



VISTAGE™
better leaders • decisions • results

Ed Delia

Vistage™ Speaker

Delia Associates

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Branding • Online Marketing • Communications



Recent Vistage Presentations:

November 17, 2011 - Allentown, PA • CE 357

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

November 16, 2011 - Allentown, PA • Key 9087

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

June 23, 2011 - Stevens Point, WI • TEC 24

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building

October 21, 2010 - East Earl, PA • CE 342

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

October 19, 2010 - Camp Hill, PA • CE 349

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

March 18, 2009 - Philadelphia, PA • SB 2026

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

Jan. 13, 2009 - Princeton, NJ • CE 3177

Topic: Building Your Online Brand: What CEOs Need To Know About Online Brand Building.

Feb. 12, 2008 - New York, NY • CE 377

Topic: Find Your Niche...Grow Your Brand.

Dec. 13, 2007 - Long Island, NY • CE 376

Topic: Find Your Niche...Grow Your Brand.

Dec. 12, 2007 - Long Island, NY • CE 375

Topic: Find Your Niche...Grow Your Brand.

Aug. 14, 2007 - Long Island, NY • Key 980

Topic: Find Your Niche...Grow Your Brand.

Popular Seminars Include:

Your Online Brand:

What CEOs Need to Know about Online Brand Building

Driving Demand with Brand

Leveraging Brand Power to Drive Corporate Growth

Generating Content that Generates Results!

How Effective Content Development & Deployment Programs Drive Success



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The World's Largest CEO Membership Organization

PRESENTER:

Ed Delia

President, Delia Associates

Digital Brand Communications

Brand Development / Online Marketing

Years of Experience: 17

Credentials / Recognitions:

- Vistage Member since 2011, CE 03764
- Vistage Speaker since 2007
- Top 40 Under 40 Business Executives, NJ BIZ
- Outstanding Business Person of the Year, Somerset County
- PCM Designation: Professional Certified Marketer by the American Marketing Association
- Family Business of the Year, Semi-finalist
- Entrepreneurs' Organization, Chapter Achievement Award
- Learning From the Best, NJBIZ

delianet.com

Ed Delia **Biography**

Ed Delia became president of Whitehouse, NJ-based Delia Associates in 1998, assuming full control of the company founded by his father in 1964. Under Ed's direction, Delia Associates has directly contributed to the success and growth of a wide variety of clients, in a broad range of industry sectors. The firm has helped grow many businesses and expand their sales opportunities through the development and implementation of highly successful digital branding programs. Core skill sets include brand development, website development, and online marketing.

Board and Association Participation includes:

- Vistage International, CE member & speaker
- American Marketing Association, member
- Entrepreneurs' Organization, former board member
- YMCA of Hunterdon County, board of directors
- Somerset County Business Partnership, member
- Hunterdon County Polytech Academy, board of advisors
- Hunterdon Young Professionals & Executives, co-founder
- Philadelphia Drug Exchange, former member
- Somerset Business Education Partnership, former board member
- Center for Great Expectations (supports homeless pregnant women)
- Mothers of Military Support (supports families of active military personnel)
- NJ Packaging Executives Club, former board member

Ed was selected by NJBiz Magazine as one of the top "Forty Under 40" up-and-coming business leaders in New Jersey. He was also featured in "Learning from the Best," an NJBiz program celebrating entrepreneurship in the State. Ed was also honored as Somerset County's Outstanding Business Person of the Year. His firm was also a two-time finalist in the NJ Family Business of the Year Awards.

Ed is a Professional Certified Marketer (PCM) a designation appointed by the American Marketing Association. He is one of 250 professionals nationwide to hold that distinction. He has been a Vistage speaker since 2007, and a Vistage member since 2011. Ed frequently speaks to business groups on the subjects of branding, online marketing and digital communications.

Recent articles by Ed Delia include:

- *Social Media. Simplified.*
- *Building an Online Lead Generation Machine*
- *Climbing the Perception Pyramid*
- *Branding: Your Competitive Edge in a Flattening World*
- *Why a "Satisfied" Customer is Bad News for Your Brand*
- *Your Customer Just Replaced Your CEO*

Ed attended elementary and high school in Hunterdon County, attending North Hunterdon Regional High School and later graduating from the Lawrenceville School in Lawrenceville, NJ. He earned his BA in English from Dickinson College in Carlisle, PA.

Ed is an avid freshwater fisherman in the summers and he snowboards in the winter months. He resides in Lebanon, NJ with his wife Lori and their seven-year-old twins.

Vistage Program Description



SUBJECT :

Branding, Internet Marketing

TOPIC TITLE:

BUILDING YOUR ONLINE BRAND.

What CEOs Need to Know About Online Brand Building.

TIME :

3 Hours

OVERVIEW:

This program is designed to help CEOs understand the basics of online brand building so they may, in turn, manage their online marketing resources more effectively, whether external or internal corporate functions.

This program is unique in that all of the case studies used to explain the various forms of online marketing feature small and mid-sized organizations, similar in size and scope to Vistage group members. This will help participants not only to understand what is possible with online marketing, but what companies of comparable size are doing to build and grow their brands.

Key discussion points include:

- Introduction and Overview, Global & US Internet Usage
- Exploring What's Possible with Search Engine Marketing
- Search Engine Optimization: Understanding the Basics
- E-mail Marketing: Understanding the Advantages
- After the Click . . . How to Turn Visitors into Customers
- Where will Effective Online Branding Take Me?
- Summing it Up: Rules of the Road
- Quick Tips to Make Your Sites Better

TAKE HOME:

This valuable sampling of the latest online marketing tools, tactics and technologies will be further illuminated in the final segment of the program as several participant websites are evaluated based on seminar criteria. This results in actionable takeaway tips for each participant to apply to his or her company's own website and online marketing program.

