



PPAI **E**XPO 2023

CONFERENCE



OWN THE BRAND TO OWN THE BUSINESS

Presented by:
BILL PETRIE

PPAI  **EXPO** 2023

A LITTLE ABOUT ME



BILL PETRIE

Managing Partner
brandivate



OWNING A CLIENT'S BRAND IS NOT EASY

WHAT THE WORLD FEELS LIKE

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NO SEAT AT THE TABLE

**THE WORLD
VIEWS YOU AS
THIS**

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TWO TYPES OF SALESPEOPLE



TWO TYPES OF SALESPEOPLE

Solution Salesperson
Consultative Salesperson

**YOU DON'T
KNOW WHAT
YOU DON'T
KNOW**



CHANGING THE DYNAMIC



CHANGING THE DYNAMIC

DEFINE your audience



CHANGING THE DYNAMIC

DEFINE your audience



CHANGING THE DYNAMIC

DEFINE your audience



CHANGING THE DYNAMIC

DEFINE your audience



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus

ESTABLISH credibility



CHANGING THE DYNAMIC

DEFINE your audience

- Who will buy from you
- Departmental focus

ESTABLISH credibility

TAKE the unpaid job





THE UNPAID JOB

Understanding Your Client's Brand

PRODUCTS & SERVICES

Target **AUDIENCE**

GOALS & Objectives

