

How Healthy is your Brand?

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think success.

Objectives







What is a Brand?

Is it your logo? Your website? Your colors? **Nope.**

It's **everything**. Every touchpoint. Yes it's your website, but also your employees, your on-hold message, your signage – it's the feeling your customers have about you. It's your entire experience.



What is a Brand – IN GENERAL?

It's **emotional**.

A brand takes your Mission and Vision and brings it to life.

Most of all, it's **what your consumers say you are** – not what you say. But you can **influence** the conversation.



What is a Brand – IN THE SENIOR LIVING INDUSTRY?

As a senior living provider, you're up against more than the perception of your own brand. **You're up against industry perceptions – and misconceptions.** Consumers don't often understand the differences in levels of care – it's all “a nursing home.”



What is a Brand – TO YOUR COMPANY/COMMUNITY?

So how do you stand apart? Begin thinking about what your residents, families, and referral sources say about you. What does the public know and think? This is the start of your brand.





Brand Health Review

Whether you know what everyone thinks of your community or not, it's always a smart idea to **conduct regular Brand Health Reviews.**



Brand Health Review – WHAT ARE THE QUESTIONS TO ASK?

- Does a **Brand Guide** exist – and when was it last updated?
- Ask people **what they think of** when they hear your name
- Ask if they know **what you do**
- Ask them to **share 1 thing** – good or bad, about you



Brand Health Review – WHO SHOULD YOU ASK?

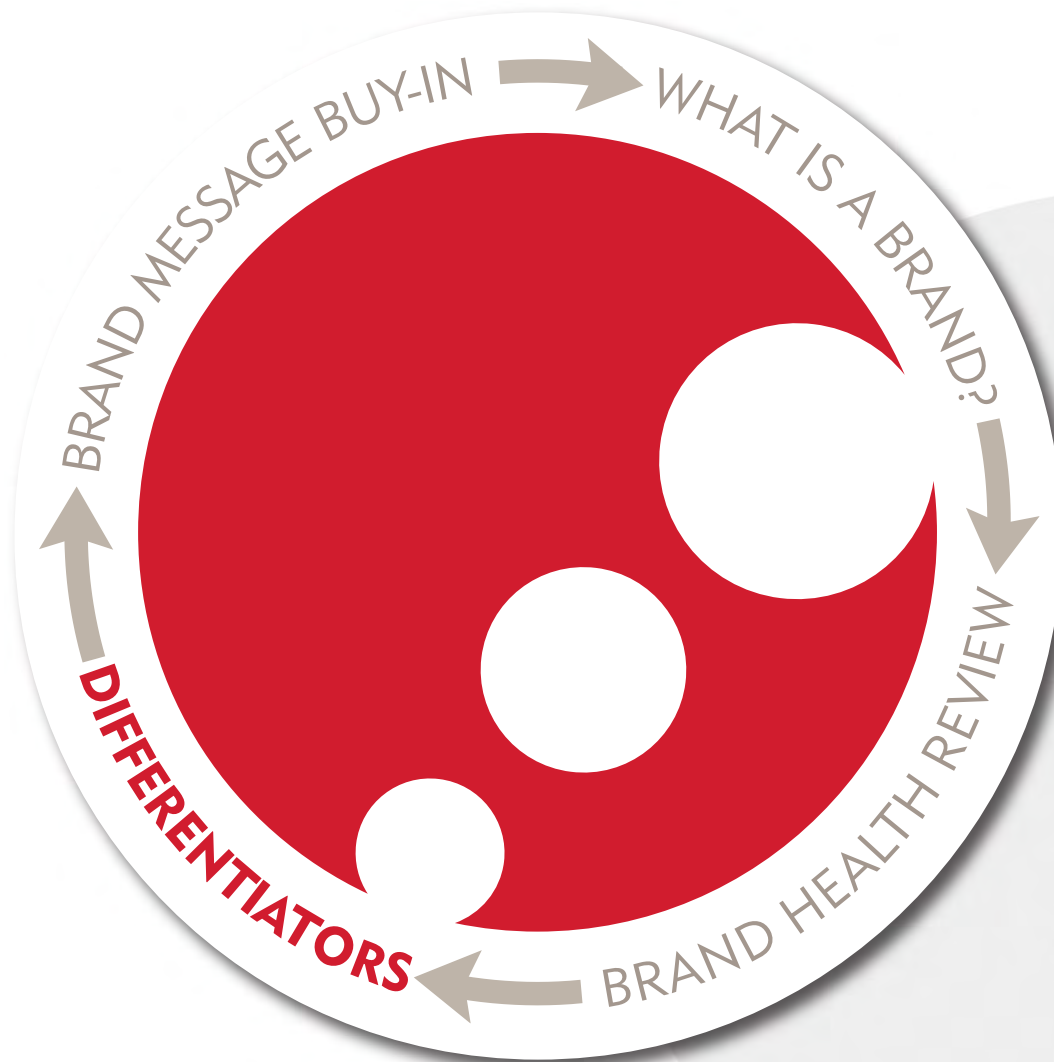
- **Ask UPS!** Your regular vendors and visitors have a unique view of you and your competitors – so don't forget them. Gauge their perception of you.
- Survey key stakeholders, lost leads, community leaders, your local deli, your dry cleaner
- **Read the Reviews** – Explore your web chatter – but **don't take it personally**

