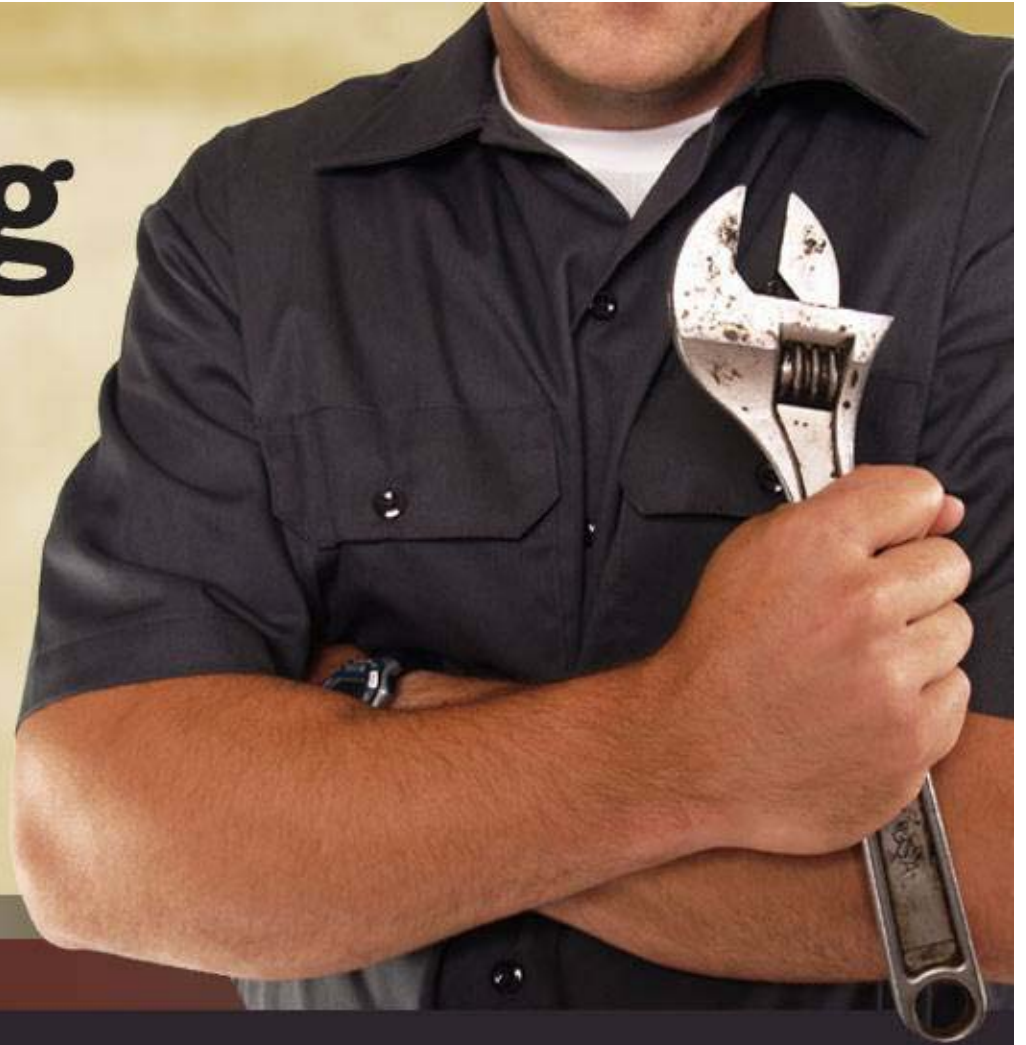


# Marketing Matters



## Branding and Marketing

In the New Millennium



*Who do MEN say that I am.....Who do YOU say that I am?*

- Mark 8:27-34



- Marketing is too important to just be handled by one person.
- Everything you do effects the brand and your ability to market to a target area
- Have to know who you are and who you want to go after.



- Marketing is determining a stakeholder group to advertise to
- Advertising is the vehicles you use to reach the target market
- Branding is the message you will use through advertising to reach your target market

## Definition of a Brand

A name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors

*Source: Dictionary of Business and Management*

Moreover it is a set of feelings and perceptions

# Marketing Matters





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## Objective

We need our brand to speak for us even when we are not there.





## Why are brands important?



- 1. If we don't define our brand, other people will create one for us. For example: just a knock off of a traditional fraternity or sorority**

**What do we want to be known for?**



Knowing your brand makes it easy to do what you do.

When developing projects or events you don't have to question if you should do it or not.



## 2. A strong brand attracts:

- The best individuals and stakeholders to your organizations
- More stakeholders will persist



**3. Your brand sets you apart from the others.**



**Why is the new Millennium important  
and why is it a good target market?**

## New Millennium

- The generation after the turn of the century
- New age of individuals who receive information differently than traditional methods





## Why this market?

- It's the perfect progression for our organizations
- They are happening and progressive which keeps our orgs. moving forward.



## Putting your brand into action in this market:

- The placement (marketing) of your brand effects your brand
- While there are a lot of new tools not all may be good for who you are
- Some come with a perception



## Who should be involved?

- Communications Director
- But the entire organization makes an impact (they reinforce the essence of the org.)



- Text Messaging
- Facebook
- MySpace
- Youtube
- Twitter
- Blogspot
- Kick Apps
- Word Press
- Viral Marketing
- Grass Roots
- How should these interact with you current plan and website?



## The Plan:

- Do what you do well and continue it
- Don't spread yourself thin trying to keep up with everything
- Keep it fresh, quick and non-commercial
- Keep them wanting more
- Know that people want to know who you are before they get involved



## The Plan (Con't):

- Give yourself a personality
- Keep messaging low (let them come to you)
- Make them feel something
- Do the unexpected
- Don't make advertisements
- Give them more of the same
- Allow sharing and comments (if you want; give them as much as THEY want)
- Promote your social sites in other ways



## The Cons:

- You open yourself up for comments





## The Pros:

- Contact is instant
- Cost is inexpensive



## The Final Word

- Evolve, Develop and Adjust to the times – Cross Over, but remember to bring the Cross
- Questions
- Comments
- Discussion