

DELIVERING AN ENGAGING KEY MESSAGE TO A DIVERSE AUDIENCE

REMIX BRANDING



PROGRAM DESCRIPTION

Every organization has a story to tell. Branding is how to tell that story in a way that explains your unique proposition, stands out among competitors, and resonates with the audience of people who need your product or service. But what if you have a variety of people in your audience who you need to reach in different ways? In Remix Branding, Jenay will explain how to identify an authentic message for your brand, and how to make that message cut through the noise of a crowded marketplace. Most importantly, Jenay will teach participants how to identify the important buyer personas within their audience, and determine the nuances needed in the message or delivery needed to best reach each persona.

IN THIS PROGRAM YOU WILL LEARN:

1. How to identify the key message for your organization.
2. To determine their unique position within their market among competitors.
3. Ways to create message "remixes" to adapt to each of the buyer personas in their audience.