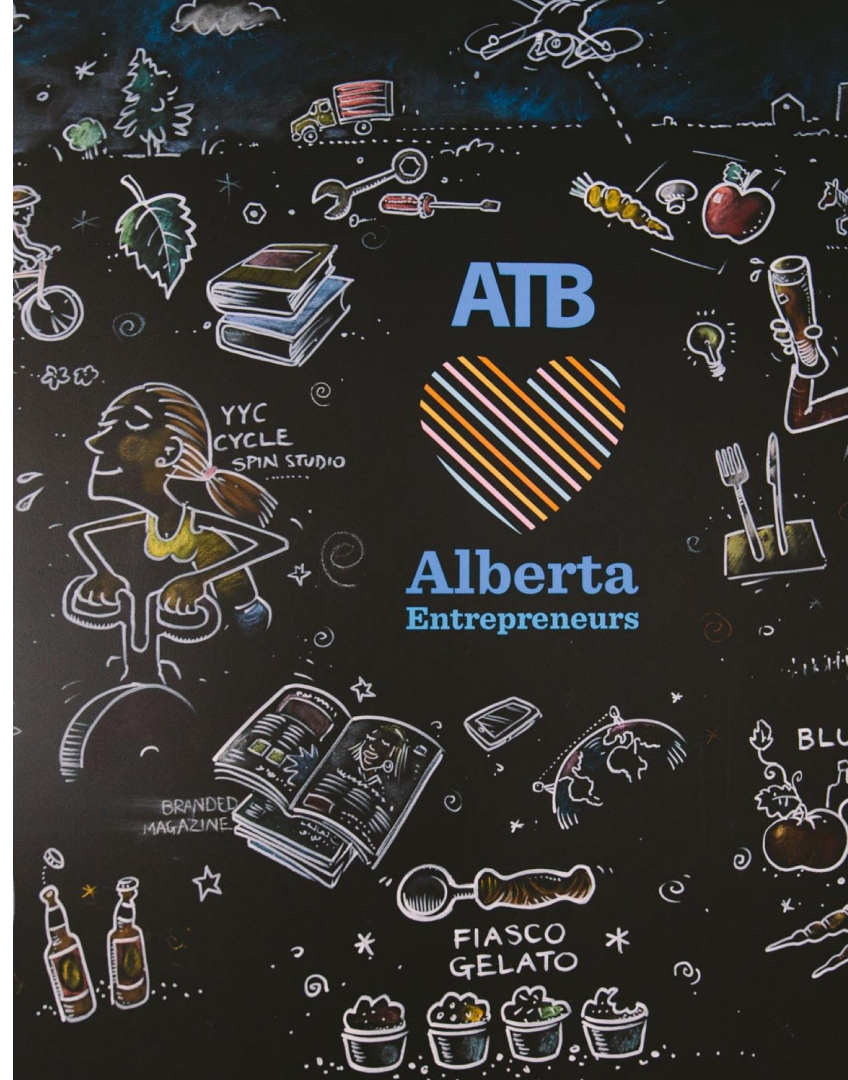


Hello
there.



All the banking services of an ATB branch, with an entrepreneurial edge

- Business AND personal financial advice
- **Digital** events and workshops
- Free advice sessions with small business experts (**us!**)
- Virtual Support



Branding, Communications and PR:

Get your brand in the public eye!

NBR

Natasha B. Russell

D R E A M . B E L I E V E . A C H I E V E .

Get your Brand in the Public Eye!

Branding. Communications. Public Relations.

Coaching. Speaking. Consulting.

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NBR

Who Am I?

What do I do?

Why do I do what I do?



Kids Help Phone: Walk So Kids Can **Talk!** Annual Campaign



Communicate with **Confidence!** Workshop



Strategize for your **Success!** Seminar

Agenda

Branding

What is it?

Brand Formula

Brand Development

Effective Communications

What is it?

Public Relations

What is it?

