The Florida Venture Forum Webinar series presents...

Stupid mistakes REALLY smart people make to mess up their brand

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You know tech, we know tech marketing
Key Mistakes, Key Reasons

★ You’re rocket scientists, not marketers
  • “It’s not rocket science, but most rocket scientists can’t do it”

★ Limited resources
  • Time
  • Money

★ You get in your own way! *(we did)*
What’s in a name? Pre-Dev Checklist!

★ Old challenges and digital challenges
  • Trade use
  • Domain
  • SEO ranking
  • Mobile fatigue

★ Needs
  • Memorability
  • Mouth feel
  • Spelling ease/non-confusion
What’s in a name? Dev Checklist

★ NO!
- Personal name
- Tech, tek, tec

★ Carefully ...
- Literalism
- Acronym, no?
- Acronym, yes! – EX: BRIJOT
What’s in a name? Post-Dev Checklist

★ Could it sound like something else?

★ Urban dictionary?

★ International/other languages

NOTE: Your company name doesn’t have to be your brand!
What’s in a name? How-to

★ What does the product look like?

★ What does it sound like? zippo

★ Get INTO the box (or the apartment, the boat, the gym, the park)
Imagery – starts with benefits and appeal

★ No explosions or sick people!
★ Global? Don’t be so literal
★ Your box looks like everyone else’s!
★ Consistency matters!
Imagery: case study “before”

★ Logo: Tech? Consistency?
★ One audience, fear based appeal
★ Fear based appeal, too much “box”
Imagery: after

- Logo
- Three-pronged audience
- More compassion, less “box”
Know your customer profile!

Customer discovery v. customer profile
- Discovery: Is there a market?
- Customer profile: Of that market what do you know about the most likely adopters

Customer profile
- The human
- The buyer: what, where, how
- Day in a life: weekdays, weekends
- Pain v. pleasure: not just a product issue
Know your customer profile!

★ Why it matters
• Brand
• Content
• Press research, influencers
• Forums, social media
• Offline engagement
• Media buys
• Promotions →