

BRAND MATTERS

DeAnn Mullins, BPharm, CDE
Mullins Pharmacy
Lynn Haven, Florida







Train your brain to perform

WHY THIS CLASS?

Conflicting
Information
& Misinformation

TMI





Branding?

**Boost Rx
Volume &
Customer
Loyalty**



Branding?

**Maximize Staff
Engagement,
Productivity &
Retention**



Branding?

Increase the
value of your
pharmacy

Brand Equity Builds Trust

*Business Growth =
Increased Value*



Consumer
Loyalty



Customer
Retention



Customer
Spend



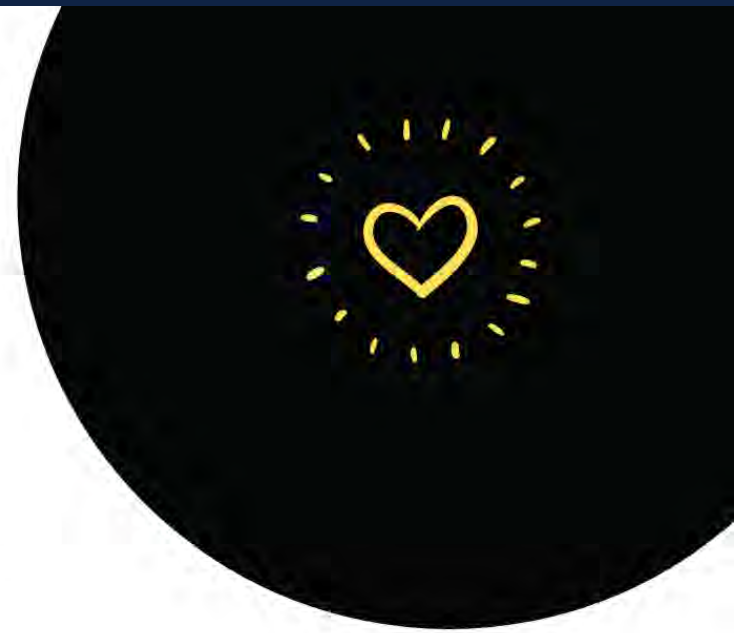
Word of Mouth
Advertising

42

77%

MARKETERS WHO FEEL
THAT BRANDING IS A
CRUCIAL FACTOR IN
FUTURE BUSINESS
GROWTH

Source: Circle Research



89%

SHOPPERS WHO STAY
LOYAL TO BRANDS THAT
SHARE THEIR VALUES

Source: Fundra





Engaged Employees

17% More
Productive

Generate 20%
Higher Sales

Absent 41%
Less Often

Than non-engaged staff

Source:
Hospitality Industry

Your Staff:
Everything they
do & believe
about your
company
affects your
brand.



73%
of consumers Love
a brand because of
Helpful Customer
Service

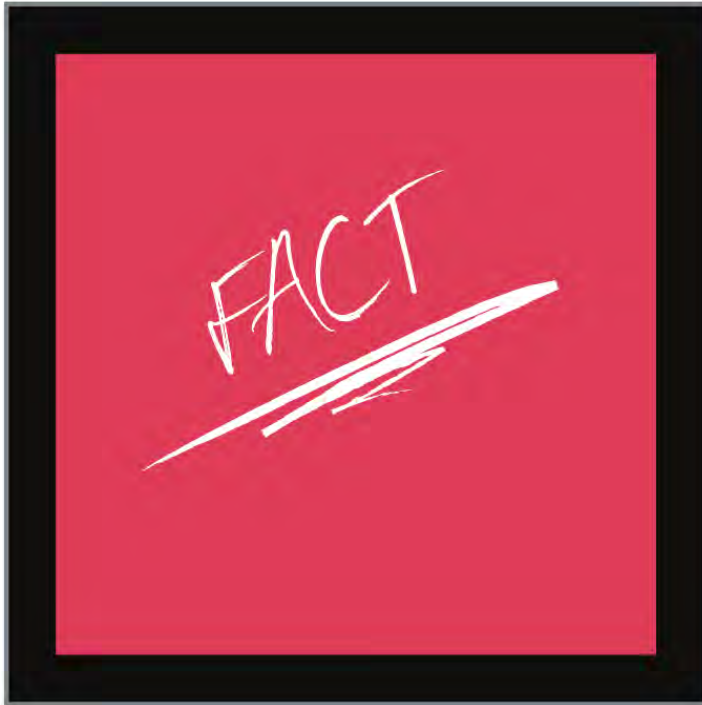
Source Curatti

**I DON'T NEED A
BRAND, I'VE GOT
TOO MANY OTHER
THINGS TO
WORRY ABOUT**

I don't
have a
brand

**Branding is
only for really
big companies**

Branding is too
expensive



**If you own a
pharmacy,
you have a
brand**

Brand = Reputation

**Your brand
is never
about you**

*Are you the right
choice to meet
their needs?*

”