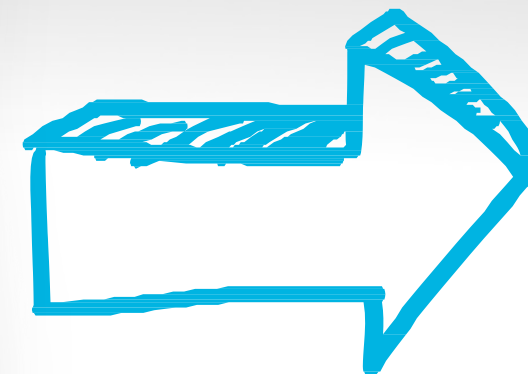
How they go to **MARKET**



THE UNPAID JOB

Understanding Your Client's Brand

**B
R
A
N
D**



MISSION

PURPOSE

VOICE

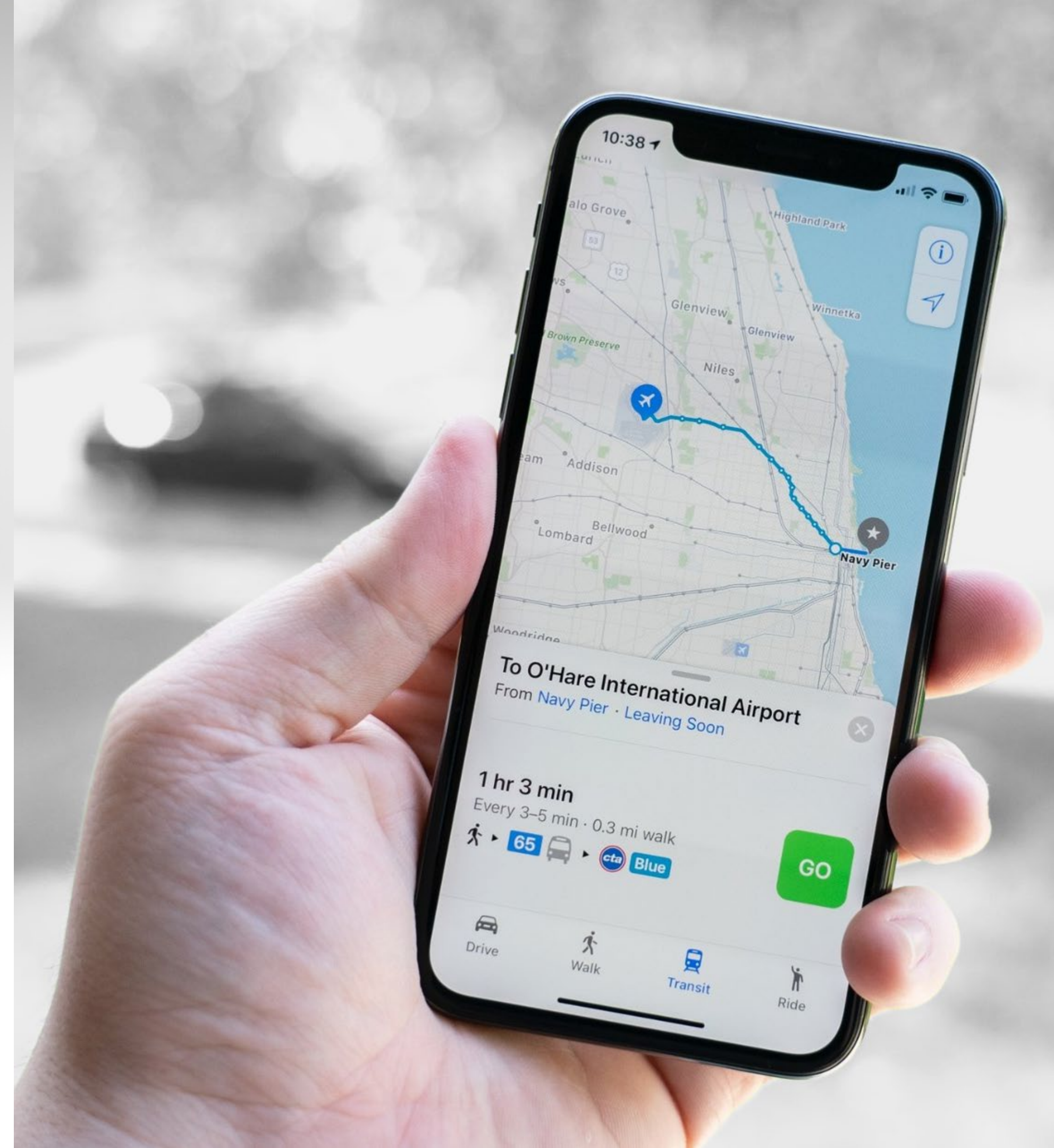
DIFFERENTIATION

CONNECTION

OWNING A CLIENT BRAND

M
A
P
P
E
D

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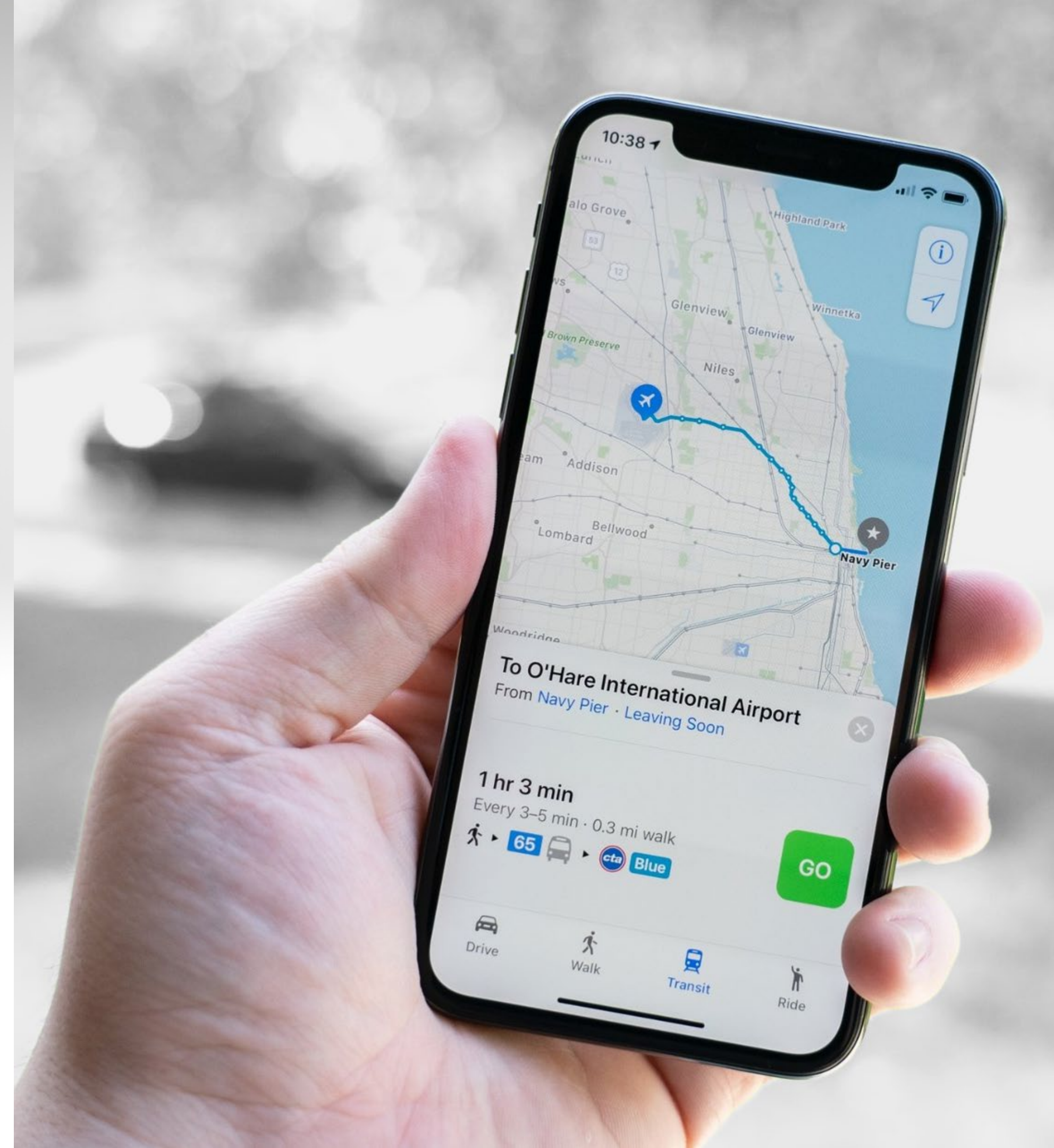


OWNING A CLIENT BRAND

Messaging

A P P E D

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CRITICAL QUESTION: MESSAGING

"Why would your target audience choose to buy from you over your competition?"

