



YOUR DIGITAL BRAND

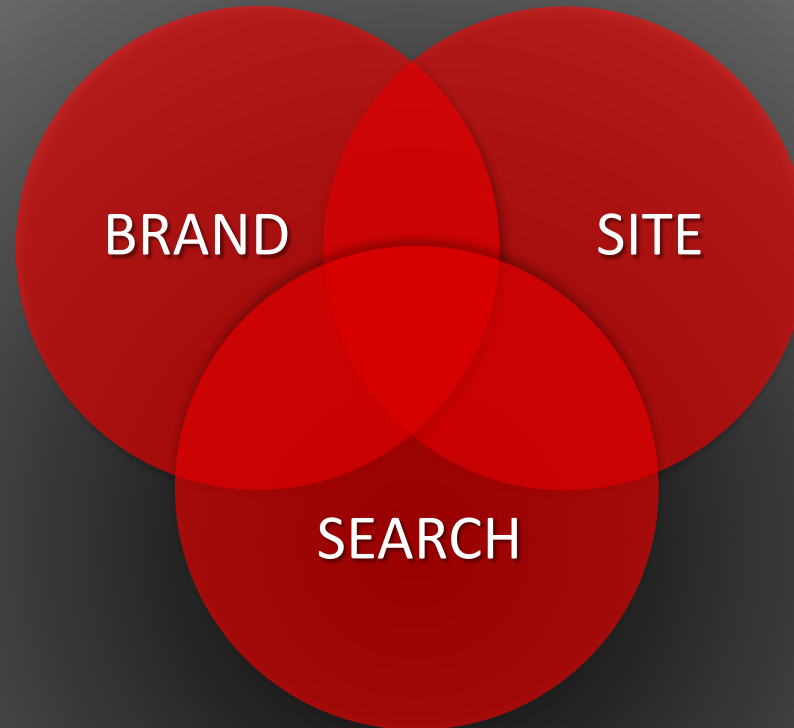
PART ONE:

DOES YOUR BRAND HAVE A HEART?



Ed Delia
President

WORKING TOGETHER



OPPORTUNITY & VALUE

URGENCY?

EXECUTION!

RESULTS!

MARKETING EVOLVES

FAX Deliver brand messaging faster
and easier

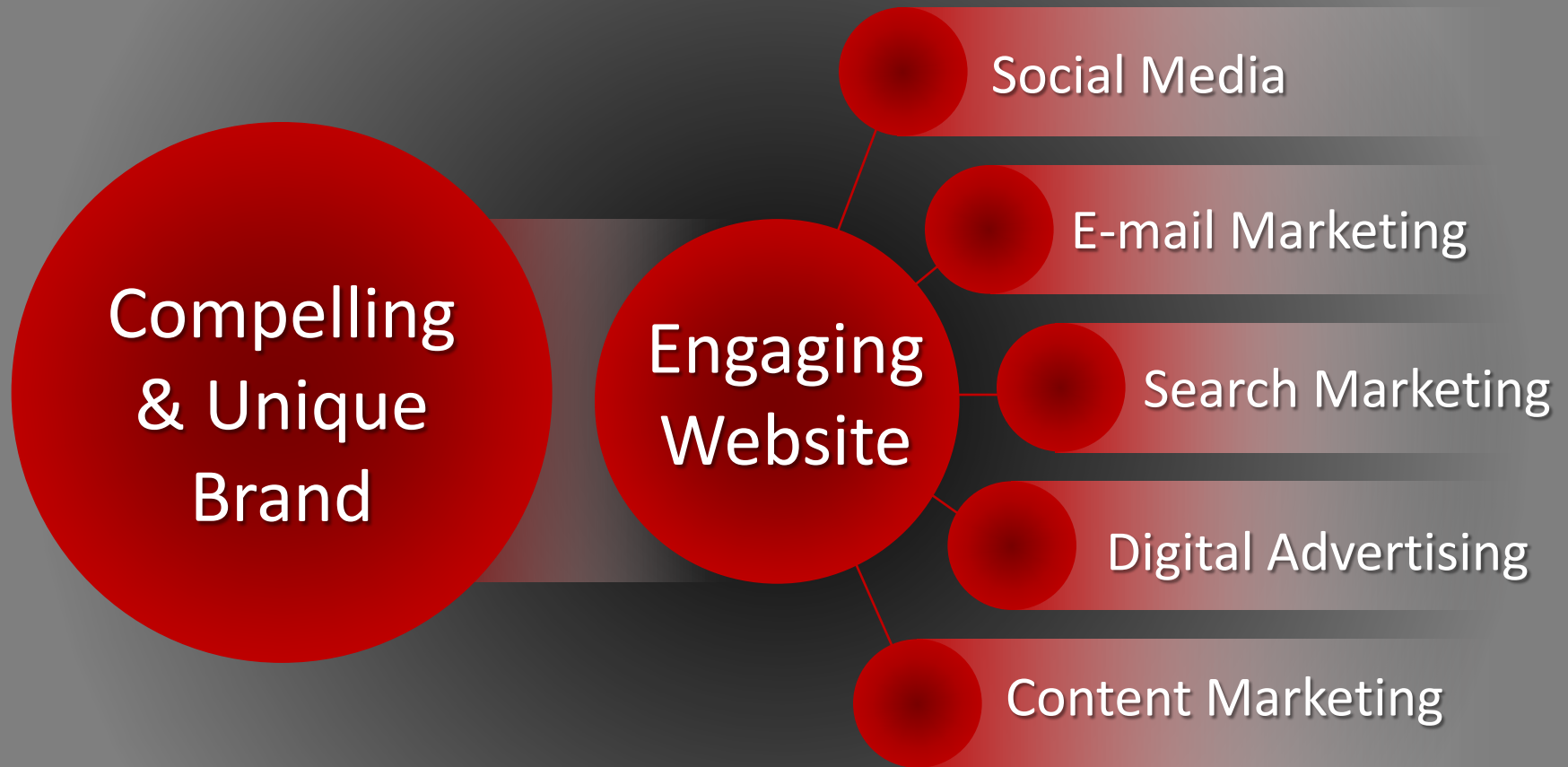
WEB Deliver brand messaging globally

SOCIAL Deliver brand messaging right
now, to everyone online.

BUT . . .

Great brand-based
messaging **always**
comes **first** and
matters **most**.

FIRST THINGS FIRST



**DOES YOUR
BRAND HAVE A
HEART?**

UNDERSTANDING BRAND

HEARTBEAT

VS.

HARD SELL

THESE ARE TANGIBLE.

