

how to
**POSITION
& MARKET
your BRAND**

a **BUTLERBRANDING** publication



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snap me





the goal of this guide:

Clarify & Equip

When it comes to the topic of marketing (especially digital marketing) there seems to be a lot of “magic snake oil” that marketing companies try to push. Marketing your brand online really isn’t as difficult as many people try to make you believe it is. I hope to clarify some of the misconceptions about how marketing works.

Not only do I want to bring clarity, I also want to equip you with some practical strategies that you can implement in your business right away. I’m going to share with you how to strategize your marketing efforts, as well as share with you a marketing tactic that has saved me time, money, and creative mental power, as well as gotten me many leads from qualified prospects.



outline (where we're going)

- 1. Clarify terms**
- 2. ID stumbling blocks**
- 3. Outline the process**
- 4. Tactics!**



disclaimer

**I've never had an original
thought in my life**



(I even stole that quote)

here are the known sources referenced

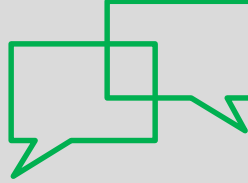
[The Futur](#)

[The Brand Gap](#)

[Beyond
Disruption](#)

[Creative Strategy
and the Business
of Design](#)

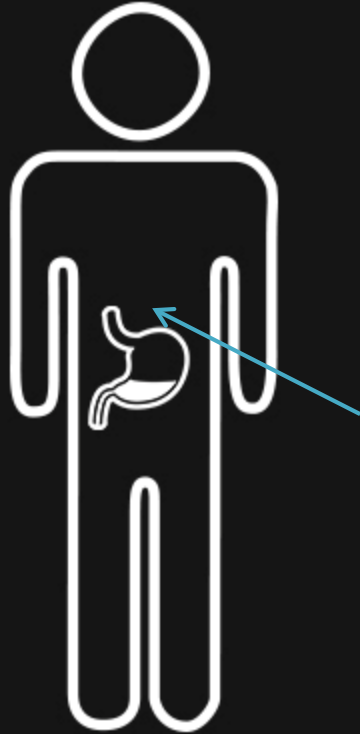




1. branding
2. marketing
3. disruption

**First, let's clarify
some terms.**

What is a “**BRAND**?”

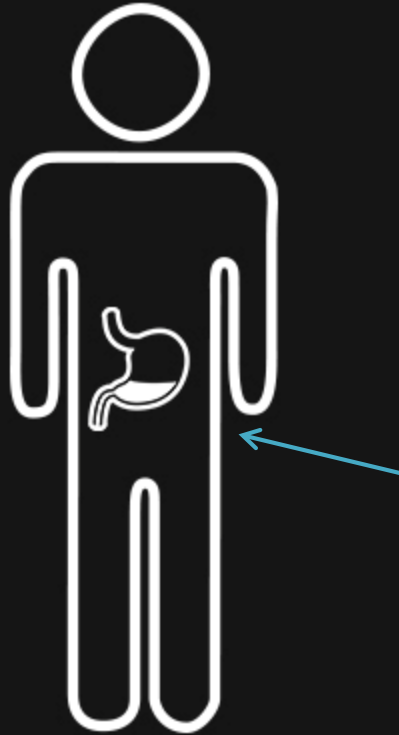


A BRAND
IS A PERSON'S
GUT FEELING

MARTY NEUMEIER
THE BRAND GAP



If this is true, then you can't design a brand



But you can **influence** their
gut feeling through engaging
brand experiences...

That's branding!

branding: The technique of influencing people's perception of a brand through experiences

Branding is the **art** and **science** of influencing public perception about whatever it is you're promoting, whether it be yourself, your company, products, services, etc. Pretty much everything your users see influences their feeling about your brand – your logo, promotional materials, website, social media pages, etc. So branding is just making sure you're intentional about the message you're conveying through those experiences.

here's a video that says a little more



CLICK ON THE VIDEO TO WATCH.

If that doesn't work, copy and paste this link in your browser:

<https://www.youtube.com/watch?v=KMRT57K1crl&t=13s>

what is
“**MARKETING**?”

marketing: **The attempt to start
a conversation with
your target market**

Inbound marketing is where you offer something that makes you look attractive to your target audience and they initiate the conversation. An example would include giving a free resource in exchange for contact information (hint, hint... what are you reading right now).

