

# Maintaining and Sustaining Your Brand Identity

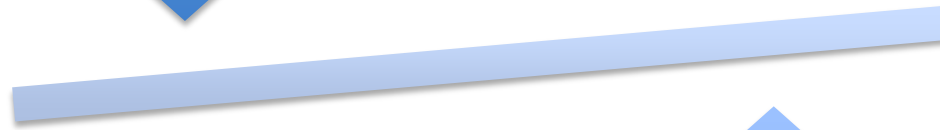
## Creative Ways to Increase Your Visibility in the Community



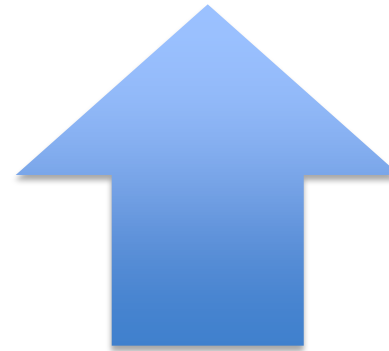
# ABOUT ME



Active  
Sailing  
Community  
Member



Global Brand  
& Marketing  
Strategist



## ARCHETYPEDNA

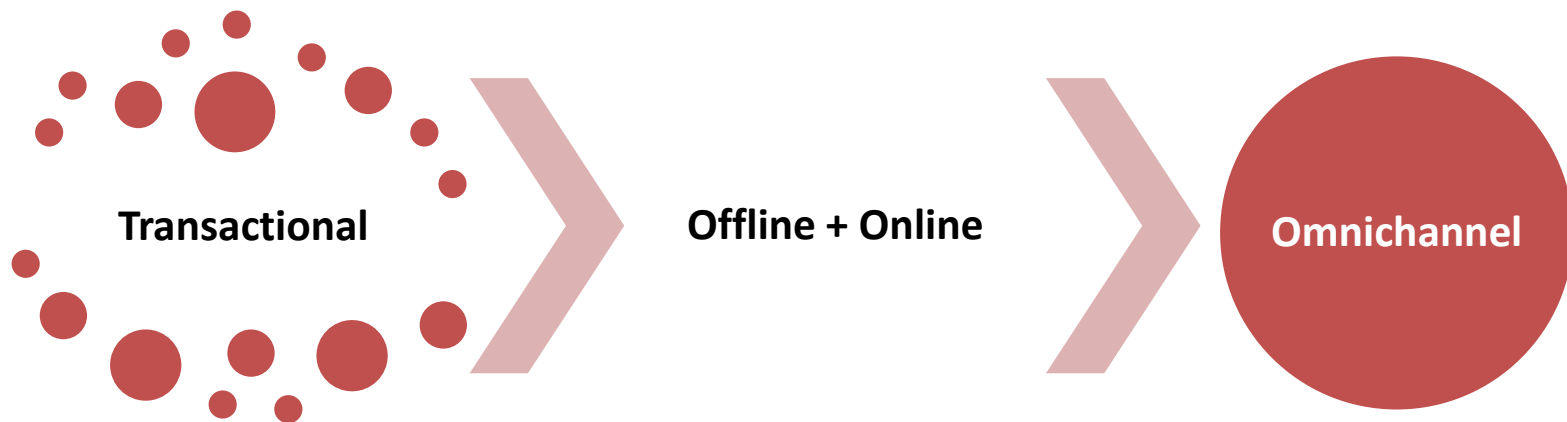


# KEY TAKEAWAYS

- 1) Branding & marketing are not the same as arts and crafts
- 2) Big budgets and teams aren't required for great marketing
- 3) Understanding how marketing creates benefits across the organization
- 4) Audience engagement is a two-way street
- 5) Your brand needs care and feeding



