

Big Brand Strategies for Small Business



Today's Conversation

- Introduce 5-rules for small business marketing
- Encourage your input & questions
- Take one thing that you can apply to your company
- **Steal great ideas from big-brands!**

Why follow the trends of big brands?



- Big Brands invest in the research
- They know what works and what doesn't work
- Some 'get it.' Some don't.
- Use your own consumer experiences as learning tools

What brands do you love and why?

5 Rules of small business marketing



1. Establish a position



2. Speak with a single voice



3. Reward customer loyalty



4. Add emotion to your message



5. Become a storyteller

1. Establish Your Brand Position



1. Establishing a position

- List your competitors
 - What they do well, what they do poorly
- How do you differentiate yourself?
- What do you do?
 - Better - cheaper - faster - with more fun – with added value?
 - Answer from customer's perspective
 - Stick to it until the market changes

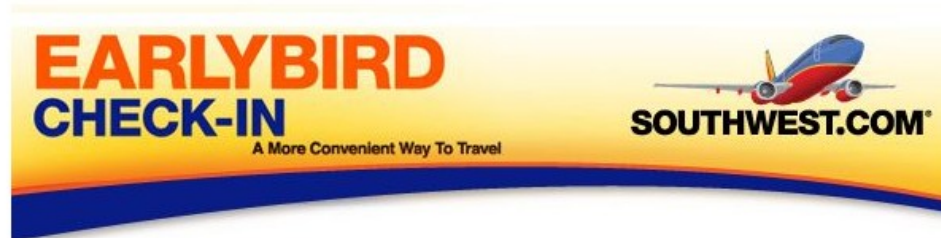
This is your guiding light.

Establishing a position

The words we use tell us a lot about a brand.



Establishing a position



Dear Paul:

Our records indicate that you purchased EarlyBird Check-in for your recent trip (Confirmation Number XB64NC). As you may have realized when you received your boarding pass, you did not receive the EarlyBird Check-in benefit due to a technical error. We sincerely regret the inconvenience and disappointment you likely experienced when you received your boarding pass, and we wanted to let you know that we are refunding your EarlyBird Check-in purchase, which will be processed to the credit card used to make the purchase. Please know that we have corrected the issue on our side and future purchases of EarlyBird Check-in should provide you with all of the benefits of the product.

Again, we apologize for the inconvenience and look forward to welcoming you onboard again soon.

Thanks again for flying with us!
-Your friends at Southwest Airlines



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Establishing a position

The Southwest Difference More Than a Way to Fly — A Way of Life



Establishing a position

The screenshot shows the Hyundai website homepage. At the top, there is a navigation bar with the Hyundai logo and the text "HYUNDAI". To the right of the logo are links for "Espanol", "한국어", and "Dealer Locator". Below this is a secondary navigation bar with categories: "VEHICLES", "SHOPPING TOOLS", "FINANCING", "OWNERS", and "ABOUT HYUNDAI". A third navigation bar lists specific models: "ACCENT", "ELANTRA", "SONATA", "AZERA", "TIBURON", "TUCSON", "SANTA FE", "VERACRUZ", "ENTOURAGE", and "VEHICLE LINEUP".

The main content area features a large headline: "THINK ABOUT IT." Below this, there are several promotional banners:

- Committed to the U.S. MORE>**: A banner showing a large industrial facility with the text "Our Alabama manufacturing plant is certified as among those with the highest operating standards in the world."
- Special Offers**: A banner with a car's instrument cluster showing "000000" and the text "Low APR and Cash Rebates >".
- ALL EYES ON HYUNDAI**: A banner with a gold seal and the text "See what they are saying >".
- David Slays Goliath**: A banner with a car and the text "Hyundai Veracruz beats the Lexus RX350 >".

