

Branding on a Shoestring:

Five Practical Steps to Get What You Need in Today's Competitive Environment



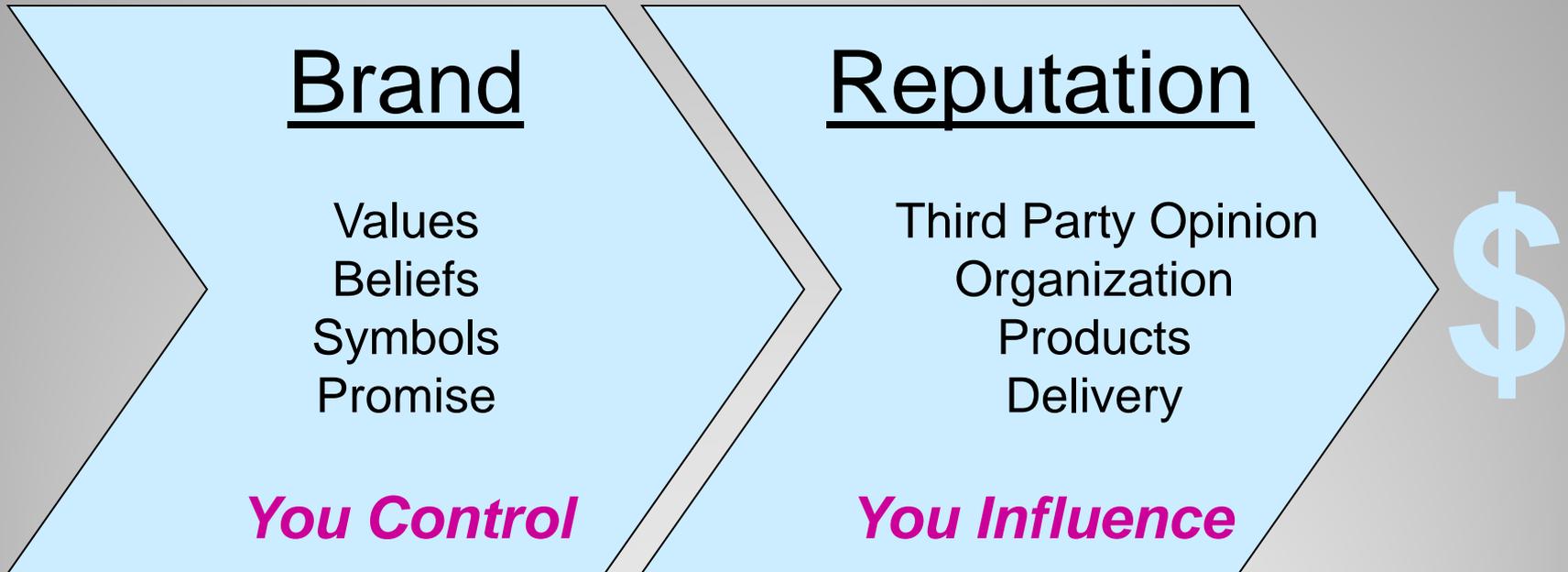
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Your Brand: A Powerful Tool for Visibility,
Credibility and College Resources



- Fundamentally Emotional
- Lasting
- Reciprocal
- Takes Time
- Takes Work
- Starts with a Promise

The Brand “Relationship”

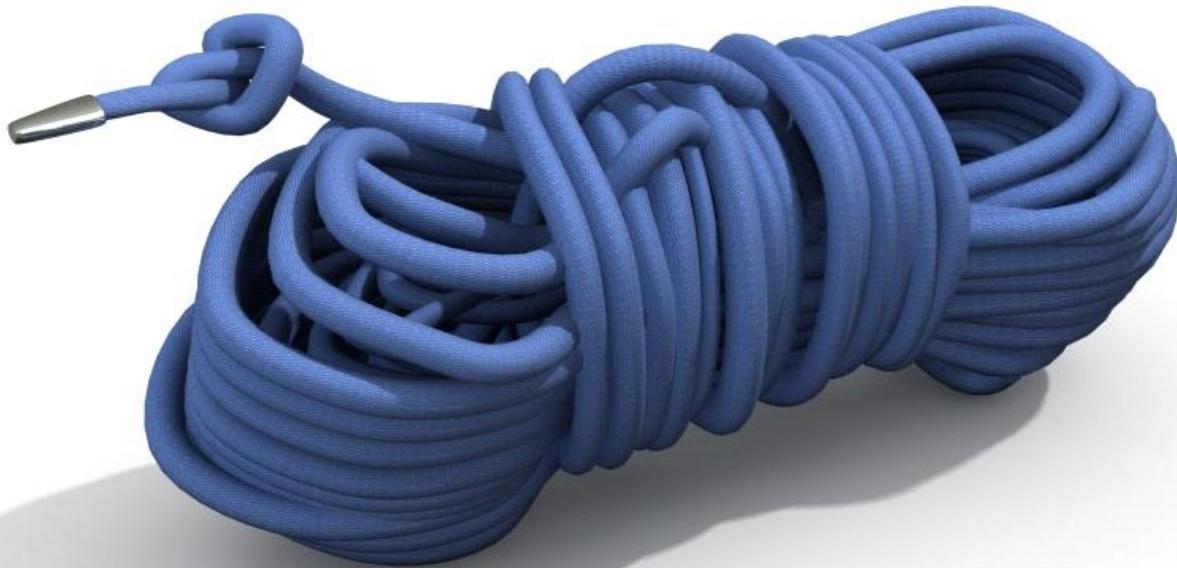


Two Considerations

Just because ***you're*** not actively managing your brand doesn't mean ***your president*** won't associate it with certain values or traits.



