

# SMART THINGS TO KNOW



About

*...BRANDS & BRANDING*

About

*...MARKETING*

## *Brands = Promises*

- A brand is a promise of value that can be trusted.
  - Titleist, J. & J.
- A brand is a relationship ...between a buyer and a seller.
- A brand is a powerful differentiator.
  - Nike, Apple
- A brand is a valuable asset--perhaps the most valuable asset any company “owns”.
  - Coke

## Marketing

- *“Marketing is having what will sell...”*
  - Roger Blackwell
- *“The purpose of a business is to create and keep a customer.”*
  - Ted Levitt, *The Marketing Imagination*

## THE PLAN

- *“Failing to plan is planning to fail”*
- Corporate Strategy is marketing strategy, and vice-versa.
- **“What do you want to sell to whom and how? (and where, etc.)”**
- Why do you **deserve** to succeed?
- No plan = no direction
  - Football

## *HOMework*

- *“Luck is preparation meeting opportunity.”*
- Know your customers, competitors, and your market **BETTER THAN ANYONE!**
- *“If I had eight hours to chop down a tree, I'd spend six hours sharpening up my ax.”*
  - Abraham Lincoln.
- *“Knowledge is power.”*
  - Sir Francis Bacon

## TECHNOLOGY

- Have it--Maybe an advantage
- Lack it--Certainly a disadvantage
- Reach = New possibilities previously unknown, unheard of...
- Speed = The ultimate weapon in the “new economy” -- *“leave the competition gasping!”*
  - “FAST BREAK”

## WHAT WILL YOU DO?

- Never stop learning, sharing...
- *“If you don’t go where you don’t go, you won’t know what you don’t know!”*
  - Steve Gou beaux
- *“You have to kiss a few frogs to find a prince.”*
  - Bill Kahl
- Lead, follow,... or get out of the way!

## Summary-2

- **MARKETING--5 Smartest things to know**
  - 1. You must have a plan.
  - 2. Get close to the customer.
  - 3. Do your homework.
  - 4. Remember relationships
  - 5. Use the speed and reach of technology.
  - “...marketing is having what will sell” ...and then telling people about it!

# WORDS OF WISDOM

- You can love me, but only I can make me happy.
- You can teach me, but only I can do the learning.
- You can lead me, but only I can walk the path.
- You can promote me, but I have to succeed.
- You can coach me, but I have to win the game.
- You can pity me, but I have to bear the sorrow.
- For the Gift of Love is not a food that feeds me,  
it is the sunshine that nourishes that which I must finally harvest for myself.
- So if you love me, don't just sing me your song.
- Teach me to sing, for when I am alone, I will need to know the melody.

• —Don Baker, Quoted from Pat Summitt's book, *Reach for the Summit*  
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