PR strategy

Key PR tactics

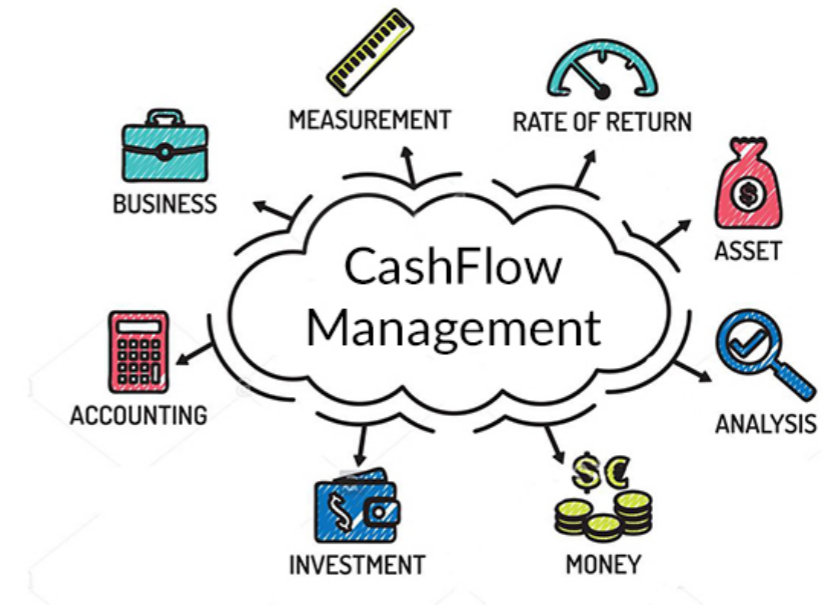
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Services

Testimonials

Q&A





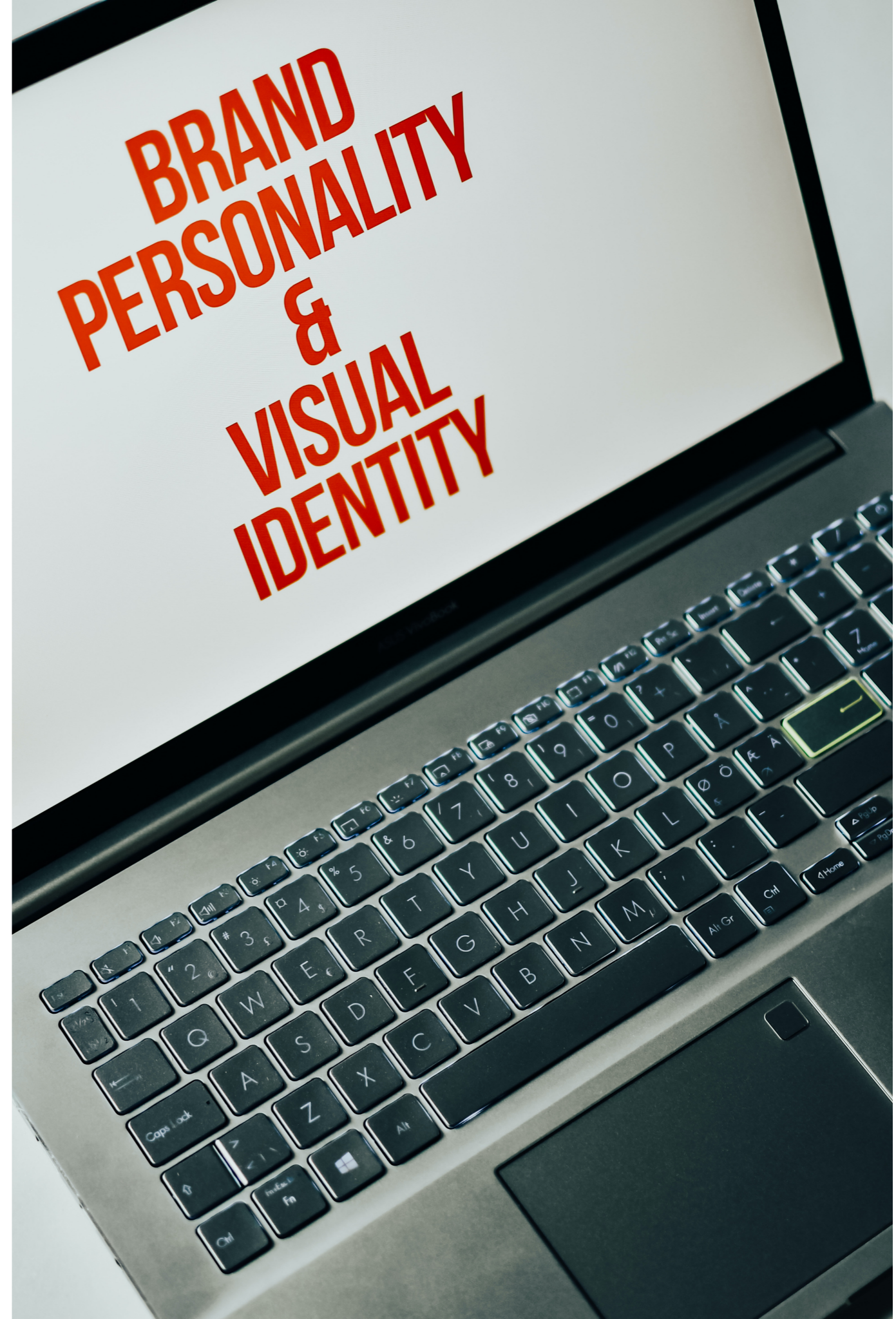
Survey Question

What do you struggle most with as an entrepreneur?

