

WELCOME!

Future-proof
your brand



Future-proof Your Brand

Tuesday 4th June 2019 14:00 BST.

How to take your reputation to the next level
and stand out in your market



Presenter - Emma Thwaites

With a background in journalism, I have an absolute passion for clear, authentic communications. To my mind, it is the one thing that all businesses and individuals can do to make their purpose shine through, and ensure their brands reach new audiences and markets.

Let today's session be the start of your mission to connect better with the people who matter most.

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30 year career in communications



CEO - Thwaites Communications for seven years



Clients in data, science, engineering and the arts



Future-proof Your Brand

Presentation and Q&A

- How to align your business with your true purpose
- How to build a following and create awareness about what you do



- How to identify your customers and stakeholders
- How to generate great content that sells your company, products and services
- How to take your reputation to the next level and stand out in your market





Health warnings

“Great marketing only makes a bad product fail faster.” - David Ogilvy

“You can’t spend enough money or be clever enough to overcome a lack of word-of-mouth marketing. It just won’t work.” - Michael Hyatt





'You can only become truly accomplished at something you love. Don't make money your goal. Instead pursue the things you love doing and then do them so well that people can't take their eyes off of you.' - Maya Angelou

How to align your business with your true purpose

Why does your organisation exist?

Why was your company founded?

Successful companies often remain true to their original mission but many lose sight of their purpose.

If you lose sight of your purpose, you may lose your way

Case studies: Kodak; Blockbuster; Borders Books (Note: lack of clarity of purpose was one of multiple factors in each case)





‘Profit isn’t a purpose. It’s a result. To have purpose means the things we do are of real value to others.’ - Simon Sinek

How to align your business with your true purpose

Why does your organisation exist?

Companies can improve society — and do well

73% respondents to the 2019 Edelman Trust Barometer Survey agreed that a company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates—a nine-point increase from 2018



How to...purpose!

'We exist to make your world a safer place.' (IAG)

'We are a global design company committed to creating positive impact.' (IDEO)

'Nourishing families so they can flourish and thrive.' (Kellogg)



'We help people who want to solve the biggest global challenges to assert themselves in the world.' (Us!)

Workshop outline:
The Power of Purpose, John O'brien (2017)





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Pause





‘The tipping point is that magic moment when an idea, trend or social behaviour crosses a threshold, tips and spreads like wildfire.’ - Malcolm Gladwell: The Tipping Point - How Little Things can Make a Big Difference

Identifying your customers and stakeholders

Who do you need to reach?

You’re short of time and resources - so it’s important to focus your attention on the most important people in your ‘hinterland’.

Communicate with your stakeholders/actively engage with influencers

There’s often a ‘tipping point’ where sales or ideas gain unstoppable momentum. Actions from specific individuals with disproportionate influence contribute to this shift.



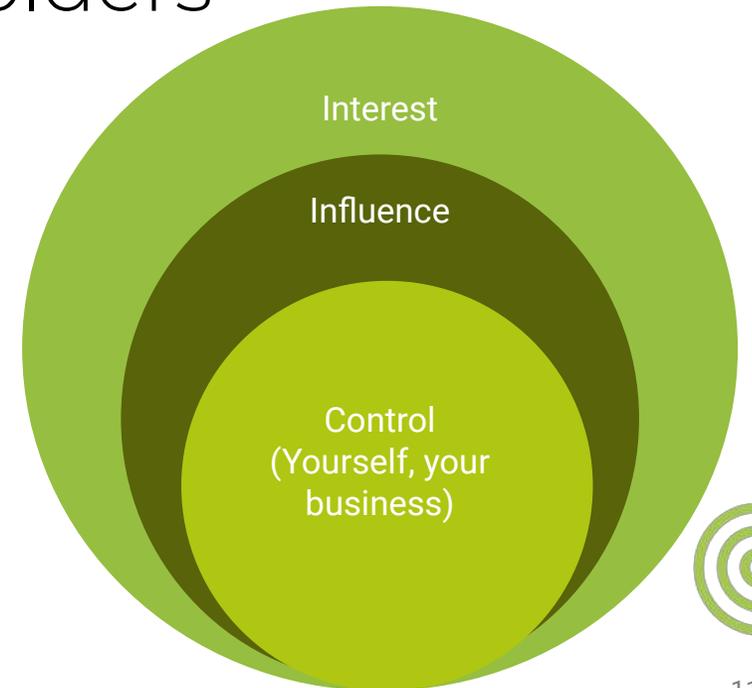


'A customer talking about their experience with you is worth ten times that which you write or say about yourself.' - David J. Greer: The Wind in Your Sails