STYLE:

This presentation will be delivered in clear, business-like language, purposely avoiding technical jargon and programming terminology. Questions will be welcomed throughout.

Vistage Program Description

**SUBJECT :**

Content, Internet Marketing, Social Media

TOPIC TITLE:

Generating Content that Generates Results!
How Effective Content Development & Deployment Programs Drive Success

TIME :

3 Hours

OVERVIEW:

In this highly informative, no-nonsense presentation, Ed Delia helps Vistage executives understand the powerful and direct impact that digital content – whether written, video, audio or visual – has on the success of their organizations in this rapidly evolving digital age. As the social media landscape continues to shape the way that businesses communicate and interact with customers, Ed provides clear and do-able ways forward for CEOs and their teams. This presentation will instruct them on how to embrace and unleash the power of compelling content across multiple digital channels of communication and conversation.

Key presentation points include:

- Understanding Keywords . . . The Foundation Of Content
- Understanding Content Formats: Video, Audio, Text, Visual
- The Social Media Landscape: Features, Functions and Tools
- Building a “Do-Able” Plan
- Content Creation Best Practices
- Content-Based Lead Generation & Nurturing
- Monitoring, Measuring and Oversight

Unlike other presentations that may focus on or feature Social Media, this one cuts to the root of social media and other digital media platforms, demonstrating content as the driver. Quality content creation and deployment is the underlying force behind any successful digital communications program, whether it involves social media, public relations, email marketing or a combination of digital media formats. Examples will be showcased throughout to help CEOs who have yet to fully embrace social media, get in the game and enter the conversation.

TAKE-HOME:

Members will learn best practices for developing and deploying quality content to improve sales and marketing effectiveness. As social media and other emerging forms of digital engagement redefine interaction and commerce, understanding the new tools of communication will become increasingly vital for CEOs and their sales teams. Finally, rather than avoid or completely delegate the social media commentary responsibility, participating executives will now be able to meaningfully and appropriately include themselves and their persona in the conversation.

STYLE:

The presentation will be delivered in clear, business-like language, purposely avoiding technical jargon and programming terminology. Numerous relevant examples and case studies will be used to emphasize and clarify key points. Questions will be welcomed throughout.

Vistage Program Description

**SUBJECT :**

Brand Development, Branding

TOPIC TITLE:

DRIVING DEMAND WITH BRAND

Leveraging Brand Power to Drive Corporate Growth

TIME :

3 Hours

OVERVIEW:

This presentation is designed specifically for CEOs, presidents, and top marketing executives of both business-to-business and business-to-consumer organizations. The goal of this program is to offer a systematic approach to brand building and brand communications, one that is accessible and actionable for Vistage executives. This “how to” approach offers many exercises that enable participants to literally “work on and improve their brand” during the course of the program.

Key presentation points include:

- Understand - What is branding, and how will it help my business?
- Define - How do I define my brand and identify its unique value?
- Express - How do I distinguish and express my brand’s personality? What’s my role as CEO?
- Plan - How do I build a brand communications plan with measurable R.O.I.?
- Deliver – What are the key brand management rules of the road to ensure success?
- Measure - How do I track brand communications activities?

Unlike many branding presentations that tend to be somewhat abstract in content and takeaway value, this presentation offers participants a:

- 1) Solid foundation on the core concepts of branding
- 2) Clear understanding of the advantages of running a branded business
- 3) Realization of the value and importance of their role as brand ambassadors
- 4) Recognition of the correlation between brand-building and corporate growth.

TAKE-HOME:

Members will learn that the better job they do of defining their unique brand identity to the right target audiences, the more successful they will be. Further, audience members will realize the advantages of placing complete focus on the recipient of their messaging. The presentation will also help members streamline their communications efforts, as they reprioritize brand messaging on audiences most likely to impact sales growth.

Workshop materials include 16-page work book and additional exercise materials for all participants.

STYLE:

The presentation will be delivered in clear, business-like language, purposely avoiding technical jargon and programming terminology. Questions will be welcomed throughout.



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Ideas that Lead

At Delia Associates, we believe ideas make the difference. Between a good brand and a great brand. Between brand recognition and brand dominance. Parity and leadership. Between a smart marketing plan and a killer marketing plan. And, between achieving goals and blowing right by them. We're all about ideas.

Services

The Brand Leadership Solution – Our proprietary brand development process, The Brand Leadership Solution™, is laser-focused on creating powerful brand identities, driving customer engagement and delivering bottom line success.

Qualified Lead Builder – An integrated web development and deployment solution providing a full complement of online and offline marketing tactics, designed to target your messaging and guide your growth.

Lead-To-Sale Accelerator – Your sales people are under pressure to perform – they need to sell more and faster. But, do they have the right tools to get your brand messaging across to potential buyers? Competition is steep and you need your brand to stand out, far ahead of the pack. Our Lead-to-Sale Accelerator™ process condenses sales pitches and shortens sales cycles with tools that make selling simpler and more effective.

Industries Served include:

- Banking & Financial Services
- Allied Trades
- Professional Service
- Technology & Engineering
- Pharmaceuticals & Healthcare
- Packaging
- Consumer Products & Services