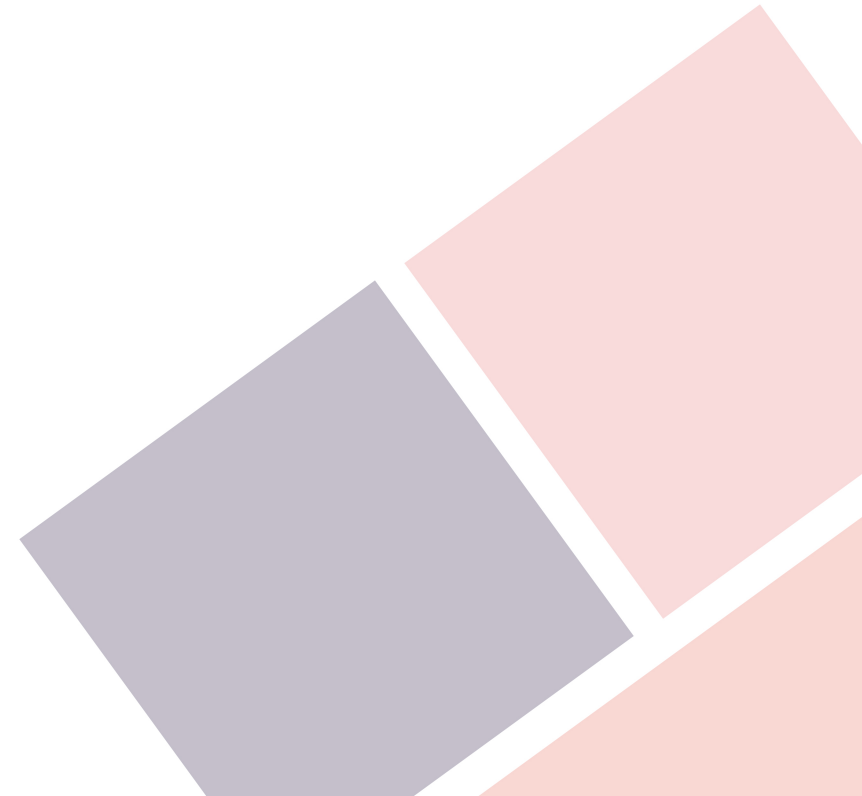


# WHO WE ARE!

Revive Marketing Group is a full-service marketing firm based in Pittsburgh, PA specializing in branding, public relations, strategic planning, social media marketing, web and digital, events, and experiential marketing. Revive's mission is to connect our partners to extraordinary opportunities and provide unique client experiences.



# WHAT ARE WE DOING HERE TODAY?

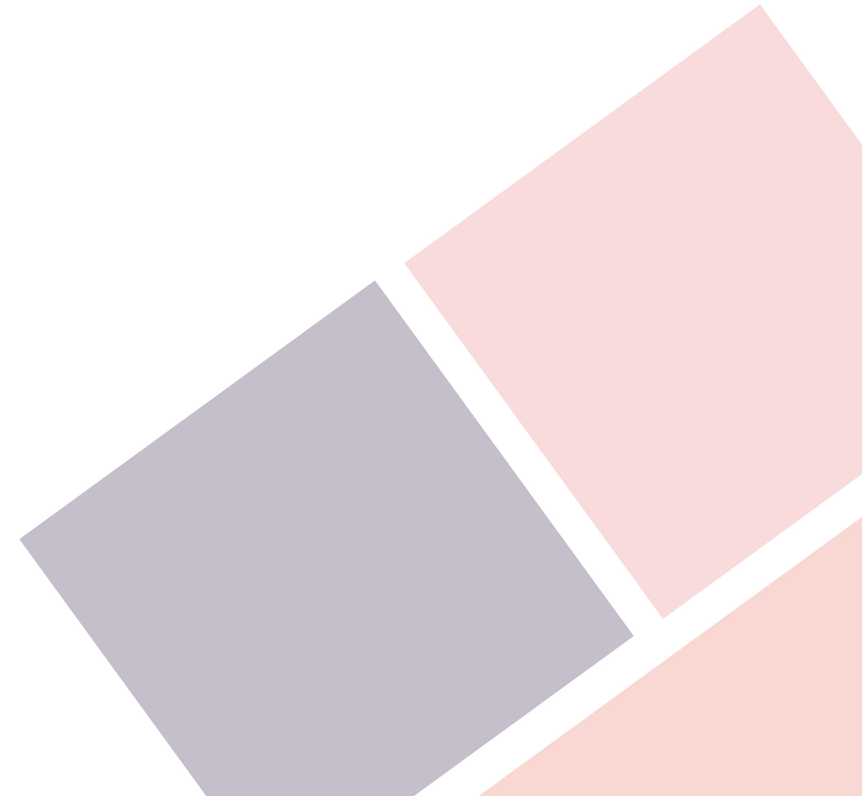
At its core, Revive's business is all about connecting people to each other and to opportunities.