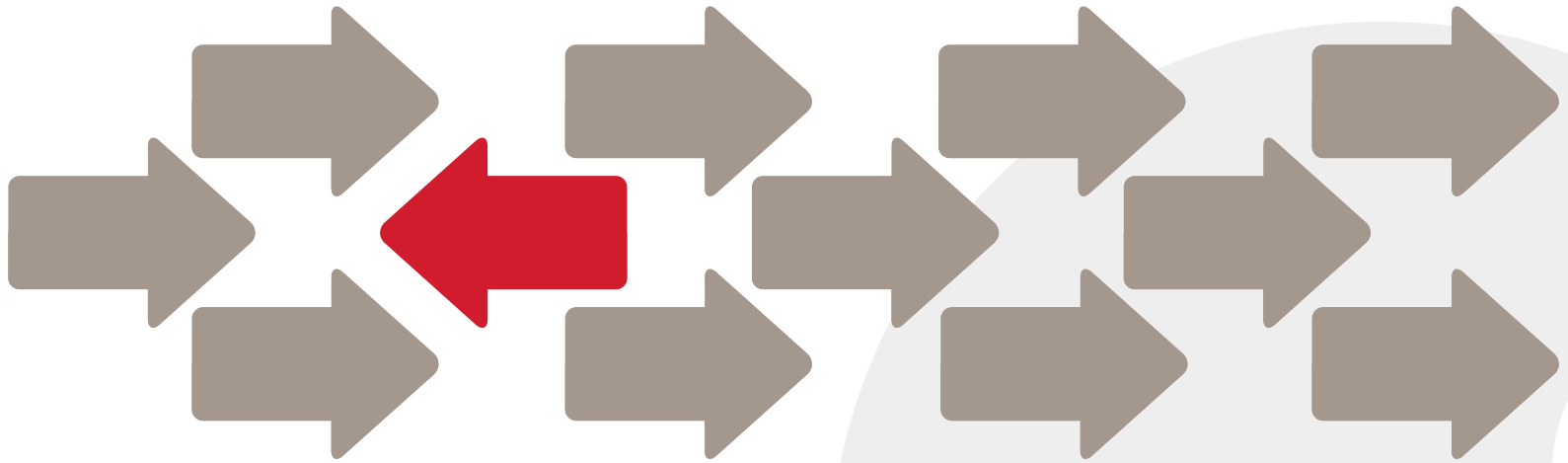


Brand Health Review – WHAT DO YOU DO WITH THE ANSWERS?

How to conduct your Brand Perception Study:

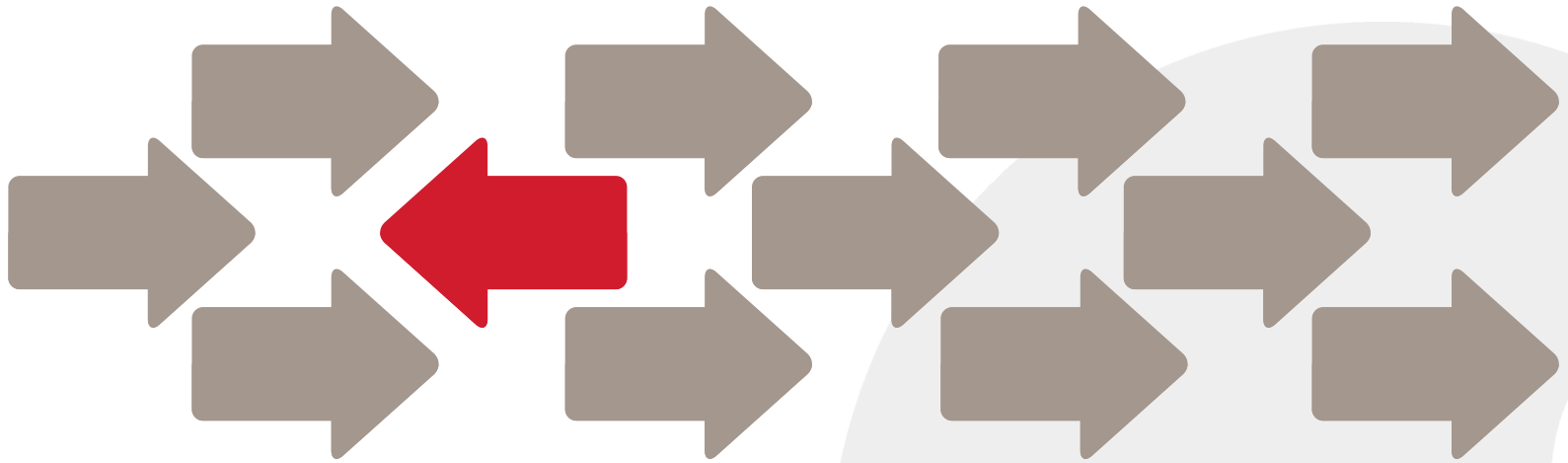
- Use SurveyMonkey, focus groups, interviews, invoice stuffers, luncheons – get creative and use the best approach for each audience.
- Next, look for **repeating** themes and words.





Differentiators

Those themes that keep repeating, when you ask people about your brand – **those are your differentiators.**

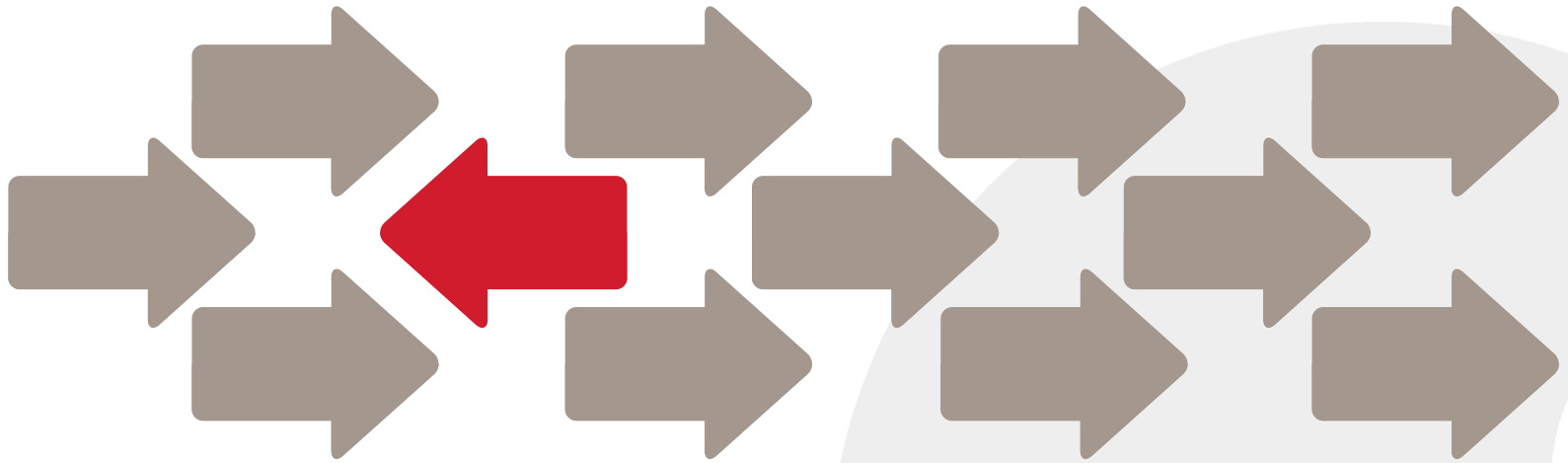


Differentiators –

WHO ARE YOUR COMPETITORS?

Know your competitors, and how to sell against them

- Who are your Top 3 to 5 Competitors?

