

INBOUND

BRANDS FIRST, TECHNOLOGY SECOND: Why You Should Always Lead With Your Brand Strategy

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“Everything you need to know to take your brand global.”
—Al Ries, author, *Positioning* and *The 22 Immutable Laws of Branding*

LEAN BRANDS

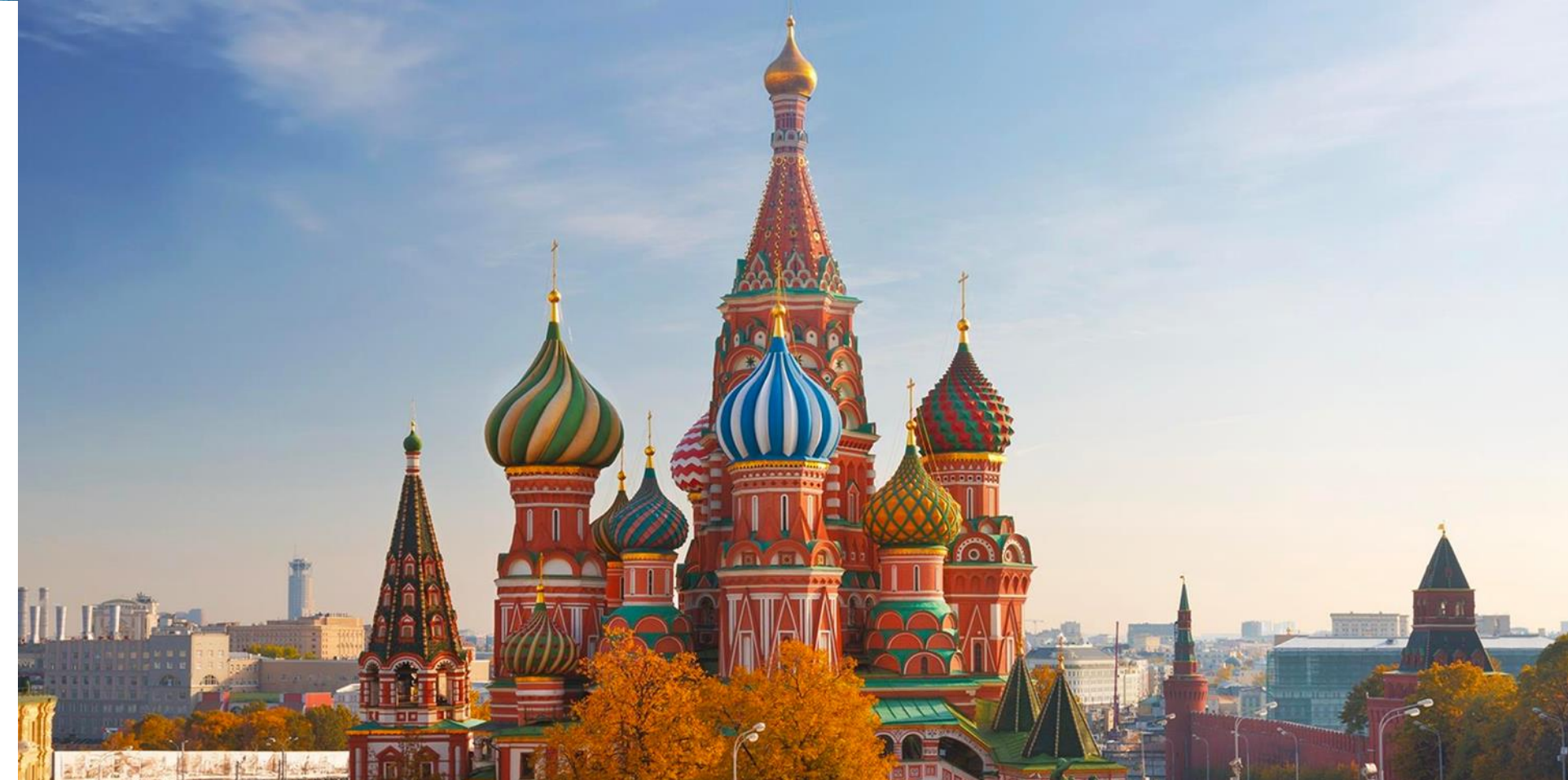


**Catch Customers, Drive Growth &
Stand Out in All Markets**

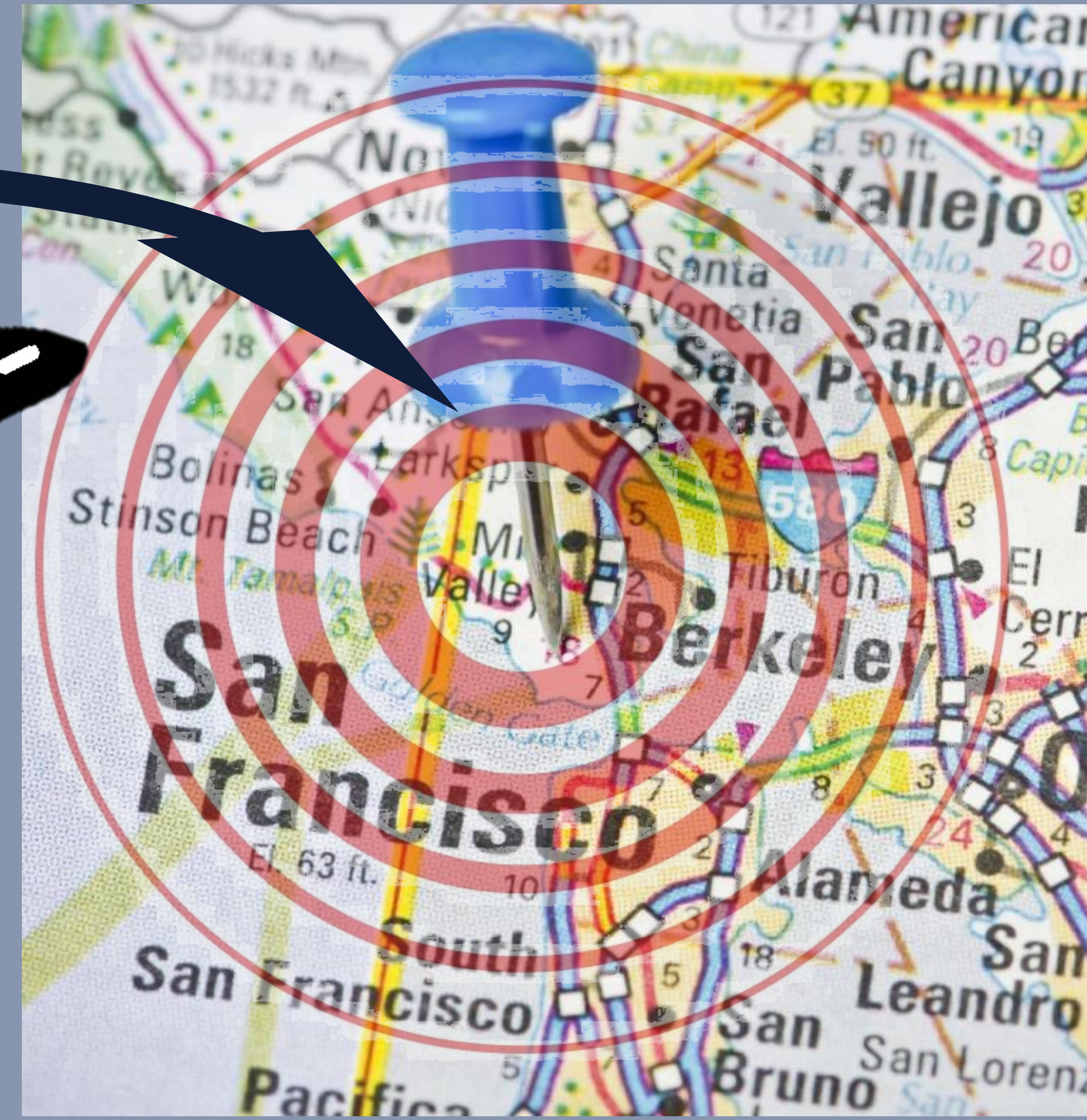
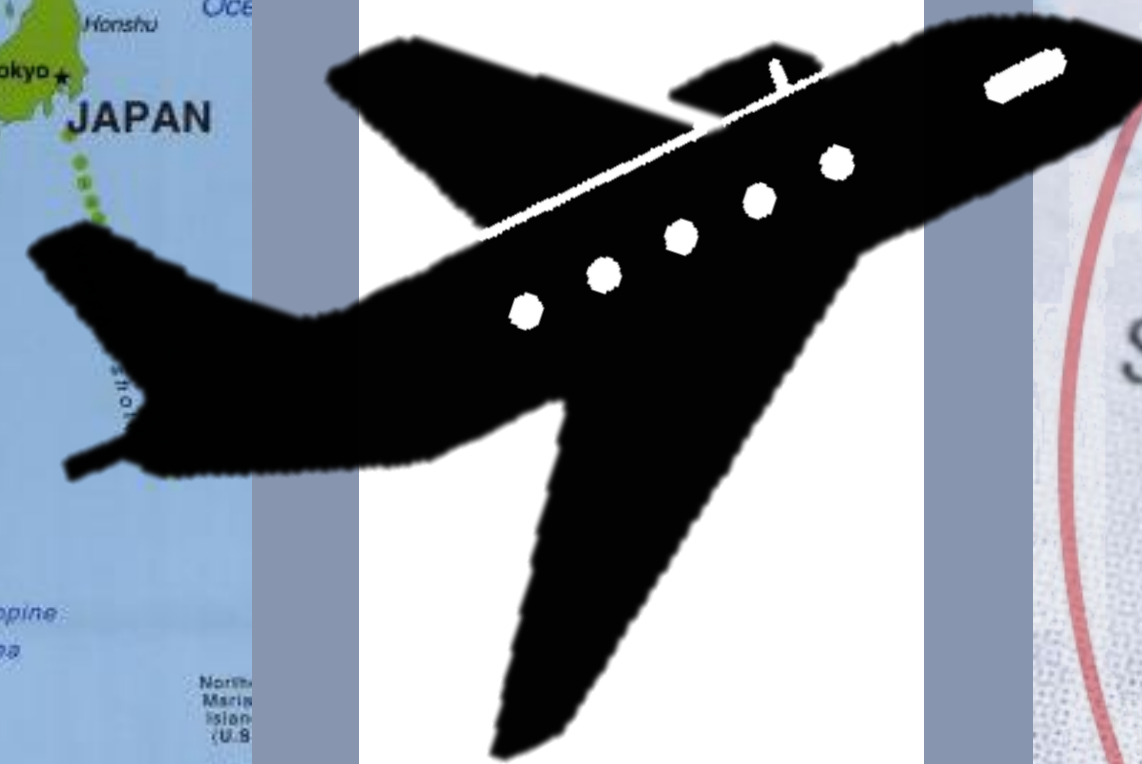
LUIS PEDROZA