Everyone wants inbound leads, but you need to create enough value to give people incentive to want to talk to you.

inbound marketing



Outbound marketing is where you make the first move and initiate the conversation. This means you go to where they are and you say something. This includes picking up the phone and calling people, knocking on their door, going to their event, handing out your business card or brochure... you know, the often awkward (but necessary) stuff that no one wants to do.

outbound marketing





(this is advertising)

when it comes to marketing your brand, you need to do both types...

Get Creative

With marketing, the sky's the limit; but you have to make sure you're implementing both inbound and outbound marketing strategies. Obscurity is the great brand killer. Many brands can offer a lot of value to the world, but never will because no one knows they exist.

There are a million ways you could market your business. The important thing is to make sure you have a strategy in place which holds you accountable to have at least a minimum of 3-5 channels you are marketing your business through.

here are just a few examples

Inbound Marketing Strategies

- **The Giveaway** – What promotional item or gift can you give away that would entice people to trade their contact information to receive? Maybe a free trial or consultation?
- **The E-Guide** – What are the top 10 questions you've answered 100 times? Answer those questions, and turn it into a guide (or several). Put it behind a lead-capture page so people can download if they leave their email address.

Think about what resources you could create that would add value to people's lives, then display them where their attention is. The goal is to be found when your target audience is looking.

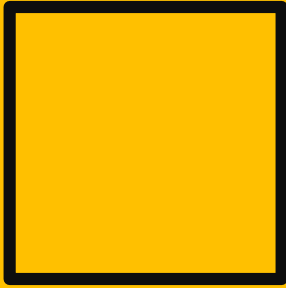
Outbound Marketing Strategies

- **Networking** – Networking is about meeting people and building relationships so that whenever they may need your help (or know someone who does) you'll be top of mind. Every city has networking groups you can plug into.
- **Email Marketing** – Getting emails often requires inbound marketing (incentivizing people to give you their contact info). But once you have an email list, it's time to start outbound marketing. Send regular emails, making sure to add value more than you ask for a sale. Even if people don't open your emails, they're seeing your name in their inbox every week.



What is “**DISRUPTION?**”

concept from “Beyond Disruption” by Jean-Marie Dru



convention



disruption



vision

Disruption is the concept of identifying conventional ways of doing things that restrict the thought process.

Conventions are things that everyone does, but they may not be the best, or most efficient way of doing things.

Once you identify conventions, you challenge them with new, innovative ideas which lead to a new vision of how things can be done.



Disruption is not optional. You are either actively disrupting the market, or you will be disrupted. Don't get too comfortable with the way things are – they will change.

Disruption is about thinking of how you would put yourself out of business if you were your competition... because guess what – your competition is thinking of that right now! Disrupt the industry before you get disrupted.

disruptive brands



Uber disrupted the transportation industry, yet owns no vehicles. They challenged the convention of a monopolized taxi industry by providing a ride-sharing model that encouraged greater competition and better service.



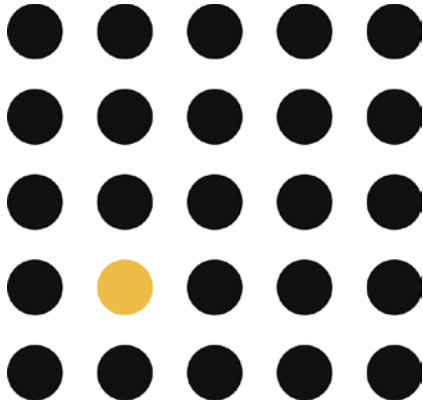
AirBnB disrupted the hospitality industry, yet owns no hotels. They challenged the convention of difficult reservation booking and provided an affordable, inclusive model of hospitality.



Blue Apron disrupted the grocery store industry, yet owns no retail location. They saw the need to serve busy families with healthy, ready-to-cook meals in an affordable, convenient way.

how does this apply to me?

I'm not suggesting you should start over with a new business model. However, I am suggesting to think of ways you could radically differentiate your brand from your competition, rather than offering a variation of what already exists.



Because by nature we
notice what's different

let's do a little soul searching...

