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Monmouth Ocean Development Council

## The Power of an Integrated Branding and Communication Strategy

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Member of



North  
America

An association of legally independent firms

# Today's Agenda

- Understand why you should have a written marketing plan
- Identify your Unique Selling Proposition
- Define your growth goals
- Target an appropriate audience
- View your competitive landscape
- Learn to become *slightly famous* – integrating effective branding and marketing strategies



# Why Should You Have a Written Plan?

- A written plan keeps you focused; provides structure
- A written plan acts as a blueprint to guide your initiatives
- A written plan reinforces your strategy for growth
- A written plan ensures consistency and continuity
- A written plan is realistic, taking your resources into account
  - Time
  - Dollars
  - Attitude



# What Elements Are In Your Plan?

- Growth Goals
- Unique Selling Proposition (USP)
- SWOT Analysis
- List of Services or Products
- Profile of Target Audience
- Tactical Tool Box
- Budget



# Your USP – What's So Special?

- Size
- Location
- Culture – “Attitude”
- Products
- Reputation/brand
- Niche boutique approach
- Pricing
- Customer service



# SWOT Analysis

Conduct market research; understand the competitive landscape and its impact on your company.

- Strengths
- Weaknesses
- Opportunities
- Threats



# Be Smart

- Know Your Market Place
  - Competitors
  - Strategic Alliances
  - Referral Sources
  - Other key players
- Know Your Customers
  - Demographics, range of industries, hopes and dreams
- Know Your Prospects
  - Size, geography, industry sectors
- Know Your Products
  - Value-added resources
  - Fill a current or future need



# An Integrated Approach

Leverage a mix of options to **promote** your brand and to **demonstrate** value so as to attract and retain quality customers.

Assume the role of thought leader in your community.  
Become 'slightly' famous.

- Presenting/speaking
- Authoring articles and white papers
- Gaining media exposure
- Conducting industry surveys
- Host events; roundtables and workshops



# Promotional Mix Helps You “Stand Out”

- Trade shows
- Advertising – print and electronic
- Direct mail campaigns
- Sponsorships
- Create strategic alliances with other key players



# Use Technology to Reach Customers

- Web site
- E-mail
- E-alerts and E-newsletters
- Blog
- Twitter
- YouTube
- Facebook
- Webcasts



# WOW Your Customers

- Develop a culture that demands excellent customer service
- Consider your customers' experience with your company
- Be positive
- Be a great listener
- Be preemptive; offer insights
- Offer a Customer's Bill of Rights
- Conduct a Client Loyalty Survey



# Form an Advisory Board

- Identify clients, COIs and advisors you trust
- Get fresh, independent perspectives regarding your approach
- Ask for specific introductions – gain their support for your success – use their contacts to get the door open



# Do Something Different

- Restaurants – offer cooking classes on “off hours”
- High end pen store – offer business etiquette writing classes
- Distributors – partner with vendors to hold private showings or special events regarding new products
- Manufacturers - do something special; bring in an author of a popular business book for a small, intimate group of customers
- Partner with a nonprofit organization



# Link Your Marketing and Sales Plan

- Know your own best characteristics in order to build your brand
- Focus on the audience where you can have the most impact
- Set business development goals
- Using a calendar or Excel spreadsheet, create a weekly activity list
- Prepare to follow up with ‘next steps’ (90% don’t)
- Measure your efforts versus your results versus your goals



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