GLOBAL BRAND BUILDER

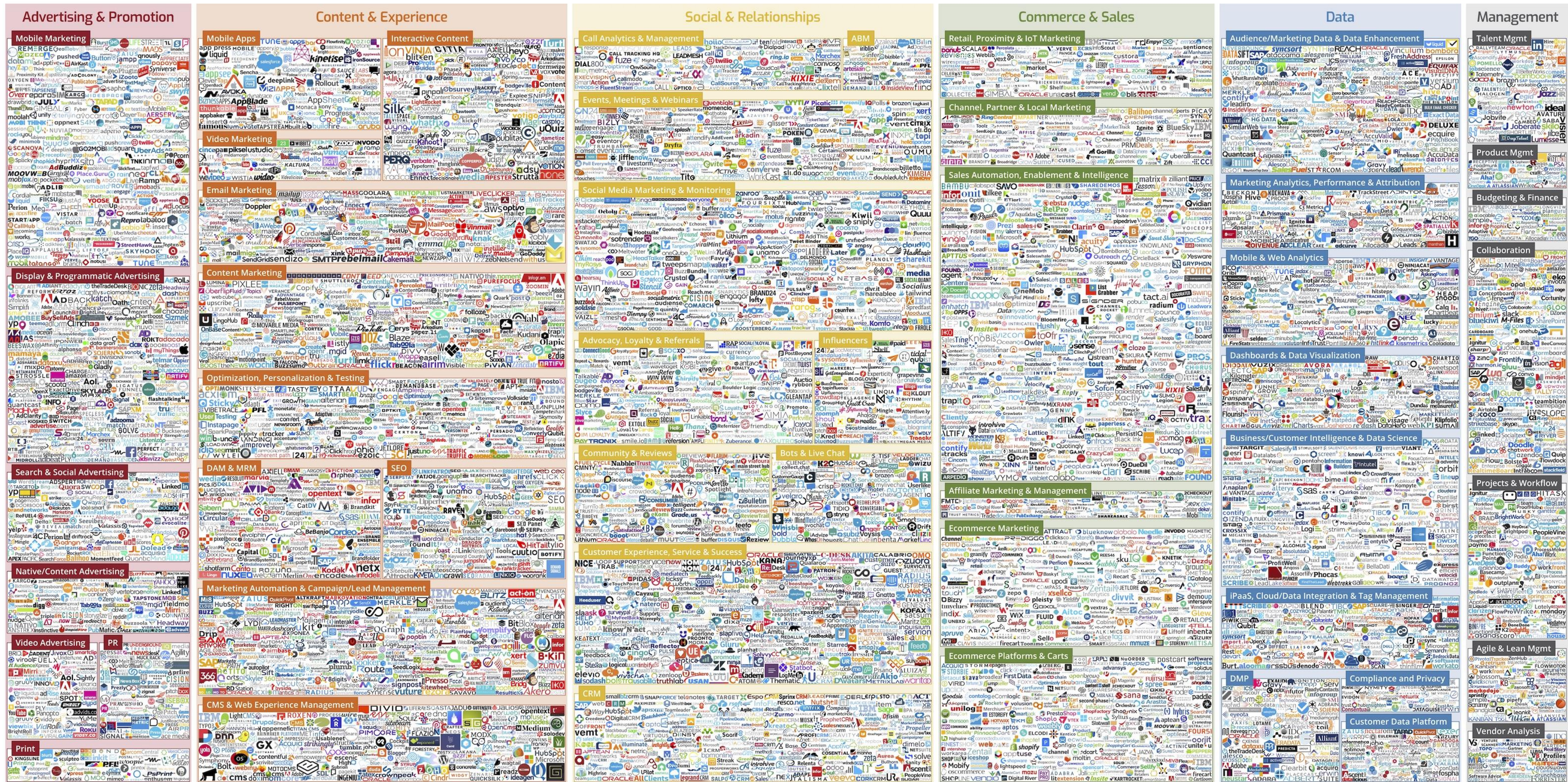


IN SEARCH OF INNOVATION










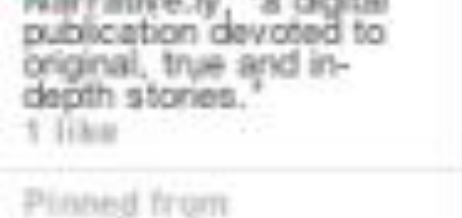











chiefmartec.com Marketing Technology Landscape (“Martech 5000”)





Startups that End in "Ly," "Lee, Or "Li."

 <p>Reachli: "market your visual content across the web." Formerly Pinerly.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Repinly Pinterest directory.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Nooly, a weather app.</p> <p>Pinned from nooly.com</p>	 <p>Editorially, "the best way to write, collaborate on, and talk about a text."</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Writer.ly "marketplace of independent publishing services." Not to be confused with Write.ly.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Infinite.ly. "We handle everything you need to launch your brand online quickly."</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Remitly mobile money-transfer platform, formerly Beamit.</p> <p>Pinned from remitly.com</p>	 <p>Graphicly publishing platform.</p> <p>Uploaded by: Nancy Friedman</p>
 <p>Narrative.ly, "a digital publication devoted to original, true and in-depth stories."</p> <p>1 like</p> <p>Pinned from narrative.ly</p>	 <p>Spokely Seattle classifieds.</p> <p>Pinned from spokely.com</p>	 <p>Quikly short-term offers. Possibly the same company as Quikly.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Fuely.com tracks fuel use.</p> <p>Pinned from fuely.com</p>	 <p>Snaply 3D and animated cards.</p> <p>1 repin</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Sincerely, "the world's largest gifting network."</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Appt.ly, maker of Fatify, Oldify, Baldify, and other free apps.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Result.ly. "We Call it Streaming Results." Every word of text annoyingly capitalized.</p> <p>Pinned from static.tumblr.com</p>
 <p>Sent.ly permits SMS on Android devices.</p> <p>Pinned from crunchbase.com</p>	 <p>Vimbly activity finder.</p> <p>Pinned from vimbly.com</p>	 <p>Rosingly daily-deal site.</p> <p>Pinned from rosingly.com</p>	 <p>Visibli social marketing and analytics.</p> <p>Uploaded by: Nancy Friedman</p>	 <p>Quib.ly parenting + technology.</p> <p>Pinned from quib.ly</p>	 <p>Security web filtering for schools and home.</p> <p>Pinned from parenting.com</p>	 <p>Optimizely web optimization.</p> <p>Pinned from tctechcrunch2011.file...</p>	 <p>Guardly "personal safety service for your phone."</p> <p>Pinned from crunchbase.com</p>
 <p>Washly, "the eco car wash that comes to you."</p> <p>Pinned from crunchbase.com</p>	 <p>Singly -- "social APIs, made simple."</p> <p>Pinned from crunchbase.com</p>	 <p>Seek.ly online speed dating.</p> <p>Pinned from crunchbase.com</p>	 <p>Scopely mobile social apps.</p> <p>Pinned from crunchbase.com</p>	 <p>Scubblly online marketplace.</p> <p>Pinned from crunchbase.com</p>	 <p>Knowly education database.</p> <p>Pinned from crunchbase.com</p>	 <p>Kwkly property information.</p> <p>Pinned from crunchbase.com</p>	 <p>Wheely. "Hail a minicab with a swipe of a finger."</p> <p>Pinned from crunchbase.com</p>
 <p>Qwerly data API for the social web.</p> <p>Pinned from crunchbase.com</p>	 <p>Find.ly enterprise-class something-something.</p> <p>Pinned from crunchbase.com</p>	 <p>Hurdly social-voting platform.</p>	 <p>Kasually social image bookmarking.</p> <p>Pinned from crunchbase.com</p>	 <p>Quikkkly</p>	 <p>Fabricly fashion e-commerce.</p> <p>Pinned from crunchbase.com</p>	 <p>Fastly content distribution and acceleration network.</p> <p>Pinned from crunchbase.com</p>	 <p>Hively real-time customer feedback.</p> <p>Pinned from crunchbase.com</p>
			 <p>Quib.ly</p>	 <p>Quib.ly</p>			 <p>QUERYLY</p>