Identifying the things that hinder great marketing



**is this how
people see you?**



**is this how you
see yourself?**



**you need a little
clarity...**



Before you think about marketing your brand, you need to know **who you are** as a brand. Can you (with clarity and confidence) answer the following questions:

What are your features, benefits & values?

There's a difference between the three. Features are the tangible products (whitening toothpaste). Benefits are the advantages users get from them (a brighter smile). Values are the underlying motivations that cause people to buy (self-confidence).

What is your value proposition?

What value do you add to people's lives?

What is your elevator pitch?

If you had 30 seconds to tell someone about your business, could you clearly articulate what you do, how you make people's lives better, and how they can take advantage of it?

What is your Global Biz Objective?

Your GBO is the driving force that motivates all you do as a brand. It is your overarching WHY. Why do you do what you do?

What are your Key Performance Indicators?

How do you know if you're on track with reaching your GBO? By what measures are you gauging success? (By the way, if you say "money", that's the wrong answer)

What is your process?

How do your users take advantage of your offer? Can you simplify the process in 3-4 steps, helping your customers visualize what it's going to be like working with you?



If you can answer those questions, congratulations! You should have some solid marketing copy you can use when promoting your brand!

are you keeping up with your users?

Times have changed. People have changed. Technology has changed. The way people interact with technology and each other has changed...

But have you changed?

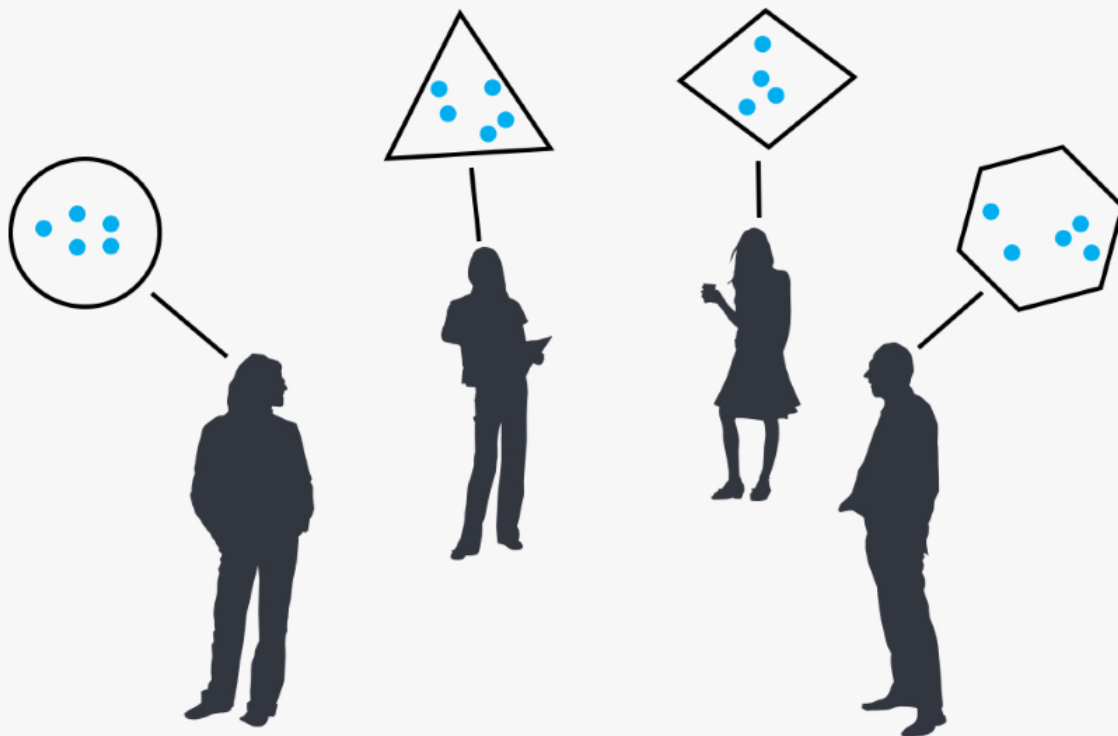
You can't use the same technology and marketing methods you used 20 years ago and expect to get the same results. Leveraging modern technology and social networks is critical in today's economy if you want to remain relevant to your audience. Are your marketing efforts changing at the same rate as consumer behavior? If not, you're going to be hurting.





is your company unaligned?