VOLVO SUV

DISNEYLAND

ROLEX WATCH

FED EX PACKAGE

STARBUCKS COFFEE

SUBWAY SANDWICH

HARLEY-DAVIDSON MOTORCYCLE

BRANDS ARE INTANGIBLE.

THOUGHTS
& FEELINGS

PRODUCTS & SERVICES

MADE IN A
COMPANY OR
FACTORY

WHAT YOU SELL

BRANDS

products & services
B2B & B2C

MADE OUT
OF TRUST &
RELATIONSHIPS

WHAT PEOPLE BUY

**WHAT
THEY SELL**

**HARLEY-DAVIDSON
MOTORCYCLES**

**WHAT
PEOPLE BUY**

LIBERATION

**WHAT
THEY SELL**

**FED-EX
SHIPPING**

**WHAT
PEOPLE BUY**

ASSURANCE

**WHAT
THEY SELL**

**DISNEY LAND
AMUSEMENT RIDES**

**WHAT
PEOPLE BUY**

MAGIC

**WHAT
THEY SELL**

**VOLVO
CARS & SUVS**

**WHAT
PEOPLE BUY**

SAFETY

**WHAT
THEY SELL**

**ROLEX
WATCHES**

**WHAT
PEOPLE BUY**

PRESTIGE

**WHAT
THEY SELL**

**STARBUCKS
COFFEE**

**WHAT
PEOPLE BUY**

EXPERIENCE

**WHAT
THEY SELL**

**SUBWAY
SANDWICHES**

**WHAT
PEOPLE BUY**

HEALTHY OPTION

IT'S ALL ABOUT "THEM"

start here

WHAT YOU SELL,



then go here
WHAT THEY BUY,



and . . .
STAY HERE.

WHERE BRANDS LIVE

HEARTS
& MINDS

MEANING
SIGNIFICANCE
PRIORITY

SHUT OUT
OTHERS

**WHY SHOULD CEOs
CARE ABOUT
BRANDING?**

BRANDING IMPLIES

BETTER!

FALL SPORTS
Student Athlete
Save on apparel and more.
[Shop Now](#)

HUNTING
Save up to 50%
Gear up for the season.
[Shop Now](#)

OUTDOORS
Camping & More
Gear up for the season.
[Shop Now](#)

CLEARANCE
Super Discounts
Great deals, limited time..
[Shop Now](#)



We carry all the top brands for Team Sports. [Shop by Brand >>](#)

OPTICAL ADVANTAGE



[Shop sports optics >>](#)

HIGH PERFORMANCE



[Shop performance attire >>](#)

STEP UP YOUR GAME



[Shop sports footwear >>](#)

DEAL OF THE WEEK

Selection of Baseball
and Softball Gloves
Rawlings, Wilson, Mizuno, more.
Up to 30% Off

[Go to deal >>](#)



SIGN UP FOR STORE SPECIALS

Sign-Up for Efinger's Weekly Sales Flier
Receive valuable coupons, in-store specials, and more.

Email address

[SUBMIT](#)

[Click here for store locations and hours>>](#)

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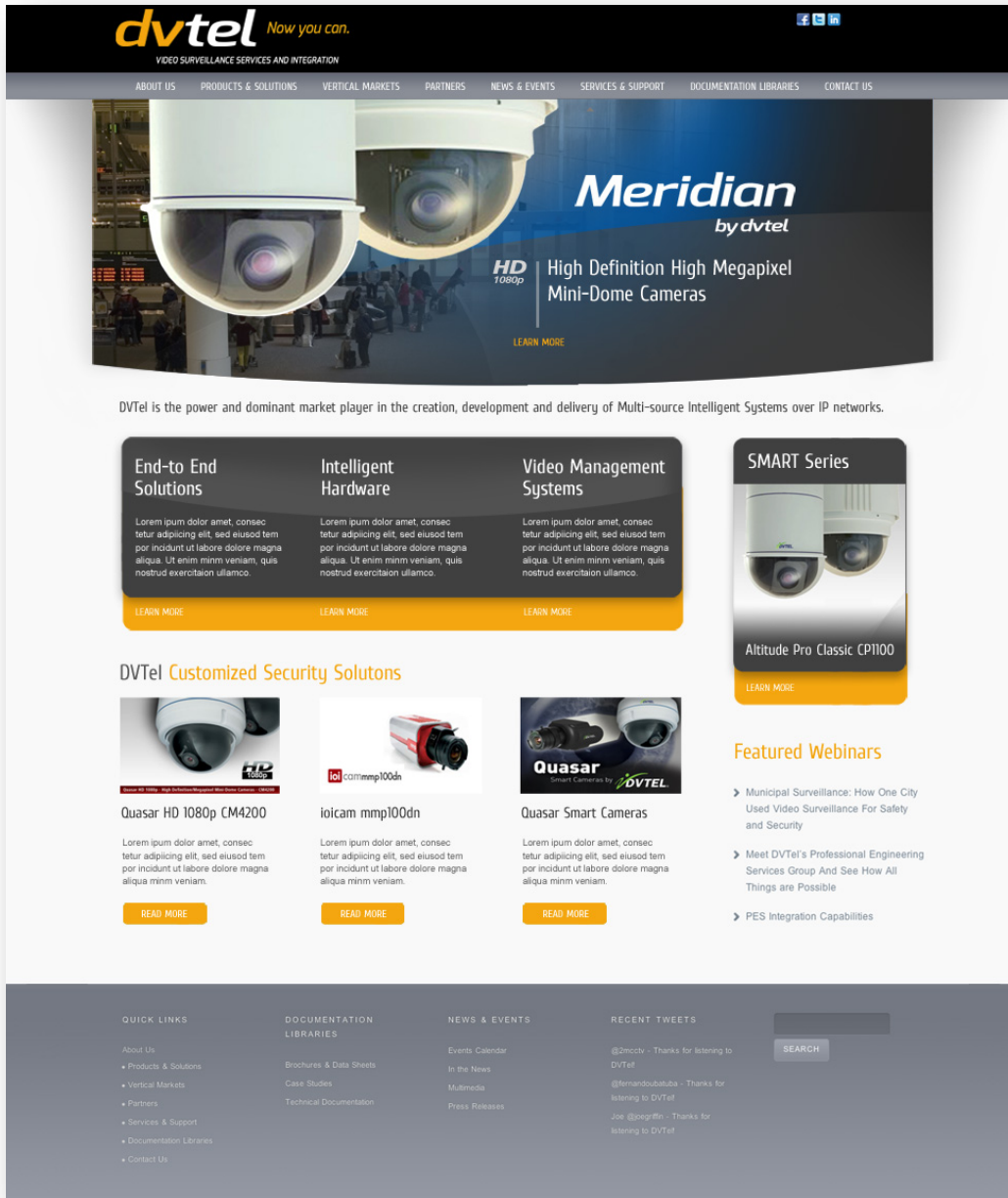
BRANDS ARE BETTER!