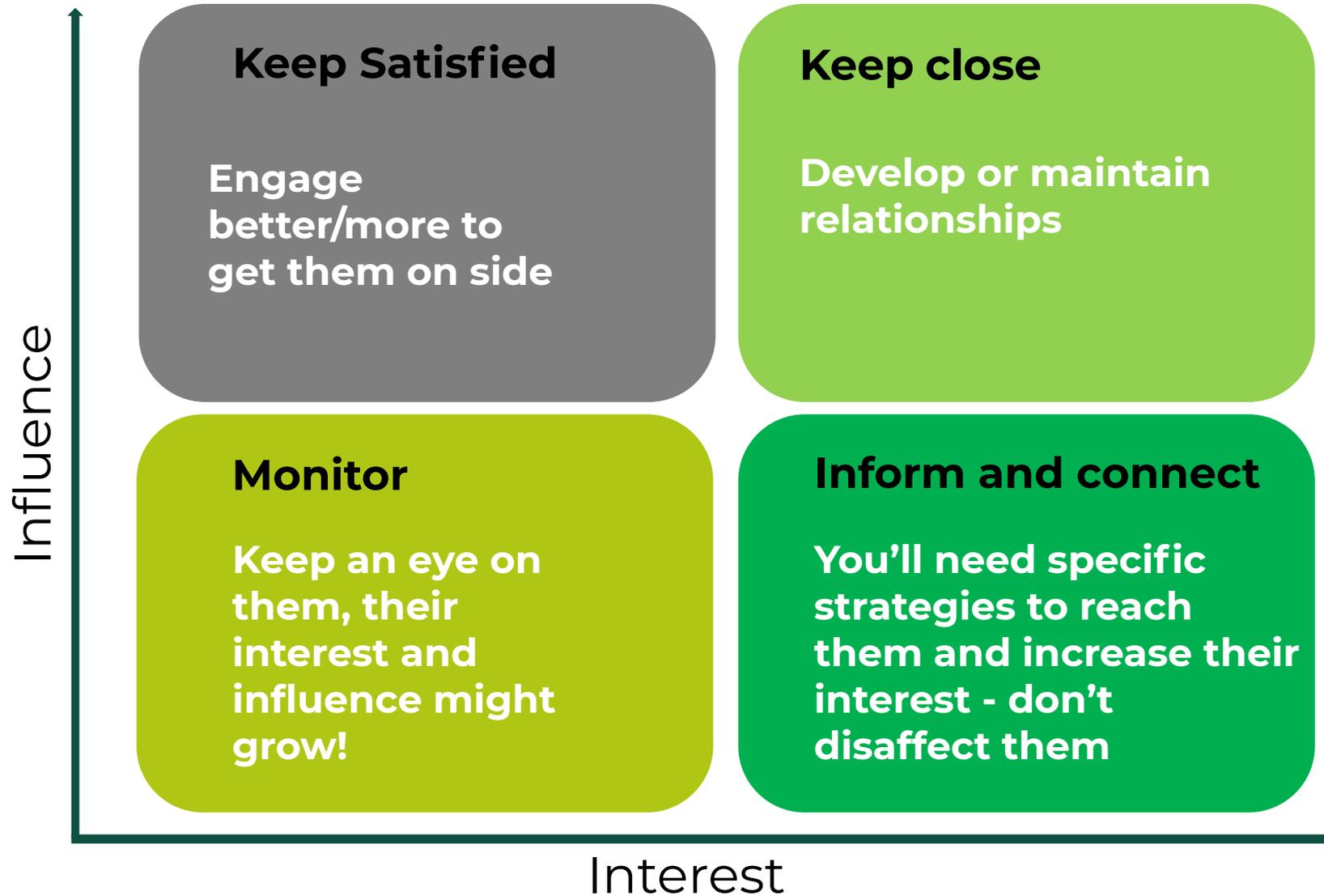
Identifying your customers and stakeholders

Three kinds of people can have a disproportionate impact on your success, according to Gladwell:

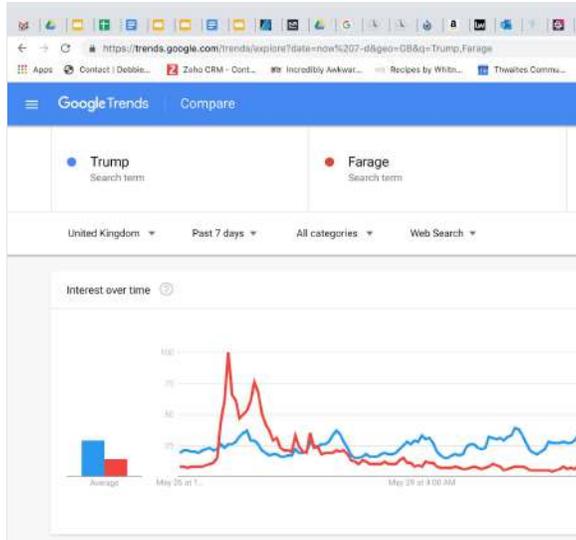
1. **Connectors** with big networks that cut across social groups
2. **Salespeople** that will boast about great ideas
3. **Mavens** who hoard information and become 'experts' and influence other influential people.