A large black arrow points from the bottom left towards a box containing the text "AMERICA'S BEST WARRANTY". Below the arrow, the text "AMERICA'S BEST WARRANTY" is displayed in a white box with a gold border. At the bottom of the page, there is a footer with the Hyundai logo, copyright information "© Copyright Hyundai Motor America 1998-2007. All Rights Reserved.", and links for "PRIVACY POLICY", "SITEMAP", "CONTACT US", and "WARRANTY".

What two changes fixed their brand perception?

Establishing a position

When products are similar...

Positioning creates distinction – affecting price, placement and consumer image



Establishing a position

Positioning creates distinction – affecting price, placement and consumer image



Establishing a position - Exercise

- **Create 3 words, 3 sentences** (or ideas), that describe your competitive advantage or position
 - Does everyone know it & understand it?
 - Is it short, clear, succinct and quantifiable?
 - Does it resonate with your potential customers?

2. Speak with a Single Voice



2. Speak with a single voice

- Can't be everything to everyone
- Use your position in your message
- We see thousands of messages a day
- Repetition increases memory
- Use similar styles and images

Successful brands consistently deliver the same quality product and the same brand messages.

Speak with a single voice

What will you remember?



Lou' s BBQ

Hardwood smoked

Catering from 10 – 10,000

Wedding receptions

To go orders & delivery

Ribs, chops, steaks, burgers & more

Over 15 TVs to watch the game

Winner of 10 blue ribbons

Speak with a single voice

What will you remember?



Lou's BBQ

Home of really big napkins

Generous portions in a casual setting

Award winning KC Style BBQ

Enough for dinner tonight & tomorrow

Brief, on-targeted messages that convey the experience.

But beware of the risks.

Speak with a single voice

Speak like a customer, to the customer



The screenshot shows the LabCorp website homepage. At the top left is the LabCorp logo with the tagline "Laboratory Corporation of America". At the top right are navigation links for "HOME", "ABOUT US", and "SERVICES". The main header features a photo of a man lifting a child, with the headline "Innovation. Quality. Convenience." and a sub-headline: "Whether the needs are large or small, routine or complex, physicians and patients can depend on us for access to a full range of the highest quality diagnostic testing." Below this is a three-column navigation bar with blue headers: "I Am a Patient", "I Am a Health Care Provider", and "I Am an Insurer". Each column contains a list of service links and a "Go to" button.

LabCorp
Laboratory Corporation of America

HOME › ABOUT US › SERVICES

Innovation. Quality. Convenience.

Whether the needs are large or small, routine or complex, physicians and patients can depend on us for access to a full range of the highest quality diagnostic testing.

I Am a Patient	I Am a Health Care Provider	I Am an Insurer
<ul style="list-style-type: none">• Find a Lab• My Test• My Bill• My Tools• Health Library• Results• Patient Contacts	<ul style="list-style-type: none">• Test Menu• Connectivity Solutions• Patient Resources• What's New• Provider Tools• Provider Contacts	<ul style="list-style-type: none">• Find a Lab• Test Menu• The LabCorp Difference• DataLink• Resources• Insurer Contacts
Go to Patient Services	Go to Health Care Provider Services	Go to Insurer Services

“Don’ t Make Me Think”

3. Reward Customer Loyalty



3. Reward customer loyalty

- It's cheaper to keep a customer than find a new one
- Thank and reward your best customers
 - Frequency discounts
 - “Special sales” notices
 - Value-added services
 - Thank-you cards, calls & letters