LACK OF FOCUS

OUTCOMPETED

**75%-90% OF ALL
START-UPS FAIL**

INSUFFICIENT DEMAND

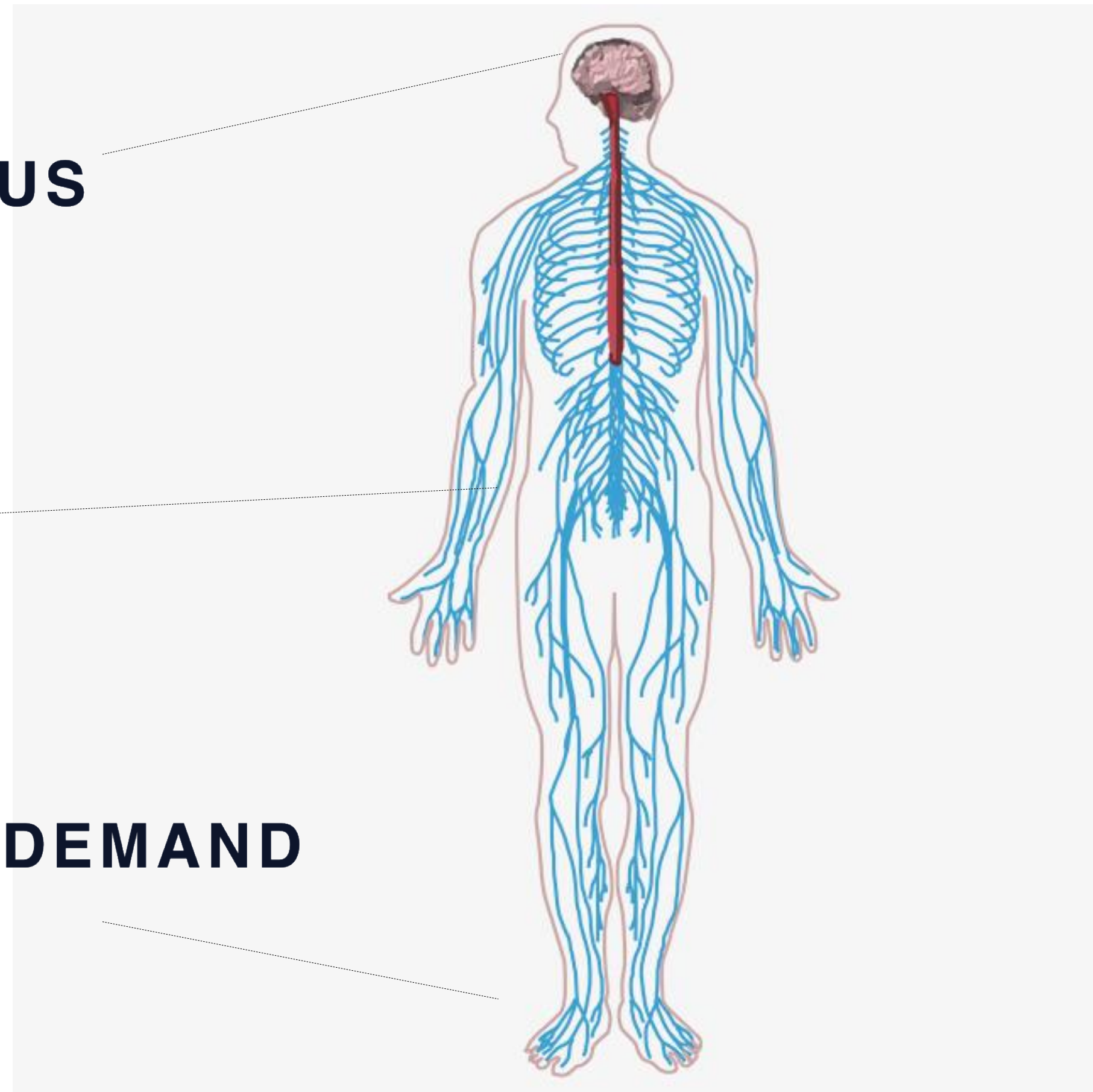


SYMPTOMS OF A BAD BRAND STRATEGY

LACK OF FOCUS

OUTCOMPETED

INSUFFICIENT DEMAND



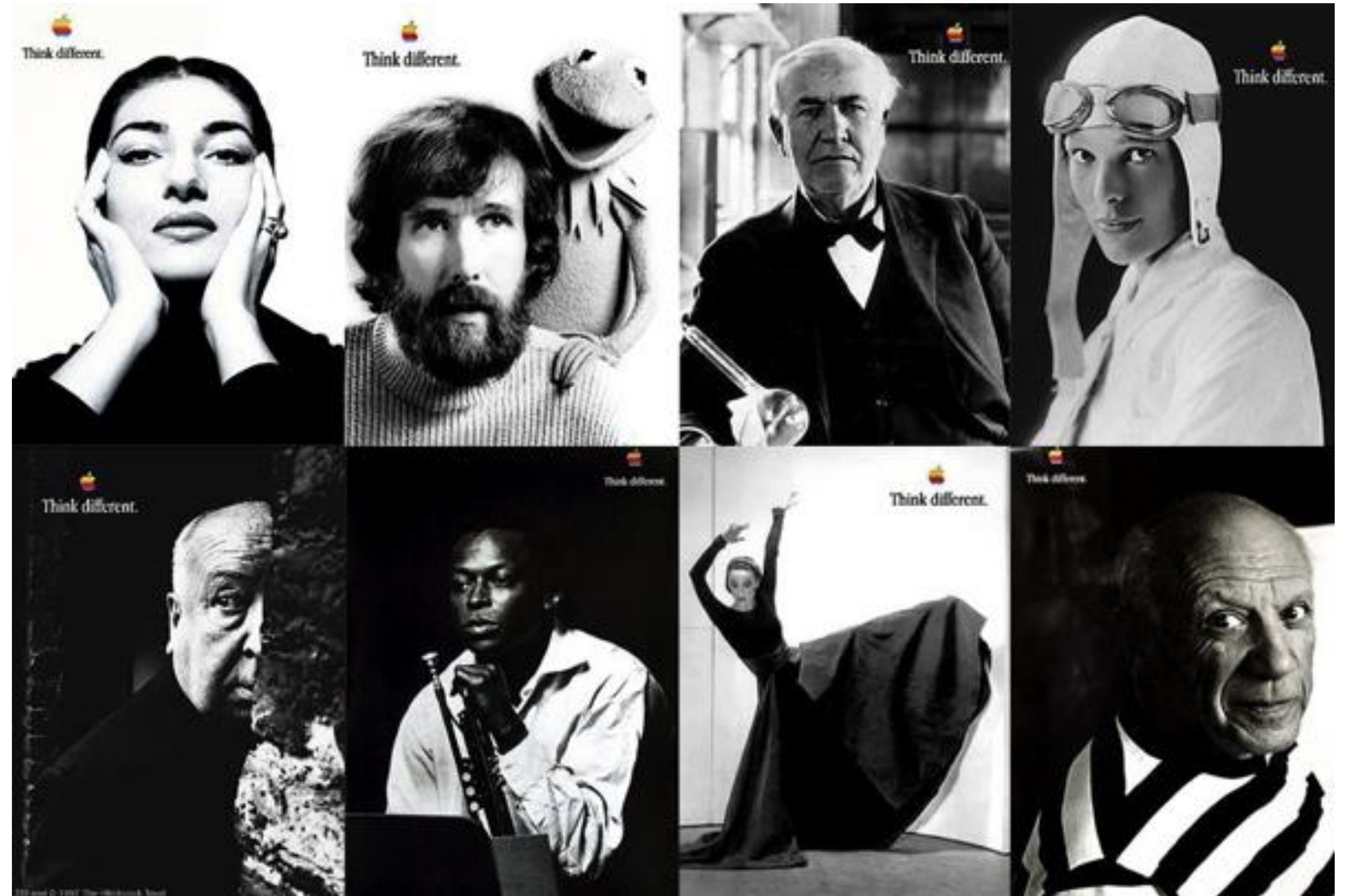
WHAT WE WILL COVER?

1. WHY BRAND STRATEGY IS SO IMPORTANT?
2. HOW DO YOU IDENTIFY AND DEFINE YOUR BRAND STRATEGY?
3. HOW TO BRING IT TO LIFE?

1

WHY IS BRAND STRATEGY SO IMPORTANT?

THE BEST, MOST SUCCESSFUL BRANDS HAVE WELL-DEFINED BRAND STRATEGIES – A REASON FOR BEING.





A BRAND'S STRATEGY/POSITIONING IS THE FOUNDATION THAT A BRAND IS BUILT ON

Creating a brand strategy after developing a product, is like pouring a building's foundation after you have already built the building



