

AMERICAN ASSOCIATION OF

AADMM

DAILY MONEY MANAGERS

PRworks, Inc.

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*Undertaking new marketing
initiatives to develop and strengthen
our brand image in
a “competitive” marketplace*

PRworks, Inc.

Science and Emotion of Brand

- Brand is a mix of reasoning and emotions.
- Brand is dictated most by personal experience.
- Who influences the AADMM brand?
- What is your brand link to the individual client?

What Adds Brand Value?

- Unique and distinguishable
- Given choices, is your brand strong enough to be the “winner?”
- Does everyone in your organization understand their role in the BRAND?
- Brand authority and responsibility

Our (the Board's) First Steps

Building a recognizable *national brand* that will:

- Position and define AADMM at a national level.
- Define our brand promise and brand statement.

Our First Steps

Defining AADMM *nationally*:

- Our brand promise – what we consistently deliver for our clients:
 - *Daily money managers are experienced professionals bringing clarity and order to an individual's daily management of bills, budgets and record keeping.*

Our First Steps

Defining AADMM *nationally*:

- Our brand statement – a “tagline” of what we consistently deliver for our clients:
 - *Trusted professionals helping you navigate bills, budgets and record keeping.*

Our Next Steps

AADMM's *national* action items:

- Key message development
- Web site update
- Earned media development
- Master PowerPoint presentation
- Entry into select social media
- National advertising trial

National Branding Made Local

Building a recognizable *national brand* that will:

- Provide individual members with tools you need to promote your businesses.
- Use messages consistent with the national effort.

Our Next Steps

AADMM's *national* action items:

- Key message development
 - Memorable, crafted messages
 - Fact sheet
 - Interview tools
 - Available to all members

Our Next Steps

AADMM's *national* action items:

- Web site update
 - Updated look
 - More service-centric
 - Integrating motion
 - Keeping much of current content
 - A member link and/or “look”

Our Next Steps

AADMM's *national* action items:

- Earned media development
 - Seeking national and regional media “opps”
 - Providing the key messages
 - Gathering testimonials from members and clients
 - Asking members to be AADMM spokespersons

Our Next Steps

AADMM's *national* action items:

- Master PowerPoint presentation
 - Available to board members
 - Available (to be edited by) members
 - Using consistent “look” elements from web and advertising

Our Next Steps

AADMM's *national* action items:

- Entry into select social media
 - LinkedIn & Facebook
 - At national and member level
 - Developing the relationships

Our Next Steps

AADMM's *national* action items:

- National advertising trial
 - Targeted publications
 - Budget, content and placement trials
 - Consistent “look” of web and PowerPoint
 - Available as tool for members

Our Next Steps

Awaiting your:

- Enhancements
- Endorsements
- Buy-in

Thank you!