# WHY MARKETING IS NOT THE SAME AS ARTS & CRAFTS



# GREAT MARKETING ON A SHOE STRING

## BUDGET & TEAM OF ONE



# WHY MARKETING IS NOT A PURE COST CENTER



# WHY MARKETING IS NOT A PURE COST CENTER

- Define your outputs using organizational objectives
- Identify stakeholders across the organization
  - Incorporate stakeholders' objectives into your strategies and outputs
  - Define when and how you will share insights
  - Hold stakeholders accountable as partners
  - There is power in numbers
- Measurement is not rinse and repeat

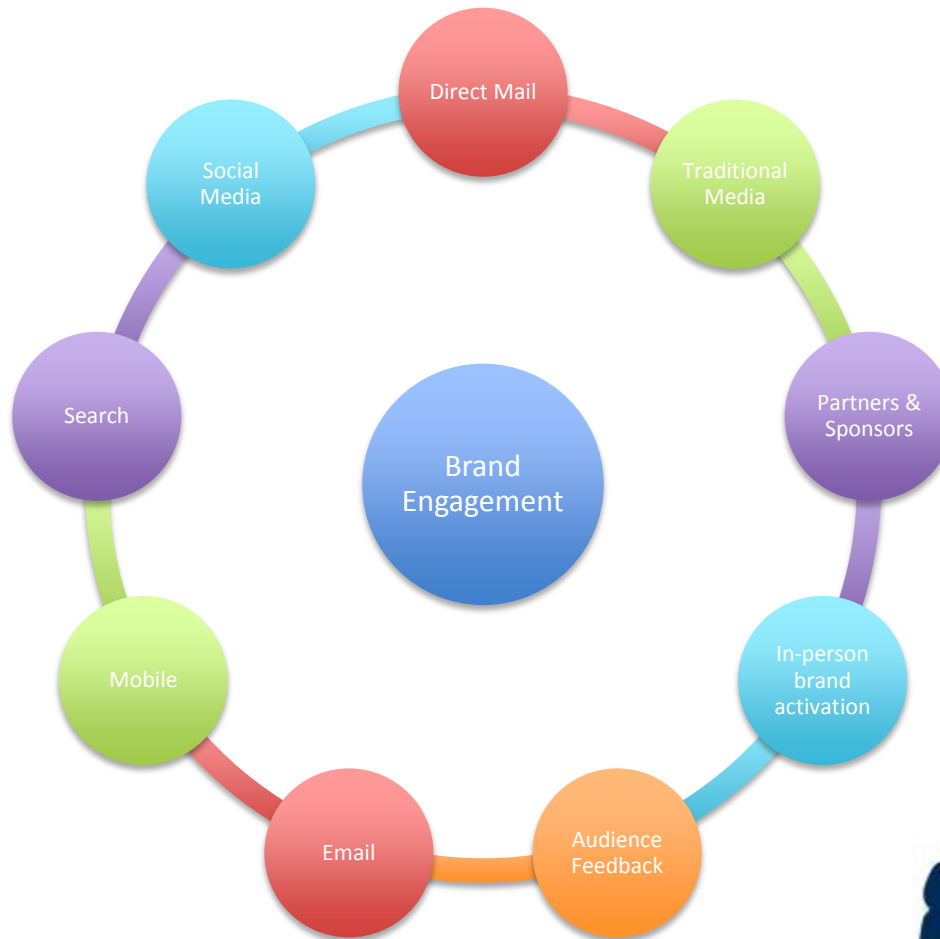


# IT TAKES TWO TO TANGO





# IT TAKES TWO TO TANGO



# DON'T TREAT YOUR BRAND & AUDIENCE LIKE A PET ROCK



# AMPLIFY YOUR BRAND



# KEY TAKEAWAYS

- Arts and crafts are fun but they don't grow your organization
- Partner like a champion (internally and externally)
- Remember, your audiences are humans
- Think across channels
- Inspire your teams, inspire your audiences
- Always make the ask



# Your Opinion Matters

Please “**check-in**” to this session on the Sailing Leadership Forum app  
and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

*Thank you for attending this session*