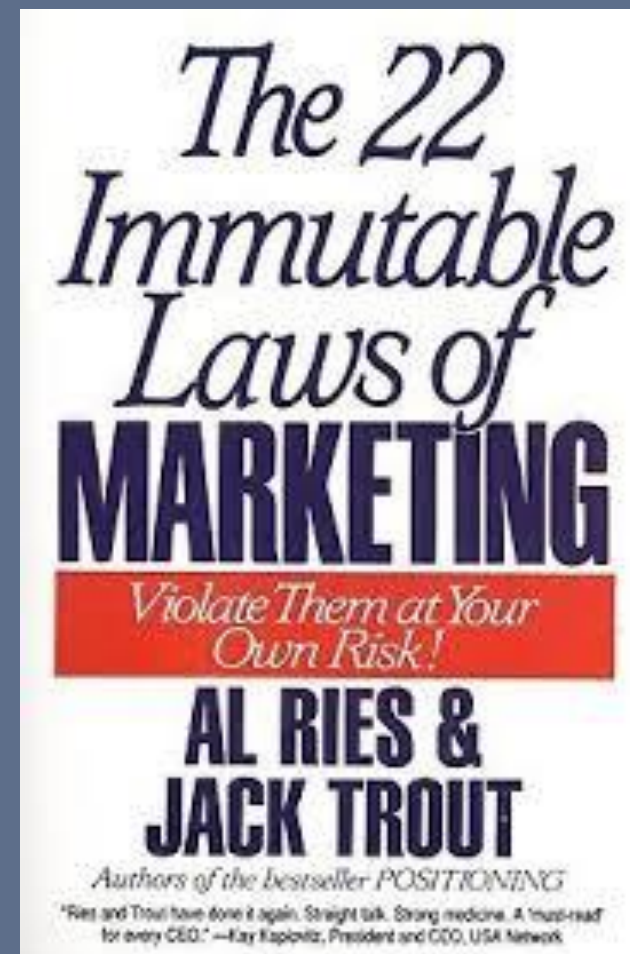
**BRAND
COMING
SOON!**

THE ESSENCE OF BRAND STRATEGY IS POSITIONING



Martial artists adapt their style by selecting a fighting stance that takes advantage of an opponent's vulnerabilities. In marketing, we call that "positioning." Brand builders select a positioning that gives consumers a clear choice versus the competition, so purchase decisions are not based only on price. It goes without saying that just being different is never enough. A strong brand positioning must be crafted and honed until it occupies a unique and meaningful space in the minds of the consumers – a space that cannot be easily replicated by the competition.

“All that exists in the world of marketing are perceptions in the minds of the customer”