Where to begin?



How will you sell it?

Who needs it?

Why is it unique/better?

How does it solve problems?

What is your value proposition?

**You have about 30
seconds to describe
your value
proposition in a
memorable and
compelling way.**



"We are..."

"We don't just..."

"We'll make sure..."

"We can help..."

**Your president has
lots of annoying
problems he/she
must resolve. How
can you make the
“pain” go away?**



**Differentiate your
products and services
from “traditional”
programs and other
education providers.**



Brand Promise

·Manage your destiny

Mission

Create opportunities through workforce development.

Vision

To propel economic and community vitality.

Brand Personality (How Others Will See Us)

Resourceful: Find, engage and connect the best resources

Proactive: Anticipate stakeholder needs in a changing environment

Responsive: Adapt and customize – quickly and affordably

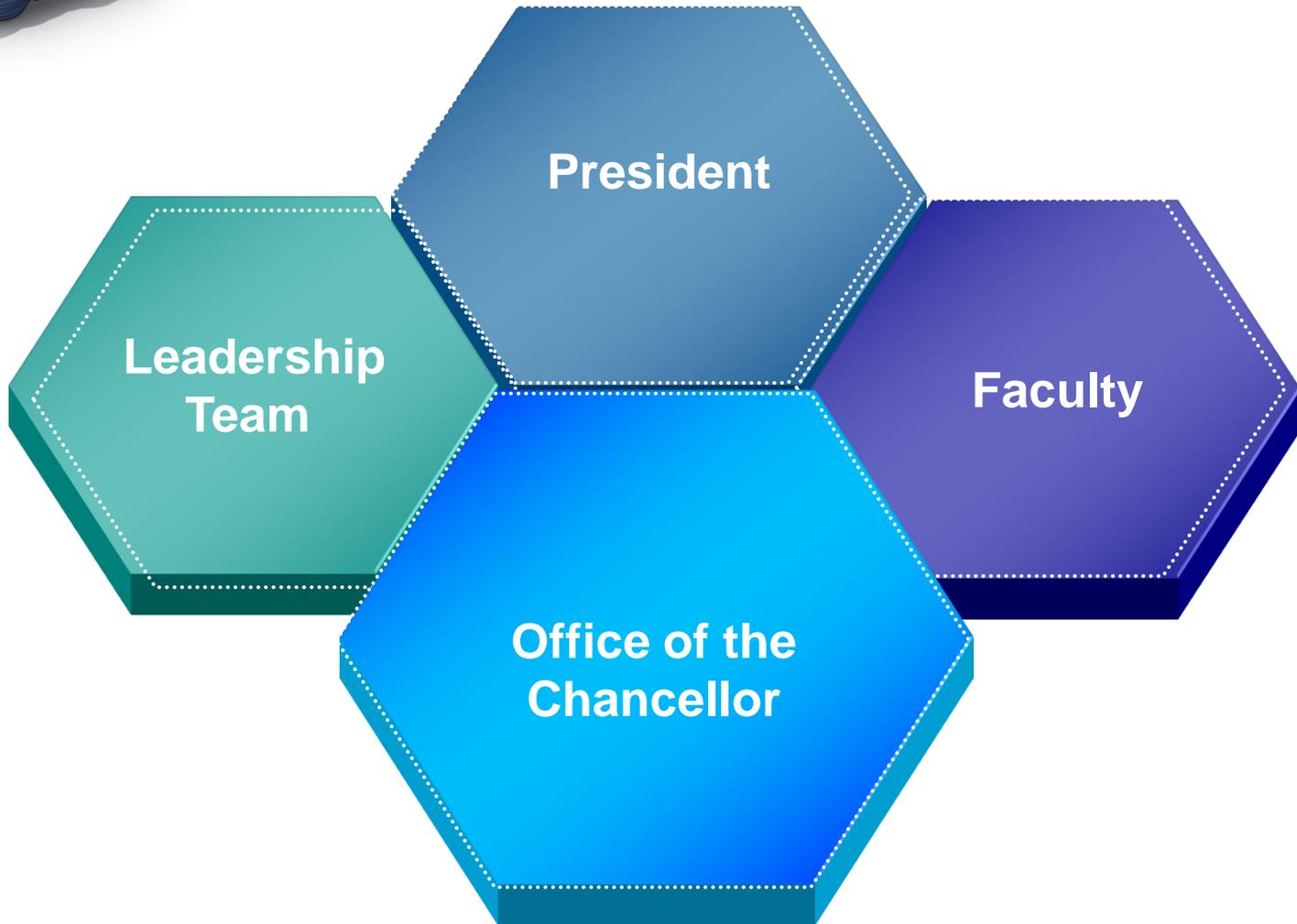
Innovative: Courageously think and act outside the box

Brand Value Proposition

We help organizations, coalitions and communities build capacity to manage change and participate fully in their futures.

“Proving CE/CT’s value lies in execution and results. This includes focusing on core customers, leveraging the system as a key differentiator, demonstrating wise use of resources, forming stronger alliances and relationships, and creating a common definition for success.”

--Technical College President



What is your goal?

How will you get there?

- ❖ Direct contact
- ❖ Networking and referrals
- ❖ Presentations
- ❖ Publicity/events
- ❖ Written communication

How often will you do it?



Start with End in Mind

Thank You



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