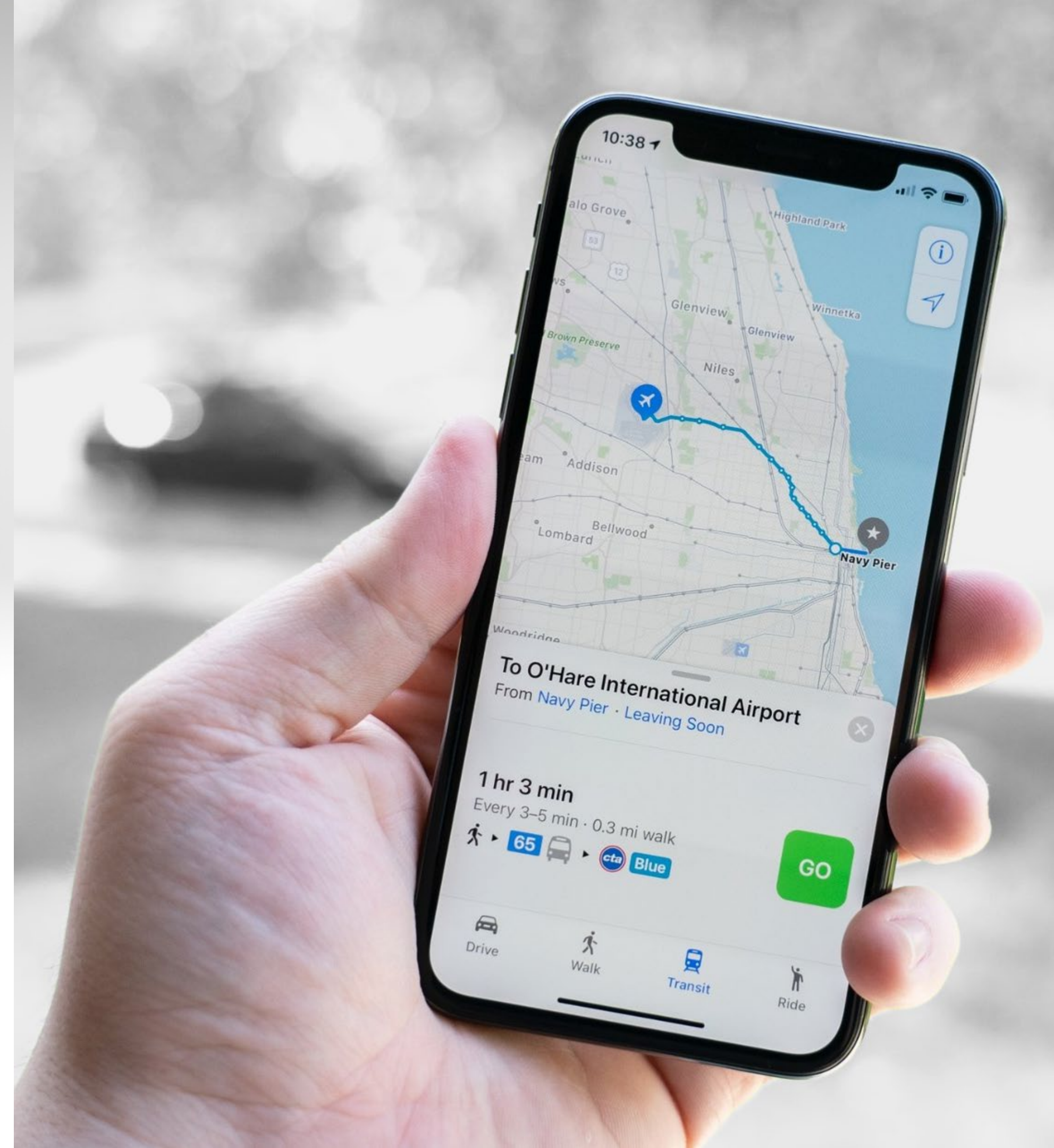


OWNING A CLIENT BRAND

Messaging Approach

PPED

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CRITICAL