

How to Successfully Market Yourself & Your Organization

Influencing & Inspiring Customers and Key Stakeholders



Metro Dine Around

January 23, 2013

Presentation and Discussion

- | | |
|------------------------------------|-------------|
| ❖ Presentation | 6:35-7:15pm |
| ▪ Overview: Becoming an Influencer | |
| ▪ Gaining Visibility Internally | |
| ▪ Gaining Visibility Externally | |
| ❖ Questions | 7:15-7:25pm |
| ❖ Discussion and Sharing | 7:25-7:55pm |

Essentials of Influence: Engage, Persuade & Motivate



80% of employed people are unhappy

- Overworked/underpaid
- Poor relationships with colleagues or management



Influencing decision makers

- Open doors to opportunities
- Provide more career options

By Influencing Others



Executives:
Must influence workforce



Salespeople:
Need to influence customers



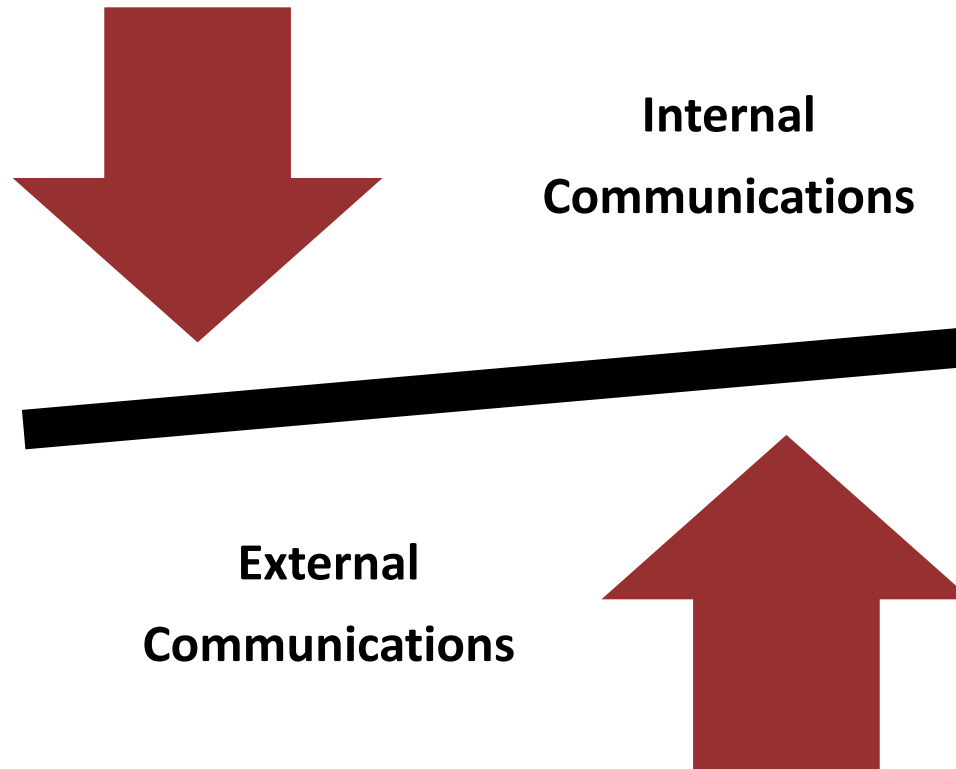
Ambitious Employees:
Must influence their managers



Marketing Managers:
Influence consumers

Nothing is more crucial to your success than influencing others

How You Can Become An Influencer



**Internal
Communications**

**External
Communications**

Gaining Visibility...Internally

*Marketing Yourself with
Purpose & Passion*

Self-Promotion: Terrifying or Invaluable?

- ❖ Terrifying: Will you be seen as egocentric, a braggart, not a team player?
- ❖ Invaluable: Key factor in closing earnings gaps between men and women



What is Your Personal Brand?

❖ Who do you identify with?



Hillary Clinton: A Study in Personal Branding

- ❖ Stepped out from husband's shadow
 - Through hard work and the necessary self-promotion of running for office
- ❖ She believes she does good work and isn't afraid to show it
- ❖ Uses "negative" sentiments to strengthen brand: feminist, pant suits, Texts from Hillary meme



Develop Your Personal Brand

- ❖ Know your value adds – your unique differentiators
- ❖ Define your personal brand
- ❖ Determine how to articulate your brand
- ❖ Actively work to enhance your brand
 - Technology offers many more options for enhancing your brand



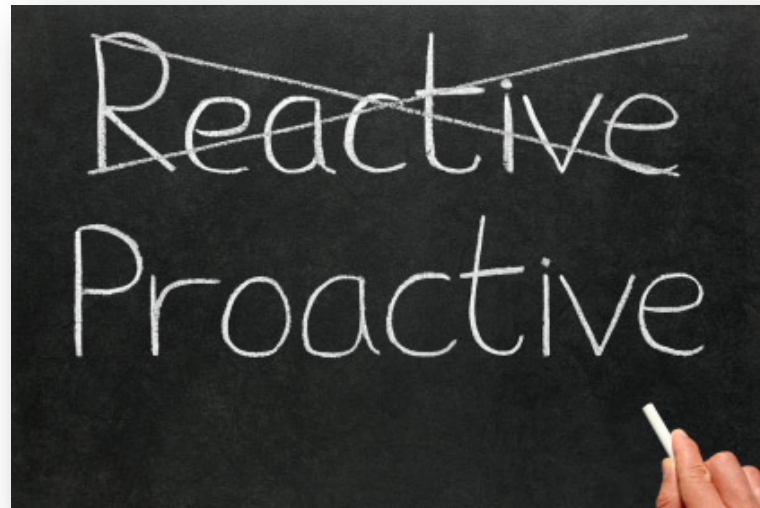
Market to Your Audience - Manage Up

- ❖ Look for opportunities that showcase your skills
- ❖ But don't stop there
- ❖ Get the support of your manager/boss
 - Make a personal connection
 - Garner his/her support through communication & understanding



