ Welcome to the age of B2ME marketing. Changing B2B buyers' expectations are driving the need for B2C-like experiences.

ALIGN MESSAGE AND CONTENT TO JOURNEY

PRE-SALE		SALE	POST-SALE	
Awareness	Consideration	Purchase	Retention	Advocacy
<p>Educate</p> <p>Increase Visibility</p> <p>Prove Expertise</p>	<p>Confirm & Reinforce Understanding</p> <p>Provide Solution(s)</p> <p>Prove It's the Best Solution</p>	<p>Reassure That Your Firm Is the Right Choice</p>	<p>Deepen Relationship</p> <p>Create Additional Value</p> <p>Upsell and Cross-Sell</p>	<p>Engage</p> <p>Build Community</p> <p>Be useful</p>

PERSONALIZE MESSAGE AND CONTENT

Engage the right audience with the right message at the right time through the right channel – every time.

“ We need to put ourselves in our customers' shoes... helping them through the decision-making cycle and making their lives easier.

EMMA ROFFEY

Senior Director of Marketing, Cisco

“ People want to experience extraordinary experiences.

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Experiences become brands and great brands become experiences.

BRIAN SOLIS

Altimeter Group

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