

# Tips & Tricks Effective Branding in 2012

**Jessie Paul, CEO, Paul Writer** 



# #1: Put Strategy First

... But success is determined here...

Most companies devote time, energy and resources here...

... And results are delivered here

**Positioning** 

Getting There

Living There

Typical Focus

Discovery
Understanding why
customers buy
What makes your
offering unique
Messaging
architecture

Agency Selection Events calendar Ad creation PR calendar Social Media

Managing online channels Lead nurturing CRM Continuous Improvement Measurement

Typical Energy, Resources, Funding

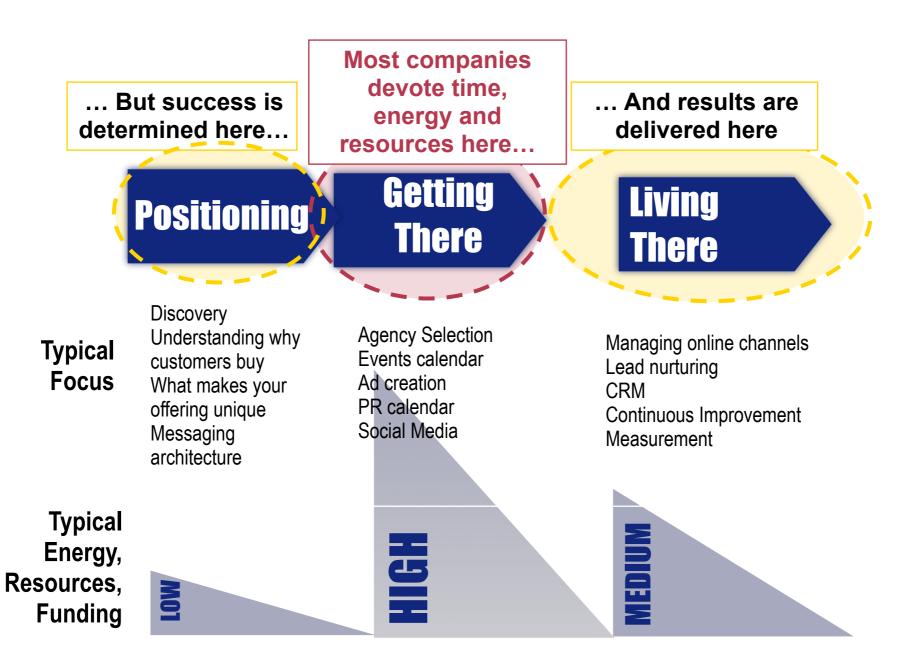








# #1: Put Strategy First





## #2: Time vs Money

SOCIAL MEDIA
THOUGHT
NEWSLETTER
LEADERSHIP

PR

**AWARDS** 

**WEBSITE** 

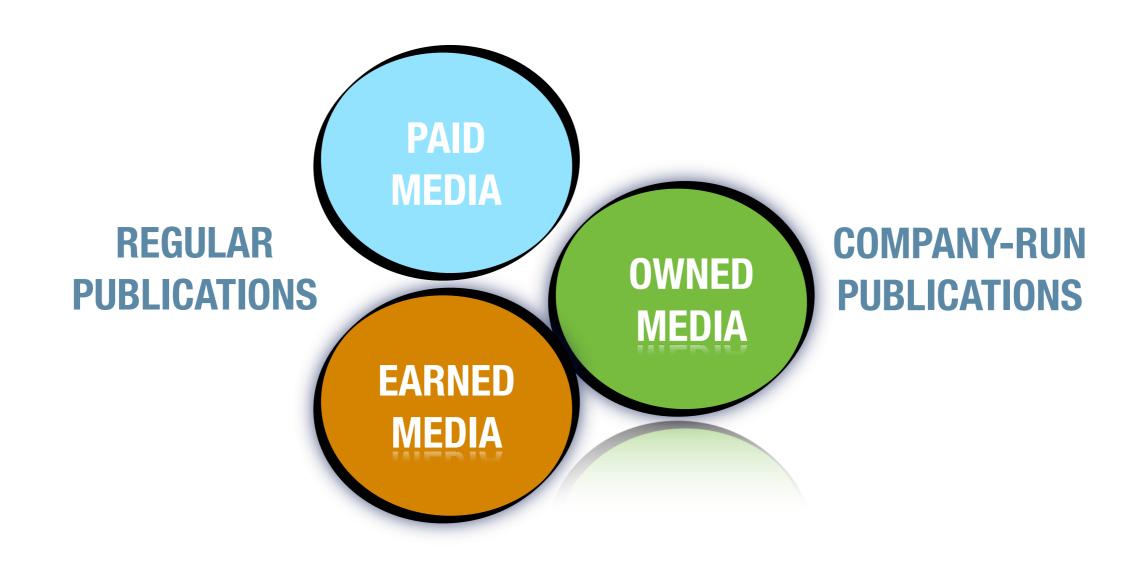
**MONEY** 

**EVENTS** 

**ADS** 



### #3: Become a Publisher





### #4: Invest in Tech

- \* CRM
- **\* MAILING SOFTWARE**
- **\* WEBSITE ANALYTICS**
- **\* CUSTOMER ANALYTICS**
- **\* SURVEY TOOL**



### #5: Brand Yourself

**POSITIONING** 

**WHO ARE YOU** 

WHAT MAKES YOU SPECIAL

WHAT MAKES YOU UNIQUE

**CHANNELS** 

LINKEDIN

**BOOKS** 

**CONFERENCES** 

**BLOGS** 

**SOCIAL MEDIA** 

**ARTICLES** 

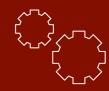
### CONSULTING. EDUCATION. COMMUNITY.



The Paul Writer team hosts India's largest peer community for marketers at paulwriter.com, curates India's only marketing quarterly "The Futurist CMO" and convene the highly acclaimed Futurist CMO and Great Indian Marketing Summit conclaves.

Paul Writer, was founded in 2010 by Jessie Paul, a marketing expert, author of No Money Marketing (Tata McGraw-Hill, 2009). She has held a variety of senior marketing positions including CMO for Wipro's technology business and Global Brand Manager of Infosys.

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#### MARKETING STRATEGY

Product launches, brand integration, rejuvenation and identity, international marketing plans, turnkey marketing solutions



#### **NSIGHTS**

India's only serious marketing newsletter. Quarterly Journal on the Futurist CMO. CXO conferences-The Futurist CMO and Great Indian Marketing Summit



#### **COMMUNITY**

India's only peer community for marketers, with a reach of around 10,000 across channels. Forum featured in LinkedIn's Hall of