BETTER SELECTION



BRANDS ARE BETTER!

BETTER RESULTS.



BRANDS
ARE
BETTER!

BETTER
SOLUTIONS



BRANDS ARE BETTER!

BETTER EXPERIENCE

BRANDING also IMPLIES

Clarity.

Sense of Customer.

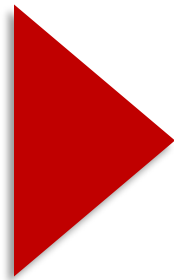
Focus.

Sense of Self.

Purpose.

GREAT BRANDS GET IT!

Who:



Matters More.

Why:



Matters Less.

How:

What:

GREAT BRANDS GET IT!

APPLE

Who:

People who love having fun with technology (grew up with it).

Why:

Challenge the Status Quo;
Change the World.

How:

Beautifully designed, easy-to-use products.

What:

Computers, laptops, cell phones and other devices

GREAT BRANDS GET IT!

1-800-GOT JUNK?

Who:

People who have a pile of junk somewhere, somehow.

Why:

Create space & peace of mind when junk gets in the way.

How:

Amazing service, awesome customer experience

What:

Proper junk removal and disposal.

GREAT BRANDS GET IT!

MURPHY CAPITAL MANAGEMENT

Who:

Affluent individuals who appreciate a personal touch.

Why:

Helps clients attain a richer life.

How:

Customized financial planning, with attentive and exceptional service.

What:

Independent advisory and investment services.



GREAT BRANDS KNOW

If you understand the **Who**
and have a clear sense of **Why**
the **How**
and the **What** take care of themselves.

**BRANDING MAKES
THE CEO's JOB
EASIER.**

CEO's TOP TWO

1 Finding Great Talent

2 Allocating Resources

EASIER?

1 Finding Great Talent

1-800-GOT-JUNK?

APPLE INC.

VOLVO

2 Allocating Resources

EFINGER SPORTING
GOODS

MURPHY CAPITAL
MANAGEMENT

THE BRAND

PYRAMID

ADORE IT.

NO-BRAINER. Outspoken fan.
Would never switch. Memories.
History. Wired in to my world.

LOVE IT:

CRAVE IT. Great
experience. A favorite.
Emotional bond. A fit.

LIKE IT:

SATISFIES NEED. Thought
about it. Tried it. Practical.
Makes sense.

INDIFFERENT:

NO OPINION. Not aware. Not
interested. Fine with current brand.

CLIMBING

HIGHER

ADORE IT.

EVOLVE. Continue to stay relevant; continue the magic and maintain the love.

LOVE IT:

INTERTWINE. Add + tighten connections to customer and brand.

LIKE IT:

SEPARATE YOURSELF. Establish uniqueness and brand difference.

INDIFFERENT:

ESTABLISH AWARENESS. Get out of the cave & into the consideration set.

HOW TO HAVE A HEARTBEAT

AND AVOID THE HARD SELL

TOUCH POINTS

TURNING EVERY BRAND
INTERACTION INTO AN

OPPORTUNITY!