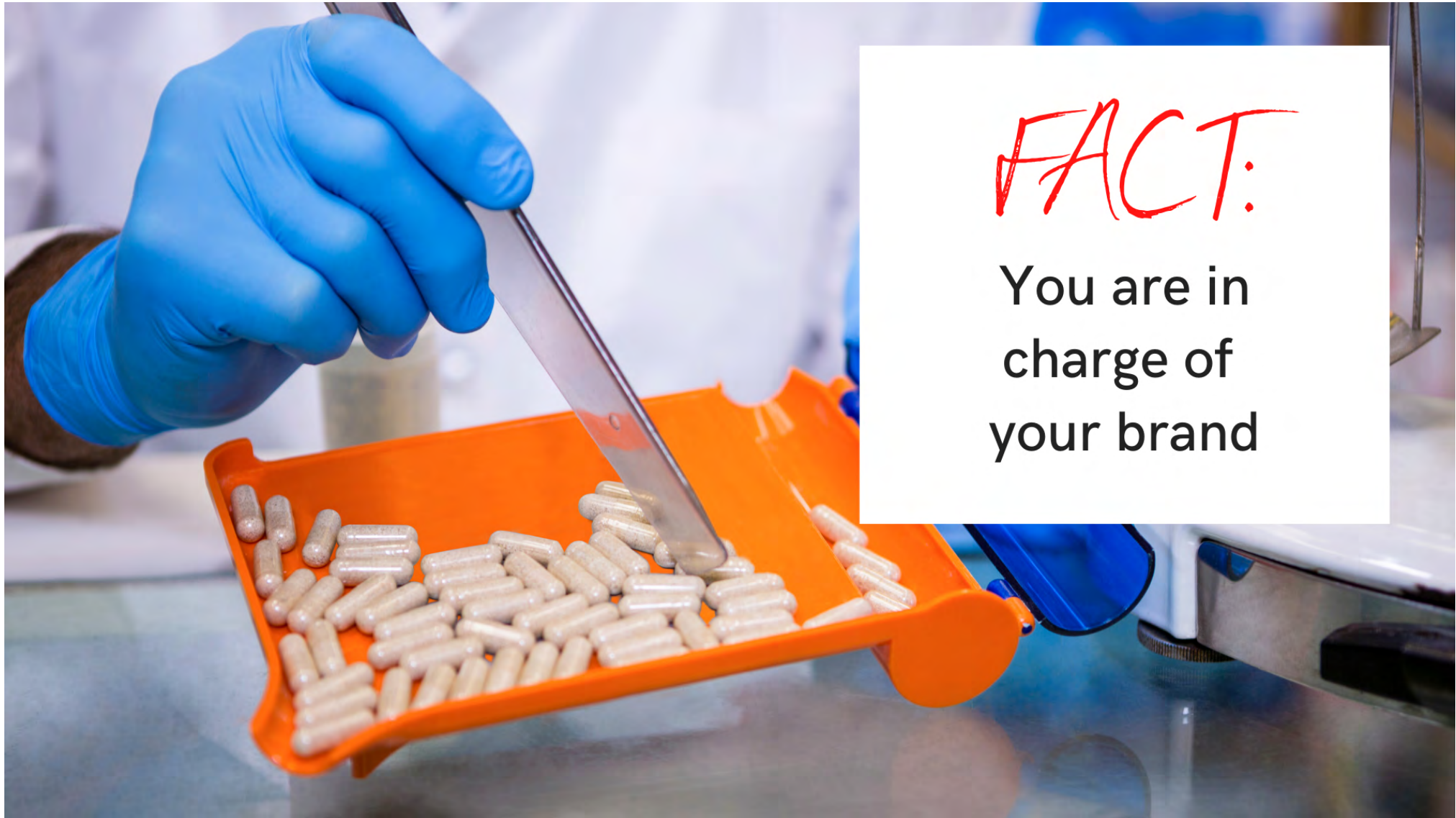
**A brand is no longer what
we tell the consumer it is.
It is what consumers tell
each other it is.**

- Sam Cook
Founder of Intuit
Harvard Business School





To be an expert,
don't do the work,
talk about it.



FACT:

You are in
charge of
your brand

Agenda

WITH A "GO-AT-YOUR-OWN-PACE"
WORKBOOK & RESOURCES TO CONTINUE YOUR
BRANDING STRATEGY



Branding
Basics

Branding
Strategies

Examples &
Tactical
Exercises

Workbook



Credit: MicrovOne/iStock/Getty Images Plus

HOW TO BUILD A BRAND

Let's Talk About How to Build a Brand

It's about more than fancy fonts and clever logos



Felicia C. Sullivan

Feb 18 · 31 min read ★

AAP
AMERICAN ASSOCIATED PHARMACIES

AAP
Virtual CEs

Brand by Definition

“A brand is a **perception** or set of associations consumers have of a business”

FELECIA C SULLIVAN

Brand by Definition

"Those perceptions originate from:

- the story you tell about your business,
- the vision, the values you hold,
- the products & services you offer,

FELICIA C SULLIVAN

Brand by Definition

“Perceptions originate from how your customers are transformed as a result of using those products or services.”

FELICIA C SULLIVAN

A close-up photograph of a woman with brown hair and green eyes, looking over a white horizontal surface. Her expression is one of questioning or concern, with her eyebrows slightly furrowed. Her hands are visible on the right side, holding the edge of the white surface.

IS IT TIME FOR AN AUDIT?

your
Brand?

- ✓ RIGHT ON TARGET?
- ✓ NEED A LITTLE REFRESHING?
- ✓ COMPLETE REVAMPING?

