

Your Promise: Extending Your Brand Online

Presented By:
Sam Meers
President, Meers Advertising,
Geonetric Consultant

GETTING THE MOST OUT OF TODAY'S WEBINAR

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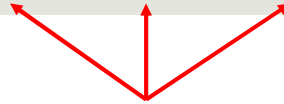
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- Receive our Webinar takeaway: a fun tool to help you determine how your eHealth initiatives stack up

Post-Webinar Survey



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About Today's Presenter

Sam Meers, President, Meers Advertising, Geometric Consultant

A strong proponent of advertising and Web strategy to build brands, Sam has developed his marketing communications beliefs through experience. Founding Meers Advertising in 1993, he has over 25 years of consumer and business-to-business experience.

Your Promise: Extending Your Brand Online

■ A Strong Brand

- Clearly defines what it is your organization believes
- Tells a story
- Is a promise
- Allows you to charge higher prices
- Deters (and often frustrates) competitors
- Grows market share
- Encourages repeat customers
- Endures for many years

7 BRAND TRUTHS

1. A Logo is Not a Brand



2. Brand is Not a Four Letter Word

accenture
High performance. Delivered.



2. Brand is Not a Four Letter Word



3. Every Company Has a Brand

Apple vs. AT&T



3. Every Company Has a Brand



4. A Brand is Not a Rational Decision



4. A Brand is Not a Rational Decision

Harley Davidson
Owner

Average Age: 44

Professional

HHI: \$175,000



5. Seek to Change the Conversation

How can you change the conversation surrounding your brand?

- More relevant
- More engaging
- More personal

5. Seek to Change the Conversation

Banking

- Cold
- Impersonal
- Grumpy



5. Seek to Change the Conversation

Missouri Bank

- Warm
- Personal
- Fun



5. Seek to Change the Conversation

This Financial Institution will be

CLOSED

on Thursday, November 27 for Thanksgiving.

We will re-open on Friday, November 28.

BancVue

5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation



Most banks refer to it as
cold, hard cash.

But the cash is coming from
Missouri Bank, so that makes it
more like warm, caring cash.
Either way, it's in your hands now.
Use it well.

missouribank
be+difference

Member FDIC

5. Seek to Change the Conversation



you hold in your hand
the **fruit of your labors.**

Yes, it is pretty odd-looking fruit. And it
definitely didn't come from a tree. And you
might not want to eat it. The point is, you've
worked hard for the bills in this envelope,
and we wanted to say we're proud of you.
Enjoy your fruit.

missouribank
be+difference

Member FDIC

5. Seek to Change the Conversation

ColorMark Printing

There are more important relationships in your life than the one you have with your printer.

5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation

- Axcet HR Solutions
- Professional Employment Organization
 - Payroll
 - Health Insurance
 - HR Services
 - 56 total product lines
- Key Insight
 - Reality doesn't have to bite

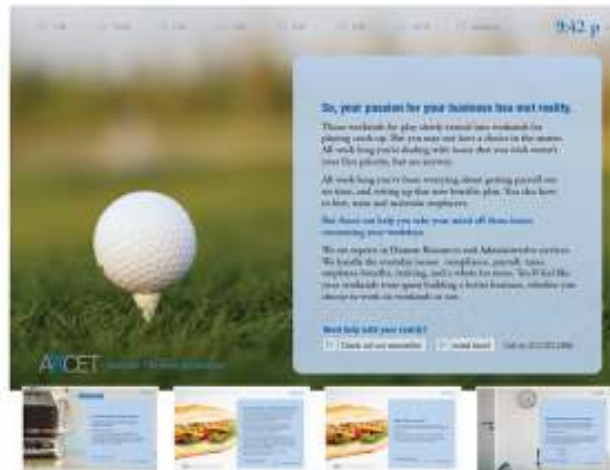
5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation

McCownGordon Construction

It's not a difference you'll see on paper.

5. Seek to Change the Conversation



5. Seek to Change the Conversation



5. Seek to Change the Conversation



6. Do Fewer Things, Better

- Never enough resources
- Identify key touch points
- Focus resources where you will get the greatest return



7. Brand Invitation vs. Brand Interruption



7 Branding Truths

1. A Logo is Not a Brand
2. Brand is Not a Four Letter Word
3. Every Company Has a Brand
4. A Brand is Not a Rational Decision
5. Seek to Change the Conversation
6. Do Fewer Things, Better
7. Consider Brand Invitation vs. Interruption

Post-Webinar Survey

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- Receive our Webinar takeaway

Post-Webinar Survey



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Questions?

- To learn more:
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 - 319-221-1667
 - Eric.George@geonetric.com
 - Visit our Web site
 - www.geonetric.com

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Next Month's Webinar

Strategy:
The Value of a Strategic Approach
December 18, 2:00 p.m. CST

Learn how to develop an effective Web strategy that aligns your organization's vision with tactics and creates measurable value.



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Thank You