

M Monthly Marketing Morsels

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A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector. Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



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You can also email jack@skylimitmarketing.com
or visit www.skylimitmarketing.com

So what is your **BRAND** anyway?

It's July. Time to relax and not put a lot of strain on the brain. So let's chat about one of my favorite marketing topics...**BRAND IDENTITY**

One of my favorite all time books on this topic is *The Brand Gap*. By Marty Neumeier.

The author sets us up by clearing the deck on what your brand isn't.

It is NOT your logo...that's just a symbol.

It is NOT your product or service...it is what it is.

So what is it? it is not what you think it is. It is **someone else's gut feeling about who you are and what you do**. In other words, it's never about you. It is all about the person you want to open their wallet and pay for what you have to offer.

Of course, you must understand your product, service, or company from this perspective, and manage it accordingly. If that means do some research and get customer feedback along the way, just do it.

So how do you understand your customer in the first place? Here is a four step process I learned at BBDO that never fails...

1. Know your Prime Prospect.
2. Know your Prime Prospect's Problem.
3. Know your Product, (or service)
4. Break the Boredom Barrier,
(being a good and interesting communicator is key).

Hey,
it's July.



I do not think it's necessary to babble on any further.