QUESTION: APPROACH

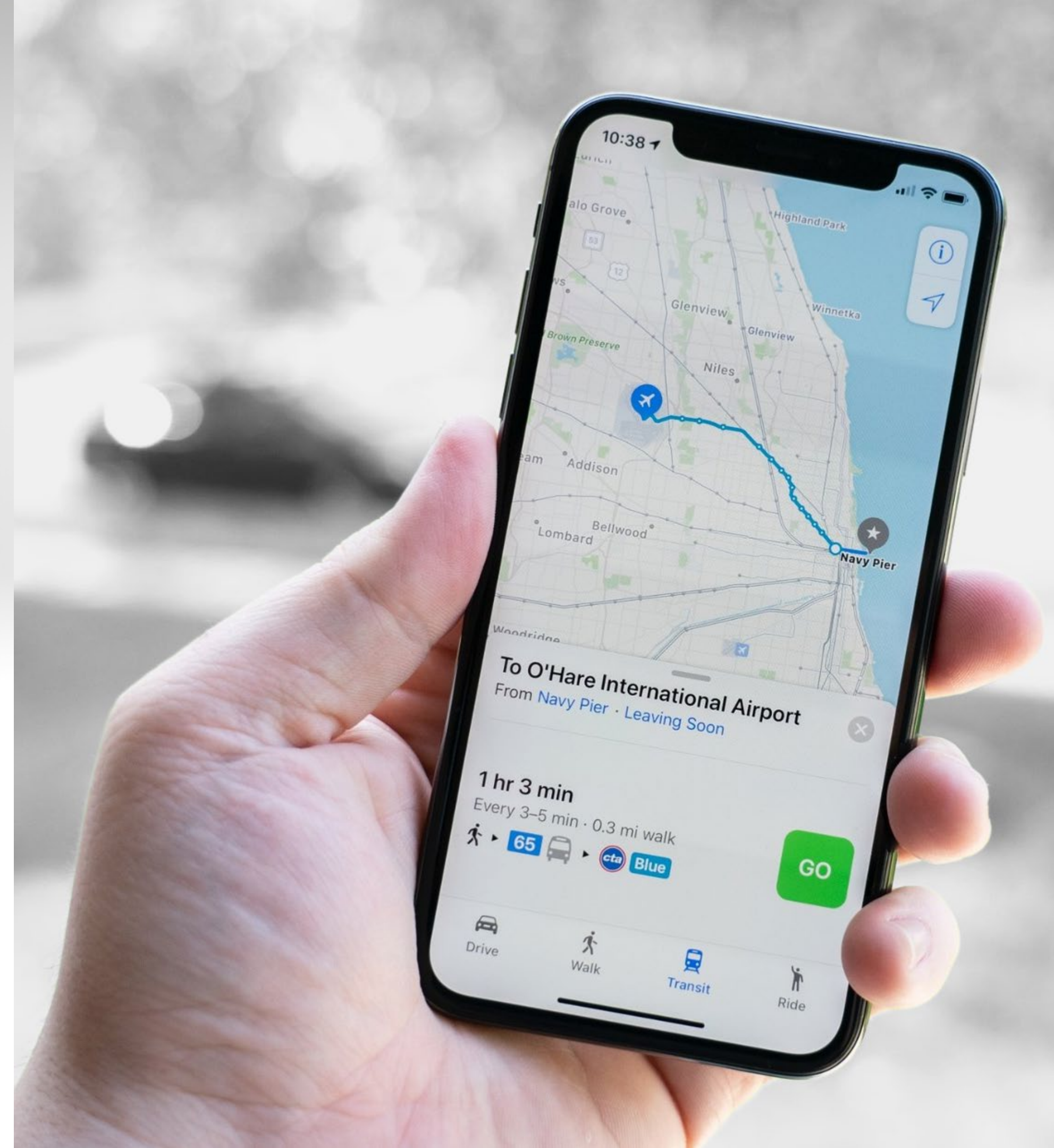
"What does your competition do that makes you insanely jealous?"



