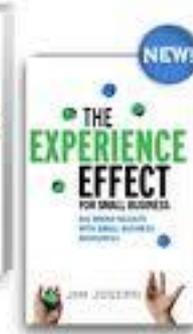
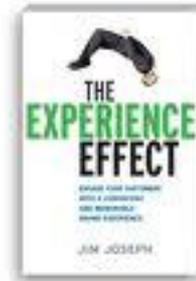


THE EXPERIENCE EFFECT

THE AWARD WINNING BOOKS FROM JIM JOSEPH
PRESIDENT, NORTH AMERICA **cohn&wolfe**



Small Business Bootcamp

Jim Joseph

President, Cohn & Wolfe North America

Award-winning author of *The Experience Effect for Small Business*

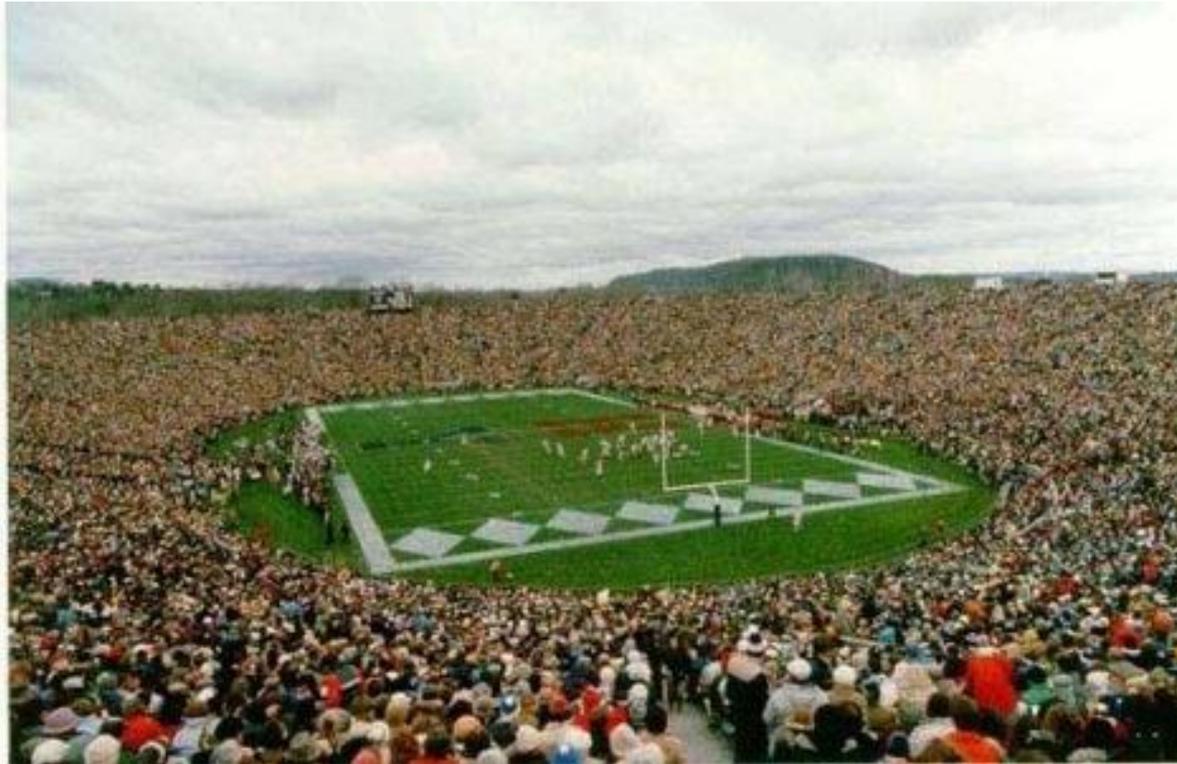
VOCUS[®]



Jim Joseph

- President of Cohn & Wolfe, North America
- Award-winning author of *The Experience Effect* and the sequel *The Experience Effect for Small Business*
- Professor at NYU
- Built brands both client-side and at agencies
- Helped blockbuster clients including: Kellogg's, Kraft, Nestle, Cadillac, Tylenol, Clean & Clear, Aveeno, Durex, AFLAC, Ambien, IKEA, and Walmart
- Blogs at www.JimJosephExp.com

