



HIGH TEA AND HIGH STRATEGY

Saturday, April 16, 2011

Stacey Ferguson & Susan Getgood



AGENDA

- ❖ Strategic planning and brand fundamentals – Susan
- ❖ Case study: Blogalicious – Stacey
- ❖ Group discussion on brand identity
- ❖ Legal FAQ – Stacey
- ❖ Building your strategic plan – Susan
- ❖ Q&A



Discussion Leader: Susan Getgood

JUST WHAT IS A
STRATEGIC PLAN
ANYWAY?

STRATEGY

❖ Objectives

- **What** you want to achieve
- Realistic and measureable goals

❖ Strategic plan

- **How** you will use the tools at your disposal to achieve your objectives
- The “**Why**” factor

❖ Tactics are the elements of a strategy

- **What** are you going to do and **when**

❖ Results

- Did we **achieve** our objectives?

BRAND

- ❖ Brand is a construct, not an absolute
- ❖ Brand =
 - What the company wants consumers to believe +
 - How consumers perceive the brand
- ❖ Brand is about emotion, not features
- ❖ Control is a fallacy
 - You can't control your brand, you can only influence and manage it
- ❖ Role of advertising, word of mouth

WHAT IS YOUR BRAND?

- ❖ Your brand is how people perceive you
- ❖ Online branding is about developing your persona
- ❖ Tools at your disposal:
 - Your blog
 - Your reputation
 - Your online presence (Facebook, Twitter, other networks)



SOCIAL MEDIA TOOLSET

- ❖ Blogs and websites
- ❖ Facebook/Linked In/other social networks
- ❖ Twitter
- ❖ Social curation tools (Tumblr)
- ❖ Video
- ❖ Email newsletters
- ❖ Location based tools like Foursquare & Gowalla
- ❖ The old school – email, newsletters and face-to-face



ONE FROM COLUMN A ONE FROM COLUMN B

Content Creation Tools

❖ Communicate an idea/story

- Blogs
- Video
- Social Curation Tools

Community Tools

❖ Connect with others

- Facebook
- Twitter
- LinkedIn
- Foursquare/Gowalla

Discussion Leader: Stacey Ferguson

IN PRACTICE –

BLOGALICIOUS



THE IDEA

PURPOSE

TARGET AUDIENCE

GOALS



BRANDING BASICS

NAME

LOGO

ONLINE PRESENCE

MARKETING MATERIALS



WHAT'S IN A NAME?

“SMILE AND SCRATCH TEST”

~Source: Eat My Words

SIMPLE ~ MEANINGFUL ~ IMAGERY ~ LEGS ~ EMOTIONAL

blog-ibition
Blog-it-out
blog-jacker
Blog-off
blog-stalk
blog-troll
blog-venge
blog-woirs
blog-worthy
loga
blogable
Blogademia
blogadoccio
blogagory
blogaholic

blogalicious

blogalicious [blog](#)

1. **blogalicious**

16 up, 1 down



[buy blogalicious mugs, tshirts and magnets](#)

(adj.)

1. The state of being in which one finds joy in updating one's [blog](#).
2. A [blog](#) or [blog](#) entry that one finds highly enjoyable.

"I'm feeling particularly blogalicious today!"

"That is one blogalicious entry there!"

by [Rann](#) Oct 4, 2004 [share this](#)

CREATING THE BRAND





BLOGALICIOUS 2009

EXPECTATIONS

ROI

OBJECTIVES

HOW DID WE SCORE?





PREPARE FOR TAKEOFF!

PROPELLED BY COMMUNITY

BRANCHING OUT {MEETUPS, WEBINARS,
MARKETING NETWORK, EDITORIAL
COMMUNITY}

RE-BRANDING



OH MY.

BLOGALICIOUSWEEKEND.COM

MYBLOGALICIOUS.COM

THEB-LINK.COM

@BLOGALICIOUS09

@BLOGALICIOUS10

BLOGALICIOUS09 ON FACEBOOK

BLOGALICIOUSDC ON FACEBOOK

BLOGALICIOUS WEEKEND BIG TENT FORUM



BLOGALICIOUS 2010

BIGGER, BETTER...

IS BIGGER BETTER?

HOW DID WE SCORE?





BUT WAIT! THERE'S MORE

“BE BLOGALICIOUS: THE MOVIE”

BLOGALICIOUS GUIDES

BLOGALICIOUS RADIO



2011: CONSTANT EVOLUTION

BRING IN THE BIG GUNS

REASSESS GOALS

REDEFINE OBJECTIVES

ANALYZE ROI

AND, OF COURSE...