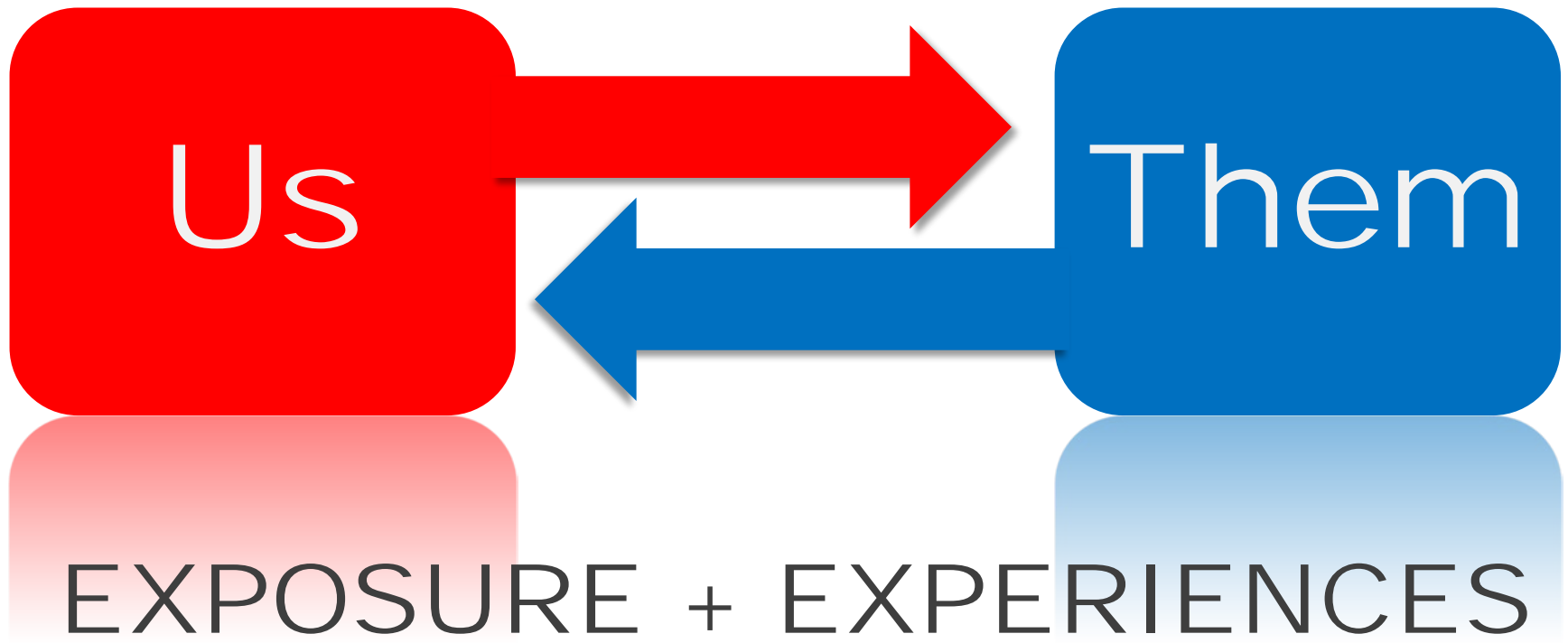
TOUCH POINTS



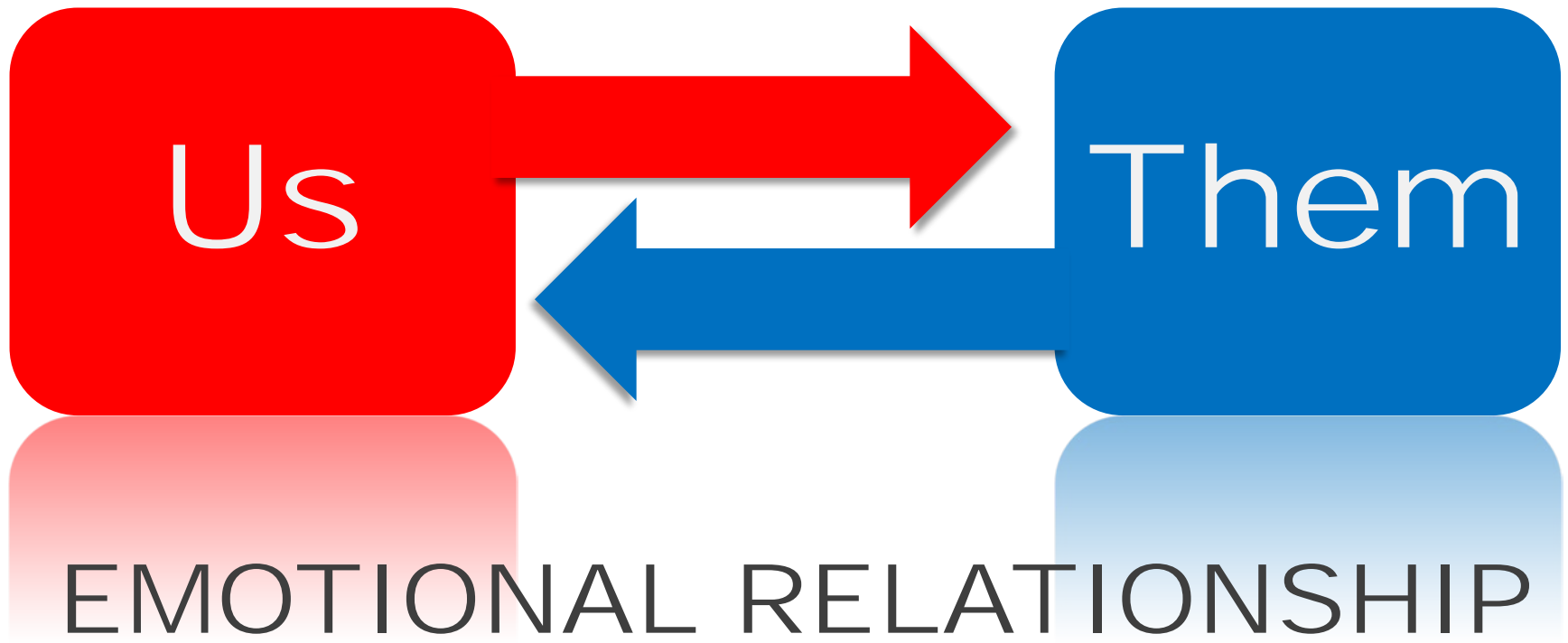
TOUCH POINTS

Conversation + Participation = Relationship

BRANDING CONNECTS



BRANDING CONNECTS



flemington furs

Hundreds of styles. One all your own.



EMOTIONAL BOND

How you make them
feel is more important
than what you do.

EMOTIONAL BOND

How do you
make them
feel?

Safe
Inspired
Comforted
Connected
Cool
Sexy
Smarter
Adventurous
Empowered
Excited

BRAND = DISTINCT

CHOICE!

COMMODITY vs. BRAND

BOTTLED WATER vs. VOSS WATER

Generic

Common

Cheap

Accessible

Average

Unique

Meaningful

Expensive

Exclusive

Remarkable

SIMILARITY LEADS TO COMMODITY

COMMODITIES ARE SOLD ON . . .

Price

&

Convenience

LONG-TERM RELATIONSHIP?

NO WAY!

CLUTTER BLIND

247	WAY TOO MANY
500	COMMON,
600	SATISFACTORY,
850	AVERAGE,
1,000	UNAPPEALING
1,200	MARKETING
1,600	MESSAGES
2,500	SERVED DAILY
3,000+	

ABOUT AVERAGE

IT STINKS!

PEOPLE TALK, BLOG, TEXT, REVIEW, COMMENT ...



AVERAGE IS

BORING
&
Forgotten
ALMOST
Immediately!



REMARKABLE IS

A large shark is breaching the ocean surface, its mouth wide open in a powerful bite. The shark's body is dark grey, and its underbelly is white. The water is splashing around the shark, creating a dynamic and intense scene. The background is a clear blue sky.