Make it personal - Make a customer a friend

Reward customer loyalty



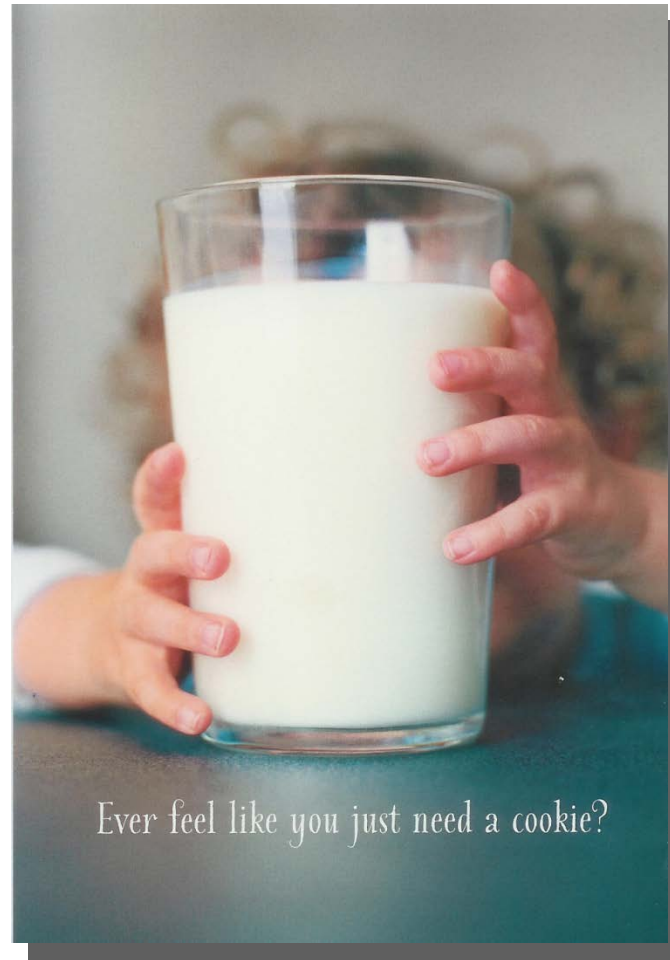
Big Brand Strategy - World Class Customer Service

