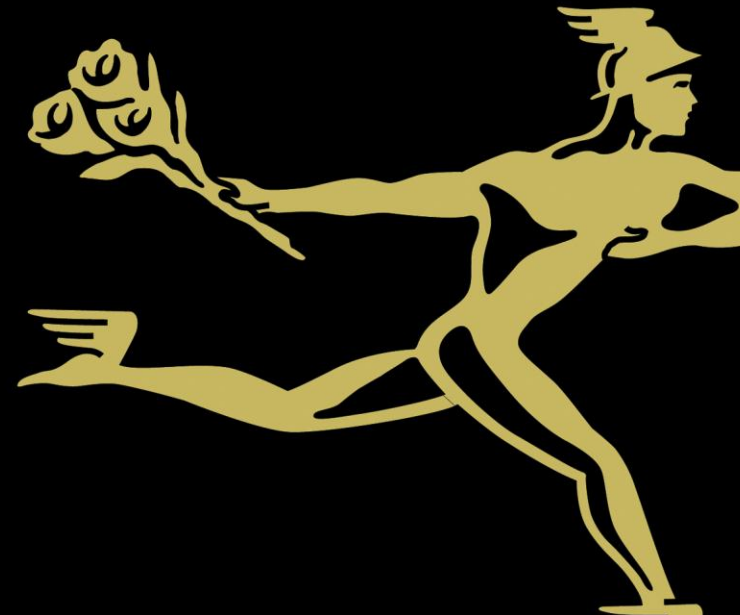


# Market Your Brand.... Grow Your Business

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Flowers say it better. FTD says it best.™

# Definitions

**Brand:** a particular kind; a name given to a product, service or person; a permanent impression on a distinctive category





# What do you think of or who do you think of?



**Branding:** The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.





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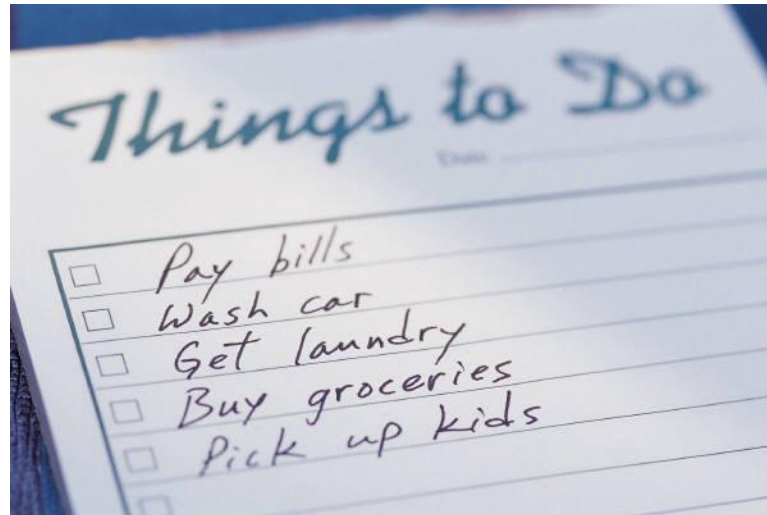
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# Marketing Your Brand

# Marketing Your Brand

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- Know your market
- It's more than a name
- Get your brand recognized
- Resources and tools





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# Know Your Market



# Know Your Market

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- Understand the needs of your market
- Determine who you need to be in your market





Where  
Do  
We  
Start?



Start by answering these four questions.

- What is your company's mission?
- What are the features and benefits of your product or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?



# Know Your Market

- Great logo
- Your message
- Integrate your brand
- Create a voice
- Tagline
- Stay true and consistent





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# It's More Than a Name

# Customer Service Branding

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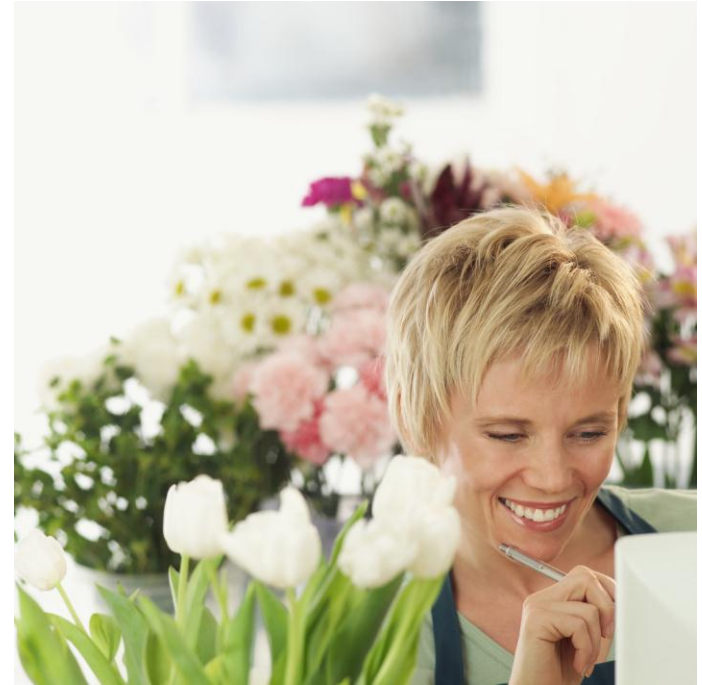
- Be Consistent
- Be Confident
- Be Dedicated