COOL
&
WORTH

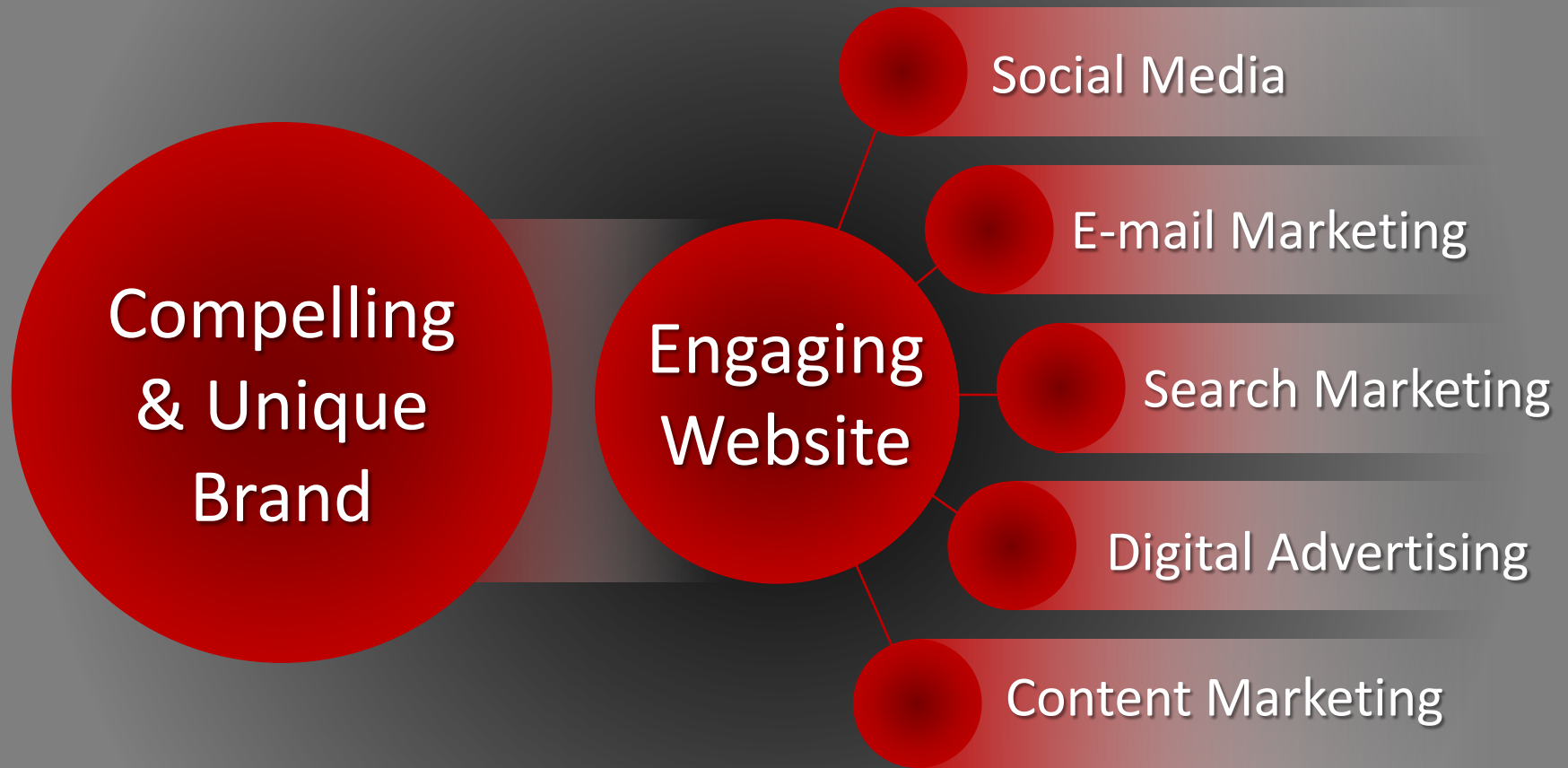
“Remarking”
ABOUT

GREAT BRANDS . . .

**LIVE EVERY WEEK LIKE IT'S
SHARK WEEK**

Discovery

YOUR DIGITAL BRAND



YOUR DIGITAL BRAND

MATTERS MORE BECAUSE . . .

WAY BACK WHEN (1995)

Sometimes Connected

NOT LONG AGO (2005)

Frequently Connected

TODAY (2008+)

ALWAYS Connected

YOUR DIGITAL BRAND

**THAT MAY BE ALL
THAT THEY SEE!**

YOUR DIGITAL BRAND

**THE ONES THAT
GOT AWAY . . .**

PROSPECTS THAT YOU
KNEW ABOUT.



**THE ONES YOU
NEVER KNEW
ABOUT . . .**

PROSPECTS THAT WERE
OUT THERE, CIRCLING
YOUR DIGITAL BRAND.

YOUR DIGITAL BRAND

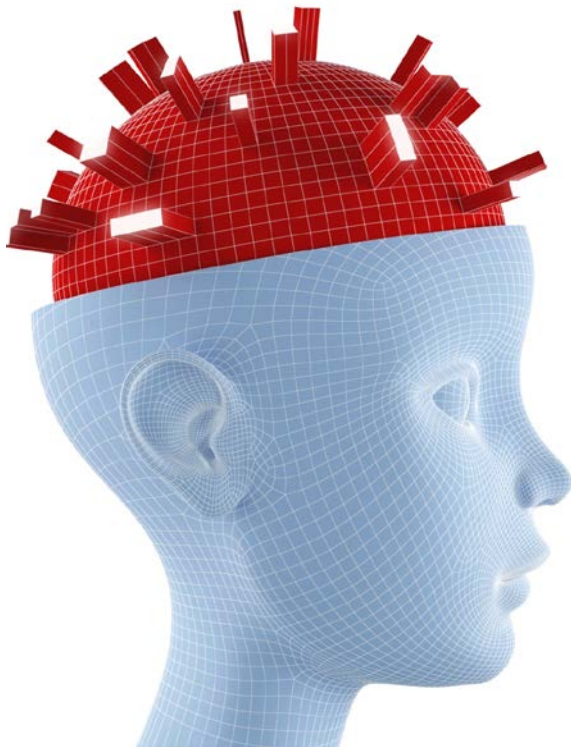
**WHAT WILL THEY
SEE WHEN THEY
SEE YOU?**