OWNING A CLIENT BRAND

Messaging
Approach
Print
P
E
D

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CRITICAL QUESTION: PRINT

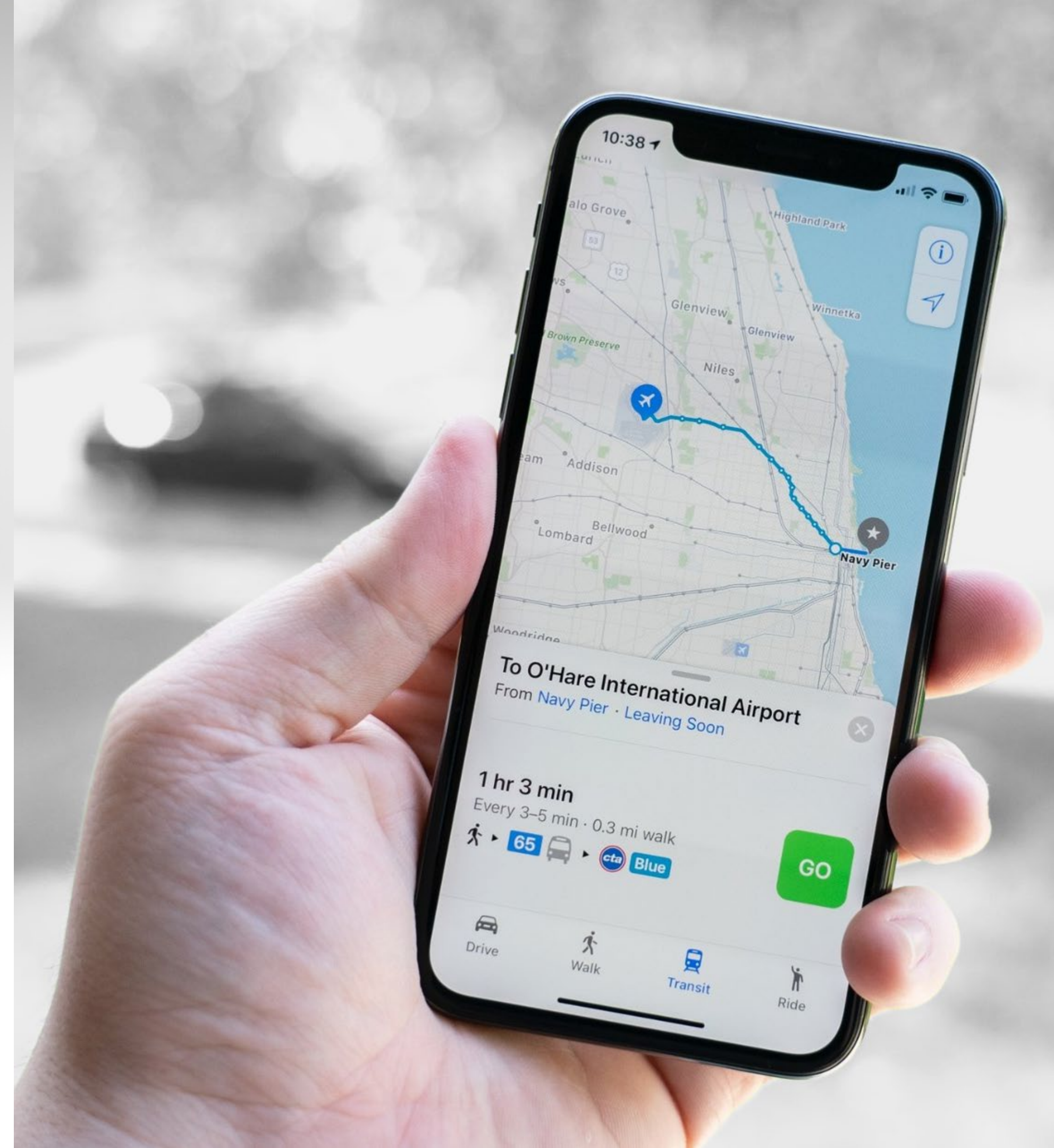
"How WILL printed products increase engagement, tell your story, and inspire the audience and move them to action?"



OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
E
D

PPAIEXPO²⁰²³



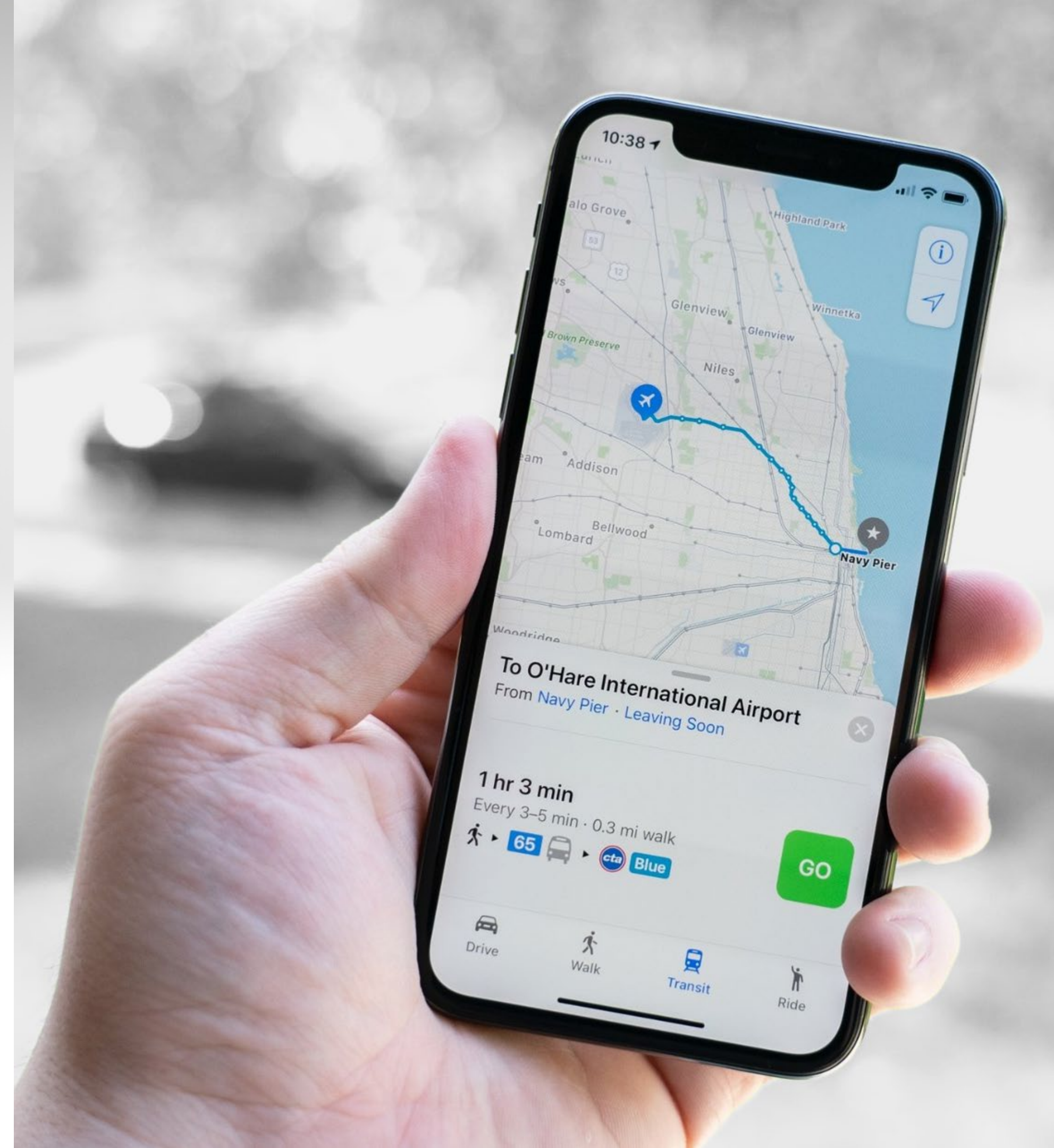
CRITICAL QUESTION: PROMO

"How do you want the merch to be used and remembered after delivery has been completed?"



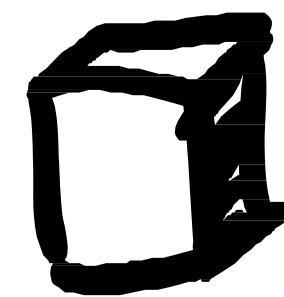
OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
Experience
D



