BRAND SWAG
ideas infecting business
- Co-Founder and CEO of Brandswag (2007)
- Author of Twitter Marketing for Dummies (2009)
- Top 150 Blogs from AdAge (2009 - 2010)

Kyle Lacy
the pact
What are we going to talk about?
if you don’t like change you are going to like irrelevance even less.

- General Eric Shinseki
FIRST THINGS FIRST
WHAT IS SOCIAL MEDIA?
story telling
story telling
story telling
story telling
story telling
1. monitoring
2. sharing
3. communicating
4. community

Logos:
- Google Alerts
- WordPress
- CoTweet
- Facebook
- Blogger
- Twitter
- Compendium Blogware
- Share
What is a brand?
BRANDS ARE BORN OF EXPERIENCE
INTERACTIONS + FEELINGS = BRANDS
Commodity vs Lifestyle
and a collection of perceptions
THE POWER OF THE PERSONAL BRAND
Why is personal branding important?
GROWING ENGAGEMENT
COMPENSATION & THE PREMIUM
6 P’s to Building a Personal Brand
• Passion
• Purpose
• Planning
• People
• Play
• Perseverance
Your Brand Plan
• What are your goals?
• What do you value?
• What are your passions?
• What motivates you?
• What makes you remarkable?
The Brand Plan

- Identify Your Passions
- Take Inventory
- Craft Your Identity
- Distribute and Scream
- Measure & Repeat
1. monitoring
2. sharing
3. communicating
4. community

- Google Alerts
- WordPress
- CoTweet
- Twitter
- Facebook
- LinkedIn
- Compendium Blogware
1. Last thing
WHAT ARE THE CHALLENGES?
Super Activity
ORGANIZATIONAL STORYTELLING
you are the unique sub-brands of an overall company strategy
Why is Organizational Storytelling Important?
OVERLOAD
OLD SCHOOL
PASSION
MEANING
3 Types of Corporate Sub-Brands
Singular Identity
The Group Dynamic
Join us on the web. We’re everywhere you are.

#mullen@twitter

ckburgess @edwardboches: Join @jetblue mullenunbound record breaking event in Boston tmrw bit.ly/9519XI bit.ly/9V7ugf @KevinBrandall

edwardboches Join @jetblue and lots of folks (including mullenunbound) for its non-stop record breaking event in Boston tmrw. bit.ly/9519XI

smosseller can’t believe that I start my internship at mullenunbound on Monday!

KeleaDenmark So glad to be part of a winning team! mullenunbound detroit bit.ly/9UrCfi fb

Mullen on YouTube
See more videos

Mullen on Flickr
See more photos

rones when
The Rockstar(s) Quotient
Community

“Community is at the core of social media. It’s about sharing ideas, connecting people, and creating together.”

Communities don’t happen overnight. They are cultivated over time through dedication and commitment to providing value to all of the members who participate in them. Meet Suzanne Mariatt — her sole responsibility for Edelman Digital as community manager is to help grow a healthy and vibrant community where we can all share ideas, thinking and discussion around relevant topics. But
About Us

We are the digital arm of the largest, independently owned communications firm in the world. But we're also some of the most approachable people on the planet. Find out more about what we do, how we do it and who is leading the way.

Meet our editorial team.

Leadership

David Armano
Senior Vice President

Marcus Dyer
Managing Director, Spook Media

John Kerr
Managing Director, Asia Pacific
Leadership

David Armano
Senior Vice President

Marcus Dyer
Managing Director, Spook Media

John Kerr
Managing Director, Asia Pacific

Kevin King
Managing Director

Mike Krempasky
Managing Director, Digital Public Affairs

Thiane Loureiro
Regional Director, Latin America

Marshall Manson
Director of Nymeo

Sylvain Perron
Managing Director

Steve Rubel
Senior Vice
Which One is Better?

- Singular Identity
- The Group Dynamic
- The Rockstar(s) Quotient
How Do You Measure Success?
How Do You Measure UP?
Measurement

- Fan Counts
- Google Grade
- Twitter for Klout
- Sales Metrics
- Email Distribution
- LinkedIn Profile Views
- Retweets Per Page View
The Brand Plan

- Identify Your Passions
- Take Inventory
- Craft Your Identity
- Distribute and Scream
- Measure & Repeat
DO THIS TOMORROW

• Build Your Brand Plan
• Review Your Social Policy
• Define Your Support Group
• Do Not Tweet After 2am on a Weekend
Connect With Me

- Blog: http://www.kylelacy.com
- Twitter: @kyleplacy
- Email: kyle@getbrandswag.com
- Phone: 1-765-610-5965