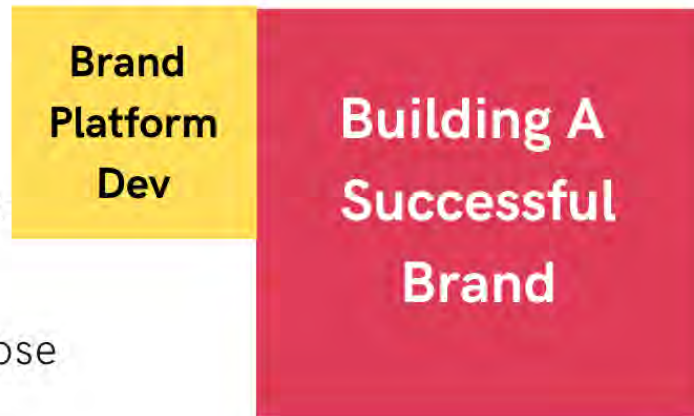




Fleicia
Sullivan

8-Steps

- 1) Evaluate
 - :Customer
 - :Competitor
 - :Company
- 2) Elevator Statement
- 3) Signature Story
- 4) Positioning & Purpose
- 5) Benefits & RTB
- 6) Brand Personality & Tone
- 7) SWOT Analysis
- 8) Messaging Strategy



Brand Platform

8 STEPS TO LAY THE FOUNDATION
OF YOUR BRAND

Fleicia
Sullivan

Brand Platform Defines:

- 1) Who you are
- 2) What you do
- 3) Who else does what you do
- 4) Why you do it
- 5) Who you do it for
- 6) How you do it differently or better than the competition

8-Steps



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**Brand
Platform
Dev**

**Building A
Successful
Brand**

Brand Platform

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Visual Identity

- 1) Logo or wordmark
- 2) Color Palette
- 3) Typefaces
- 4) Typography
- 5) Style guides
- 6) Graphic elements

Visual
Identity

2

Brand
Expression

**Building A
Successful
Brand**

Things You Can See

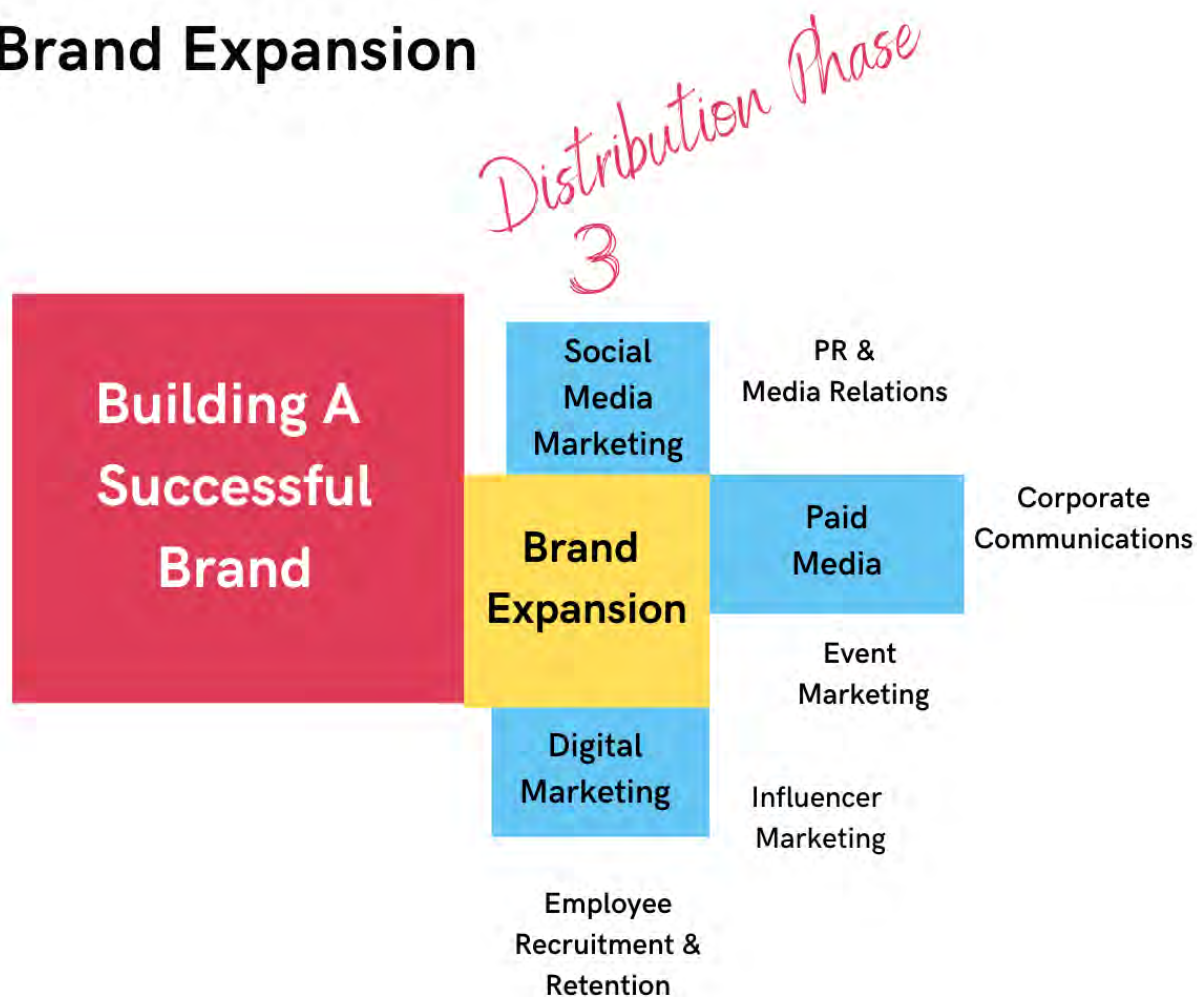
- 1) Brochures
- 2) Bag Stuffers
- 3) FB Ads
- 4) Website
- 5) Billboards
- 6) TV

Brand Expression

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Sullivan



Brand Expansion



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Brand Authority

*Showing Credibility:
Experience & Success*

**Building A
Successful
Brand**

4

**Brand
Authority**

Awards &
Accreditation

Thought
Leadership

Speaking &
Conferences

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AMERICAN ASSOCIATED PHARMACIES

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8-Steps

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Sullivan



**Brand
Platform
Dev**

**Building A
Successful
Brand**

Evaluate Your Customer

Step 1 Goal:

Understand the wants, needs & preferences of your customers so your'e brand & messaging resonate & make an impact.