UNDERSTANDING THE CUSTOMER'S HEART

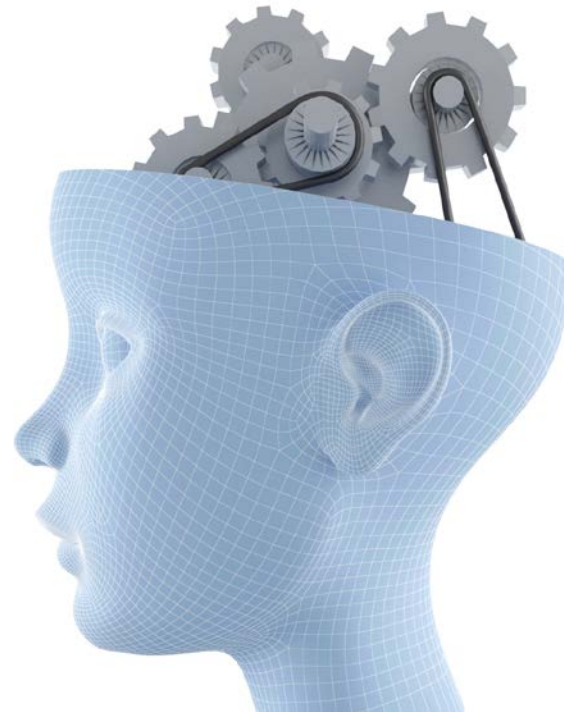
AND MIND

BRAND BALANCE

EMOTIONAL

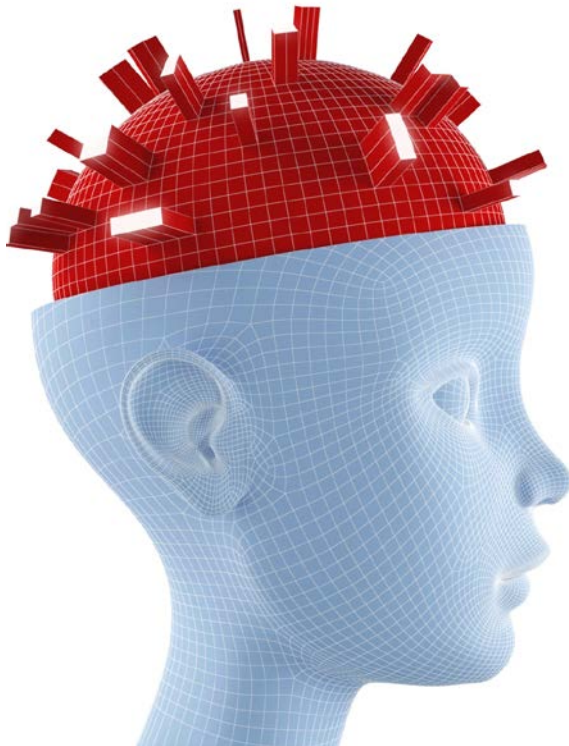


FUNCTIONAL

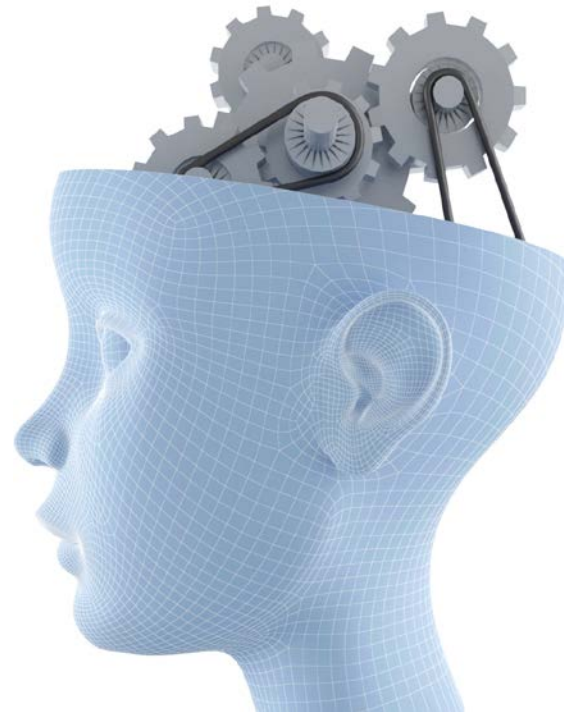


BRAND BALANCE

DESIRED



REQUIRED



WE BUY ON EMOTION

EMOTION

After the 4th break-up, it's over; I need something to make me feel better.

MEANING

Corvettes are awesome; I always envisioned having one someday.

RATIONALIZE

My everyday car is a bomb; plus, I can afford a second car right now.

LOYALTY

Corvettes will always have special meaning for me; I will buy one again.

THEN RATIONALIZE

**“THEY ONLY CARE
ABOUT PRICE!”**

**EVEN PURCHASING
AGENTS ARE HUMAN,
AND THEREFORE
INFLUENCED BY
EMOTION**

HAVE A HEART

**GET CUSTOMER
FOCUSED!**

GREAT RELATIONSHIPS

**MAKE BRANDS
GREAT!**

ADORING ADMIRERS

CRAZY-PASSIONATE
WITH-YOU-TO-THE-END
DIE-HARD FANS

Have you been to a Jets game lately?

PHILOSOPHY SHIFT

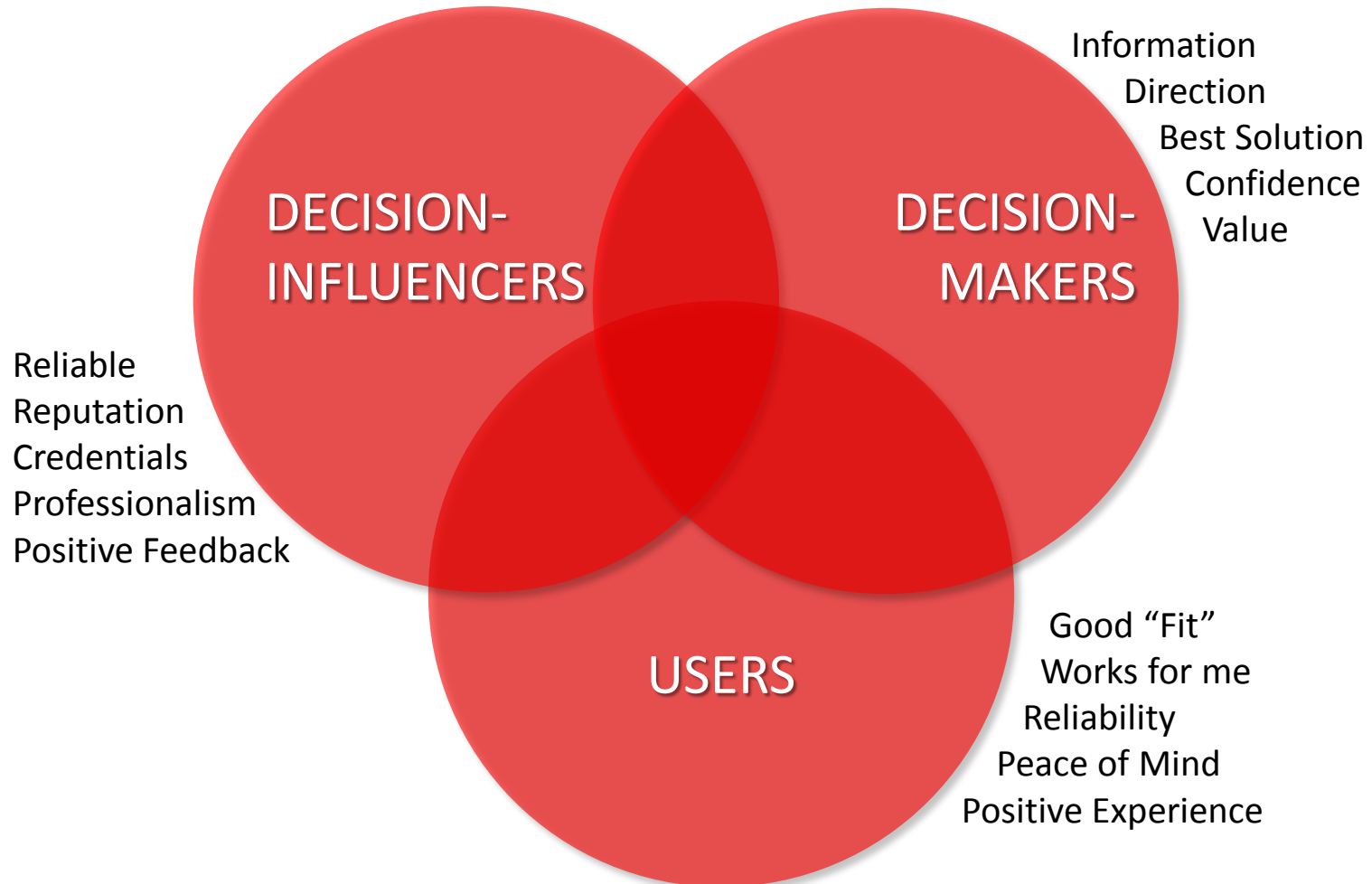
Old:

Build great products & services, then sell like crazy!

