



The Importance of Branding Best Practices

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Ram Commercial Advertising Manager



Experience

- Brand and Creative Manager, Mopar Marketing, FCA
- Mopar Brand Program Manager, Mopar Marketing, FCA

Achievements

- Winner of Gold AVA Digital award – category: corporate video
- Dale Carnegie Leadership Advantage – highest achievement award
- “Right to Request” video – 3.6million views on YouTube
- Launch new dealer communications portal – Mopar News Feed



Importance of Brand



Beyond just a memorable logo, good branding increases the value of a company, provides employees with direction and motivation, and makes acquiring new customers easier.



Poll Question 1



How strong do you view your brand?

- a) Very Strong
- b) Strong
- c) Just Okay
- d) Not Strong at All

Understanding and Building your Brand



Define who you are / Purpose / Objectives



Be specific



Understanding and Building your Brand



Define who you are / Purpose / Objectives



Be specific

Identify your audience



Be targeted



Understanding and Building your Brand

Define who you are / Purpose / Objectives



Be specific

Identify your audience



Be targeted

Deliver meaningful / authentic messages



Always simplify



Understanding your Brand

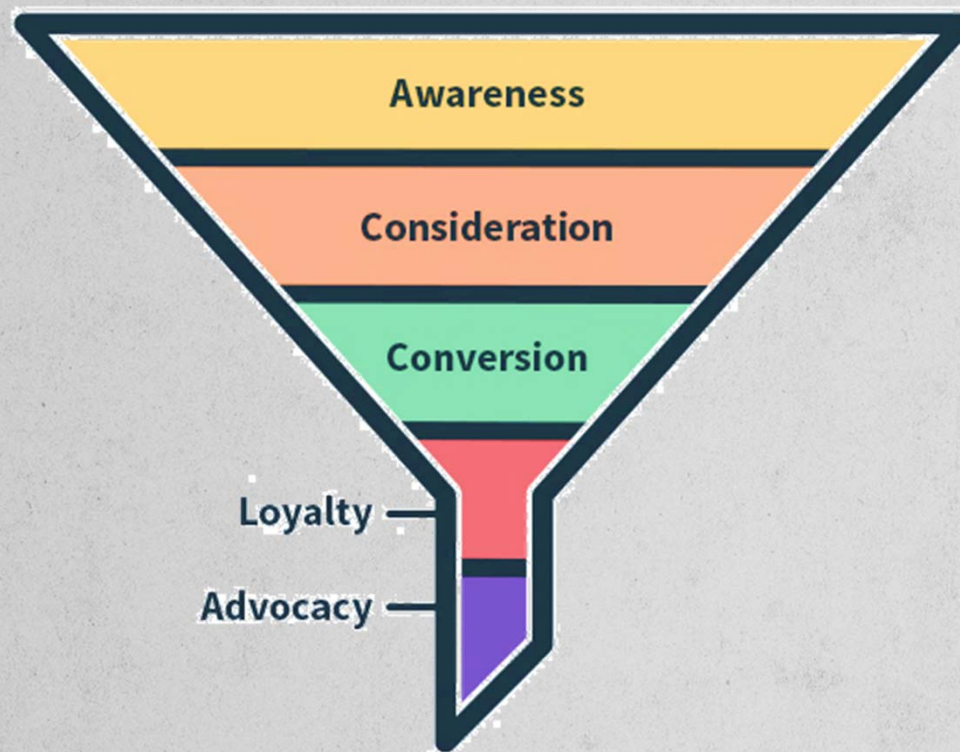


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A brand is worthless if it doesn't **connect**
with the right audiences in a relevant way.