Reward customer loyalty

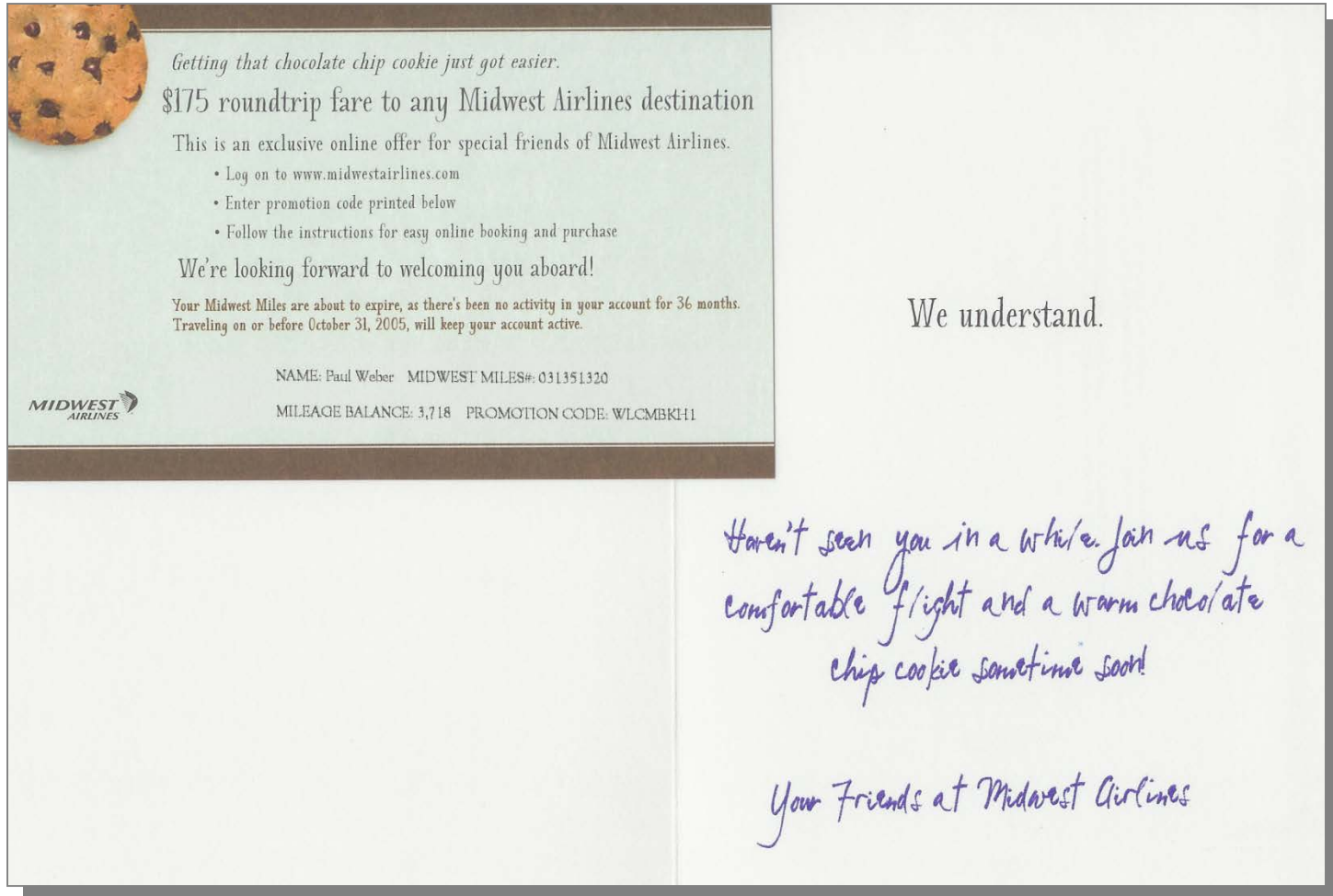


Big Brand Strategy - World Class Customer Service

Reward customer loyalty



Reward customer loyalty



Getting that chocolate chip cookie just got easier.

\$175 roundtrip fare to any Midwest Airlines destination

This is an exclusive online offer for special friends of Midwest Airlines.

- Log on to www.midwestairlines.com
- Enter promotion code printed below
- Follow the instructions for easy online booking and purchase

We're looking forward to welcoming you aboard!

Your Midwest Miles are about to expire, as there's been no activity in your account for 36 months. Traveling on or before October 31, 2005, will keep your account active.

MIDWEST AIRLINES

NAME: Paul Weber MIDWEST MILES#: 031351320
MILEAGE BALANCE: 3,718 PROMOTION CODE: WLCMBKH1

We understand.

Haven't seen you in a while. Join us for a comfortable flight and a warm chocolate chip cookie sometime soon!

Your Friends at Midwest Airlines

Big Brand Strategy - Measured Loyalty

4. Find the Emotional Connection



4. Find the emotional connection

We celebrate every event in our lives,
from birth to death, with a card. (yes, a card)

But in business we often overlook
opportunities for an emotional connection.

Customers with an emotional connection are loyal

Find the emotional connection

Freedom	Travel, wealth, health, career
Security	Physical security, job security
Greed	Beat the competition
Pleasure	Recreational, emotional, hedonistic
Status	Exclusivity, achievement
Safety	Protect your loved ones
Love	Strong emotional connections
Guilt	Don't disappoint those you love
Health	Be active, participate

Customers with an emotional connection are loyal

Find the emotional connection

HOME PRODUCTS & SERVICES FINANCIAL PLANNING MARKETS & RESEARCH CUSTOMER SERVICE ABOUT PRUDENTIAL

GET STARTED
 > Find an Agent
 > Life Insurance Quotes
 > Why Prudential Financial?

ALREADY A CLIENT?
 > Login to Your Account

PRUDENTIAL REAL ESTATE
 > Find a Home
 > Sell a Home
 > Relocation Services

“Hey Dad, Do We Have Life Insurance?”
 How would you answer?
 ▶ Watch our new TV ads
 ▶ Find out if you have the right coverage

A Message About Hurricane Katrina
 Prudential Financial mourns the loss of life and the devastation Hurricane Katrina. To help Gulf Coast victims, and its employees will contribute more than \$5 million to organizations. In addition, we have taken steps to assist to our clients, employees, and retirees.