Our core values are to Create | Connect | Serve | Amplify

Today, we're connecting with you to you and for you.

## **We will:**

- Learn how to talk about ourselves and our businesses in a way our audiences will understand and possibly act on.
- Learn how to communicate who we are and what we do in a marketable way via public relations and social media methods.
- Apply at-a-glance visuals to who you are and what you do
- Take a fabulous headshot with Rose Colored Creative!



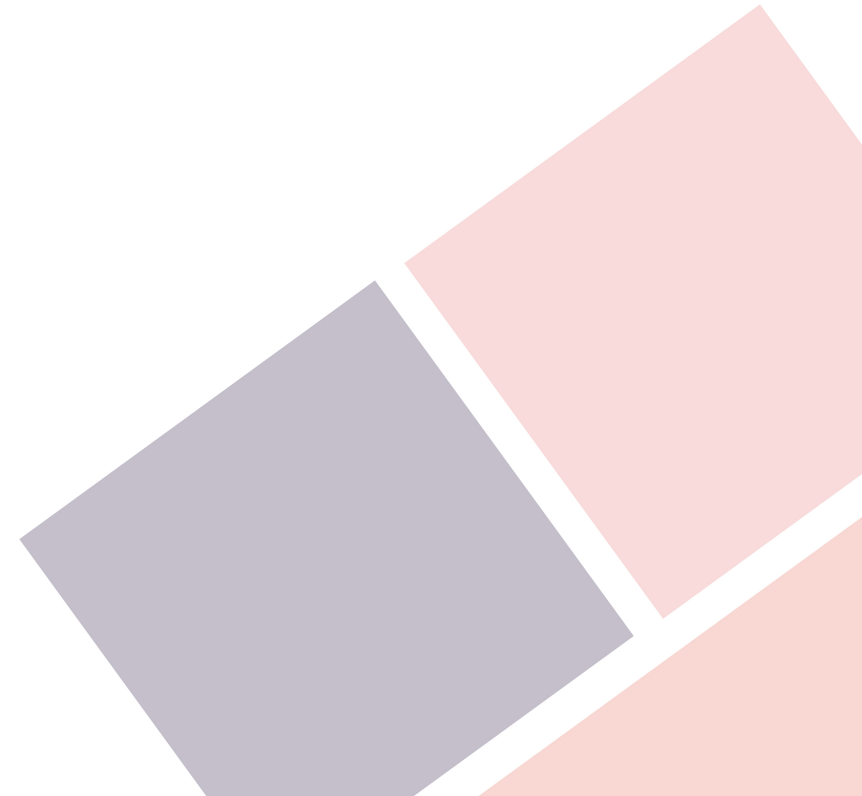
# TELL US ABOUT YOU!

*And get your worksheets warmed up!*

## **Who am I?**

*Who are you and what is your background in 3 sentences or less?*

My name is Eileen French Jordan and I am a partner at Revive Marketing Group. I am a marketing and public relations professional with over twenty years of experience. I believe in making my city and region a better place to live, work, and play for everyone.