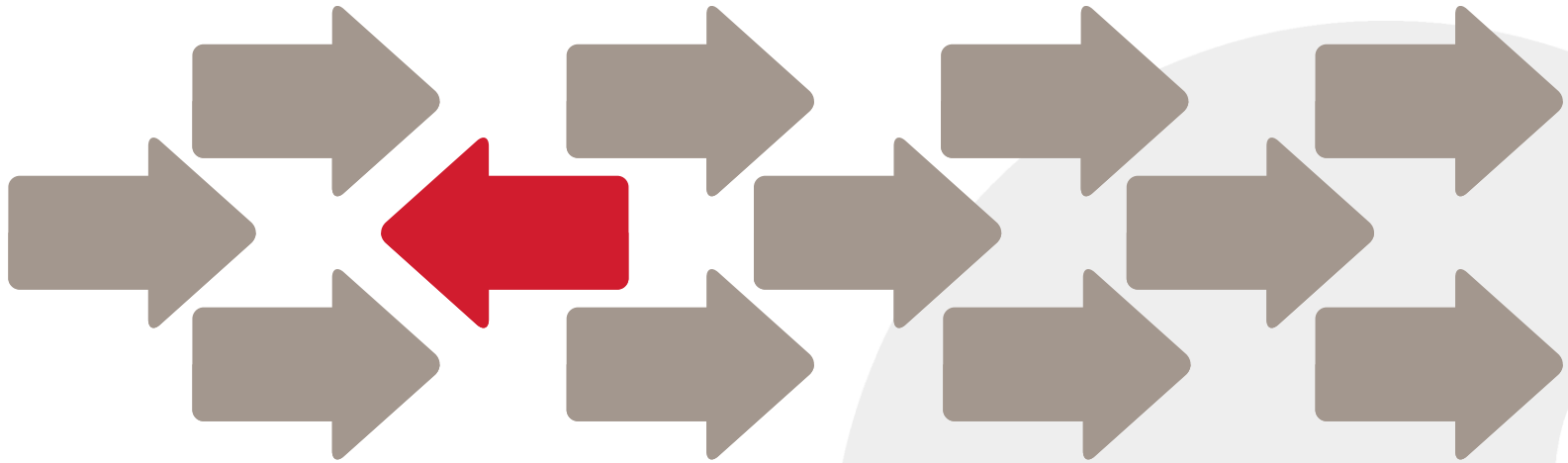


Differentiators –

WHAT DO YOU DO BETTER THAN THEM?

What do you do better?

- More flavorful food
- Lower staff turnover
- Ability to care for a higher acuity of resident
- Newer building – or, more established building – a landmark in town