CRITICAL QUESTION: PROMO

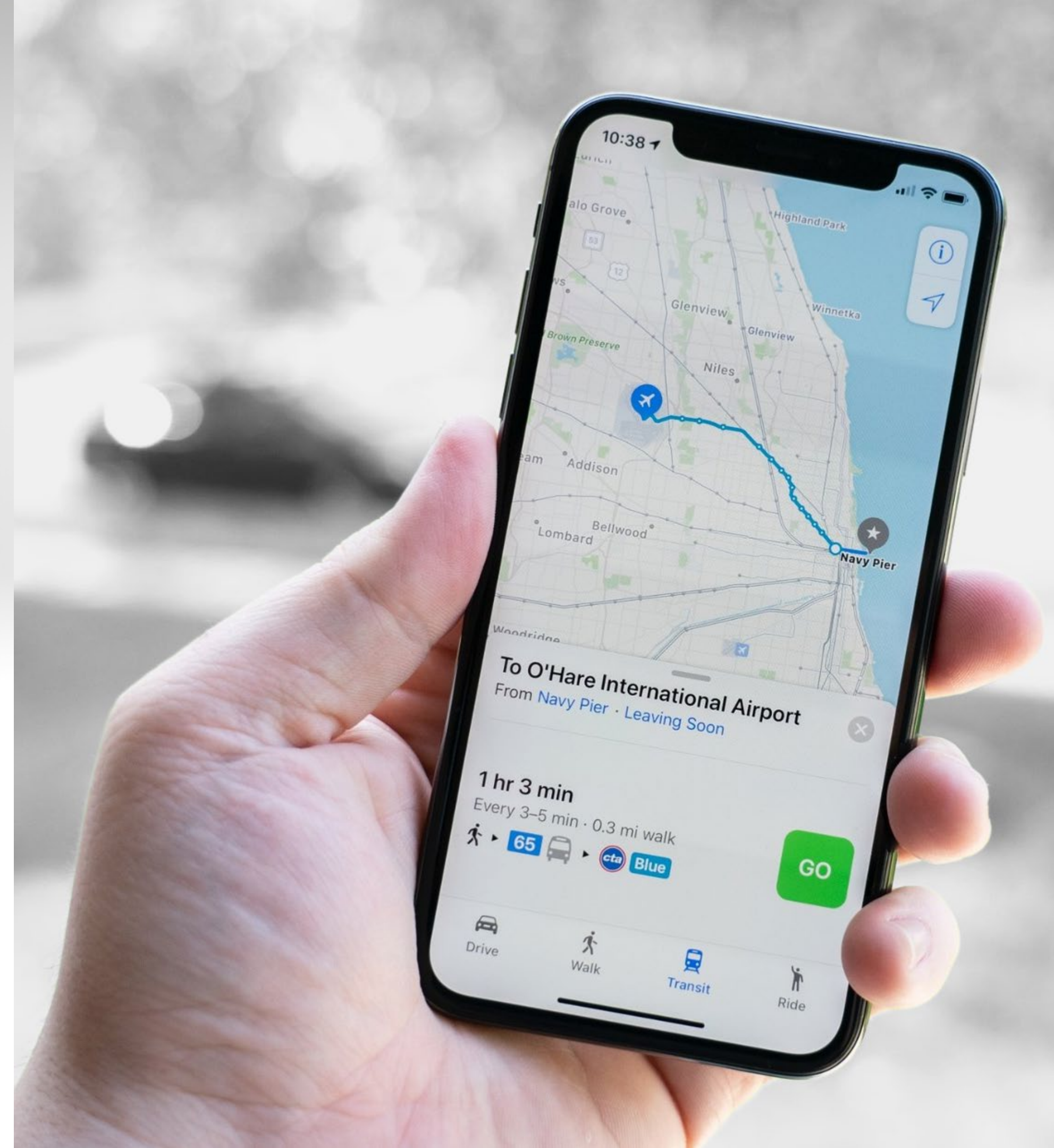
**"What is the
overriding emotion
you want your
audience to FEEL
when they see or think
of your brand?"**



OWNING A CLIENT BRAND

Messaging
Approach
Print
Promo
Experience
Dialog

PPAIEXPO²⁰²³



CRITICAL QUESTION: DIALOG

"How did we do?"



MAPPED: OWNING A CLIENT BRAND

MESSAGING

MAPPED: OWNING A CLIENT BRAND

MESSAGING

APPROACH

MAPPED: OWNING A CLIENT BRAND

MESSAGING PRINT

APPROACH

MAPPED: OWNING A CLIENT BRAND

MESSAGING PRINT

APPROACH

PROMO

MAPPED: OWNING A CLIENT BRAND

MESSAGING

PRINT

EXPERIENCE

APPROACH

PROMO

MAPPED: OWNING A CLIENT BRAND

MESSAGING

PRINT

EXPERIENCE

APPROACH

PROMO

DIALOG

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YOUR SEAT AT THE TABLE

KEY TAKEAWAYS

BE the right salesperson

CHANGE the dynamic

DO the unpaid work

Ensure your course is **MAPPED**

ASK critical questions

CLAIM your seat at the table





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