1



BRAND DEVELOPMENT
STEP 1: CUSTOMER

Who determines
the success of
your business?

1

*You customer wants
to know:*

BRAND DEVELOPMENT
STEP 1: CUSTOMER

::Who are you?

::What do you stand for?

::How are you going to make
my life better, easier or fun?

1



BRAND DEVELOPMENT
STEP 1: CUSTOMER

::Generic

::Diluted

::Dull

*You shouldn't target everyone, but
you can sell to everyone.*

CURBSIDE SERVICE



Be Right There!

- Sleeping kiddos in the car?
- That new knee slowing ya down?

Previously ordered prescription medications can be delivered to your car when you park in our designated RxExpress space in front of the pharmacy.

Call us from your car when you arrive at 850-265-3344.

1

BRAND DEVELOPMENT
STEP 1: CUSTOMER

Wants, Needs & Preferences?

*Demographics &
Psychographics*

1

*There's Magic in
feeling understood!!*

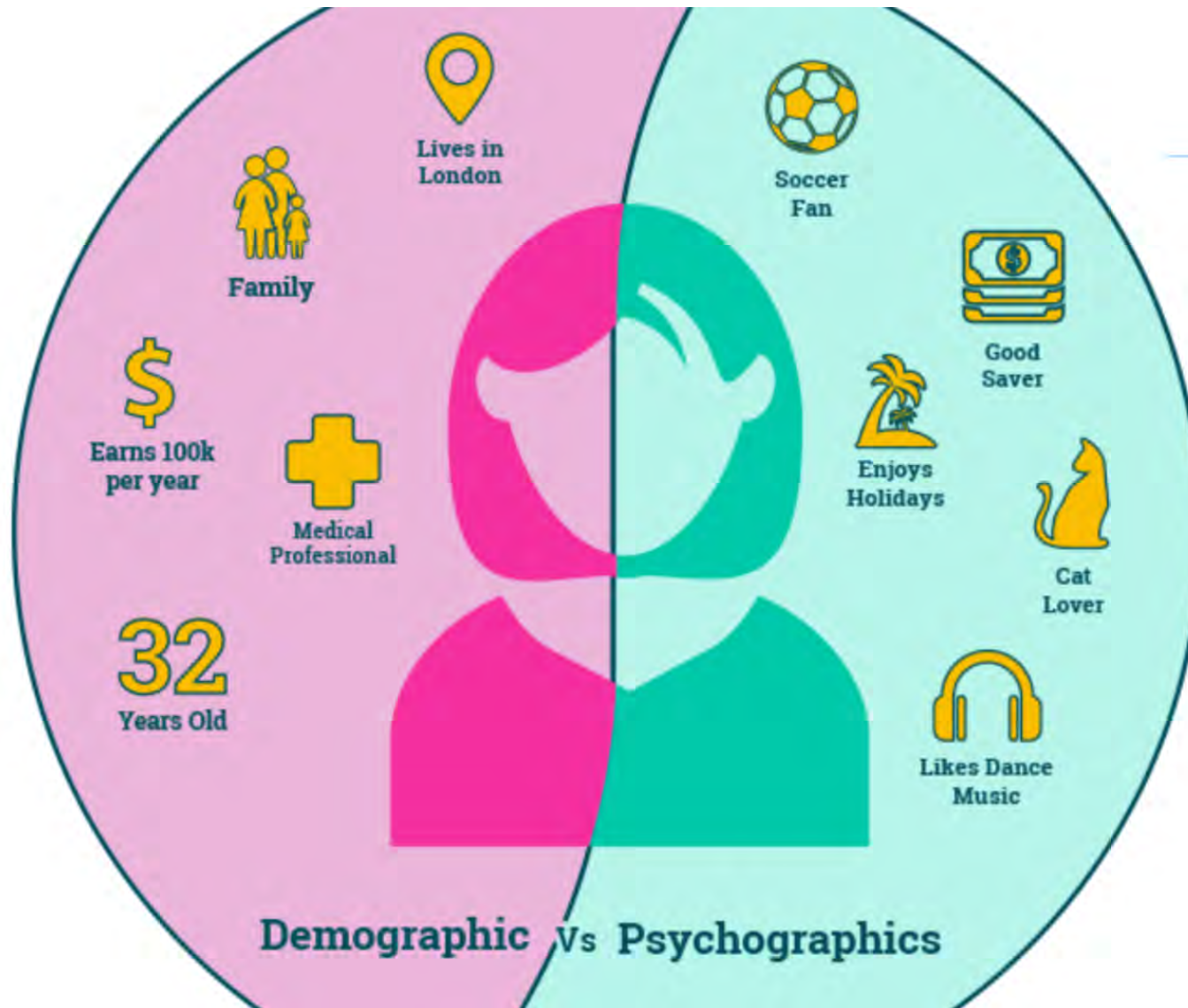


BRAND DEVELOPMENT
STEP 1: CUSTOMER

Wants, Needs & Preferences?

Psychographics:

Attitudes, aspirations & other criteria that tell you
what your customer is thinking and possibly feeling



Objectives:

Help them feel
understood
+
Reaffirm their
identity

Who is your ideal client?



BRAND DEVELOPMENT
STEP 1: CUSTOMER

SO PICK US. CHOOSE US. LOVE US.

(RIP MCDREAMY)

YEARS IN BUSINESS

47

HAPPY PATIENTS

94,000

CUPS OF COFFEE

97,760

BIG HUGS

100,000



Grey's anatomy - Pick me, choose me, love me

We're a Friendly Crew & We'd Love To Meet You

Are you looking for a pharmacy who
throws *kindness like confetti*?