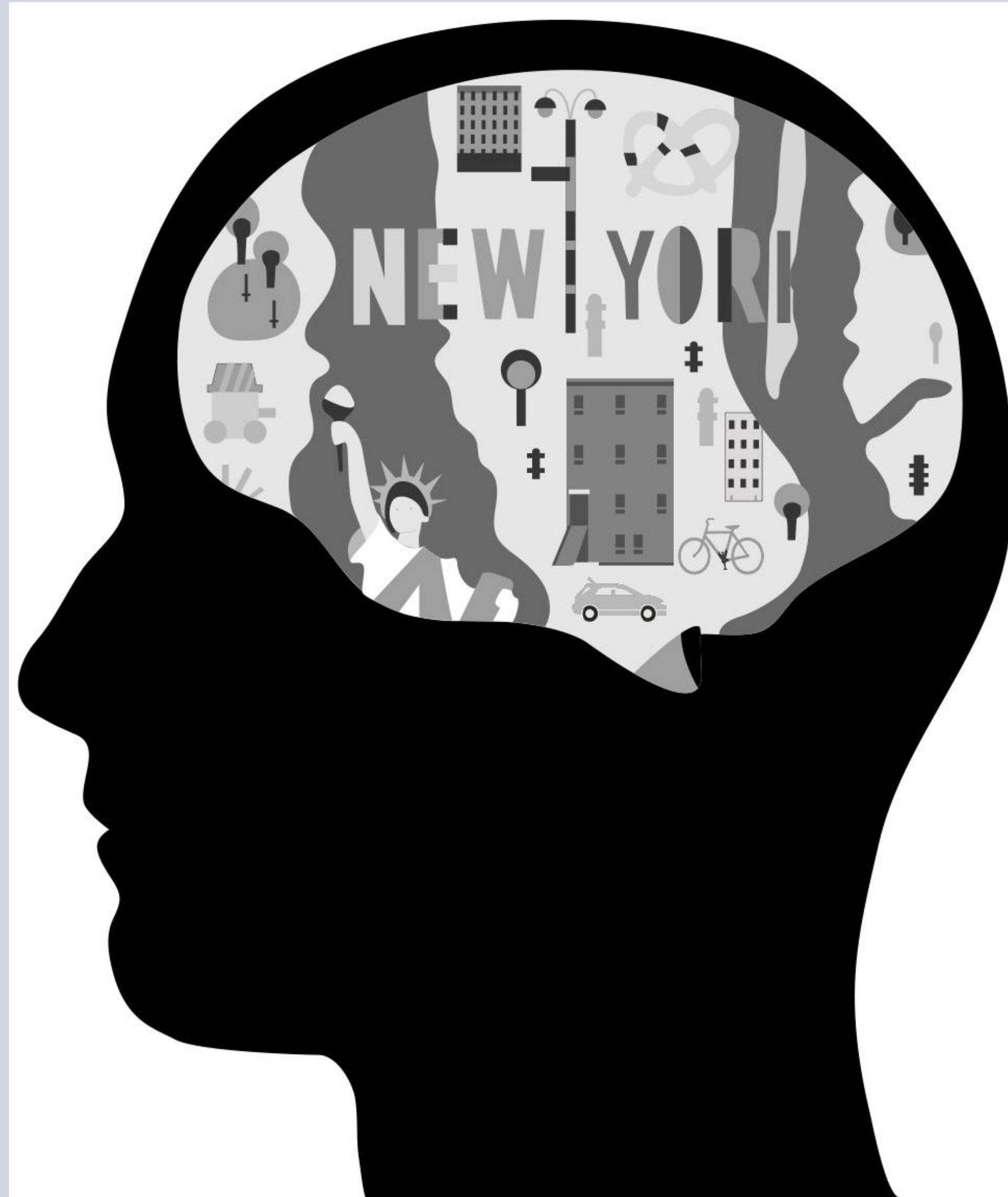


The 22 Immutable Laws of Marketing
by Al Ries and Jack Trout

2

**HOW DO YOU
IDENTIFY AND
DEFINE YOUR
BRAND
POSITIONING?**

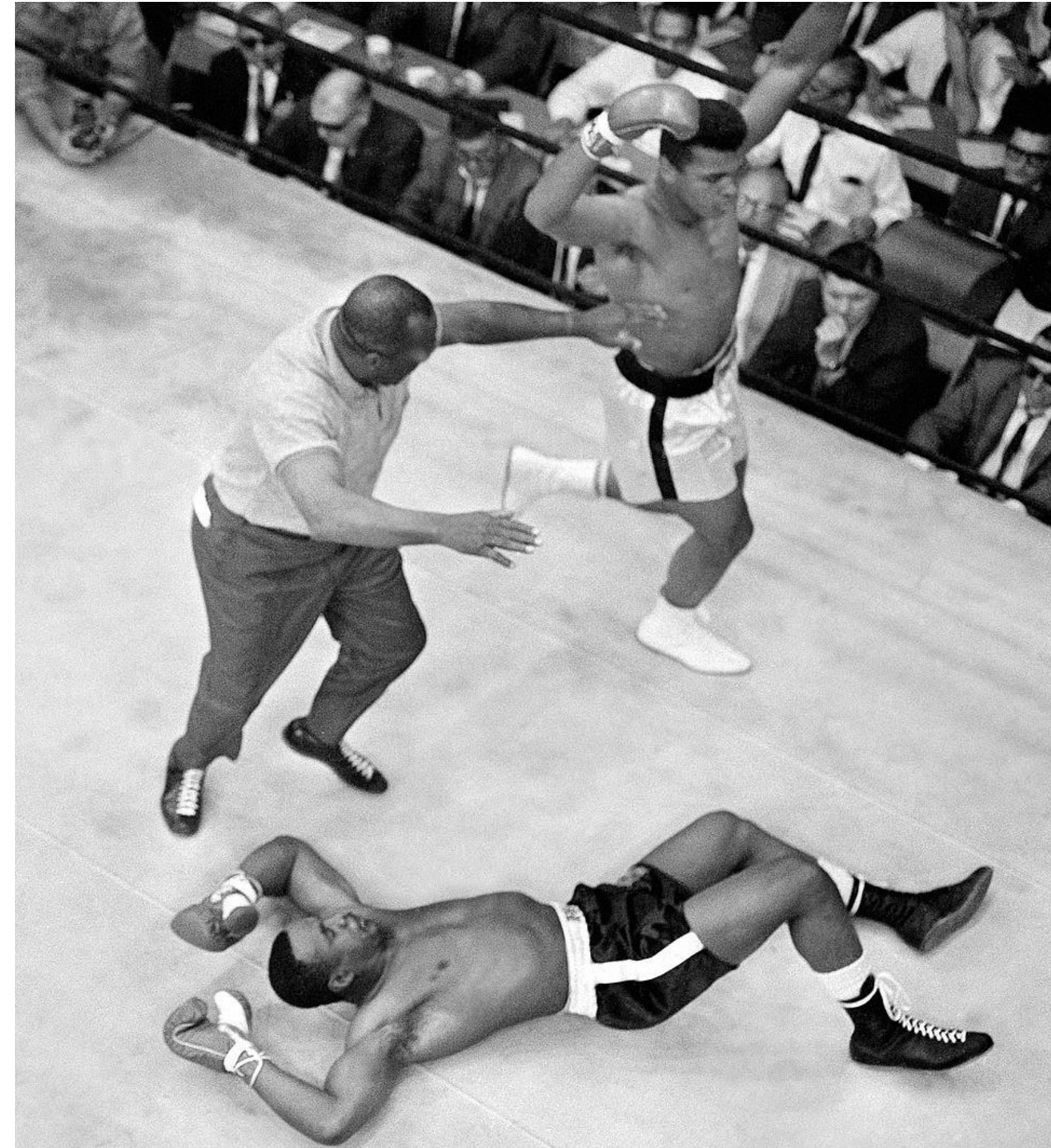