Team Sport – Spectator Sport



A Marketer From The Start



Johnson & Johnson



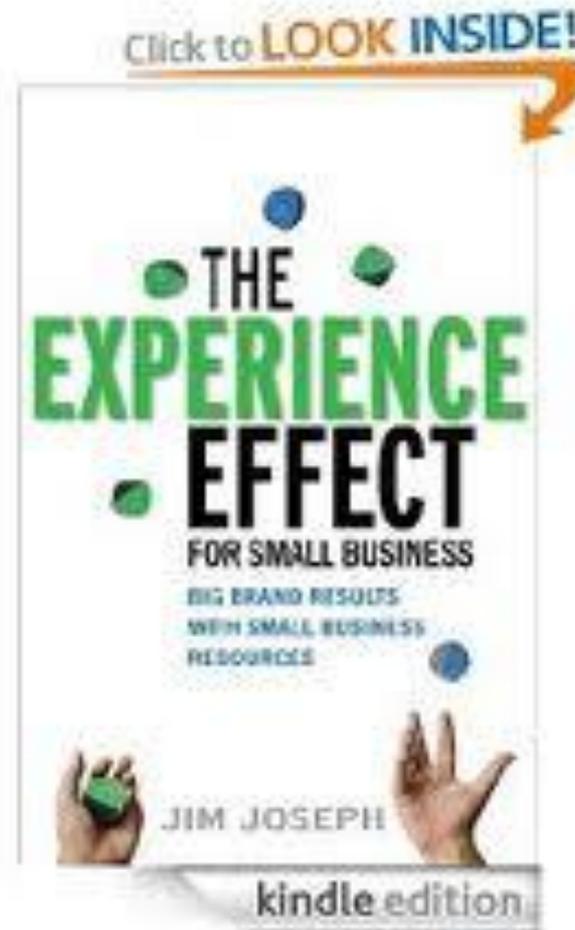
SAATCHI & SAATCHI
THE LOVEMARKS COMPANY

cohn
& wolfe

A Lover Of Brands



Define “Marketing”



Building An Incredible Experience That Builds Brand Loyalty

- Transcends the product
- Engages the consumer
- Differentiates from the competition
- Adds value beyond compare
- Able to be shared



My Personal Brands



Paul Smith



Define “Brand”



What's Good For The Big Brands...

... Will Help Small Business

- Backbone of American economy
- Key to economic recovery
- Entrepreneurial spirit keeps us alive



We Tend to Think that Big Brands Have ...

- Big budgets
- Brilliant teams
- Loads of experience
- Deep resources



Marriott®
HOTELS & RESORTS



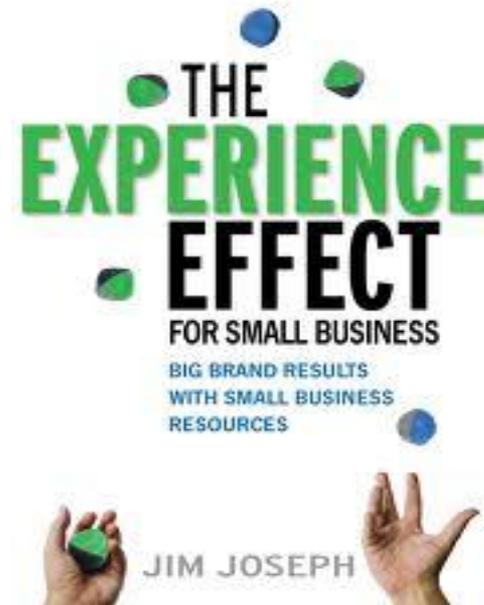
But Small Business Can Often Be More Effective ...

- Sharp focus
- Clear leadership
- Easy prioritization
- Low overhead
- Inherent efficiencies





WELCOME TO SMB BOOTCAMP!



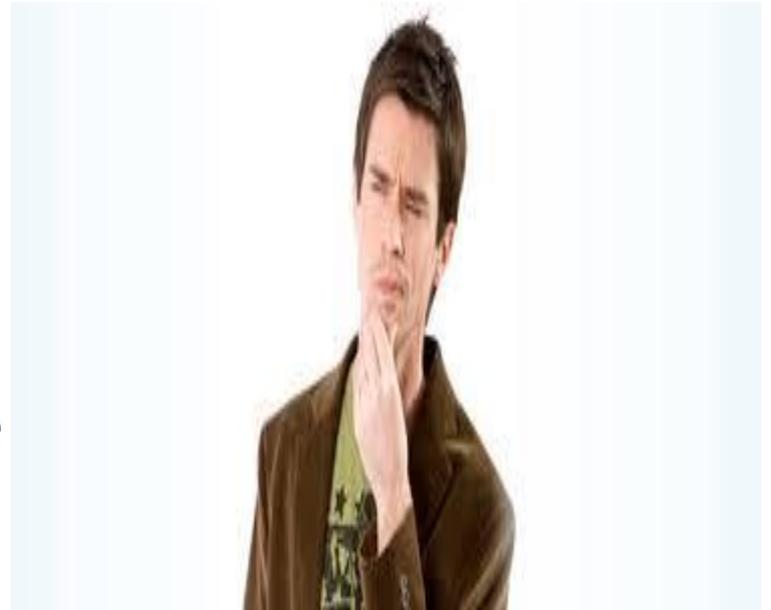
The Key Elements

- BRAND: define
- CUSTOMER: know
- EMOTIONAL BENEFIT: identify
- COMPETITION: follow
- POSITIONING: develop
- TOUCHPOINTS: maximize
- CONSISTENCY: apply