A pharmacy full of happy people
devoted to keeping you well & making
your life a bit better?

We're not just a place to get your pills,
we're here to give you peace of mind.

We dislike long lines & rude service,
just like you do. Amen?

*Caring is our calling &
we can't wait to see you.*



Meet your pharmacist - DeAnn Mullins
 Samford University 1993
 Serving Lynn Haven for 24 years
 Caring beyond prescriptions

We are a Modern Pharmacy with Old-school values

We are located in Lynn Haven, Fl we have been serving the community since 1972. We firmly believe that being a local pharmacy means providing healthcare services to our patients that are customized to meet their needs.

At our pharmacy, we treat people like family.

VS

We're a Friendly Crew & We'd Love To Meet You

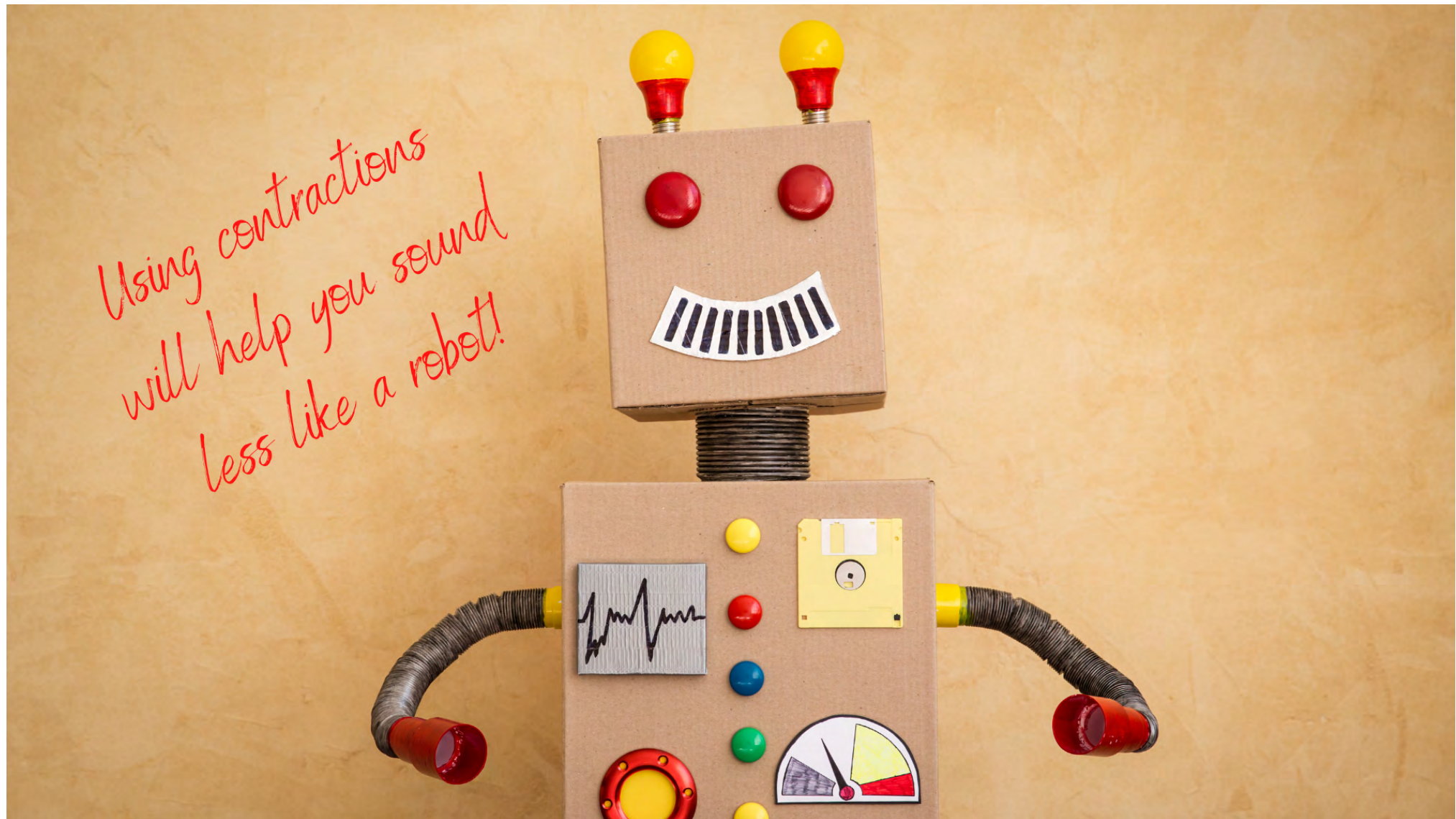
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A pharmacy full of happy people devoted to keeping you well & making your life a bit better?

We're not just a place to get your pills, we're here to give you peace of mind.

We dislike long lines & rude service, just like you do. Amen?

Caring is our calling & we can't wait to see you.



Using contractions
will help you sound
less like a robot!