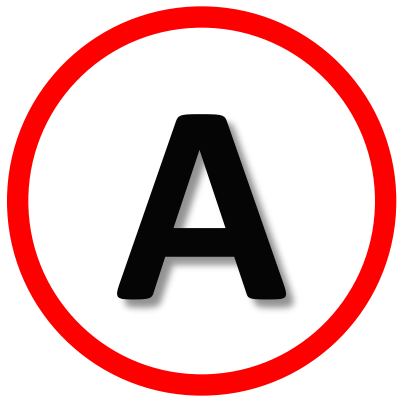
New:

Find a great audience; build products & services around their needs

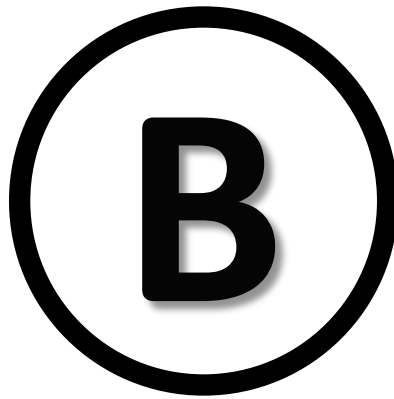
RELATIONSHIPS!



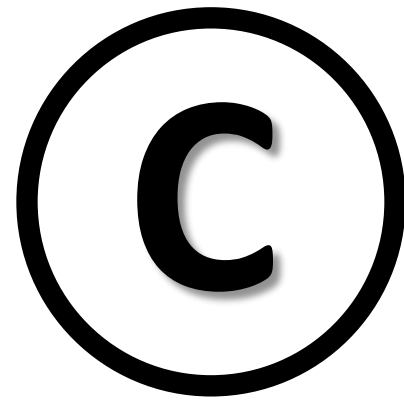
CUSTOMER A-B-Cs



A = Awesome



B = Bi-Polar



C = Corrosive

IMAGINE IF YOU COULD . . .

C GET RID OF THESE

B INSPIRE THESE

A ATTRACT & KEEP THESE
FOR A REALLY, REALLY,
REALLY LONG TIME

A-LEVEL RELATIONSHIPS



A = Awesome

UTILIZE

APPRECIATE

IMPROVE

REWARD

REFER

A-LEVEL RELATIONSHIPS



A = Awesome

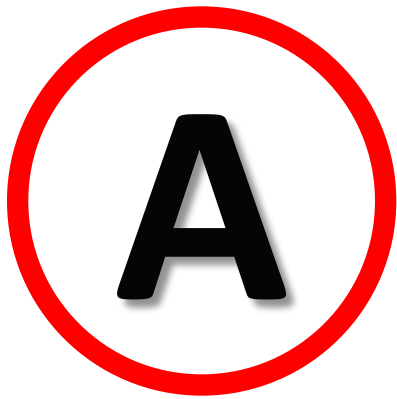
CLIENTS

CUSTOMERS

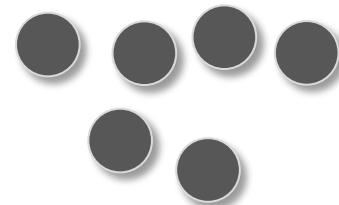
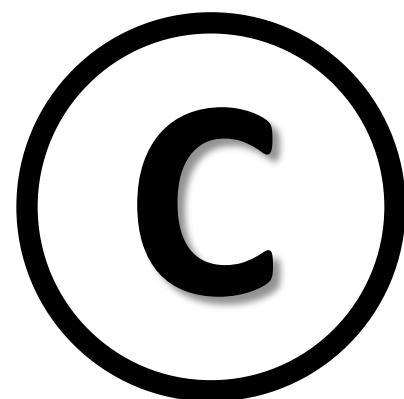
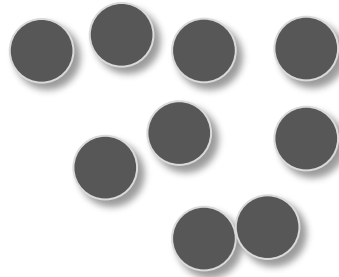
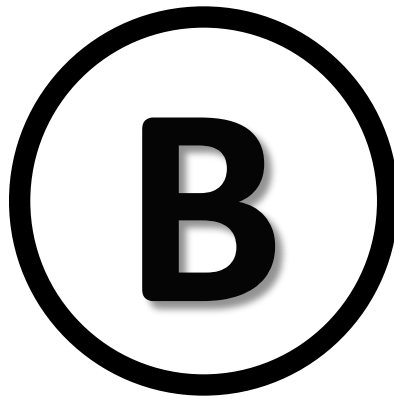
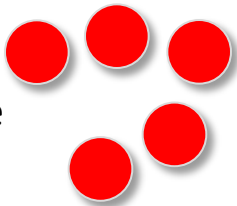
REFERRAL SOURCES