When companies have multiple employees it's very common for everyone to have their own ideas of what they think the company goals are, and will consequently have different agendas in pursuit of the path they think they should follow. Since every employee represents a different aspect of the company, they're going to see different paths to different goals...



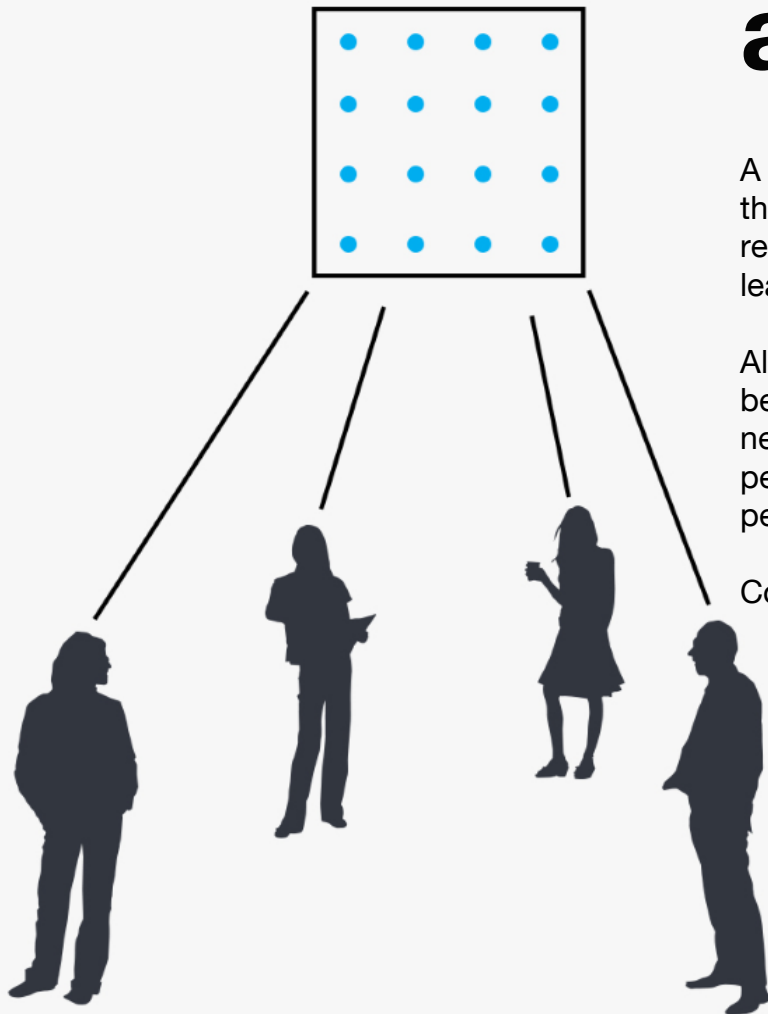


alignment

A company that is aligned celebrates the diversity of its employees, recognizing there can be different paths leading to a shared common goal.

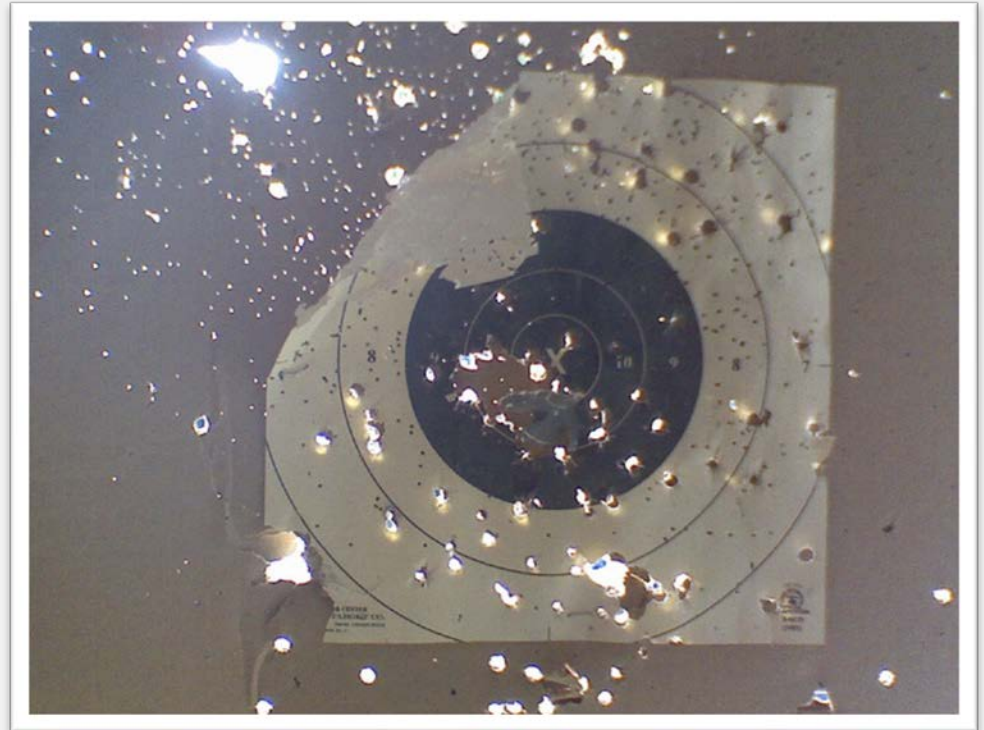
Alignment is critical in marketing because the people making the product need to be on the same page as the people promoting the product, and the people selling the product.