1

*Where do you fit?
How do you stand apart?*

BRAND DEVELOPMENT STEP 1: PART 2 OF 3 COMPETITION

Competitive Analysis

Marketing Strategy Analysis

MARKETING COMPARISON	BOARDWORKS	ISLE SURF AND SUP
Do they have a blog?	No	Yes
Can a visitor sign up for a newsletter?	Yes	Yes
Do they have product guides?	No	Yes
Demand generation strategy rank	Low	Medium
PR / social strategy rank	Low	Medium / High
Product marketing rank	Low	Medium
Facebook Followers	34,370	64,535
Twitter Followers	6,674	2,579
Pinterest Followers	N/A	793
Instagram Followers	9,988	29,236
YouTube Subscribers	1,499	1,030
Vimeo Followers	187	N/A
Overall Engagement	Medium	High
Low / Medium / High End?	Medium	Medium - High
Target Audience:	Athletic, Outdoorsy, Coastal, Millennial	

SWOT Analysis For Isle Surf and Sup

STRENGTHS

- Demand generation strategy
- PR / social strategy
- Product marketing strategy
- Social followers
- Unique types of paddle boards
- Better website

WEAKNESSES

- Less paddle board options
- No Vimeo presence
- More expensive paddle boards at the lowest price point

OPPORTUNITIES

- Capitalize on strong social presence
- Begin paid ad channels
- Create a paddle board at a lower price point
- Add more paddle board types to overall inventory

THREATS

- Boardworks has lowest prices
- Targeting similar age demographics
- Targeting similar regions
- Limited paddle board options to Boardworks

Email Survey Example

ISLE SURF AND SUP SURVEY

What other business were you considering before you picked us?

What do we have that our competitors did not have?

Is there anything you wished we did have that our competitors do have?

1

*Mission, Vision, Values
+ More...*

BRAND DEVELOPMENT
STEP 1: PART 3 OF 3
YOUR COMPANY



≡♡≡ What you do

≡♡≡ Who you do it for

≡♡≡ Why your're doing it

≡♡≡ How your're doing it

≡♡≡ Is it working?

2&3

BRAND DEVELOPMENT STEP 2 & 3 STORIES

Elevator & Signature Story

"Marketing is no longer about the stuff you make but about the stories you tell."

SETH GODIN

"If your stories are all about your products and services, that's not storytelling. It's a brochure. Give yourself permission to make the story bigger."

JAY BAER

OUR STORY

We've been family-owned & operated since disco was all the rage.
And while a lot's changed since then, our core mission hasn't –
we want you to choose love, shine bright and be well.

Today. Tomorrow. For Life.

WHY CHOOSE MULLINS PHARMACY & WILDFLOWER APOTHECARY?



♥ We care about how you're eating and sleeping. How you're healing and feeling... About yourself. About your family. About your friends. About the future.

♥ We care, because you've got blood sugar to manage — and a business to run.

♥ We care, because your little girl's getting married — and you're gonna walk her down the aisle. In your circulation-boosting socks. Yes, sir.

CURIOUS ABOUT THE FOLKS YOU TRUST WITH YOUR PRESCRIPTIONS?

Click on our photos to get to know us.

MEET OUR TEAM

At Mullins Pharmacy, we're pretty darn friendly — no doubt about it. But charm will only get you so far — we're also highly-trained + seasoned pros, with shiny degrees and humbling awards.

And while we're here to serve you, we're not above tootin' our own horns, from time to time. We hope you'll forgive us. Just this once.

Read over our stories, discover a few of our guilty pleasures, and find out how each of us plays a big role in keeping you well.

Better yet, stop by the store in downtown Lynn Haven!

We're even friendlier in person.



WILDFLOWER APOTHECARY

at Mullins Pharmacy

May you be blessed with the heart of a Wildflower.

Tough enough
to weather the strongest of storms.

Resilient enough
to rise again after life hits you hard.

And able to grow and flourish
in the most broken of places.

-DeAnn Mullins

WALK IN WILDFLOWERS



4

*Guides what you produce, &
how you market & sell it.*

**BRAND DEVELOPMENT
STEP 4:
POSITIONING &
PURPOSE**

Positioning

For world wide web users who enjoy books, amazon.com is a retail bookseller that provides instant access to over 1.1 million books. Unlike traditional book retailers, amazon.com provides a combination of extraordinary convenience, low prices & comprehensive selection .

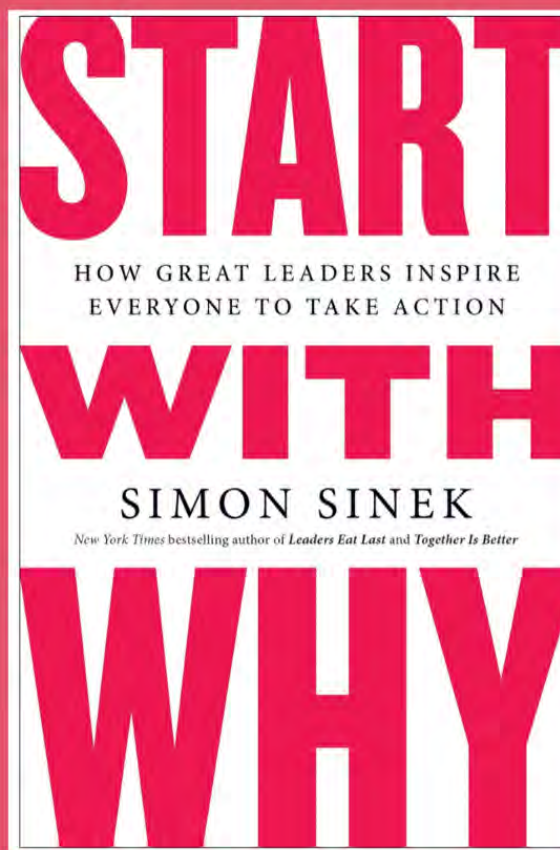
Amazon's Positioning Statement when they just sold books