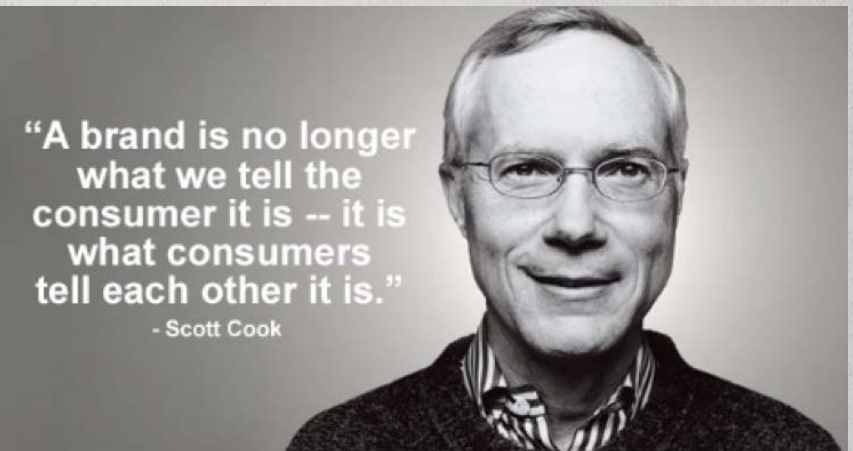
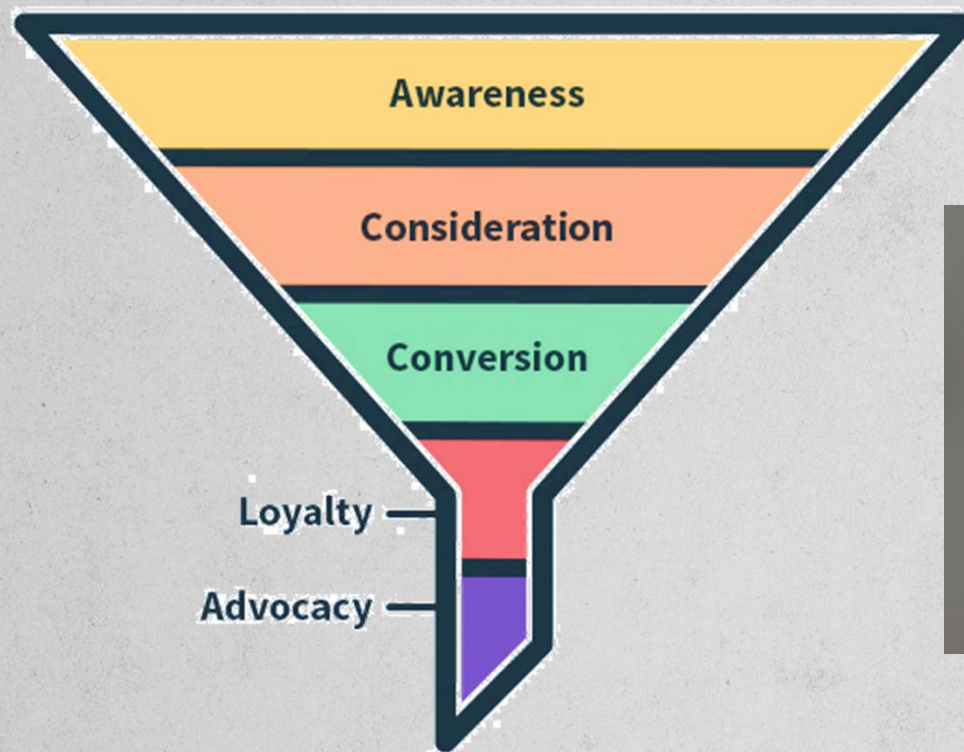
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Role of Marketing



Many “marketing funnels” exist, but in its simplest form, our job as brand stewards is to **create a connection** and **deliver a promise** to our customers.

Role of Marketing



Poll Question 2



How do most new customers/clients currently find your business?

- a) Social Media
- b) Website/SEO (Google Search, etc.)
- c) Print
- d) Radio/Television
- e) Word of mouth/Recommendations
- f) High traffic location
- g) A mix of all of the above
- h) I don't do any marketing – Please tell me more



RAM
COMMERCIAL

Marketing Tenets & Program Examples

Marketing Approaches to Consider



*Big and/or small companies
can apply the same
fundamental approaches to
their business categories and
segments*

Branding

Experience / Trial

Relationships

Sales Moments

Best Practice 1: Brand Marketing



Tell your story. Be consistent.

Don't always talk about yourself. Rather, "What does the customer receive as a result of your product or service? What's in it for them?"



Branding

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Tick Tock Campaign



Development of a focused creative strategy that connects efforts

TIME IS MONEY
(audience insight)



MOST PRODUCTIVE LINEUP
(product insight)



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BEST-IN-CLASS
28 MPG
RAM PROMASTER CITY

Class is small commercial van when properly equipped.
EPA est. 21 city/28 hwy with 2.4L 4-cyl and 9-speed transmission. Actual results may vary.