Consistency is the key.



is this your marketing strategy?

The “shotgun” marketing method is where you shoot out a bunch of stuff in no particular direction, hoping something will hit. This isn't a good approach... **Having an actual strategy is critical!**

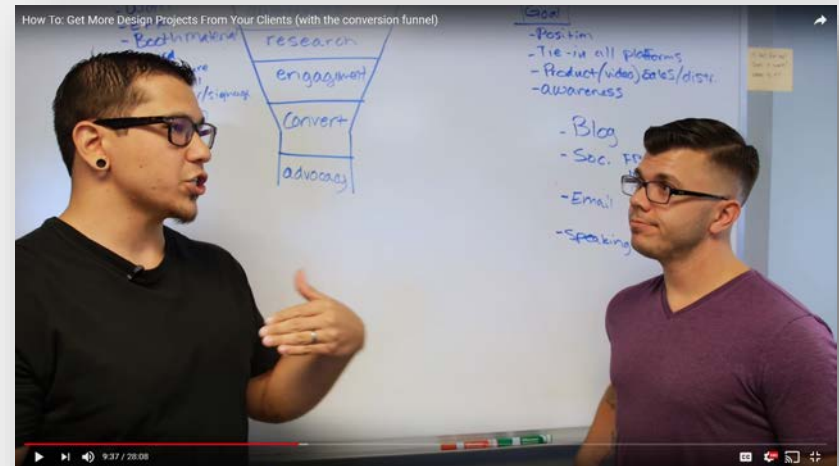


Deep dive with these two videos

Design Strategy | 12:49



Conversion Funnel | 28:08



IF CLICKING THE VIDEO DOESN'T WORK...

You can copy and paste the links in your browser:

<https://www.youtube.com/watch?v=tzrBzZBWtM0>

<https://www.youtube.com/watch?v=tzrBzZBWtM0>



do you know your users?



Understanding your users is really the most important part of branding, because without them, there is no brand. Aside from the general demographics, do you really know your users?



What are they like?

Who/what are their influences?

What are their values?

What are their felt needs?

What are their questions?



What are their challenges and pain points?

What would be a WIN for them?

What types of content do they consume?

Where do they consume content?



building user profiles



CLICK ON THE VIDEO TO WATCH.

If that doesn't work, copy and paste this link in your browser:

<https://www.youtube.com/watch?v=hrVJZ0rr648&t=115s>

Okay, now let's talk marketing strategy...

No matter what business I talk to about digital marketing, they all seem to say the same things:

- “We understand everyone is using the internet and social media”
- “We recognize the importance of digital marketing”
- “We know that we need to be creating content to share on our website, social media and email”

but...

- “We don't know where to start”
- “We don't know what types of content to create”
- “We don't know what platforms to share our content on”

If you are asking any or all of the above questions, I believe this article will be immensely valuable for you. I'm going to share with you a technique that I've incorporated for the last couple of years that has saved me time, money and a lot of creative power. I call it ***Content Stacking***.

content stacking

The game-changing marketing strategy



content stacking

The game-changing marketing strategy

Content Stacking is the marketing strategy that literally revolutionized the way I approach marketing. Any time I have a new idea, I can't help but ask "how can I stack this content?"