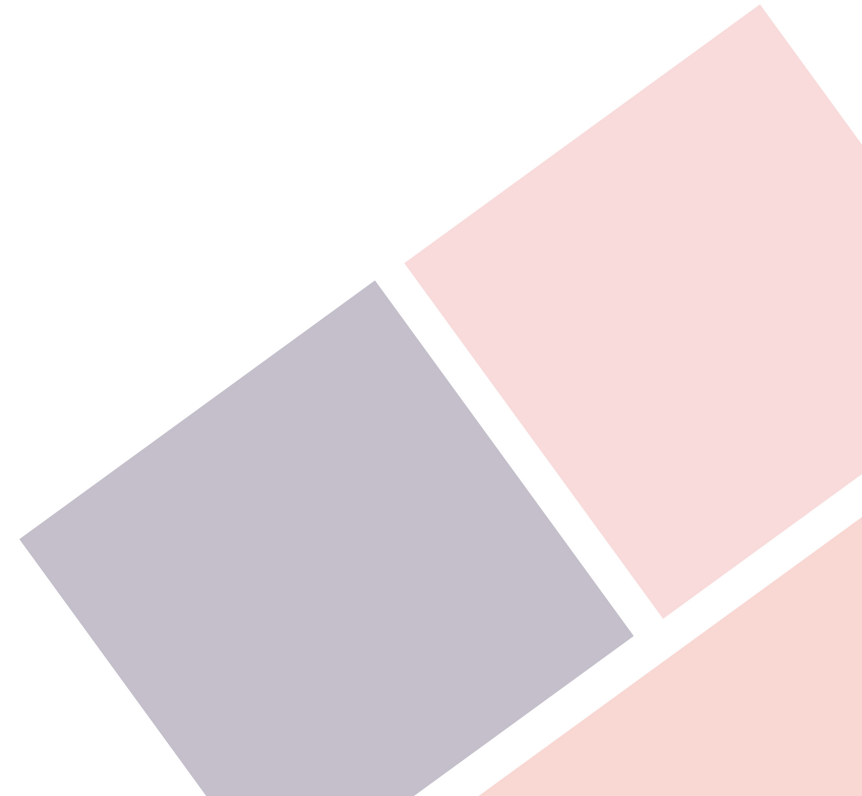
# TELL US ABOUT YOU!

*And get your worksheets warmed up!*

## **What do you do/ what does your company do?**

*What does your company do in 3 sentences or less?*

Revive Marketing Group is a full-service marketing firm based in Pittsburgh, PA specializing in branding, public relations, strategic planning, social media marketing, web and digital, events, and experiential marketing.



# WHO IS YOUR AUDIENCE?

Talk directly to them!

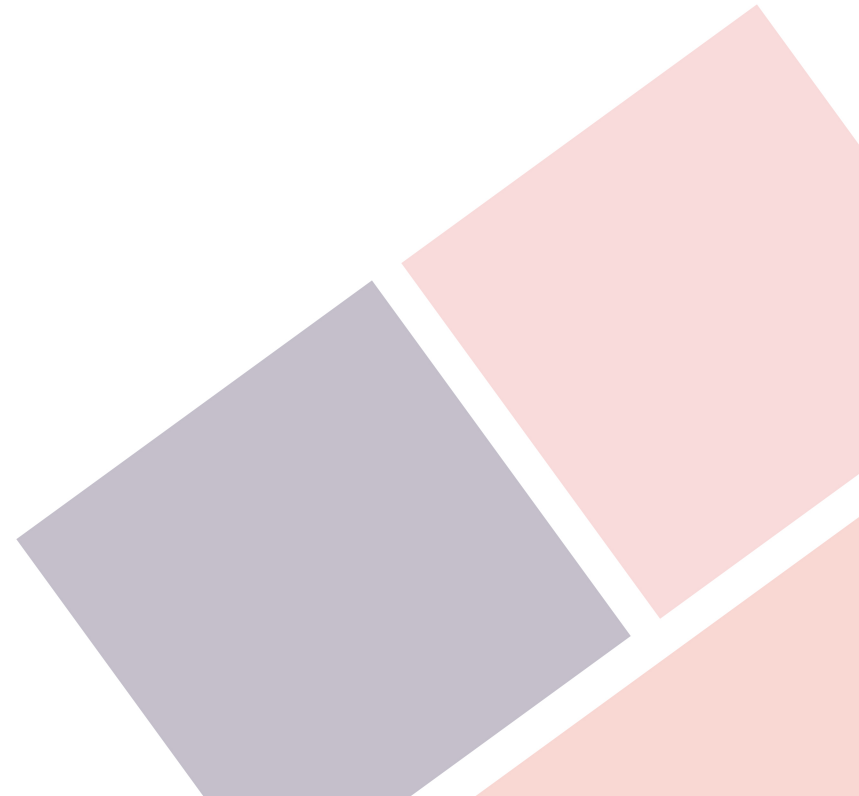
**It is possible to personalize what you do and still reach a large amount of people. Take the time to address each aspect of your audience.**

Who is my audience?