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**LOCATION,
LOCATION,
LOCATION**

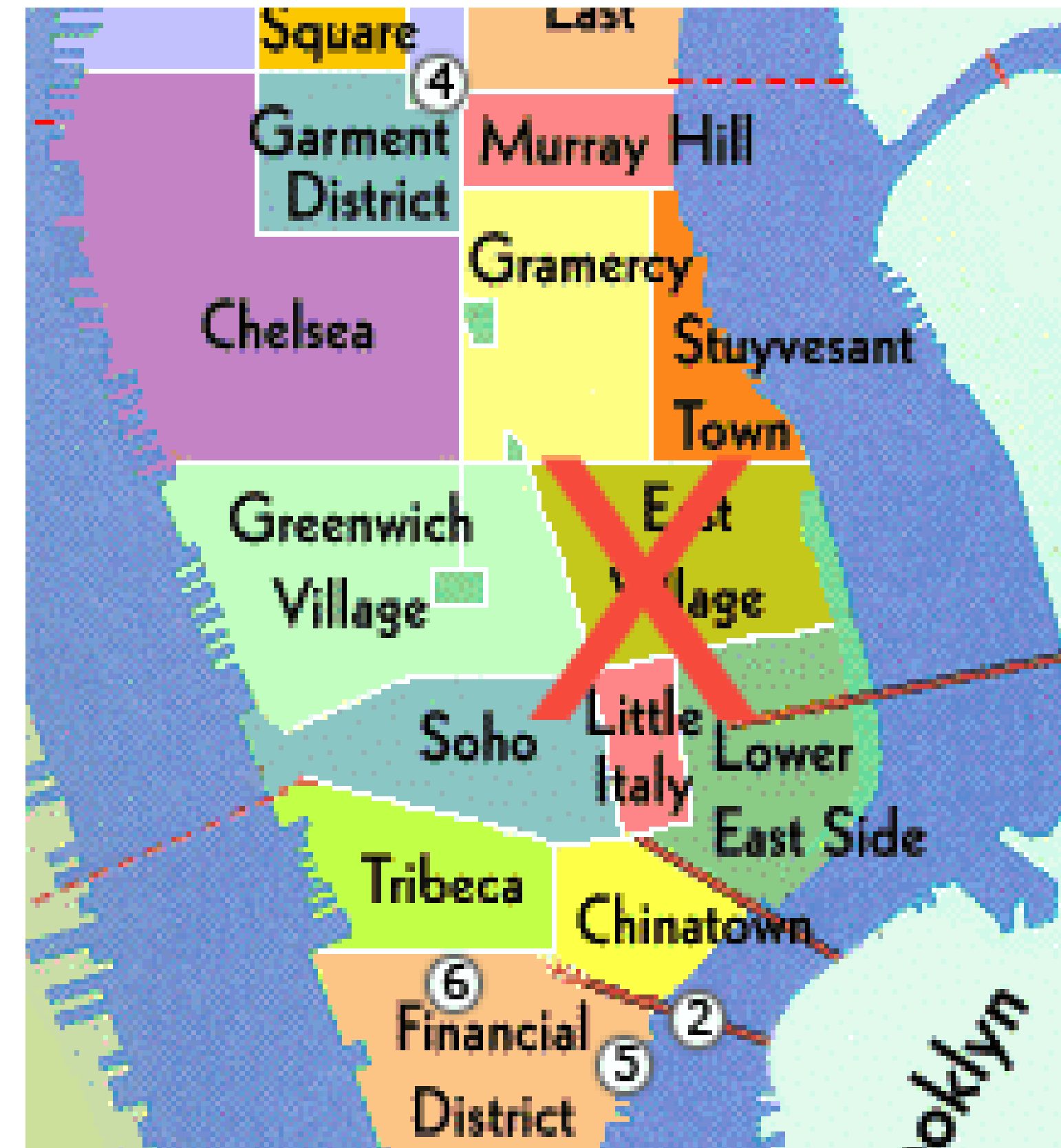
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**A brand's
positioning and
strategy is
always defined
with respect to
competition.**



