



## THIS WEEK'S PROGRAM

# Branding Feeds Marketing for Businesses



**Tawanda Johnson**

Tawanda Johnson kicked off her presentation by asking those gathered two questions. What is the number one challenge for small business owners. All agreed that it is profitability. And, given that profitability is the number one challenge, her second question was what is the number one goal for those owners? All agreed that is driving sales. Johnson then used a standard Sales Funnel (see diagram on the right) to describe how businesses address both issues. She explained that the funnel represents how sales (green) are driven by customer awareness (red), interest (orange), and decision (yellow). Businesses generate awareness by marketing or actively promoting a product or service. "It's a push tactic," she said. And, she listed a number of ways in which this can be done: direct mail, email, television and radio ads, billboards, news media, social media, and others. She added a more recent tactic to that list – Influencer Marketing. This tactic focuses on influential people rather than the target market as a whole. Individuals that have influence over potential customers are identified to market to others. Marketing (awareness, interest, decision) is ultimately aimed at increasing sales (green in the funnel diagram). Johnson added that branding the product or the service can substantially increase marketing of that product or service and ultimately increase sales and profitability. If customer loyalty (blue in the diagram) can be created, those customers will return. "This is very valuable to the business owner," she



added. When customer advocacy (purple) is added, customers actually spread the word to others of the value of the product or service. "It's basically free marketing," Johnson noted. But, she quickly added that loyalty and advocacy does not begin with awareness, but needs to start with branding. And, branding is founded in the quality of the product or service. The name and logo are important identifiers, but brand equity is the quality of the product that has customers willing to purchase more even if the cost is higher than comparable products. Johnson used paper towels as an example. As mother with a young infant, she wanted and needed a paper towel that was absorbent and did not disintegrate while using. She came to love Bounty brand (the quicker picker upper) and would even pay more for Bounty than other towels (loyalty). She, however, now uses Viva as recommended by a friend and found it to be even better than Bounty (advocacy). She added that brand equity is very powerful in sales and services. As she summarized her program, she compared marketing and branding with the following comments: Marketing drives sales; branding creates loyal customers and advocates. Marketing seeks attention; branding demands attention. Marketing chases sales; branding builds value. The business owns marketing; the customers own brand. "Small businesses need both marketing and branding," she concluded.



## MESSAGE FROM GABRIEL DELLER AGUIAR OUR GRSP STUDENT FROM BRAZIL



Gabriel writes about his first week of classes at the University of Georgia. "I am enjoying each of them [classes]. I had an overview of what I will study this semester, and I am excited especially with the Landscape/Memories class. This course consists basically of discussions about the many possible interpretations of a landscape and how culture and memories are affected by places. I have two big classes with almost 300 students in the room, and I have two other small ones with about 20 students. It is good to have classmates from different majors and with different ages in the class. Each one brings his or her own background to the class and helps enrich class topics. This differs from my experience in Brazil. There we study with the same classmates all five years of our curriculum, which also has many positives. This week was also my first week with my roommate, Brandon Rosier. He is a junior from Buford majoring in biochemical engineering. I am appreciating to get know him." The GRSP students from across the state are in a conclave at Brasstown Bald this weekend.



# THE GRIFFITARIAN



President Randy Peters presented Sandra Brownlee of Waypoint in Griffin with a donation in support of her group's efforts in assisting military veterans in our community.



Ed Worrell, GRSP Trustee, recognized Yvonne Langford as a Hue Thomas Fellow for her continued giving to the GRSP Foundation.

**ROTARY CLUB OF GRIFFIN, GA**  
**PO Box 473, Griffin, GA 30224**  
**Club Number 4129**

## OFFICERS

|                  |   |                 |
|------------------|---|-----------------|
| President        | - | Randy Peters    |
| Vice-President   | - | Tom Gardner     |
| President-Elect  | - | Charles Penny   |
| Treasurer        | - | Art Hammond     |
| Secretary        | - | Yvonne Langford |
| Sergeant-at-Arms | - | George Granade  |
| Club Chaplain    | - | Wade Miller     |
| Bulletin Editor  | - | Wayne Gardner   |
| Photographer     | - | William Wilson  |

