IDENTITY CRISIS

HOW TO DEFINE & BUILD YOUR BRAND

Enterprise Bank
CREATE SUCCESS
PRESENTATION and PANEL DISCUSSION

Key Elements of Brand Strategy
Courtney O’Malley
Marketing Specialist

Expressing Your Brand
Laurelee Langan
Marketing Manager

Content is King
Tammy Dohner
Marketing Coordinator

Enterprise Bank
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Key Elements of Brand Strategy

Courtney O’Malley
Marketing Specialist
Can you guess these brands?
What is a Brand?

Yes, your brand is your *product*, your *logo*, your *website*, and your *name* but it is also all the intangibles.

Your brand impacts your public image, engagement and your fundraising efforts.
Building a Brand Strategy

Long-term plan in developing your organization’s identity. Must haves include:

- **Functional and intentional** purpose
- **Consistency** (Builds a trusting reputation)
- **Emotional Influence** that connects your customers to your brand

“"You can’t be everything to everyone, but you can be something to someone.””

Drew Davis, Author of Brandscaping
Tips for Developing a Successful Brand Strategy

- Clearly define your audience(s)
- Differentiate yourself
- Personalize your organization
- Be relatable
- Appeal to the emotions
- Be a leader
Mission, Values & Vision

- Determines the organization’s direction
- Used to connect targeted consumers, customers, employees, donors, etc. to your organization
- Keeps your organization on track for success

A mission statement explains the company’s reason for existence. It describes the company, its purpose and overall intention.

A value statement declares the company’s top priorities and what its core beliefs are.
Brand Position & Perception

- **Brand position** is the conceptual place you want to own in the target consumer's mind, and the benefits you want them to identify your brand with.

- **Brand perception** is owned by consumers, not brands. It’s what people are saying and thinking about your brand.

Where you are positioned and how you are perceived should correlate with your mission & value statements.
Brand Continuity

Ensures that the messages given to customers are consistent.

- Builds familiarity & trust
- Increases customer/consumer loyalty
- Avoids consumer confusion
- Allows for easier integration of new marketing strategies

The goal of brand continuity is to be recognizable in everything you do across the board.
Best Practices for Keeping Your Brand Consistent

- Establish your message
- Educate staff, board of directors and volunteers
- Develop a branding style guide and visual library
- Set and keep a consistent tone
Expressing Your Brand

Laurelee Langan
Marketing Manager
Storytelling

- Creates a brand narrative
- Touches people
- Brings your message and values to life
- Forms genuine connections to your organization
- Helps your audience understand your purpose and mission

“The best brands are built on great stories.”

Ian Rowden
Chief Marketing Officer
Virgin Group
What’s Your Story?

- Every organization has a story
- Speak truthfully
- Be compelling
- Bring others into your story
- Include a beginning, middle and end
- Leave them wanting more

The very reason your organization exists and why you do what you do is filled with stories.
Mood Board

- Helps you think big
- Reminds you of the mood you want to convey
- Fosters creativity & collaboration
- Serves as a reference for staff, volunteers, designers, others
**Humanity, community and compassion**

**SAMPLE COLOR PALETTE**

- Minimalistic, Natural, ORGANIC feel overall with warm COMPASSIONATE accent tones.

**SAMPLE TREATMENT FOR FONTS, ICONS & BUTTONS**

- This soft, EMOTIONALLY MOVING, truly HUMAN treatment, combined with SOPHISTICATION and SIMPLICITY enhances the emotional connection of the visitor with the SMILINGWORDS brand.

- **Headline Font**
  - This is a Subhead
  - All other body copy

**SAMPLE CONTENT LAYOUT**

- **Soaring Photographers**

  *A Picture is Worth a Thousand Words*

  Welcome to Soaring Photographers! It’s been said that “a picture is worth a thousand words.” Because a powerful photograph can capture our thoughts and emotions. Over the years, photography has become an integral part of our everyday life.

  Did you know the average American uses over 1000 camera images a day? Photography was "born" in the 1820's. A French scientist Joseph Nicéphore Niépce was experimenting in printmaking and discovered a way to copy engravings onto.

**SAMPLE IMAGERY TARGET**

- Target image selection to include a sense of COMPASSION and HUMANITY. A simple circle cut-out creates a CLEAN, PROFESSIONAL look.