PIPELINE PROSPECTS

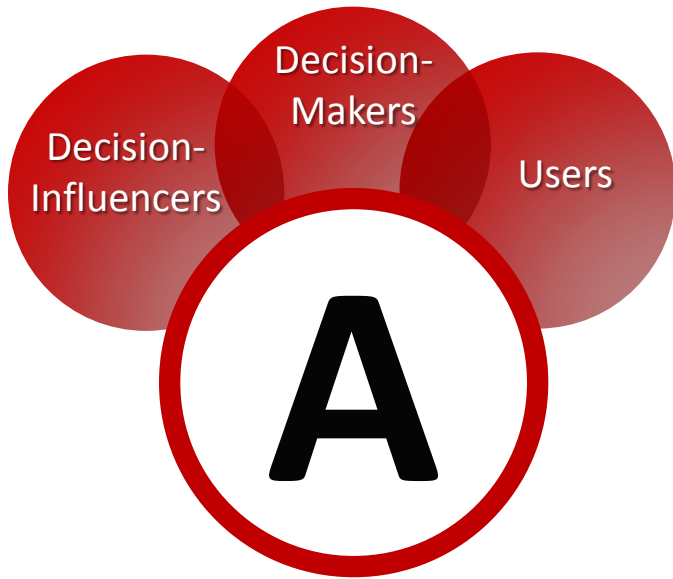
ID“A” RELATIONSHIPS



Utilize
Appreciate
Improve
Reward
Refer



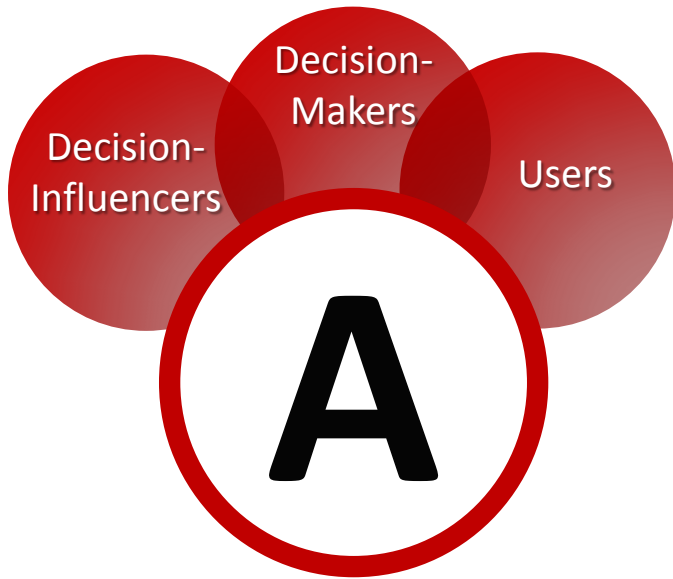
YOUR “A” PROFILE



A = Awesome

Pains, Needs
Likes, Dislikes
Passions, Hates
Circumstances
Problems, Inefficiencies
What motivates them?
What excites them?
What frustrates them?

KNOW YOUR “A”s & YOU CAN . . .



A = Awesome

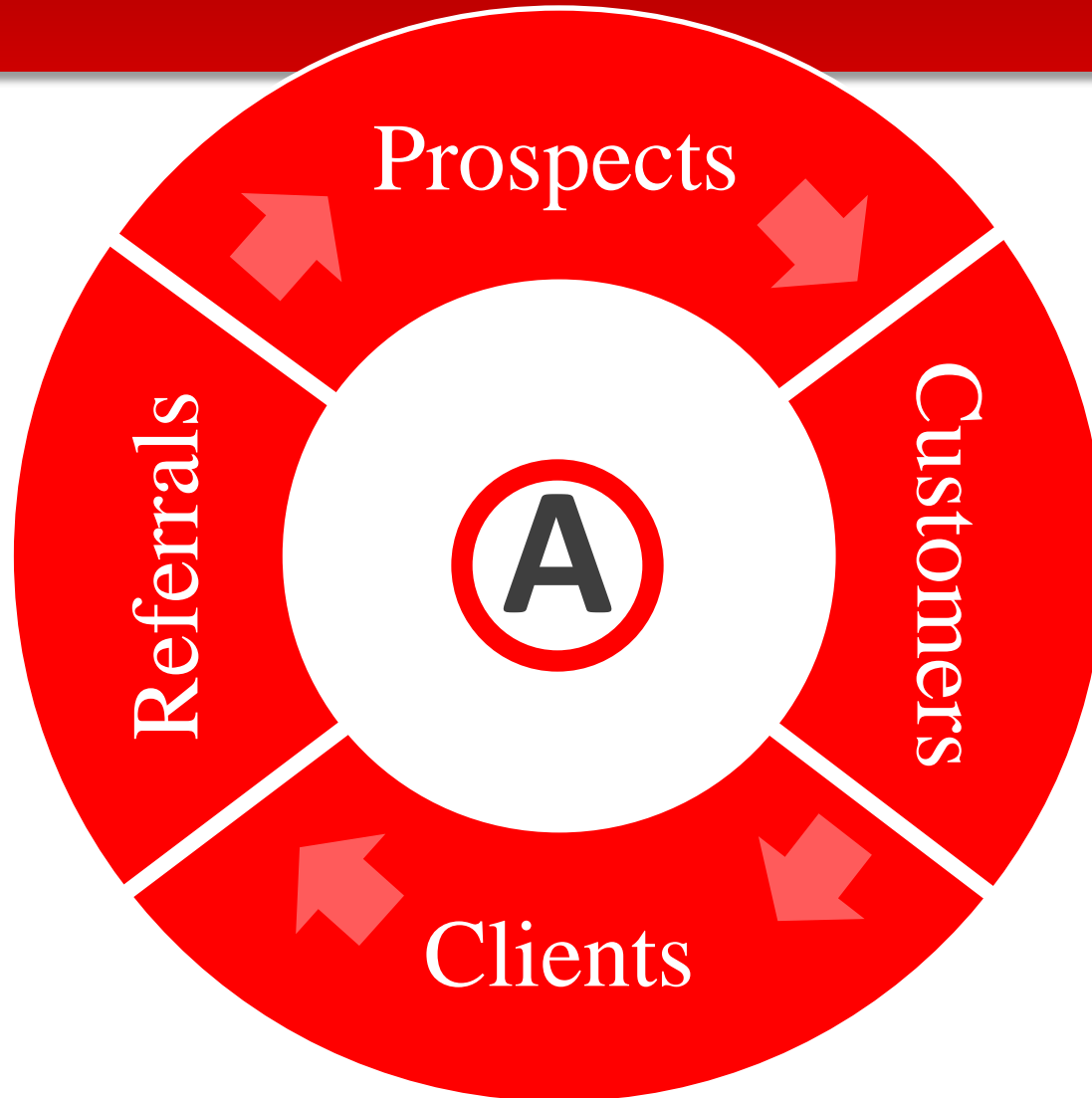
SPEAK THEIR LANGUAGE

ALIGN WITH NEEDS

BE A BEACON

ATTRACT OTHERS

“A” FEEDBACK LOOP



“A” LEVEL E.O.S. (HOW)

ENHANCEMENT

OPPORTUNITY

SECURITY

E.O.S. SECRET SAUCE



HOW DO YOU **ENHANCE** YOUR
CLIENT'S OVERALL WELL BEING?

HOW DO YOU LEAD THEM TO NEW
AND BETTER **OPPORTUNITIES**?

HOW DO YOU PROVIDE THEM A
SENSE OF **SECURITY**?

HAVE A HEART!

- Brands live in our **hearts & minds**
- Great brands understand **who** they serve and **why**.
- **How you make them feel** is more important than what you do.
- People talk about all things **not average**.
- Your **digital brand** may be their **first and last impression**.
- **Great relationships** are at the core of **great brands**.
- **Understanding A-Level** relationships, and **how** you deliver to them, is key.

YOUR DIGITAL BRAND

THANK YOU!

www.delianet.com



Ed Delia
President