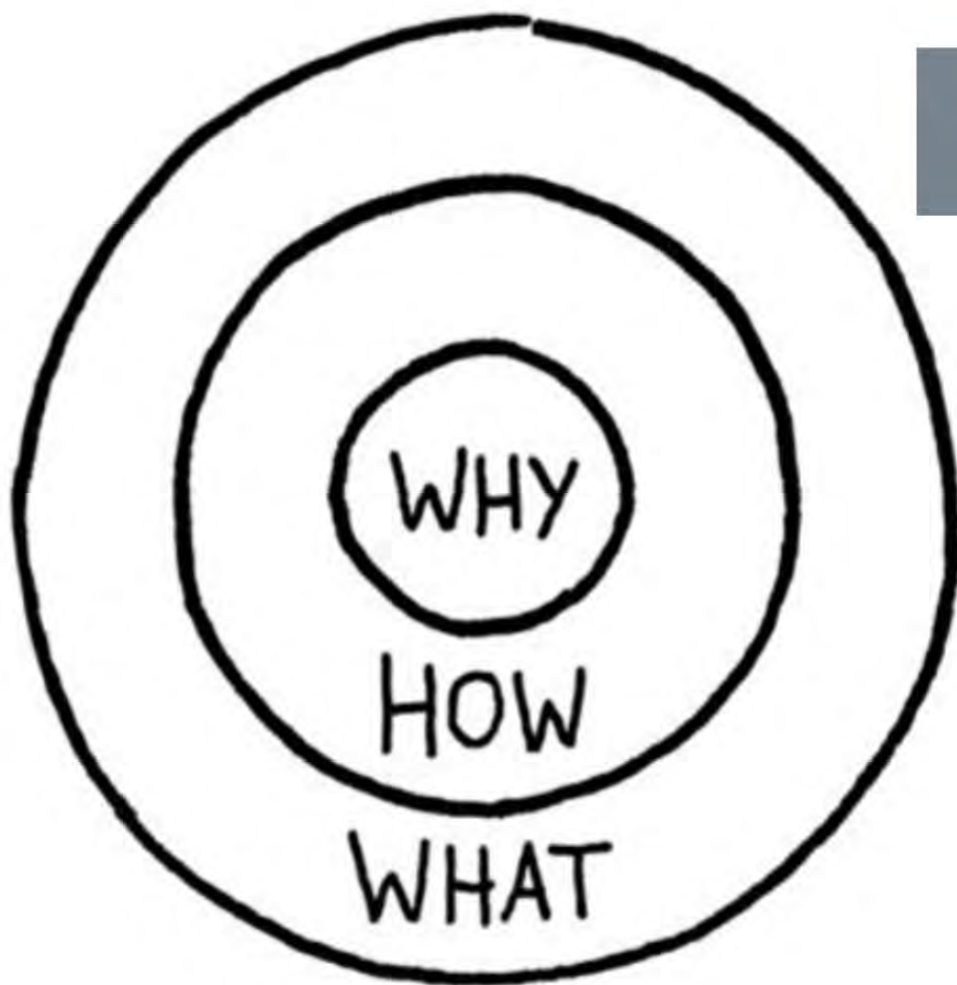
4

*Your philosophical
heartbeat*
♡

BRAND DEVELOPMENT
STEP 4:
POSITIONING &
PURPOSE

Purpose





The Golden Circle

Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

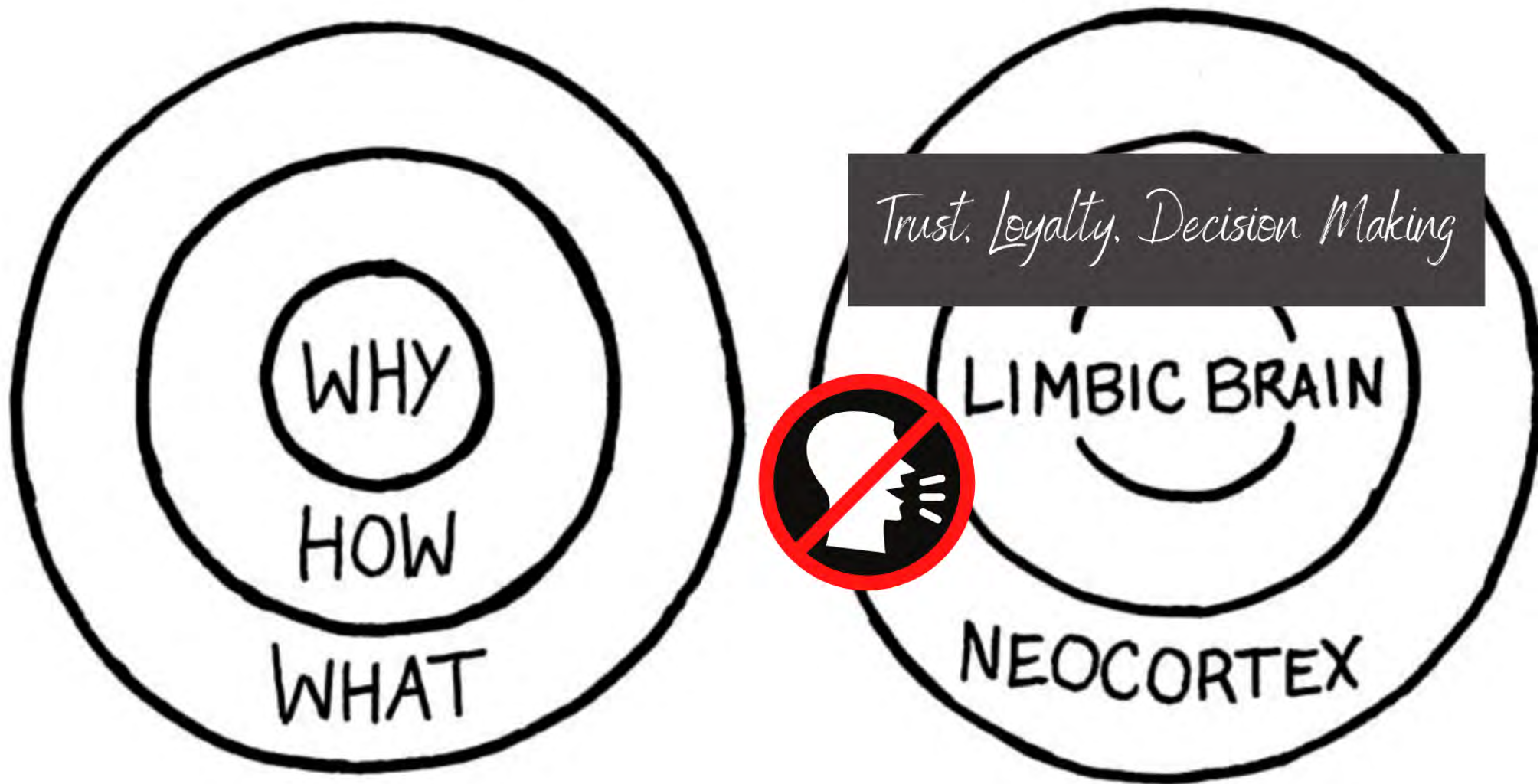
Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers





BRAND

- Meaningful
- Concise
- Consistent
- Brand rules business development
- Brand is the underlying foundation of marketing
- HR & hiring should depend on brand for guidance
- Business development relies on Vision & Mission
- Your brand work is never done



Everyone should be building a brand...It's a simple game. The internet will suffocate everything but the persons or organizations that communicate best. Nothing is more important in our society than to be an unbelievable communicator in a contemporary manner.

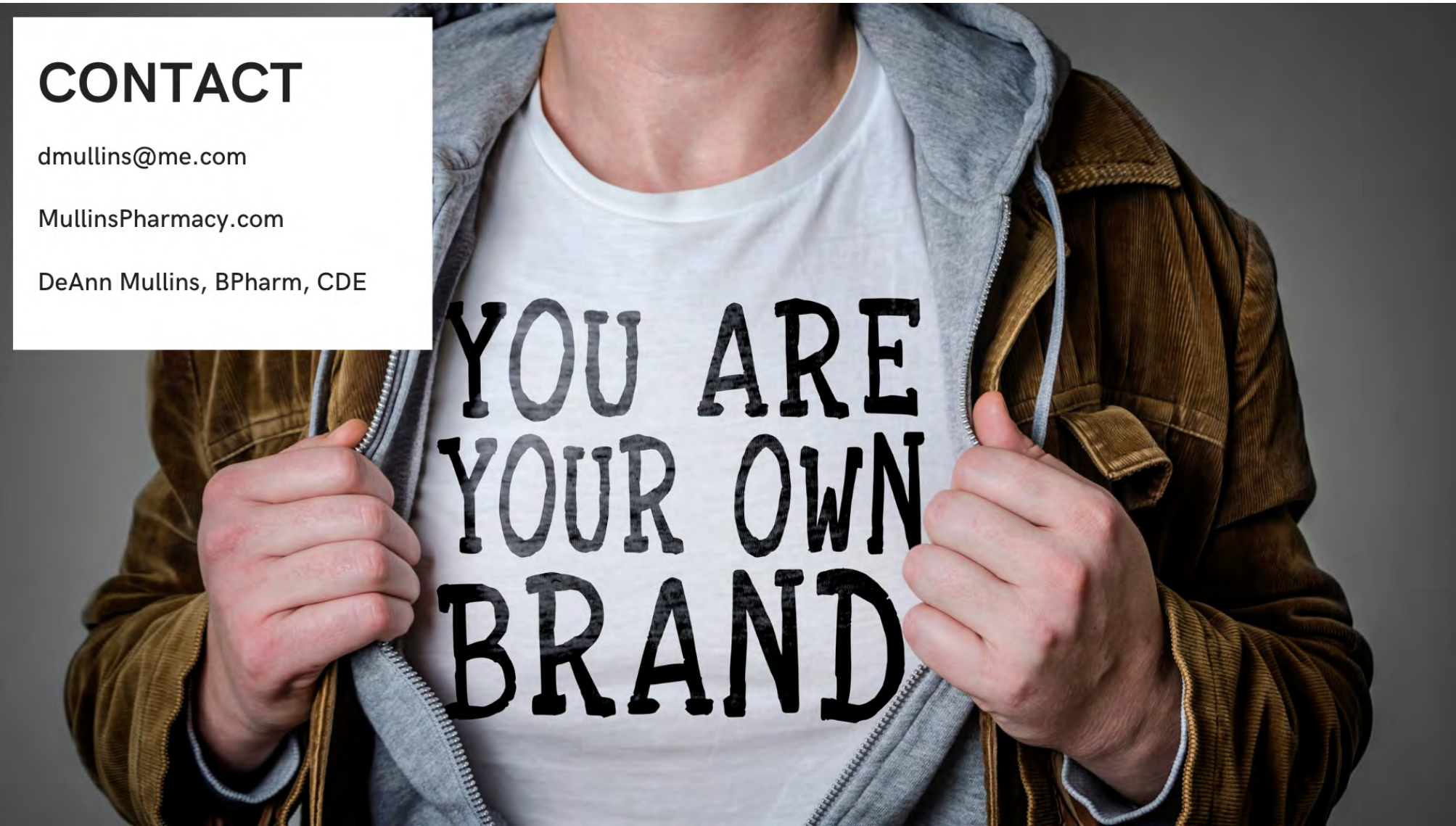
- Gary Vaynerchuk
Vayner Media

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YOU ARE
YOUR OWN
BRAND

AAP
AMERICAN ASSOCIATED PHARMACIES

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