**EXAMPLE OF "SIMILAR" STYLE**

- The following screenshot is representing the colors and overall creative feel as presented in this board.

**KEYWORDS**

- humanity
- compassion
- professionalism
- sophistication
- emotional
- natural
- minimalistic

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**Enterprise Bank**

**CREATE SUCCESS**
This direction is inspired by the concept of Inclusive Philanthropy through colors, textures, and typography.

At its heart, NCgives is all about facilitating genuine relationships. The relaxed feel engenders the sense of familiarity needed to develop authentic community, while the typography invokes a sense of reserved strength and respect.

Building on the rich heritage of NCgives’s PR efforts, this design celebrates hospitality, diversity, and community.

Sample Color Palette

Sample Patterns & Texture

Main Headline

Headline Sample


Font: Arial

Contact Us

Action Button

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Mood Board Version 2
Cycle for Courage

Join your neighbors and friends on January 26, 2013 to support Bonds of Courage at its 1st annual Cycle for Courage. Be part of an amazing day and help support post-9/11 troops, veterans, and their families.

Indoor Cycling Fundraising Event

- Three back-to-back 45-minute classes led by professional instructors.
- Rides for only a single 60-minute class or ride for multiple classes. There is a 10-minute break between classes.
- Everyone can participate, no matter what their experience.
- Help raise money by getting sponsors for your ride. There is no minimum required to participate.
- Prizes awarded to top fundraisers.

Cycle for Courage

Saturday, January 26, 2013

Register at bondsforcourage.org

Bonds of Courage

Support our Troops. Serve Our Heroes.

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Brand Elements

- Logo
- Typography
- Color palette
- Imagery

Developing a consistent brand starts with creating a brand style guide.
Design Basics

- Plan your design!
- Create a visual hierarchy
- Limit font styles
- Avoid color clashing
- Align & balance
- Use imagery selectively
- Leave white space
- Include a clear call to action
- Follow brand guidelines

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”

Leo Burnett
Advertising Guru
Leo Burnett Company
Purposeful Hierarchy

Dear Jane, you are invited to our 2nd annual non-profit fundraiser. The evening will feature food, fun, live music and a silent auction.

Friday, October 20, 2017
6:00pm-9:00pm
19 Palmer Street, Lowell, MA
RSVP by October 11

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Color Clashing

Color Clash

No Color Clash

Color Clash

No Color Clash

Color Clash

No Color Clash

Color Clash

No Color Clash
Free Resources

mobygratis.com

The YouTube Nonprofit Program

Canva for Nonprofits
Empower your team to create high-impact social media graphics and marketing materials. Canva offers its premium version free to registered nonprofits.

We’re here to help

With Canva for Nonprofits, nonprofits can bring their vision to life, and through beautifully crafted content inspire a community to action.

Enterprise Bank
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Content is King

Tammy Dohner
Marketing Coordinator
What is Content?

Content can be *anything* that provides value to your intended audience to drive an action on their part.
Objectives

- Gain Trust
- Answer questions that arise on the path to purchase/donate/volunteer
- Establish yourself or your organization as a thought leader, expert, trusted resource

Content should be relevant to your audience and aligned with your expertise and resources.
Strategy

- What questions are frequently asked by your program participants, donors, supporters, volunteers?
- What expertise do they seek from you and your organization?
- What can you create *consistently* with new or existing resource?

“Simplicity is the ultimate sophistication.”

Leonardo da Vinci
Inventor and visionary
Delivery

- Blogs
- Website
- Emails
- Newsletters (print and electronic)
- Social Media
- Traditional News Media

“Understand why and how your audience uses technology and then start to align your communications efforts.”

Brian Reich &
Dan Solomon
Authors of Media Rules!
Content Types

- Educational articles and whitepapers
- News articles and press releases
- Images, memes, photos
- Announcements
- Testimonials
- Event info and photos
- Infographics
- Video, podcasts, webcasts

Create original material within your organization.