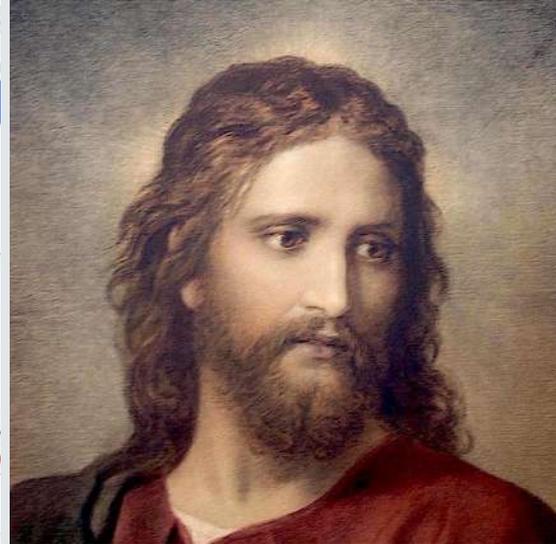
How to communicate with who



Identifying influencers



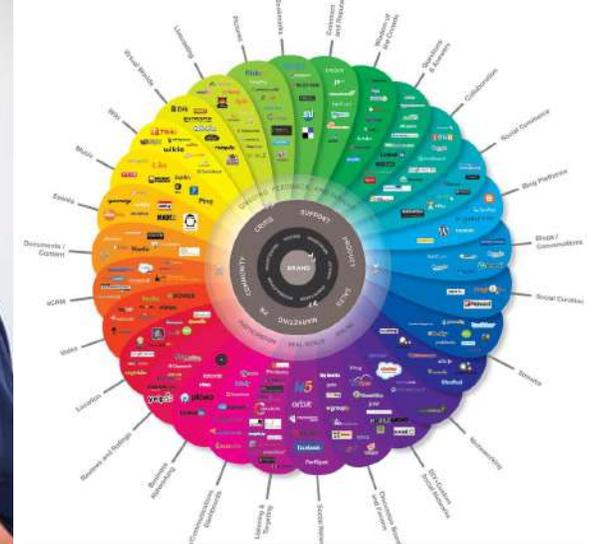
**Google
Trends**



**Who's writing
and getting
quoted?**



Who's speaking?



Social



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Pause





“The thing about Hip-Hop today is it’s smart, it’s insightful. The way they can communicate a complex message in a very short space is remarkable.” - Barack Obama

Building a following & creating awareness

Building a following starts with *them* not *you*!

Reaching people in a way that will elicit a response means speaking to them and their needs and interests, not telling them what you think they want to hear.

The EAST model can help to make your communications more effective:

- 1. Easy**
- 2. Accessible**
- 3. Social**
- 4. Timely**





'Marketing is no longer about generating transactions, it is about building relationships.'
- Michael Hyatt

Building a following & creating awareness

Build personas to help you 'connect' (some things you might include....)

1. Facts and figures - age, location, job role etc.
2. Personality type - introvert/extrovert/social
3. Goals and motivations
4. Habits - how they spend their time
5. What they buy/how they spend their money



Persona templates

There are lots of free templates available online. Some, like [Xtensio](#) allow you to develop your personas collaboratively (on a plan - you can use the personal version for free).

The screenshot shows a 'User Persona Type' template interface. At the top, there is a teal header with the title 'User Persona Type' and a gear icon. Below the header, there is a profile picture placeholder (a grey silhouette of a person) and a teal box containing a quote: "A quotation that captures this user's personality." To the right of the profile picture, there are four teal buttons labeled 'Trait 1', 'Trait 2', 'Trait 3', and 'Trait 4'. Below these buttons, there are two sections: 'Goals' and 'Frustrations'. The 'Goals' section has a list of three items: 'A task that needs to be completed.', 'A life goal to be reached.', and 'Or an experience to be felt.'. The 'Frustrations' section has a list of three items: 'The challenges this user would like to avoid.', 'An obstacle that prevents this user from achieving their goals.', and 'Problems with the available solutions.'. To the right of these sections, there is a 'Motivation' scale with five categories: 'Incentive', 'Fear', 'Growth', 'Power', and 'Social'. Each category has a horizontal bar with a teal segment and a grey segment. Below the motivation scale, there is a section for 'Brands & Influencers'.



