

Not being brave enough to really brand

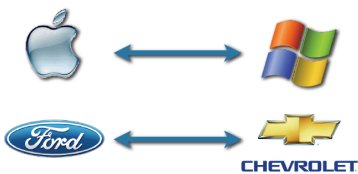


How users feel about your product or service



Chart by Kathy Sierra

Can't have one emotion without its opposite





The net method of marketing





The spear fishing method of marketing

If you try to be everything to everybody...

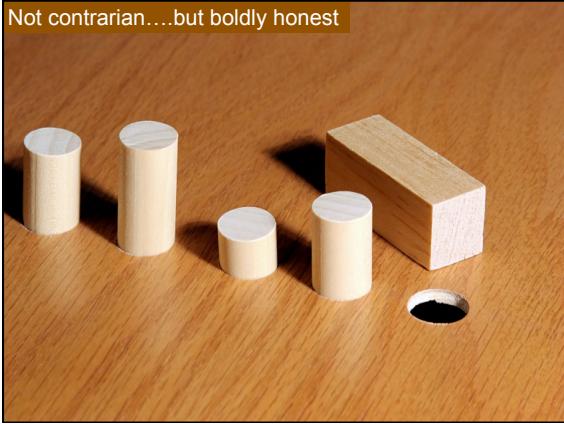


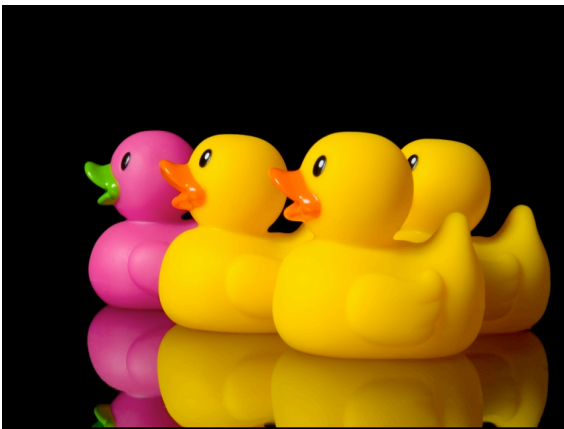


Branding = being willing to leave \$ on the table



Not contrarian....but boldly honest



















Marketing is like a New Year's resolution





Why drive to Cleveland without a map?



Mini Marketing Plan Grid



	What	When	Measure
Who			











What kinds of issues will we be facing?

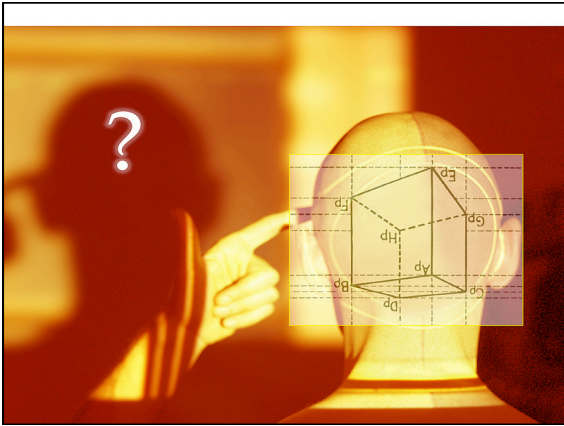
1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual blog – does it reflect on your employer and can they influence content?



When you meet a potential customer:
trust is low, fear is high, value is invisible.

Your job? Lower fear, raise trust, make
your value seen.

In other words....market.



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