Curate and share material from others (include source info).
Content Types

- Educational Information

- Did you know? Fraudsters may use information from your checks, debit cards, and other forms of payment without your knowledge, learn how to #protectyourself. http://bit.ly/2uMHIA5

- How this CEO avoided getting conned in a wire transfer scam fortune.com

- We look forward to seeing you at our seminar events for #EnterpriseBanking #Nonprofit Collaborative! Thanks for sharing @AspergerWorks.
Content Types

- News Articles and Press Releases

Read the latest #EBTC #EnterpriseBanking #FinancialNews here, via The Lowell Sun: "Another profitable quarter..." https://lnkd.in/dH3fdus

Enterprise Bancorp, Inc. Announces Second Quarter 2017 Net Income of $5.6 Million

James A. Marchetti, Executive Vice President, Chief Financial Officer and Treasurer (978) 566-5614

LOWELL, Mass., July 20, 2017 /GLOBE NEWSWIRE/ - Enterprise Bancorp, Inc. (the "Company") (NASDAQ: EBTC), parent of Enterprise Bank, announced net income for the three months ended June 30, 2017 of $5.6 million, an increase of $2.3 million, or 71%, compared to the same three month period in 2016. Diluted earnings per share were $0.46 for the three months ended June 30, 2017, an increase of 71%, compared to the same three month period in 2016. Net income for the six months ended June 30, 2017 amounted to $11.1 million, an increase of $5.1 million, or 89%, compared to the six months ended June 30, 2016. Diluted earnings per share were $0.96 for the six months ended June 30, 2017, an increase of 12%, compared to the six months ended June 30, 2016. Diluted earnings per share for the second quarter and the first six months of 2017 include the full dilutive impact of the Company's equity offering closed on June 29, 2016.

As previously announced on July 18, 2017, the Company declared a quarterly dividend of $0.135 per share to be paid on September 1, 2017 to shareholders of record as of August 11, 2017. The 2017 dividend rate represents a 3.5% increase over the 2016 dividend rate.

Chief Executive Officer Jack Clancy commented, "The increase in our 2017 earnings compared to 2016 has been positively impacted by our growth over the last twelve months. Total assets, loans and customer deposits have increased 9%, 11%, and 7% respectively, as compared to June 30, 2016. This growth continues to be driven by the collective efforts and contributions of our dedicated enterprise team, active community involvement, relationship building and a customer focused mission, market expansion, and ongoing enhancements to our state-of-the-art product and service offerings."

Another profitable quarter Enterprise Bank
lowellsun.com
Content Types

- Announcements

**Enterprise Bank**

*August 31 at 4:23 pm*

Our #Salem, NH branch has moved! Now located at 56 Main Street (just .2 miles from the existing branch location), we are able to better serve you with a drive-up teller window and ATM for your added convenience. Come stop by and say, "Hello!"

**Enterprise Bank**

*September 1 at 9:15 am*

As our thoughts turn gratefully to our Enterprise Bank family, customers, and the communities we serve, please be aware that all Enterprise Bank offices and branches will be closed on Monday, September 4, 2017 in observance of Labor Day. Thank you! #EnterpriseBanking #LaborDay
Content Types

- Events

Enterprise Bank @EnterpriseBank - Jul 29
Enterprise Bankers are volunteering at @LowellFolkFest this weekend. Say "Hi!" to our #LowellFolk Bucket Brigade! #EnterpriseBanking

Enterprise Bank @EnterpriseBank - May 31
Wishing our #Leominster branch a happy anniversary, celebrating 22 years serving customers & community! #EnterpriseBanking #Branchiversary
Content Types

- Infographics

INFOGRAPHICS...
How do folks feel about them?

- 55% What's an infographic?
- 10% Thumbs down!
- 35% Thumbs up!

Stuff you can put in infographics:
- Numbers of things
- Networks of things
- Keywords of things

Where are we sharing infographics?
- Facebook
- Pinterest
- Tumblr

Number of Google images results
101,000,000
for "infographic".... 
Frequency

- Depends upon organization goals, target audience interest
- Frequency can be altered as you discover what works
- Better to publish regularly and infrequently than irregularly and inconsistently

“Strike the balance between informative and annoying.”

NewsCred Insights
Frequency

content marketing overload

- We're creating more content than our audience can actually consume.
- That's a good topic for our next blog post, whitepaper, infographic, listicle, and animated GIF.

"The secret formula for how much content to publish? As little as you can and still have the impact you desire."

Robert Rose
Chief Content Adviser
Content Marketing Institute
Thank You