Plan for Your Retirement
 ▶ Products & Solutions
 ▶ Retirement Basics
 ▶ Calculators & Guides

FIND AN AGENT
LIFE INSURANCE QUOTES

retirement Using the Four Pillars
 have clear retirement goals, but not effective plans to

of Life Insurance is Right for You?
 about the two types of life insurance: term and

MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are as far as we are concerned the most important piece of equipment you can put on your car. Therefore, making the best tires possible, regardless of cost, has become an obsession with us. That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages. That is also why Michelin performs as well as they perform. And last as long as they last. And, of course, why they cost more to buy. Though you may find, as many Michelin buyers do, they end up costing less to own.

MICHELIN



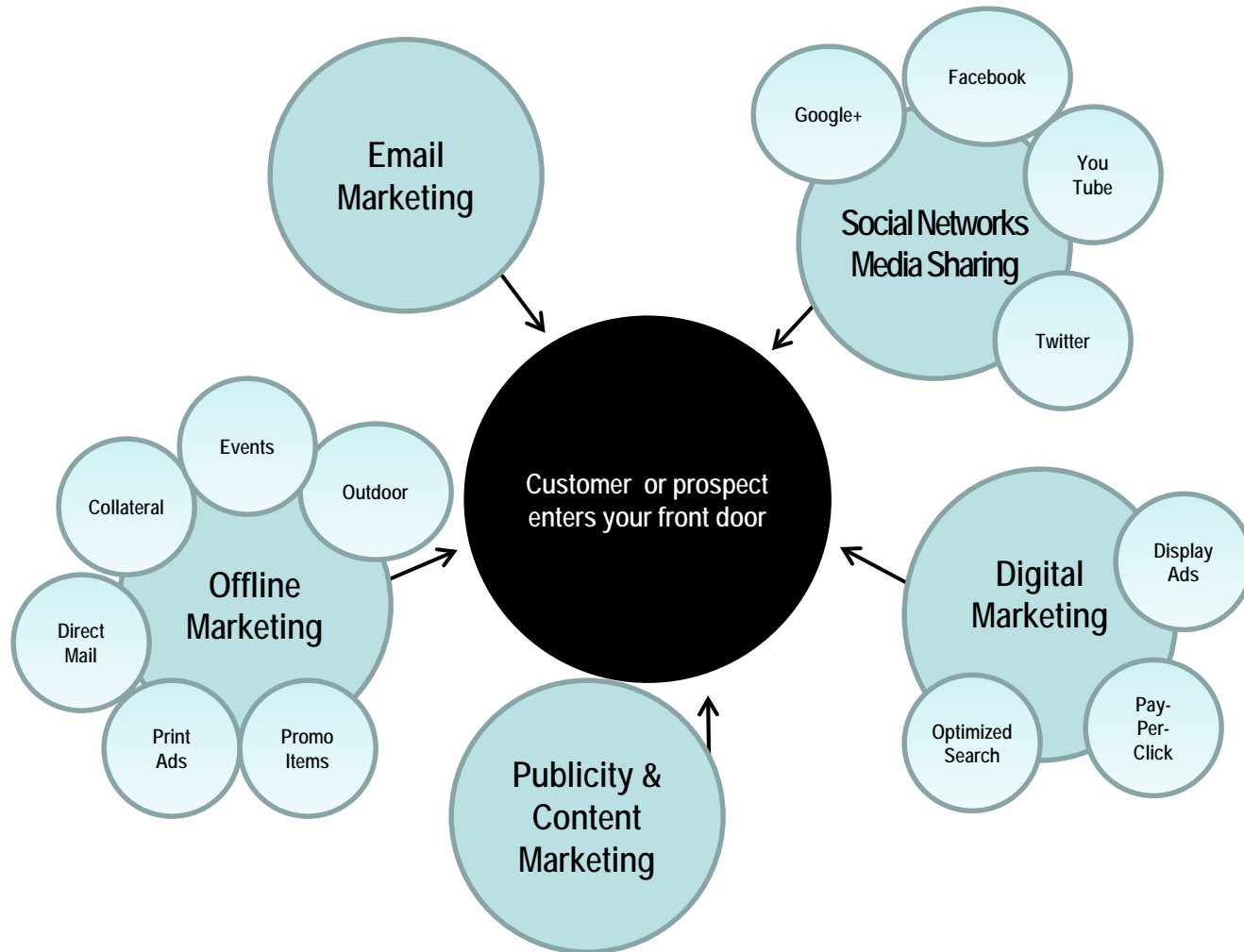
Find the emotional connection - Exercise