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'It is now common and will soon be expected that every intelligent person (and quite a few unintelligent ones) will have a media platform where they share what they care about in the world.' - Seth Godin

Generating great content

About YOU

1. Make it **very** obvious what you do
2. Mix it up - use video, photography and graphics (simple videos made on a smartphone can be effective)
3. Make things easy to find!

Hints and tips

1. Keep it simple (it is not the opposite of complex) - short sentences, simple words
2. Keep it short. Only 20% of people who read a headline will go on to read a full post
3. Always give credit - and links
4. Always tell the truth





‘To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful.’ - Edward R. Murrow

Generating great content

Winning words - David Ogilvy

Suddenly, now, announcing, introducing, improvement, amazing, sensational, remarkable, revolutionary, startling, miracle, magic, offer, quick, easy, wanted, challenge, compare, bargain, hurry



Blog template

A simple (probably) fool-proof structure



Headline



Good images



Stand first



Main text



Check



Blog template breakdown



Headline

Give the reader a reason to dive in - posts that people are reading, an element of surprise and 'top tips' can all be good hooks. [Jim's Marketing Blog](#) does this really well!



Good images

Photos pull people in and can add a note of humour, and thought provocation. They're also very helpful for breaking up the text - another essential device if you want to keep readers engaged. There are lots of free/cc images images if you don't have your own Try [Wikimedia Commons](#)



Blog template breakdown



Stand first

Your stand first, or lead paragraph is really important for engaging readers; second only to the headline, this paragraph is designed to catch the reader's eye and gives a sense of what the article is about. You can use italics or bold text to make it stand out



Main text

Try to make your text easy to read. Use bullets, numbering, short paragraphs and subheadings. Shorter is generally better - we try to keep our posts between 400 and 800 words, as a general rule. Don't be afraid to make it personal and bring your own 'voice' to the writing



Blog template breakdown



Check!

Whatever else you do, get someone else to check your piece before you publish. [Here's why!](#)





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Pause





'A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.' - Jeff Bezos

Taking it to the next level

Brand and design

There are lots of free or low cost services and tools that will get you well on your way to sharpening your profile, and building your reputation. But nothing beats professional services if you are aiming for polish. Start by investing in your brand and the best graphic design you can afford.





'The keys to brand success are self-definition, transparency, authenticity and accountability.'
- Simon Mainwaring

Taking it to the next level

Getting other people to write about YOU

1. If you've got good products, or services then people will want to write about them
2. Think about how you can use what you do to illuminate an issue - most businesses now hold reams of data. What insights might it contain that could be of interest to a journalist?
3. Be a 'thought leader' - become the go-to expert in what you do





Final pause



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Thank you for
taking part





'Stay true to your values. That's why you were a success in the first place, and that's how you make incredible things happen.' - Rafe Offer

References & sources

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Maya Angelou: *Flickr*: [CC BY-SA 2.0](#)

David Ogilvy: *Flickr*: [CC BY-NC-SA 2.0](#)

Malcolm Gladwell: *Wikimedia Commons*: [CC BY-2.0](#)

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Rolls Royce Ad: *Wikimedia Commons*: [CC BY-2.0](#)

Shutterstock Images (copyright)

Slide 11: Public speaking image, social media 'wheel'

Slide 16: Hipster vector set

Slide 26: Rocket

Slides 9, 14, 18, 25, 28: Question marks photo

Books

[The Power of Purpose](#)

[The Tipping Point - How Little](#)

[Things can Make a Big Difference](#)

[Platform - Get Noticed in a Noisy](#)

[World](#)

Blogs

[Your company's purpose is not its vision, mission of values](#)

[Edelman Trust Barometer 2019](#)

[How to Craft the Ideal User](#)

[Persona for your Brand: Forbes](#)

[Jim's Marketing Blog](#)

[Steve Bartlett's Blog](#)

Video

Simon Sinek - [TED Talk](#)

Case Studies

[Kodak](#)

[Blockbuster](#)

[Borders](#)

Tools

[Google trends](#)

[Xtensio](#)

Unsplash Images

Slide 11: [Kelly Sikkema](#)

Slide 20: [Freestocks](#)

Slide 24: [Caleb Woods](#)

Slide 31: [Tobias Fischer](#)

Profile Images collected from LinkedIn

Slide 7, [Simon Sinek](#)

Slide 16, [Michael Hyatt](#)

