

Webinar on

Clarify Your Message To Compel Your Customers To Listen

Learning Objectives

Upon completion, participants will understand why achieving clarity around their message can improve their team's performance, alignment, consistency and ability to bring their brand to market

Upon completion, attendees will have the knowledge to determine the one unique thing they do better than anyone else, better known as their competitive advantage

Upon completion, participants will have knowledge of the tools necessary to craft a story that can be quickly understood and easily shared among their key stakeholders to promote brand awareness

In this webinar participants will understand why achieving clarity around their message can improve their team's performance, alignment, consistency and ability to bring their brand to market.

PRESENTED BY:

Shakira M. Brown is a 13 time award-winning PR & Branding expert and Founder & CEO of SMB Strategic Media LLC (www.pradviser.net), a firm that helps small business owners get to the heart of why the customers/clients buy their goods and service helping them clarify their message via strategic brand messaging. Shakira is also the founder creator of The Functional Entrepreneur TM principles and marketing consulting for America's Small Business Development Center at The College of New Jersey.

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

Webinar Description

In a 2017 McKinsey & Co. Global Organic Growth Survey of over 1,100 C-level executives, senior managers, and mid-level managers cited Branding and developing the right mind-sets and organizational culture was the two top capabilities that companies were investing in to drive growth in the digital age. This is not unique to the firms surveyed. Companies of all sizes must have a unique point of view, a simple, inspiring message, and clear purpose, vision, and values for external and internal audiences to rally around. This is increasingly important as the customer experience and buying behaviors evolve as we approach the year 2020.

If you think a brand is using a great logo and stellar well-designed marketing materials – think again. Your brand is ACTUALLY what others feel your brand to be. As your organization’s experience grows and your reputation builds, your brand will develop with or without you. Established firms of all sizes and industries must take a step back and ask: What is your story? Why are you worth the value you are presenting to the world?



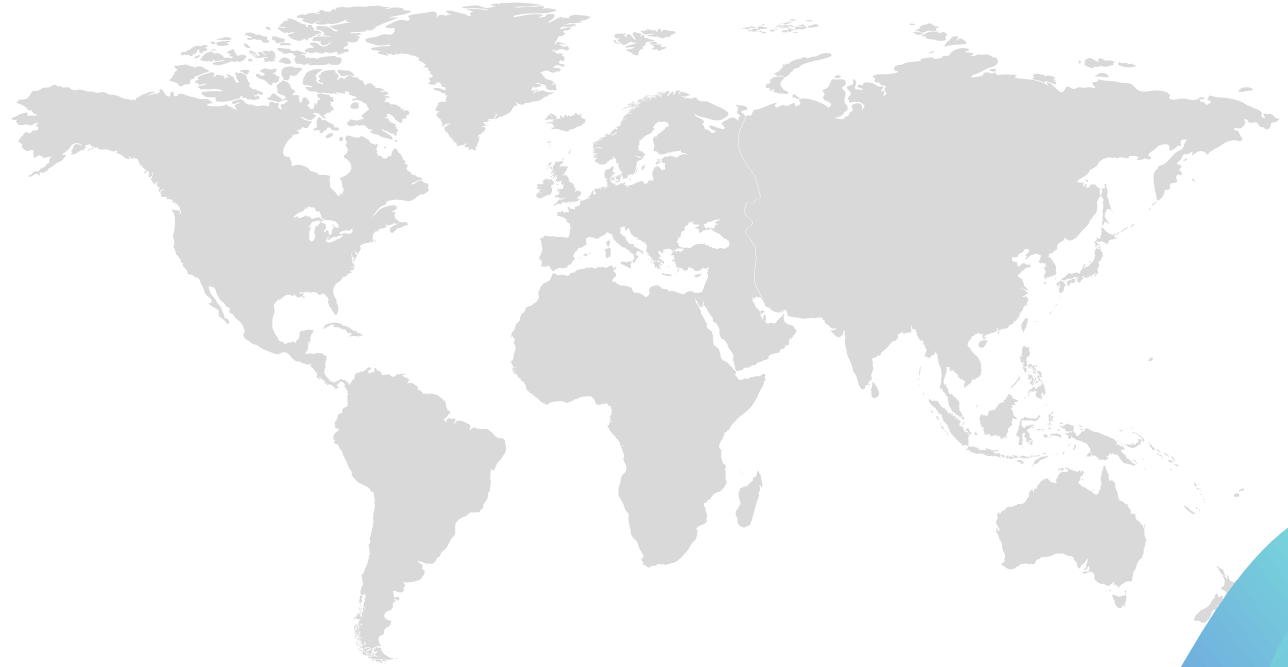
In this presentation learn why having defined brand messages that effectively demonstrate a competitive advantage and offer defined purpose, vision, and values for everyone to rally around should be a part of your overall business strategy. Senior leadership and management level participants will have a clear understanding of what a brand truly is and ideas for how to embark on developing brand positioning at their firms for optimal success.

Being able to maintain customer loyalty is essential to your company's long-term success. Beyond basic knowledge your company and its offering, your customers and clients need positive associations with your brand, either tangible—they understand what the product does or how the service works—or something intangible, such as something they've heard about the reputation of the brand. If your organization has not spent much time on its brand message – how it wishes to be perceived and what it stands for – your company will struggle to gain or maintain market share in both good times and bad. Attend this 60minute webinar to discover the importance of identifying and defining the “what.” What is it that your company is TRULY offering your customers and clients? You will learn how to approach creating a language for your enterprise to use to provide a foundation for growth that ensures over time that your company continues to retain a competitive advantage, provide clarity for teams, and embrace your audience to ultimately achieving the business results that you WANT.



Who Should Attend ?

This webinar is appropriate for any industry or profession. Leaders in the following roles of middle market companies that will benefit include: CEO's, Presidents, COO's, Solo Practitioners, VP of Human Resources, VP of Marketing and/or Sales, Directors, Project Managers, Operation Managers and Supervisors, Team Leaders and Business Coaches/Advisers.



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