

COOPERATIVE  
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# Build Your Brand: Marketing Your Organization

RCAS Meeting

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Presented by:

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Letting  
People  
Know  
Who You Are



**Build Your Brand**

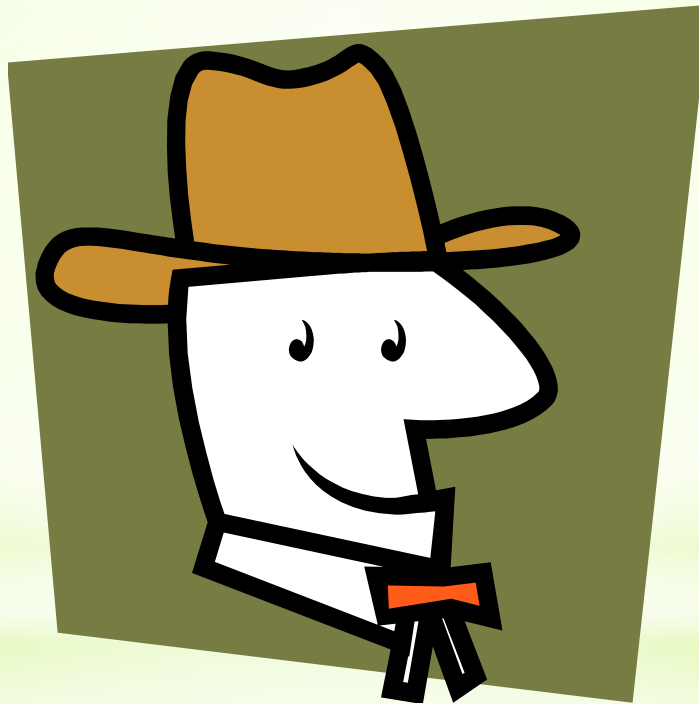
# Why do you need a strong identity?

- Organizational identity is critical to success
- Creating a positive image inspires confidence and trust
- Public relations and marketing efforts create positive awareness

# Research shows...

- People who know us, love us
- Very few people know us
- Even those who know us may not know as much about us as desirable
- We must do a better job of linking our department/unit with the overall organization and with a marketing message

**Have a positive attitude!**





**Building your brand is a process and  
everything you do speaks for you!**

**Educational Programs**

**Leadership**

**Service**

**Image**

**Policies and Practices**

# “SALT” Principles:

**S**trategic Relationships

**A**lignment of Goals

**L**istening

**T**eamwork



Baron, G. (1997). *Friendship Marketing*. Grants Pass, OR: The Oasis Press



# How do you build your brand?

- Decide on a clear and compelling message
- Develop a marketing communication plan
- Focus your message specific to audience
- Consistently and repeatedly deliver your promise





# Three Elements for Building a Brand

- The name of your organization
- The message you deliver
- The experience of the participant or public

## Elements of a clear and compelling branding message include...

- Your Message...communicate your promise—what will you do for someone?
- Delivery...public perceptions are built on experiences or what is seen and heard—work on your elevator pitch!
- Perceptions are reality...make good on your promise, people believe their experience not your communication—who can best tell your story?

**What is your official name?**



# Elevator Pitch

- Introduce yourself. Say, “My name is John Smith and I am director of the university agriculture research center....”
- Deliver your message—“we are an organization...(fill in the blank).”
- Say it with pride and commitment!

**Why is the organization logo  
important in branding efforts?**



# Name that Logo!

1.



2.



3.



4.



5.



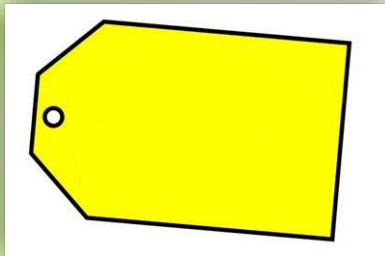
6.



7.



8.



9.



10.





# Sample Ways to Contribute to the Brand:

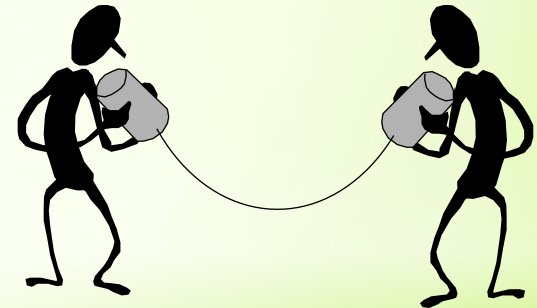
- Nametags
- Meeting Registration
- Meeting/Podium Signage
- Table Spread and Napkins
- PowerPoint Slides
- Research/Educational Materials
- Field Day/Research Plot Signage





# Elements of a Marketing Plan for Building Your Brand

- Audience
- Communication Type
- Communication Leader
- Timeline
- Budget
- Objective of Communication





# **Delivering the Message Contributes to Branding**

- **For training and mentoring purposes**
- **Empowers and energizes people**
- **Recognizes accomplishments**
- **Marketing and recruitment tool**
- **Begins a conversation**
- **Moves an organization toward change**



# Advocating for Your Research Station

- Stories can market and advocate for your research center
- Stories can catch the attention of the listener
- Storytelling comes naturally to people
- Stories are persuasive and may communicate when nothing else works

***“Stories build relationships,  
relationships build trust,  
and trust builds loyalty.”***

# Six Types of Stories that Influence Others



- Who I am Stories
- Why I am Here Stories
- My Vision Story
- Teaching Stories
- Values in Action Stories
- “I know what you are thinking” Stories

# Tips for Crafting Your Message and Telling Your Story

- Tell a story you love to tell
- Tell a personal story
- Tell a story about someone else
- Make the story “visual”
- Have a beginning, middle and end
- Practice!

# Questions to answer as you prepare your story:

- How does it begin?
- What problem was solved?
- What is the purpose of the story?
- What was the sequence of events?
- How will you conclude your story—the punch line?





# Build Your Brand Conclusion

- Determine your message—awareness and participation desired
- Develop a marketing goal plan
- Define your audience(s)
- Establish consistent message
- Select message spokespersons
- Deliver your message
- Determine a timeline and budget

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College of Agriculture,  
Food and Environment

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