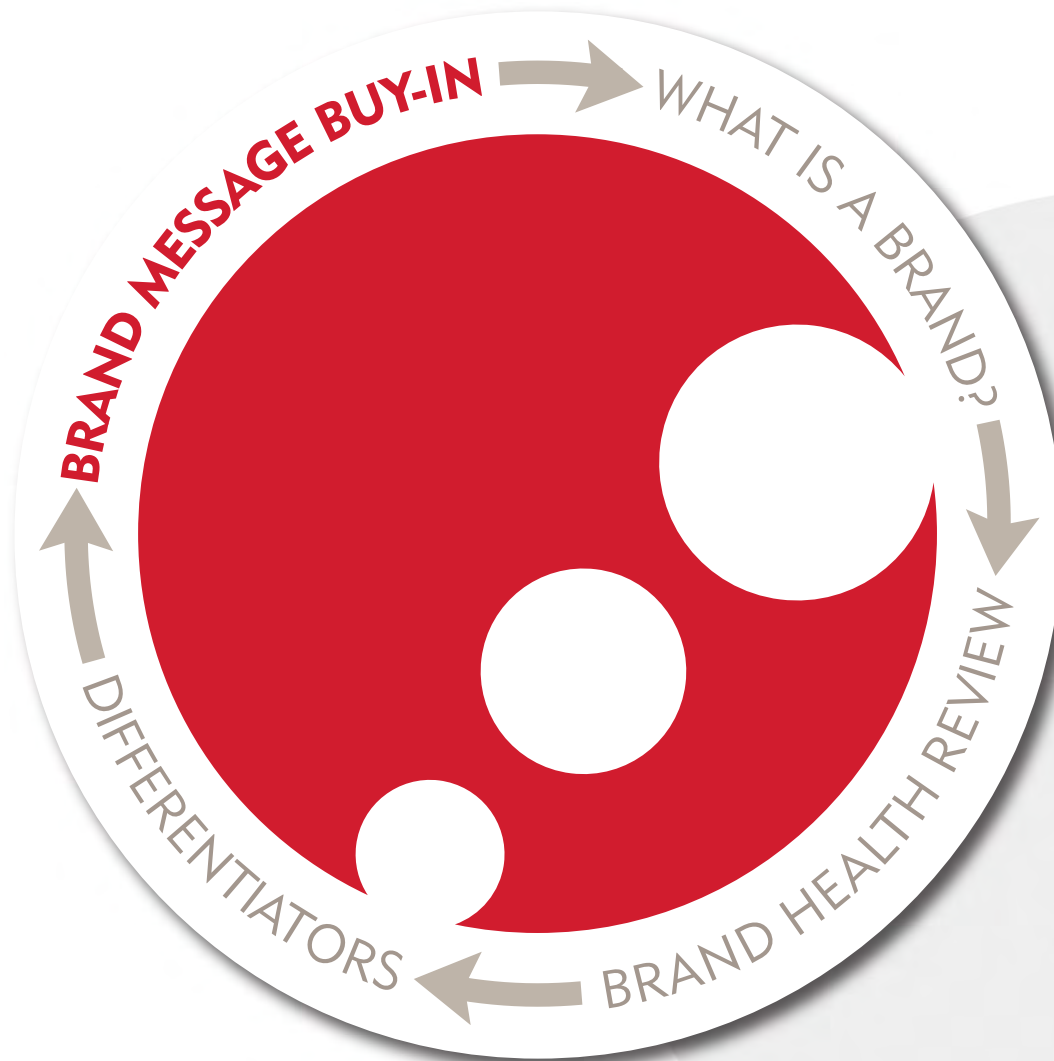


Differentiators –

WHAT DO YOU NOT DO AS WELL AS THEM?
IS THERE OPPORTUNITY TO CHANGE THAT?

Know your Weaknesses

- Is there opportunity to change a weakness?
- If not, be prepared to speak to it.
- *You can't move closer to the highway, but you could partner with Uber, for instance.*





Brand Message Buy-In

Now all this detective work pays off.

- Do you have a lot of brand work to do – or a little?
- What will your brand story be?
- What are your action items for the next 3, 6, and 12 months?



Brand Message Buy-In – GUIDELINES AND MESSAGING STATEMENTS

Set the Table for Success:

- Invite leadership and key team members to join your Branding Committee
- Involve all job functions – let everyone have a say
- Together, develop Brand Standards and differentiator messaging
- Develop a Social Media Policy – and respond, don't delete



Brand Message Buy-In – WHO NEEDS TO KNOW?

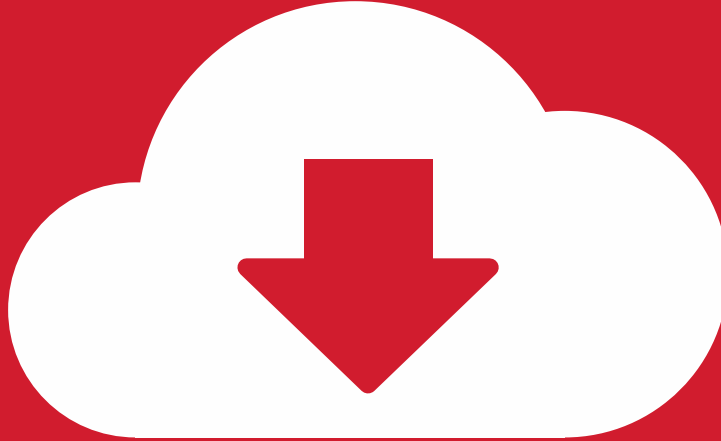
- **Finalize your Brand Standards** with leadership prior to rollout
- **Participate, don't dictate** – make everyone on the team feel they've contributed, to ensure buy-in



Brand Message Buy-In – DO THEY ALL UNDERSTAND?

If you've done this well, every employee should be able to answer the same way in their “elevator speech” when someone asks where they work – not a scripted response, but in their own words. Not because they've memorized it, but **because they believe it, own it, and live it.**

Download our
“How Healthy is Your Brand”
Activity at



www.triadadvertising.com/MassALA

Start by downloading our **free team activity with conversation starters** – perfect for your next all-hands meeting or luncheon.





Thank you!

Want help developing your Brand Standards, or for Triad to facilitate a **branding workshop on-site** with your team?
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