This is called your **Actual Audience**.

Who do I want my audience to be?

This is called your **Aspirational Audience**.



# WHO IS YOUR AUDIENCE?

**Question:** How would you speak to/ approach these audience members?



**Correct Answer:** “I would speak to them all differently”



# WHAT AM I MADE OF?

## **Brand Pillars**

Brand Pillars are WHO you are- the most important features that make up the whole and dictate WHAT you talk to your audience about.

### **Traditionally, brand pillars explain:**

Your values

Your mission/ purpose

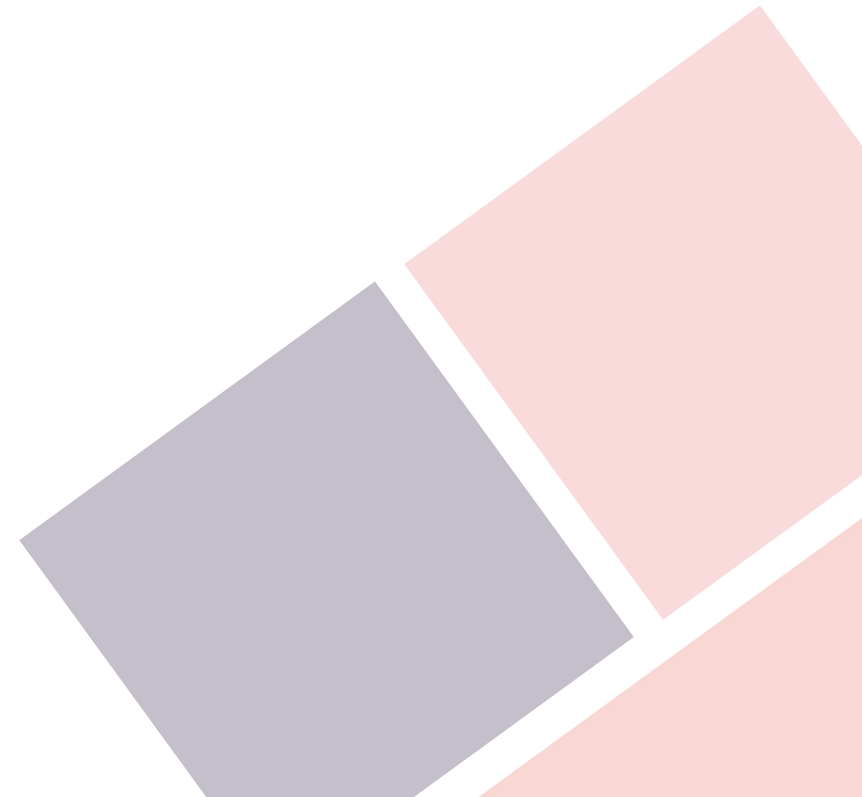
Your area of expertise

Quality or qualities unique to you

Look & feel/ Vibe

Many companies boil it down to 4 pillars, but there's no rule on this!

You can select as many or as few as you like.