"So what is it?"

Content Stacking is the process of stacking several small pieces of content (we'll call this "supporting content") on top of each other to make one big piece of content (which we'll call "primary content"). However, in reality, it really works in reverse... you think of one big piece of content (the primary) you'd like to create, such as an e-book, corporate video or annual report, and then think about all the small pieces (supporting content) it takes to create it. In other words, your primary content is the sum of all the supporting content, and you can use the supporting content to share on digital platforms periodically. Using this method of content creation gives you a lot of content without having to think of new ideas all the time – you create a large pool all at once and distribute the pieces sequentially.



content stacking



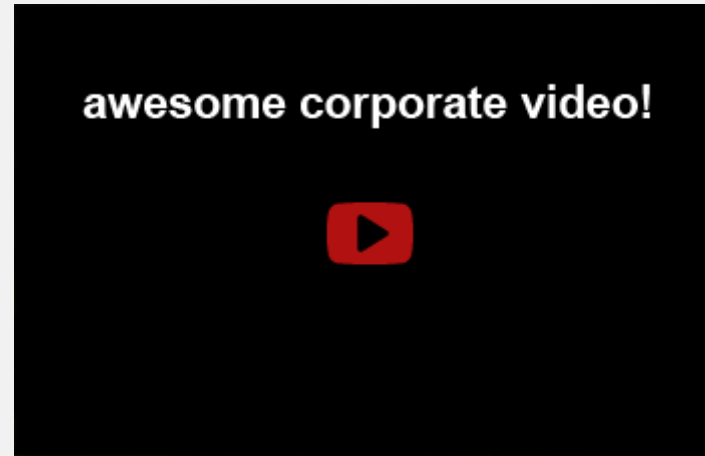
(big idea)

content stacking



(individual pieces)

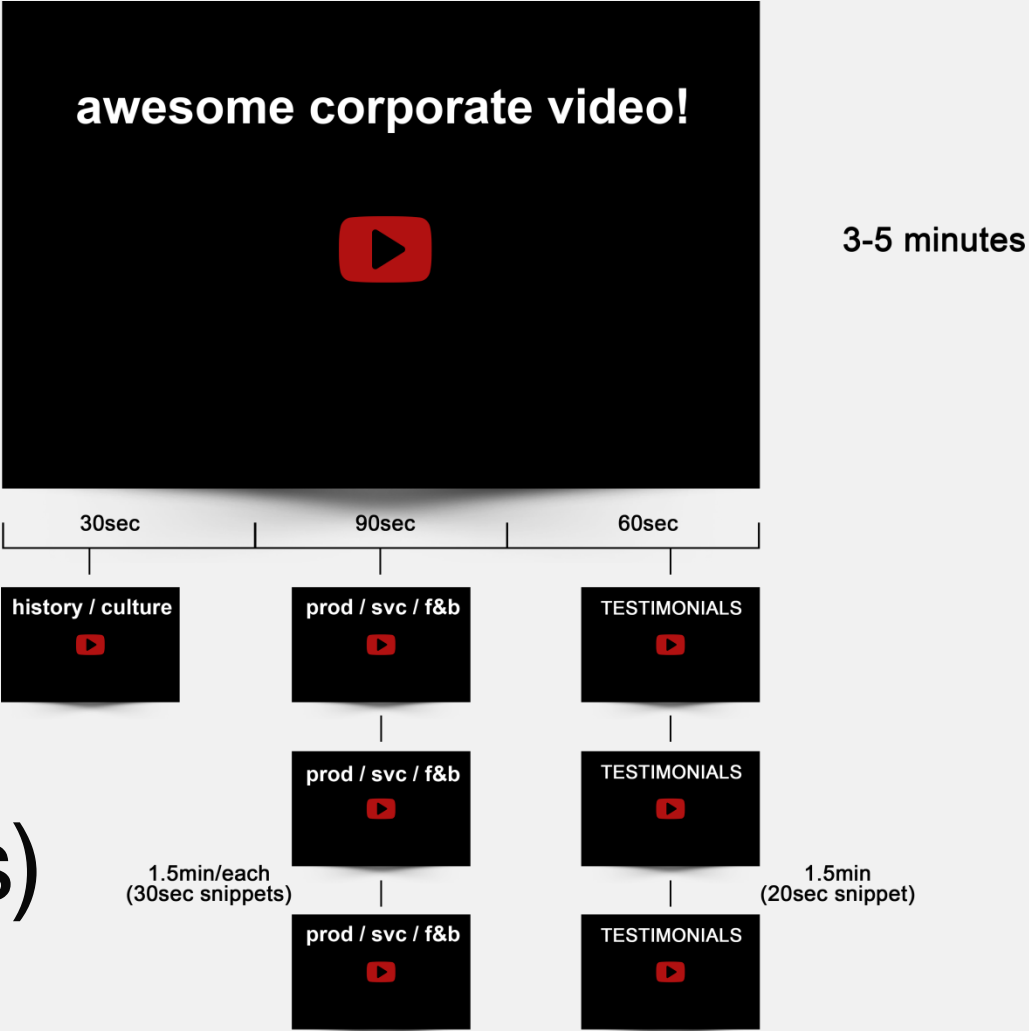
For example, let's say your Big Idea (or primary content) is an awesome corporate video. You want to produce a 3-5 minute video about your brand that tells people who you are, what you do and how you make people's lives better.



