

Fred Sullivan Speaks on Brand Strategy To New York Jaycees

What does it take to be a brand and marketing leader in your business or non-profit, from the "one man show" to Global Corporation?

Fred Sullivan, principal of AVdrive Inc. talked about this topic as it applies to individuals and organizations that are facing the challenges in the current economy of technology innovation, global competition and market fragmentation.

Highlights of his presentation as summarized by the Tambuli a Jaycees publication:

- Our personal mission or goals provide anchor and starting point whenever we plan to set up a business or lead an organization.
- Having the right brand image is crucial in developing customer loyalty. In essence, our mission should be embodied in our brand promise. Are you delivering what people expect?

The cycle to achieve brand presence starts with:

- Informing people what your mission or promise is all about.
- Draw people in to know more about your product, mission or promise.
- Address any issue or concerns they may have and finally
- Provide support or customer
- Provide service throughout the entire customer experience
- In building a brand , you must respect people and their values. The emotional aspect of branding is fast becoming a crucial component in developing a relationship with a customer. If the customer is able to see what they can gain from a personalized experience, there is a greater likelihood that they will develop greater brand awareness.
- Emotional branding must appeal to the seven senses of sight, smell, taste, touch, feel, kinetic and aesthetic. It must also appeal to the kinetic energy within us and must project a certain vibe that the customer finds appealing.
- Be authentic, know your product or your organization well.
- Have a good product
- Improve your customer service
- This will lead to a buzz marketing that will take a life of its own and can lead to creating interest and then brand loyalty.

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