



Celebrating 25 Years

Building and Launching Your Facility Brand

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BRAND? WE HAVE A BRAND?

Our Agenda



Analyze Your Current Brand



“Who” are You in the Market



Innovative ways to Launch Your Brand

WHAT'S THE MESSAGE?



- What do they want you to know?

WHAT'S YOUR STORAGE BUSINESS BRAND?

- What message does the public receive when they see and hear about your facility?
- Are you sending the right message to potential tenants?



WHAT BRAND DO THEY SEE?

Quick Exercise - *Take 3*

- @ Write your current brand message. *Be Honest!*
- @ Now write what your customers perceive to be your brand. *Be Honester!*
- @ Now write what you want them to see!

- Who are we?
- Who do we want to be?



SO WHO AM I IN THE MARKET?

■ Building Your Brand

- Name
- Features & Benefits
- Pricing

■ Uniqueness

■ Differentiation

■ What Influences our Customers?



INNOVATION = EASY AS A,B,C

Marketing Message in 20 words or less!



Builds your Brand, Recognition and Reputation

HOW DO I BRAND? (A)

Packaging

- Color
- Location
- Signage
- Co-Brand



Logo

- Professional
- Design with Brand in Mind
- First Test it out with Customers
- Copyright / Trademark



HOW TO I BRAND? (B)

Promotion

- Does it fit
- Easy to Understand
- Get others to Talk

Public Relations

- Free Advertising
- If in Print = Truth
- Community Focus
- Event Focus

WE ♥ LOGISTICS™



125 MILLION WINNING GAME PIECES

HOW TO I BRAND? (C)

❑ Advertising & Media

- ❑ Is it really “Free”
- ❑ Expensive can be Cheap

❑ Partners

❑ Digital Media

❑ Tried and True = Referrals

❑ Have a Plan



THE RIGHT BRAND BRINGS

☐ Sales

- Repeat business
- New customers
- Partners
- Increased Market Share
- More profit



☐ Customer Loyalty

- Referrals
- Reduced Costs
- Increased Market presence
- Recognition
- Reputation



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