(big idea)

In your awesome corporate video you're going to talk about your company history and culture. You're also going to talk about each of the products or services you have. You also want to include a testimonial for each of the products or services you're talking about. All of those individual pieces are the supporting content.

Content Stacking recognizes that this 3-5 minute video just turned into a total of 7 short videos which make up 1 awesome corporate video (a total of 8 videos).



(individual pieces)

BUT WAIT



In order to make your awesome corporate video you had to write a script. Remember the flow of the video?

- Company history and culture
- Product/service 1
- Product/service 2
- Product/service 3
- A testimonial for each product or service

You take the script you used for the video, and make blog posts or web pages on your website.

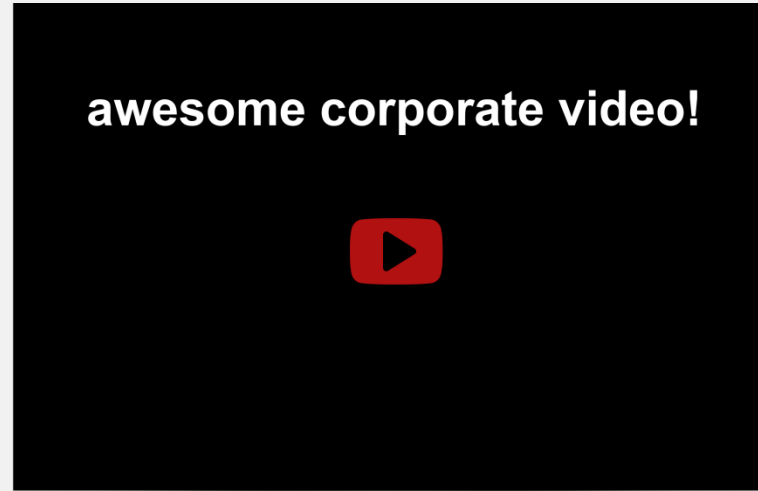
Once a week you release a post on social media (each of the videos, and each of the web pages/blog posts).

Once a month you send out an email newsletter, highlighting a preferred client, and then your corporate video.