Branding

Do you have a **strong** brand?

What's your **brand** story?



Branding

Branding is the process of creating a strong, positive perception of your company, and its products and services in your customer's mind.

What does your **brand represent?**

How do you build **trust with your clients/customers?**

Boss Tip: Consumers do **business with brands they trust!**

Brand Formula

Who we **are**
+
Who we're **for**
+
Why it **matters!**

Question: What brands do you love? Why?



Brand Development

Key Branding Questions

Brand: Who are we? What do we represent? Why do we exist?

Brand Values: What is important to us? What/who we believe in? Why?

Mission: What is the issue/problem/opportunity we want to solve/provide?

Brand Emotion: What is the emotion you want people to feel when they interact with your brand?

Brand Slogan: What is your brand slogan? Be creative, yet simple.



Effective Communications

Key Communication Questions

Audience: Who are you trying to reach?

Action: What do you want them to do?

Reward: What's in it for them?

Image: What image/visual will you project?

Openings: How do you get through?

Evaluation: How did it work?



Boss Tip: Create an **effective** communications plan for your business!

Public Relations

aka

“PR”



PR is all about building mutually beneficial relationships!

Public Relations

Public Relations is the practice of increasing awareness around a company or brand among the public.



Question: What are you currently doing to **increase** awareness around your business?

PR Strategy

Do you have a PR strategy?

The ABCs of Public Relations



A

Audience. Before you can develop a public relations strategy, you need to know whom you're trying to reach.



B

Big Picture. Before you get to the little details, consider the big picture of your overall plan and your end goals.



C

Communication. A successful campaign hinges on communication. Keep messages concise and clear.



Key PR Questions

Audience: Who is your audience?
Where are they?

Goals: What are your Goals?
S.M.A.R.T. Goals

Key Messages: What are they?
3-6 strong key messages

Tactics: What are they?

Timelines: When? How often?

Evaluation: Is it working?
Reevaluate regularly

Key PR Tactics

Cross promote your channels

Create customer/client-centric messages

Build **relationships** with journalists, bloggers and influencers

Create and promote press releases

Find relevant and trending topics

Become a thought leader

Share valuable content

Generate traffic to your website

Podcasts and interviews

Events

Boss Tip: Be consistent, **timely and effective.**



Survey Question

Do you have an **effective** marketing communications strategy?

NBR Services

NBR will support you with achieving your business goals with effective branding, communication and PR strategies.

20% off services until August 31, 2021



Boss Up! Business 90-Day Coaching program

Communicate with Confidence! Coaching Program

Brand development & Strategic Planning

Vision Board Strategy Session

Private and Group Coaching Sessions

Investment range: \$500 per month for bi-weekly business coaching sessions

Investment range: \$1,500 and up for strategic communications planning

Get started! Book your complimentary discovery chat at: natashabrussell.com

NBR

Testimonials

“Natasha took the time to understand United Way and what we were trying to accomplish and customized a session to meet our specific needs and objectives. The diverse team of 30 staff laughed throughout the session and were truly engaged in the experience. We came away feeling incredibly energized and bonded as a team. Working with Natasha was a pleasure. I look forward to partnering with her again in the future!”

Pamela Lawrence, Director, United Way Calgary & Area

“The NBR Ladies Boss Up! Seminar was an amazing event. Natasha spoke from a place of sincerity and experience that resonated with everyone in the room. I would highly recommend her services and events for ladies.”

**Yoyin Familusi, Business Link Facilitator,
Business Link**

“Natasha you did a fantastic job leading us through our strategy session and, in record time! We value your leadership, knowledge, and professionalism as we worked together to create the CBC 2021 Strategic Plan.”

Calgary Black Chambers, Board of Directors

“Natasha, thank you once again for your leadership. You moved us through a lot of material in a short amount of time. We’re excited to see where this work takes us!”

Eleanor Finger, Director, Mount Royal University

“Natasha is a skilled facilitator and communicator who is adept at helping her clients to discern the areas of their lives and businesses that requires focus in order to maximize their potential. The “Strategize for Your Success!” Course I attended allowed me to clearly identify my Vision, formulate a plan and take action to achieve it.”

**Dale Greene, Business Owner & President of
Calgary Carifest**

Read more testimonials at: natashabrussell.com

Q & A

Questions?



Questions?

Thanks
for listening.

ATB