Market to Your Audience

- ❖ Be proactive and strategic with your efforts to be visible – think big picture
- ❖ Be your own advocate
- ❖ Identify other advocates
- ❖ Know when to reach out to key contacts for support



Gaining Visibility



Volunteer on Committees

- Implement education sessions for your team

Manage Additional Projects

- Website, Facebook or Twitter

Offer Your Capabilities

- Take initiative when employer shows need

Demonstrate Leadership

- Promote accomplishments of your team

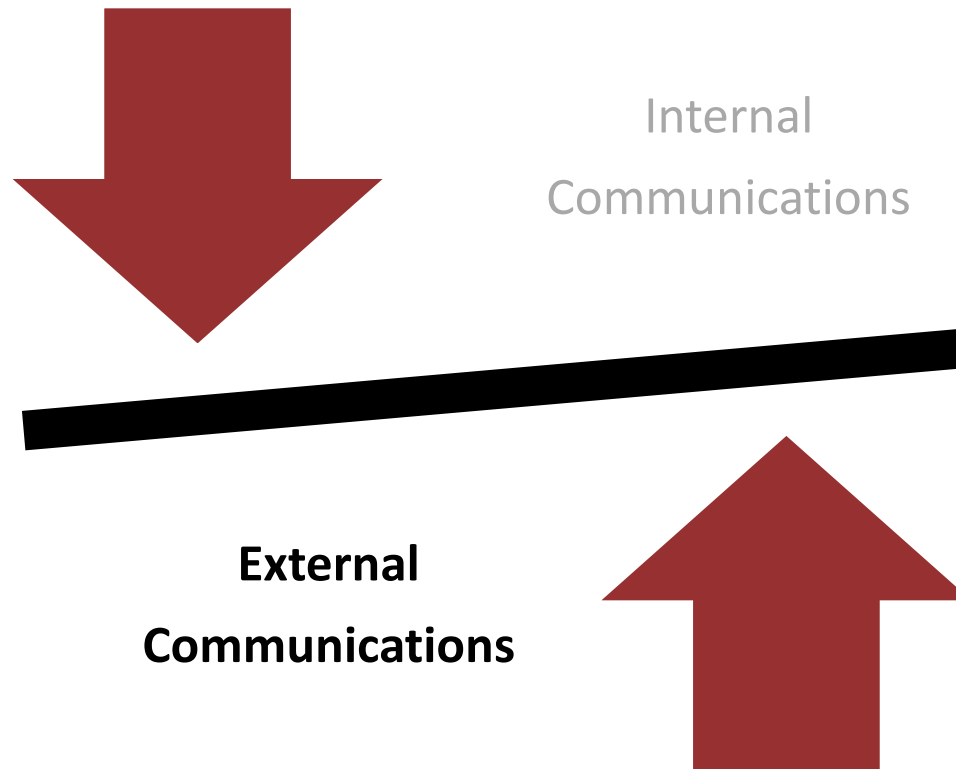
Gaining Visibility

❖ Promote communications internally

- Intranet
- Newsletters
- Town hall meetings
- Special events



How You Can Become An Influencer



Gaining Visibility...Externally

Expanding the Purpose and Passion

What a Visibility Program Can Achieve

- ❖ Heighten reputation of organization and its leadership
- ❖ Demonstrate value of organization among customers, clients, competitors, coworkers
- ❖ Expand relationships with influentials
- ❖ Gain competitive advantage
- ❖ Attract and retain top talent
- ❖ Generate internal excitement and commitment

Creating a Visibility Plan



Establish and gain consensus on overarching vision



Identify short- and long-term communications opportunities



Understand how your audiences obtain information



Research organizations for partnership opportunities



Determine spokespeople for communications efforts

Communication Imperatives



Speak with One Voice

- Communicate unified messages



Use a variety of communications approaches that work synergistically



Keep all stakeholder communications in balance



Work within Legal, Regulatory, Corporate framework



Gaining Visibility...

...Through Industry Organizations

Sponsor & Participate in Industry Events

- Identify presentations, podcasts, online specialist chats
- Host discussions with experts and organization leadership

Get Involved

- Establish a role with industry organizations and committees
- Seek board positions

Establish a Presence at Meetings

- Identify marketing opportunities
- Sponsor relevant sessions
- Participate as speaker
- Exhibit

...Through Demonstrated Corporate Excellence

- ❖ Maximize communications around milestones, accomplishments, significant corporate initiatives
- ❖ Drive industry award submissions for program successes and individual achievements
- ❖ Participate in established industry reports and surveys to distinguish your organization
- ❖ Create annual “think tank” report/event to demonstrate leadership position
- ❖ Communicate about sponsorships, grants, cause-related activities

...Through Traditional and Social Media



- Communicate about industry trends, insights and challenges
- Submit articles to print/online outlets
- Identify opportunities for leadership to provide comment
- Post thought pieces on website
- Draft letters to editors



- Maximize social media opportunities
 - Facebook
 - Twitter
 - LinkedIn
 - Blogs



- Promote publications internally
 - Intranet
 - E-mail
 - Town hall meetings
 - Special events

Questions?

Discussion & Sharing Session

❖ Internal Teams

- Provide suggestions on how to get involved
- Identify examples of success

❖ External Teams

- Provide suggestions on how to get involved
- Identify examples of success

❖ Promoting Your Personal Brand

- Provide suggestions
- Identify examples of success

Thank You!!!