

Manufacturers
Resource Center



MRC

7200A Windsor Drive
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mrcpa.org

BRANDING

Presenter

Identify. Inspire. Influence.



STRATEGIC BRANDING + COMMUNICATIONS

Modern

Strategic Branding + Communications

Presenters

Kevin Connor

**Modern Strategic Branding
+ Communications**

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www.ModernSBC.com

Modern is a Brand Marketing and Brand Design company that focuses on helping brands thrive. Their creative leadership guides strategy and design. Clients work with their award-winning brand designers, copywriters and Google-certified digital strategy team to evoke credibility, start conversations and create differentiation.

Why you should attend: Learn why branding is so important to a small business, the power of brand building, branding strategies, and how to optimize your resources.

Target audience: Any owners, decision makers, and persons associated with marketing and communications, advertising, social media, search engine optimization, public relations, brand management, digital marketing, and eCommerce who works for an existing brand they want to clarify, solidify and create more engagement with should attend this session.

The Power Of Branding Lunch & Learn

September 25, 2019
11:30 am—1:00 pm

Location:
Manufacturers Resource Center
7200A Windsor Drive | Allentown, PA 18016

Overview: Every human in the developed world has brand preferences. These preferences are earned by the power of branding, smart brand design, product positioning that takes a real position, and people that live and serve the brand as real ambassadors. New technologies and media options are opening doors, leveling playing fields and helping underdogs tap into genuine market share. Build a brand that will take you boldly forward. **It's time to get busy making your company more visible and more valuable.**

Presentation Outline:

- ⇒ Defining a brand and what makes one more valuable than another.
- ⇒ Why brand consistency matters to all businesses.
- ⇒ What lessons can small business learn from large corporations?
- ⇒ Putting the power of branding to work for your company.
- ⇒ Changing marketing and it can benefit your bottom line.
 - Mobile technology and what it means to your customers.
 - Competition from the next corner or from another country.
 - Defining your company's digital assets.
- ⇒ Strategies for manufacturers.
 - Converting content to cash.
- ⇒ Alerting the marketplace to your company's capabilities.
- ⇒ Optimizing your talented resources – people, process and product.
- ⇒ Email marketing
 - Reputation management.
 - Creating ROI metrics that work for your business cycle.
 - Connecting digital leads to the sales process.

REGISTER at
www.mrcpa.org/events

No Cost, but registration is required.
(includes FREE Lunch)