## DIRECTORS

|                       |   |                  |
|-----------------------|---|------------------|
| Membership            | - | Charles Woodroof |
| Public Relations      | - | Tim Hearn        |
| Club Administration   | - | John White       |
| Rotary Foundation     | - | Alan Dodson      |
| Vocational Service    | - | Nat Doughtie     |
| Community Service     | - | John Quinn       |
| International Service | - | Bill Hardee      |
| New Generations       | - | John Rainwater   |

## DISTRICT 6900 AND ROTARY INTERNATIONAL

### ED OUTLAW

Assistant District Governor

### COURT DOWIS

District 6900 Governor

### BARRY RASSIN

Rotary International President

## JOIN GRIFFIN ROTARY ONLINE

[griffinrotary.org](http://griffinrotary.org)

## FOLLOW

## ROTARY CLUB OF GRIFFIN



## HAVE YOU PURCHASED YOUR RAFFLE TICKETS?

HELP BUILD OUR COMMUNITY PROJECT FUND FOR 2019-20 BY BUYING RAFFLE TICKETS FOR A CHANCE TO WIN 4 UGA-LSU TICKETS IN BATON ROUGE ON OCTOBER 13<sup>TH</sup>, ROUND TRIP AIRFARE FOR 4 FROM ATLANTA, 2 ROOMS FOR 2 NIGHTS AT THE HILTON IN NEW ORLEANS, AND GROUND TRANSPORTATION. TICKETS ARE ONLY \$50 EACH. BUY SEVERAL AND PLEASE LET OTHERS KNOW OF THIS GREAT OPPORTUNITY. GO TO OUR WEBSITE ([GRIFFINROTARY.ORG](http://GRIFFINROTARY.ORG)) TO MAKE YOUR PURCHASE. SEE THE WEEKEND EDITION OF THE GRIFFIN DAILY NEWS FOR MORE INFO. THE DRAWING WILL BE HELD DURING OUR CLUB ASSEMBLY ON THURSDAY, SEPTEMBER 13<sup>TH</sup>.

## Club Calendar

### AUGUST IS MEMBERSHIP DEVELOPMENT MONTH

|           |  |
|-----------|--|
| August 30 | District 6900 Governor Court Dowis                       |
|           | 10 AM Board Meeting                                      |
| Sept 6    | Shannon Eller<br>Brighter Tomorrows Consulting           |
| Sept 13   | Club Assembly<br>Raffle Drawing<br>GRSP Student And More |

## Our Rotary Family

### BIRTHDAYS

|             |                |
|-------------|----------------|
| August 31   | Rita Cavanaugh |
| September 2 | Tony Powell    |
| 7           | Jerry Walker   |

### ANNIVERSARIES

|             |                        |
|-------------|------------------------|
| August 31   | Thom & Linda Sandwich  |
| September 3 | Brian & Tracee Upson   |
| 7           | Otis & Ellen Blake     |
| 9           | Frank & Carolyn Harris |

### OUR CARE AND THOUGHTS

Please keep Bobby Chappell in your prayers and thoughts.

## MEETING MAKEUP INFORMATION

|                      |                    |                                    |
|----------------------|--------------------|------------------------------------|
| Monday - 12 Noon     | Henry County       | PJs Sidewalk Café, McDonough       |
| Monday - 12:15 PM    | Fayetteville       | IHOP, Fayetteville                 |
| Monday - 6:30 PM     | Coweta-Fayette     | Senoia Coffee Company, Senoia      |
| Tuesday - 12 Noon    | Barnesville        | Lamar Co. College & Career Academy |
| Tuesday - 12 Noon    | Jackson/Butts Co.  | Daughtry Park, Jackson             |
| Tuesday - 12:15 PM   | Thomaston/Upson Co | Thomaston-Upson Senior Center      |
| Wednesday - 7:30 AM  | Griffin Daybreak   | J. Henry's Restaurant, Griffin     |
| Wednesday - 12:15 PM | Clayton County     | Holiday Inn, Jonesboro             |
| Thursday - 7:15 AM   | Fayette Daybreak   | Windham ,Peachtree City            |
| Friday - 12 Noon     | Newnan             | Newnan Country Club, Newnan        |

## THE ROTARY FOUNDATION



100 YEARS OF DOING GOOD IN THE WORLD