How can you create an emotional connection?

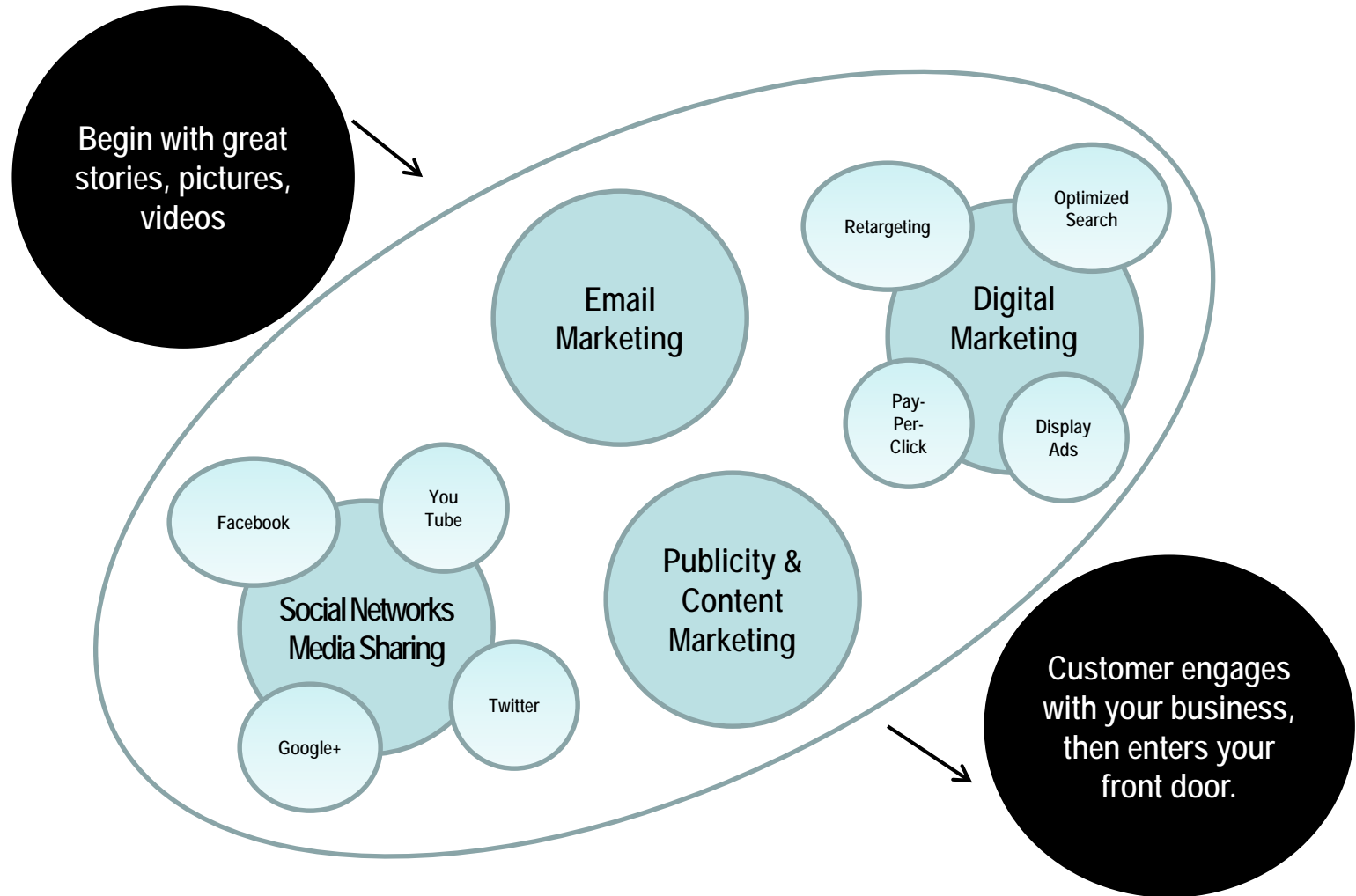
5. Become a Great Storyteller



Old: 'Pushing' Marketing Messages



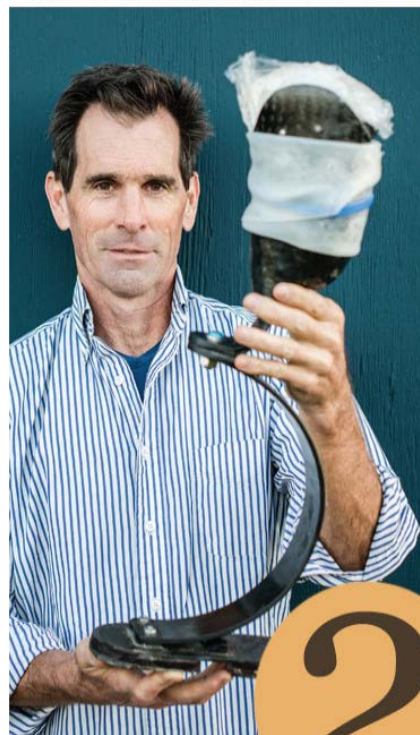
New: great storytelling via digital media



Big brand storytelling via digital media



RSS Feed Send this email to a friend



spirit 5

A handful of April highlights from the magazine of Southwest Airlines and AirTran Airways.

1. Take a Southwestern Sojourn

Join our travel editor, Amanda Gleason, as she explores all that Santa Fe has to offer, from turquoise treasures and mountain trails to enticing edibles. [Click this to read the article](#)

2. Ask Away

Flex-Foot creator Van Phillips found that creative genius isn't about having all the answers, but rather, asking the right questions. Read about his beautiful journey of discovery here. [Click this to read the article](#)



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1. It's the End of the Web as We Know It

And we feel fine... But only if the FCC regains authority. How will the court's ruling on the 2010 Open Internet Rules affect your business and website? [READ MORE](#)

2. EAG Brings Home Eight Business Marketing Association Fountain Awards

Dressed up. Tasty snacks. Open bar at Boulevard Brewery. Eight Fountain Awards. None of it possible without our clients who trust their advertising to us. [READ MORE](#)



3. Save LinkedIn from Extinction

Sadly, unless we rally soon and change our collective online ways, LinkedIn will become a relic of old-school business development and sales tools. Now that would be a shame. [READ MORE](#)

4. The Secrets Behind Good Logo Design

So, what's their secret to designing a really great logo? We're talking the "swoosh" and the "apple with a bite mark" goodness here... [READ MORE](#)



5. Are Trade Shows Still Worth The Money?

If you're asking (or looking for excuses NOT to go), this probably ain't your first tradeshow rodeo. It's no fun dragging your booth around kingdom come. Is it worth it? [READ MORE](#)

portfolio

about

services



5 rules of small business marketing

- Establish a position
- Speak with a single voice
- Reward customer loyalty
- Find an emotional connection
- Become a great storyteller

Become an observer of big-brands & follow

Please call or email with questions.

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www.Facebook.com/EAGadv

www.SmallBusinessMiracles.com