# Branding Your Talent

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- Unique
- Different
- Consistent
- Professional
- Continuing Education





**Personal branding:** describes the process by which an individual differentiates themselves to stand out from the crowd





# Personal Branding

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Enhances your recognition as an expert and establishes your reputation and credibility



# Personal Branding

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- Value Proposition
  - What do you stand for?
- Differentiation
  - What makes you stand out?
- Marketability
  - What makes you compelling?





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# Get Your Brand Recognized

It is **NOT** the consumers job to remember you.

It is **YOUR** job to be remembered!



# Get Your Brand Recognized

- Become active in your community
  - Chamber of commerce, city government, local schools



# Get Your Brand Recognized

- Partner with companies and civic groups
  - FTD, Vera Wang, chain restaurants, other local businesses





# Get Your Brand Recognized

- Special promotions
  - Wedding contest, prom open house, FTD® Good Neighbor Day®, Teacher appreciation





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# Resources and Tools



# Resources and Tools

- Free Advertising
  - Trade out with Newspaper and Radio

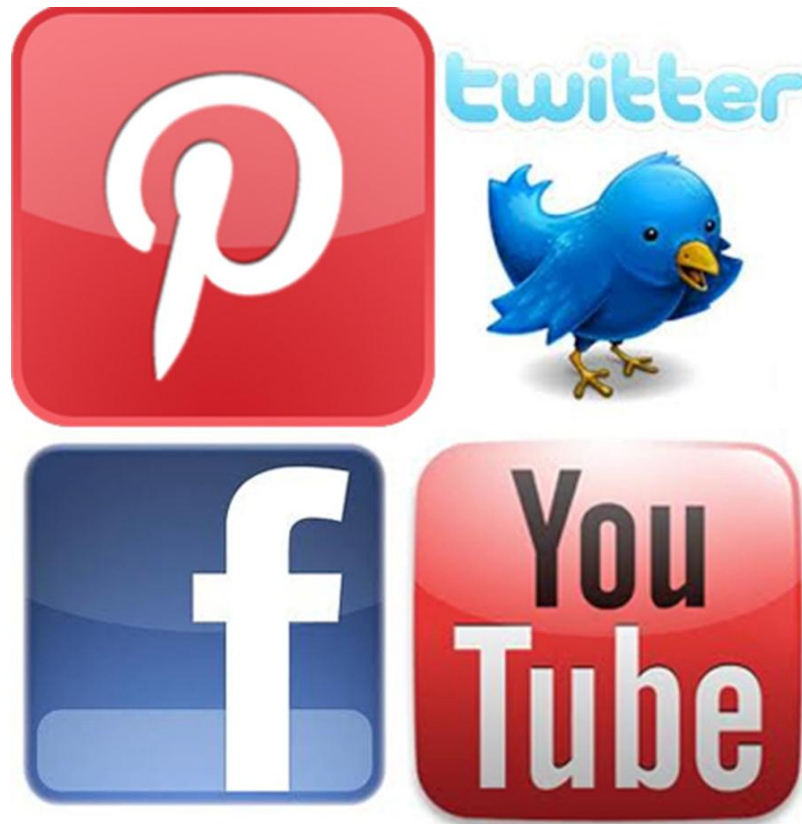


# Resources and Tools

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- Social Media

- Blogs, Facebook, Pinterest, Twitter, YouTube



# Resources and Tools

- Your Talent
  - Showcase it everyday
  - Donate to community events





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# Summary

# Final Summary

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- Know your Market
- It's more than a Name
- Get Your Brand Recognized
- Resources and Tools





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# Questions???

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Handouts are available at:

[www.FTDi.com/FTDUniversity/webinarmaterials.htm](http://www.FTDi.com/FTDUniversity/webinarmaterials.htm)

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