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When picking a space, you have to consider who your neighbors are and what the neighborhood trends are.



Differentiate on attributes that consumers really care about and solutions that consumers would use to choose between brands -- being different isn't enough.



3

HOW TO BRING IT TO LIFE?

DISTILL IT DOWN TO A BATTLE CRY



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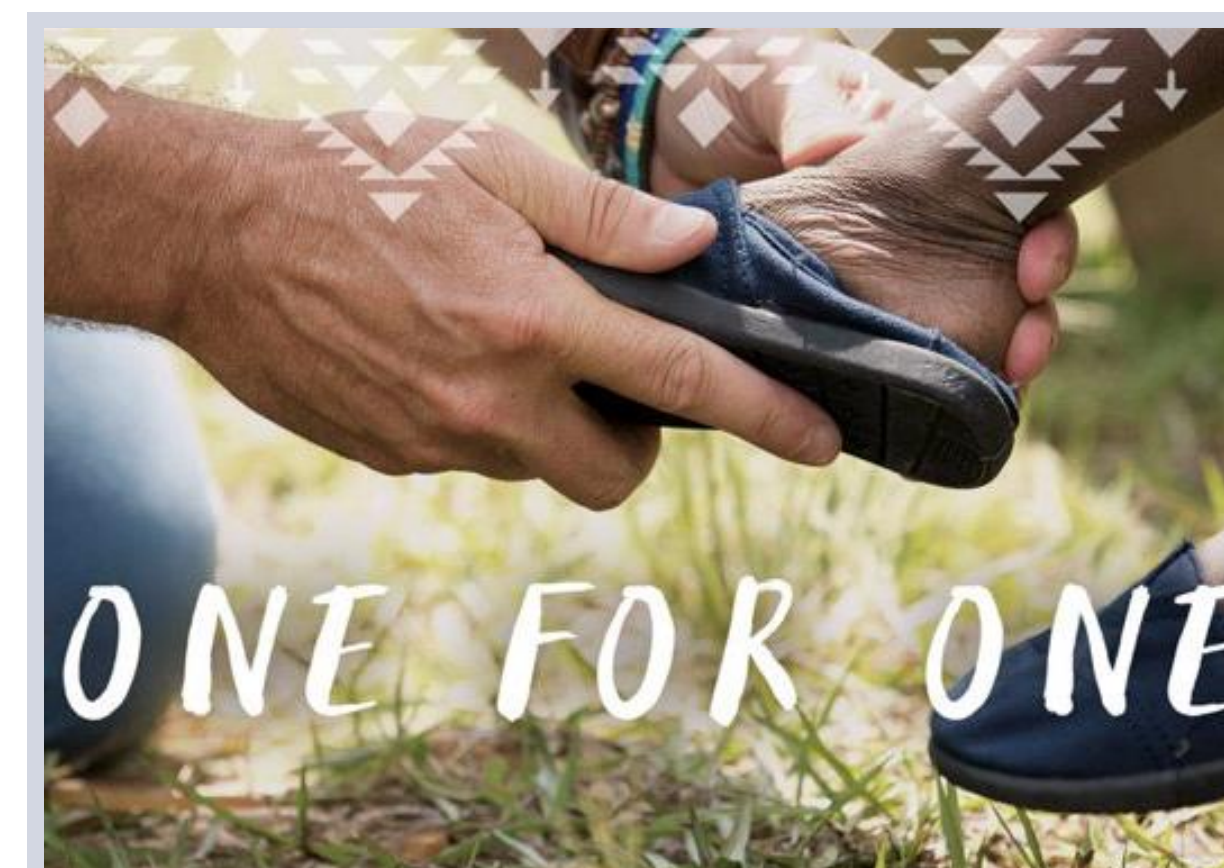
APPLE

“Think Different”



LINKEDIN

“Connect to Opportunity”



TOMS'

“One For One”

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AMAZON

“a place where people can come to find and discover anything they might want to buy online”



WALMART

“We save people money so they can live better.”



IKEA

“To create a better everyday life for the many people”

**“IF YOU WANT TO
STAND OUT FROM THE
CROWD, GIVE PEOPLE A
REASON NOT TO
FORGET YOU.”**

RICHARD BRANSON

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**THANK
YOU**

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