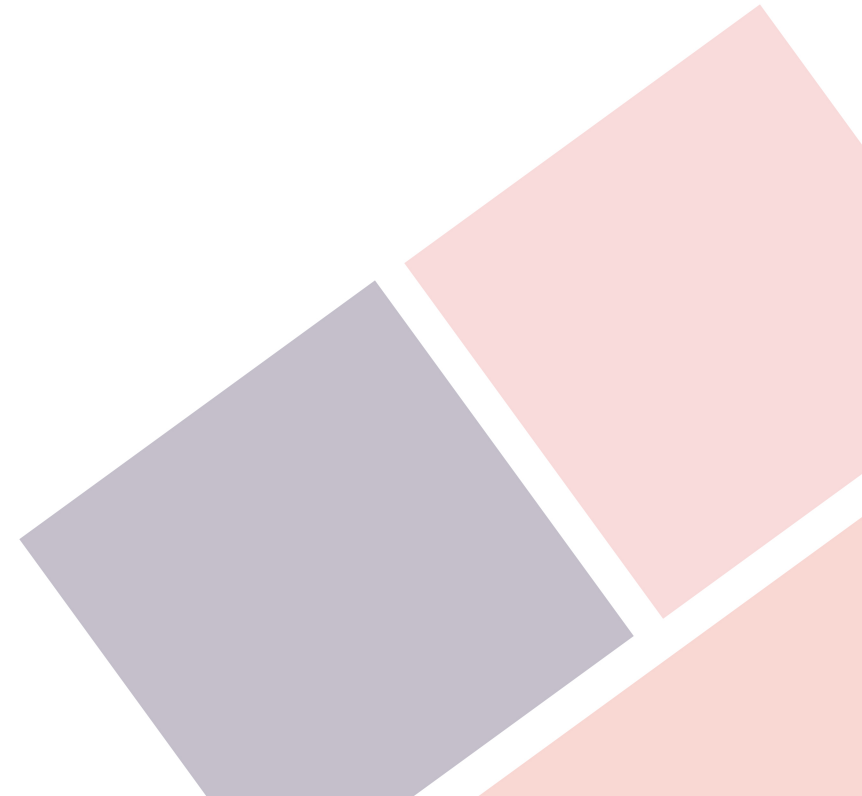
# WHAT AM I MADE OF?

## **Core Brand Values**

What do you stand for?

These values guide your behavior, help qualify your clients, and will remind you why you started your business in the first place.

**Your core values will always help you stay on the right path. Refer back to them often.**





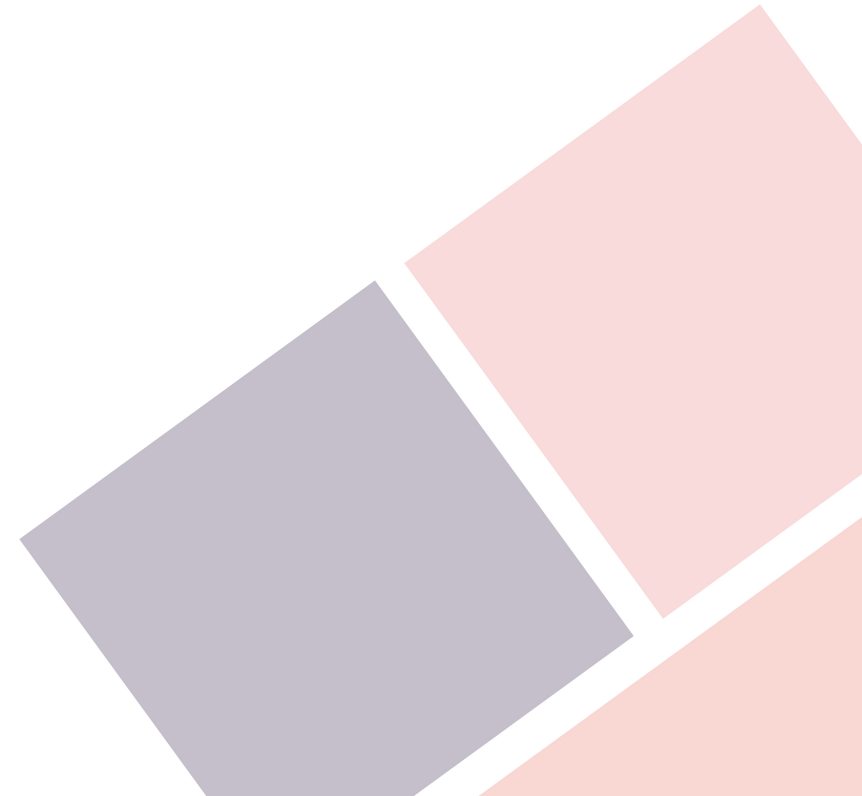
# WHERE AND HOW CAN I APPLY THIS?

## **Create a voice guide**

We are doing this next!

## **Utilize your voice and target your audiences on social media**

- Join groups
- Follow hashtags
- Post relevant and related news
- Support like-minded businesses and persons
- ALWAYS ENGAGE



# WHERE AND HOW CAN I APPLY THIS?

## **Public Relations**

Now you know how to talk about yourself and talk directly to your audience, it's time to get the word out.

- Create a story
- Follow relevant news, holidays, and trends
- PLAN

The most important part of PR is personal relationships.

- Send the email
- Interact and follow on social media
- Introduce yourself and your business
- Attend events