RE-BRAND. AGAIN.

Be **BLOGALICIOUS**



CONSISTENT. COHENSIVE.

(NO MORE)CONFUSION.

@BEBLOGALICIOUS

FACEBOOK.COM/BEBLOGALICIOUS

BEBLOGALICIOUS.COM



LESSONS LEARNED

TOP 3 QUALITIES THAT RESONATE?

WHAT IS YOUR VALUE PROPOSITION?

THINK BIG! (AND THEN PLAN FOR IT)



Group Discussion

BRAND IDENTITY

LOGOS MATTER





Discussion Leader: Stacey Ferguson

LEGAL FAQ



1. RESEARCH

DO YOUR DUE DILIGENCE. CHECK
USPTO.GOV FOR TRADEMARKS, SECRETARY
OF STATE DIVISION OF CORPORATIONS,
GENERAL INTERNET RESEARCH



2. *SOCIAL MEDIA PROFILES*

AFTER RESEARCHING YOUR INTENDED
NAME, REGISTER ALL RELEVANT SOCIAL
MEDIA PROFILES (TWITTER, FACEBOOK,
YOUTUBE, ETC.)



3. *URLS*

REGISTER YOUR DOMAIN (THINK BEYOND
TOP-LEVEL)

*OWNING A DOMAIN DOES NOT MEAN
YOU OWN THE TRADEMARK!



4. IP: TRADEMARKS & COPYRIGHTS

BLOG NAMES, LOGOS, AND TAG LINES
ARE TRADEMARKS.

SPEND THE FUNDS TO REGISTER YOUR
TRADEMARK.



IP: TRADEMARKS & COPYRIGHTS

ALWAYS INCLUDE A COPYRIGHT NOTICE
ON YOUR BLOG. COPYRIGHTS REGISTERED
IN A TIMELY FASHION WILL ALLOW A
COPYRIGHT OWNER TO RECEIVE UP TO
\$150,000 PER INFRINGEMENT ACTION IN
FEDERAL COURT.



IP: TRADEMARKS & COPYRIGHTS

YOU CAN ALSO GIVE A CREATIVE
COMMON LICENSE THAT WILL ALLOW
OTHERS TO COPY YOUR WORK IN LIMITED
CIRCUMSTANCES.

GO [CREATIVECOMMONS.ORG.](https://creativecommons.org)



5. OTHER APPLICABLE LAWS

PRIVACY POLICIES

DISCLOSURES

*SPECIAL THANKS TO LATOICHA GIVENS
@IPLAW101



Discussion Leader: Susan Getgood

BUILDING A PLAN

ASSESS THE OPPORTUNITY

- ❖ Does your “product” satisfy an unmet need that you are uniquely qualified to address?
- ❖ Define your audience
 - Who will use or buy it?
 - Will they pay the price you need to charge to make your bottom line?
- ❖ Understand the competition
 - Inaction is sometimes your biggest competitor
- ❖ Analyze SWOT – strengths, weaknesses, opportunities, threats
- ❖ Set a budget based on resources, **objectives** and expected results

A SIMPLE BUSINESS PLAN

- ❖ Situation Analysis – summary, why your “thing” is needed
- ❖ Your Solution – your “thing” and how it satisfies the need
- ❖ Market – description of the market
 - Demographics
 - Market size
- ❖ Competitors
- ❖ Your Business Model – how you are going to make money, pricing
- ❖ Financial Plan – monthly revenue forecast, expense budget and cash flow projection
- ❖ Marketing Plan



MARKETING PLAN

❖ Describes the marketing and sales tactics you will use to achieve the objectives laid out in your strategic plan

❖ Focus on measurable activities and behaviors, not “awareness.”

You want your prospect to take **a specific action** related to your offering.

❖ Don't be afraid to fail. Try a tactic, measure it and if it doesn't achieve the desired results, move on.

MARKETING TACTICS

❖ “Traditional Media”

- Direct mail, including email
- Newsletters
- Advertising (digital and print)
- Public relations
- Your website
- Conferences and face-to-face events

❖ Social Media

- Blogs
- Blogger outreach
- Facebook and other Social Networks
- Twitter

MANAGING THE PLAN

- ❖ Your plan is your roadmap, and helps you assess opportunities –
 - If an opportunity helps you achieve your objectives, consider it.
 - If it doesn't, no matter how attractive, pass
- ❖ Milestones – set deadlines, even if only for yourself. Especially if you have budget constraints.
- ❖ Don't fall (too much) in love with your idea that you can't see its weak spots



Q&A