Best Practice 2: Product Demonstration

“Demos offer an opportunity to connect directly with the customer...the more connections, the higher the sales. It is this interaction that draws consumers towards a product that they may have otherwise walked past.”

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Ram On Demand



Instead of traditional test drives at a dealership, we went prospecting for small businesses and delivered personalized test drives...at their business, on their terms and specifically to meet their business needs.



"It's unlikely I would have gone into a dealership, I really just don't have the time." - Andrew of Andrew's Honey



"Having the van brought to us on a workday, so that we could test it out and put it through the ringer with all of the things that we do, or that we need to do with it, is brilliant." - Monica of Veestro

Branding

Experience / Trial

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THE ALL-BUSINESS TEST DRIVE

RAMTRUCKS.COM/COMMERCIAL

Ram is a registered trademark of FCA US LLC.

Poll Question 3



In what area would you most like to expand your marketing efforts?

- a) Social Media – Organic or Paid (Promoted or Sponsored Posts)
- b) Website
- c) Strategic Partnerships
- d) Print
- e) Television/Radio
- f) CRM
- g) Other

Best Practice 3: Nurture Leads

Companies that excel at lead nurturing generate 50% more sales ready leads at a 33% lower cost.



Branding

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Nurture Leads



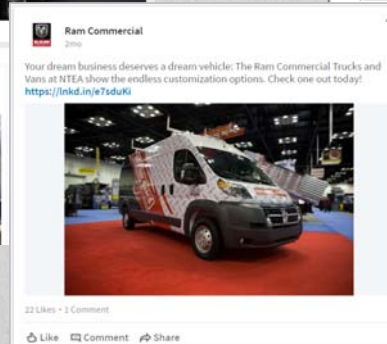
CRM and social drives conquering and loyalty by providing relevant, timely and integrated communications.

Branding

Experience / Trial

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Sales Moments





Best Practice 4: Timing is Everything

Drive sense of urgency through dedicated, unique and coordinated promotional efforts and align with key seasonal buying patterns.

Why is seasonal marketing campaigns important to brands? They must take into account what people buy, when they buy it, how much is spent, and how they plan celebrations.



Winter Holidays
\$602.1 billion



Back to School
\$72.5 billion



Mother's Day
\$19.9 billion

Branding

Experience / Trial

Relationships

Sales Moments

Commercial Truck & Van Season



FALL Commercial Truck and Van Season: October – December

Section 179 Property Tax: *Year-end close (A Ram® truck is generally considered Section 179 property for U.S. Federal Income Tax purposes)*

Branding

Experience / Trial

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Sales Moments

AMERICA'S LONGEST-LASTING PICKUPS

AMERICA'S MOST EFFICIENT WORK VAN

IT'S NO LONGER BUSINESS AS USUAL.

Ram has a full line of commercial vehicles to help you outpace the competition. From efficiently designed ProMaster and ProMaster City work vans to hardworking heavy duty pickups, they're built designed to help you work smarter and spend more protecting out of every day. Expanded cargo capacity on the ProMaster means you have more. Greater fuel efficiency on ProMaster City means you have less. And a higher residual value means more for your bottom line. So if you're still operating under the banner of "business as usual," it's time to change the game.

GET \$500 COMMERCIAL CASH ON TOP OF CURRENT OFFERS

ON 2017 PROMASTER, PROMASTER CITY AND 2500 CHASSIS CAB!

COMMERCIAL TRUCK SEASON

RAMTRUCKS.COM

TRADE IN YOUR OLD VEHICLE FOR A WORKHORSE.

TRADE IN & TRADE UP EVENT

\$2,500 CASH OFFER - \$2,000 CASH OFFER - \$1,000 CASH OFFER - \$500 CASH OFFER

\$6,000 TOTAL SAVINGS - GET UP TO \$500.00 IN ADDITIONAL TOTAL TAX REDUCTIONS WHEN YOU TRADE UP!

COMMERCIAL VAN SEASON

GET A JOB

RAM PROMASTER

INTERIOR

430 CUBIC FT

COMMERCIAL VAN SEASON

TRADE IN & TRADE UP EVENT

Recap



Build and Understand your Brand



Branding

Experience / Trial

Relationships

Sales Moments

Reminder



Small Business Association Program



1. Retail Incentives/Discounts
2. **\$500 CASH ALLOWANCE** towards a purchase/lease



Thank You