Defining The Brand

- Business best suited to own
- Inventory of skills to sell
- Customer needs to fulfill
- Gaps to capitalize
- Competitors to overcome
- Personality to build

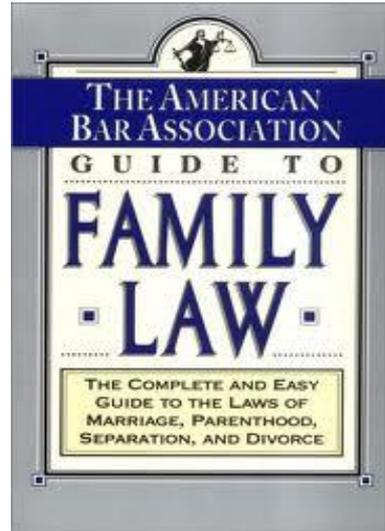


THE PERCEPTUAL MAP



Lawyer

- Lawyer
- Family law
- California
- For women
- “Will get you through”



Get To Know Your Customer

- Constant pursuit
- Ever evolving
- Demographics vs. psychographics
- Qualitative testing vs. quantitative testing
- Unique ways to learn



Formal Dress Shop

- Special occasion dresses
 - Adult formal events: Susan
 - Teen proms: Allison



The Emotional Benefit ...

- Resonates
- Connects
- Shares
- Motivates
- Decides



... Builds Brand Loyalty

Wants vs. Needs



RATIONAL

BENEFIT



EMOTIONAL

BENEFIT

Every Brand Has An Emotional Benefit ...



... Even Yours!

The Emotional Benefit ...

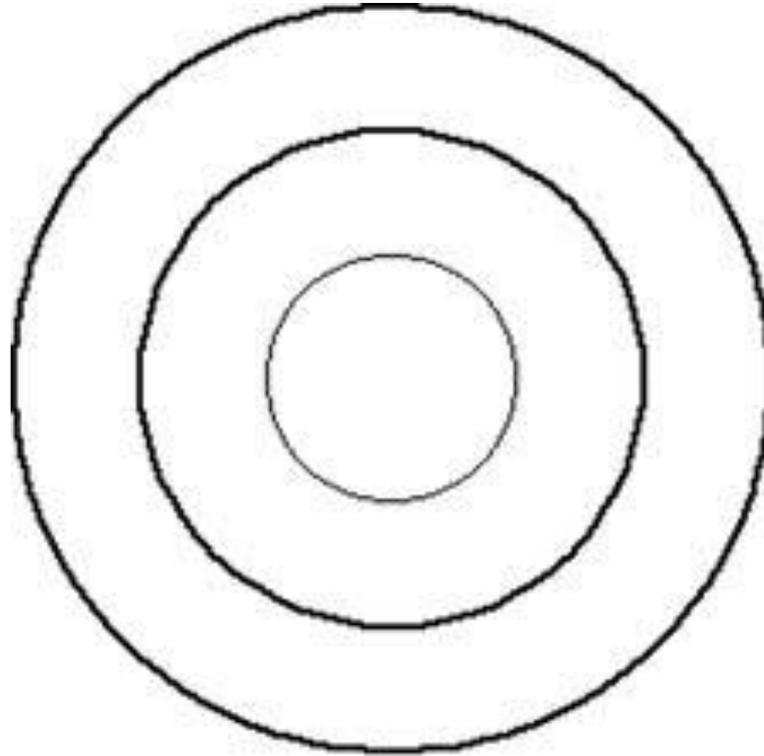
- Lawyer: Unconditional support
- Retail boutique: Insider access
- Restaurant: Personal chef
- Consultant: Smart beyond years
- Cleaning service: Pampered