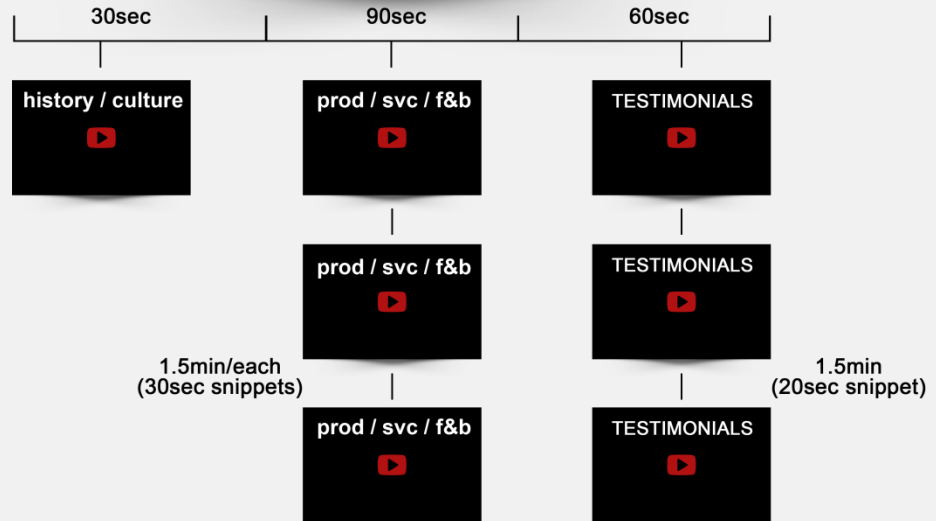
You now have turned one piece of content into approximately 36 pieces of content.

8 pages / blog posts
+ 8 videos
+16 social media posts
+4 email newsletters

1 corporate video



3-5 minutes





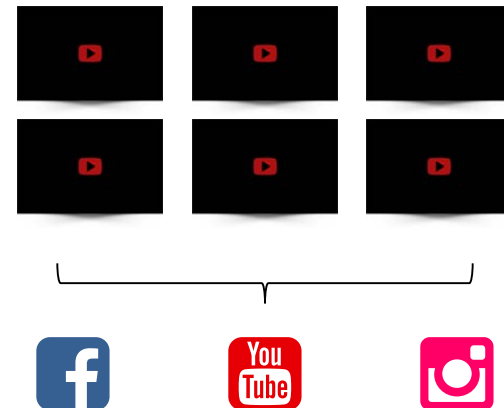
You put your awesome corporate video on your website, because your website visitors would rather watch a video than read text to learn about your company.

You share your video directly on Facebook because video posts get much higher engagement than text, and even photos. Facebook also auto-plays videos when shared directly on their platform, rather than having to link out to YouTube.

You also create a YouTube channel and put your corporate video there, because YouTube is the second largest Search Engine in the world (next to Google).

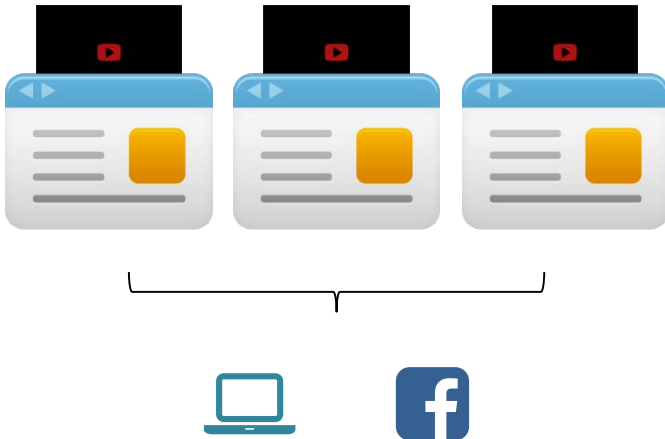
You share the individual shorter videos on Facebook and YouTube as well, because shorter videos often get viewed more than longer videos.

Since you kept each of the videos under one minute long, you can also share on Instagram, expanding your reach with the same content.



You use the transcription of the shorter videos to create web pages or blog posts on your website explaining your products/services.

You also share those web pages on Facebook, because you know that most people don't frequently check your website to see if there's new content.



You send out a monthly newsletter for the next 4 months, highlighting your individual services, and the last email would include your awesome corporate video!



and that's content stacking!

You can do this with everything from e-books and corporate videos to presentation material and website content.

This guide, for example, is a mashup of several different pieces of content (videos, blogs, and email content) that I've released at different times. The layout is adapted from a slide deck I created for a live presentation I gave in February of 2017.

[Here's a video](#) of the presentation

[Here's a blog post](#) I wrote on Content Stacking (which was adapted from a video I shot with the same content)

The possibilities are endless!



that's all folks!

It would be a great tragedy if you put this guide down and said “wow, that was helpful”, and did absolutely nothing about it. The goal of this guide was not to just fill you with information, but to equip and move you to action. I really do hope you found this information helpful, but I’m more excited to think about the awesome marketing ideas that you come up with!

Sean Tambagahan



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