Look at the Competition More Broadly

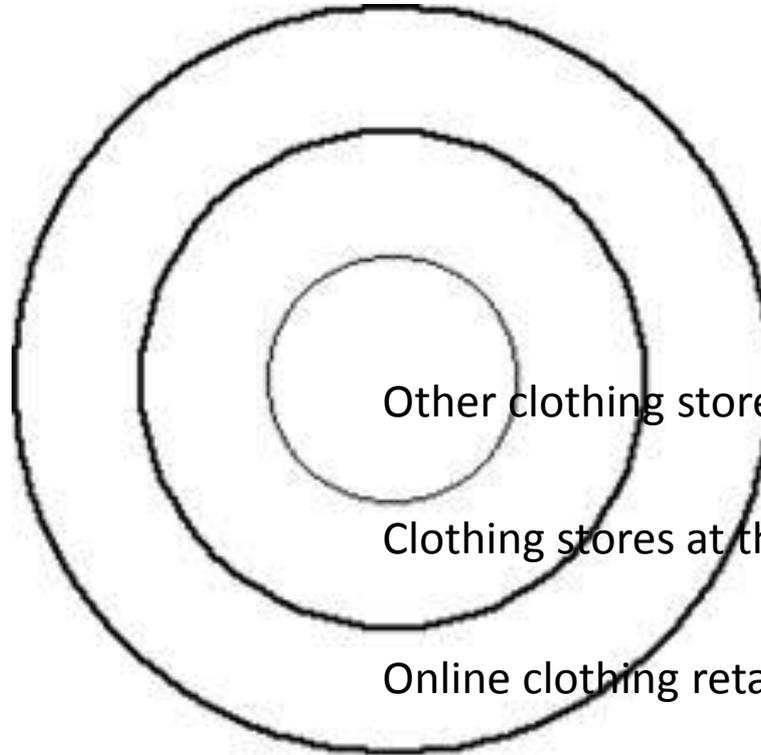
- Near in and far out
- Direct assaults and more subtle distractions
- Anything that competes with time and money



CONCENTRIC CIRCLES



Clothing Store on Main Street



Other clothing stores on Main Street

Clothing stores at the local mall

Online clothing retailers

Other retailers on Main Street



POSITIONING



POSITIONING: Defined

The space you want to occupy in your
customer's mind

(emotionally based)



The Classic Positioning Format

TO:	target market demographic
WHO:	target market psychographic
BRAND IS:	category cue
THAT:	functional benefit
BECAUSE:	reason why
SO THAT:	emotional benefit
TAGLINE:	summation

Chelsea Dry Cleaners



TO: our beloved neighbors of Chelsea
WHO: are the best dressed professionals in NY
BRAND IS: a safe haven for your important wardrobe choices
THAT: takes good care of you and your appearance
BECAUSE: special process along with a commitment to care
SO THAT: you can concentrate on being successful at work

TAGLINE: Neighbors Helping You Work

Touchpoints



How to Use Touchpoints

- Arm's length distance
- Unique to your customer and your brand
- Maximized for action



Types of Touchpoints

- Owned
- Earned
- Paid
- Trade



Restaurant Touchpoints

- Local advertising
- Host
- Menu
- Website
- Reviews
- Facebook page
- Waiter
- Chef
- Signage
- Takeout bags
- Partnerships with local businesses
- Refer a friend promotion



Making Good Decisions

- Brand definition and consumer profile
- Budget and priorities
- Consistency
- Competitive activity
- Pop culture
- Opportunistic



New Definition of Brand Loyalty

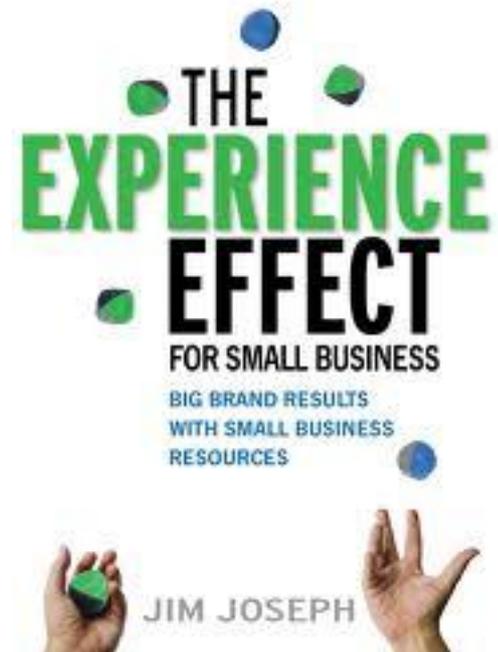


Be A Benchmark Brand ...



5 Keys To A Great Brand Experience

- Clearly defined brand
- Well targeted customer
- Great knowledge of the competition
- Distinctive positioning
- Maximized touchpoints



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About Vocus

Vocus is a leading provider of cloud-based marketing and PR software that helps organizations reach and influence buyers across social networks, online and through the media. Vocus provides a suite of software for online marketing, social media and PR that makes it easy for organizations to generate online visibility, build their social networks and attract new customers in today's new customer-led buying cycle.

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