

Forget Your Brand, What's Your Message?

Getting your thinking about brand unstuck,
and moving your institution forward.



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Who I Am / What I Do

Jason Mark jason@gravityswitch.com

Educator / Founder of Gravity Switch

Web / iPhone / iPad

We believe technology serves business

Tricky problems

iBracket

Mobile



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Who Are You?

Higher Ed Marketing Visionary

Higher Ed Designer

Higher Ed Content/Marketing

Higher Ed IT

Agency



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Amount Of Control

More?

Less?



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Amount Of Social Media

More?

Less?



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Instead Of Control

Guiding

Shaping

Influencing

Coaching



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To Do This You Need

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A Good CMS

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A Good CMS

New site in 15 minutes

New page in 5 minutes

New user in 5 minutes

Manages campus wide news and events

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If Not, Fix It

Commercial

Open source

Doesn't matter

If it's not easy, you're overbuilding (sorry IT)

2-4 months to have top 40 pages migrated



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Does Your Institution Have A Clearly Defined Brand?

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Strongest Brand In The World



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Strongest Brand In The World



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How Realistic Is This?

Is this your president / chancellor?

Will they ever speak for all the faculty?

Will they embrace “Social Media”?



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Strongest Brand In The World

Apple doesn't do Social Media

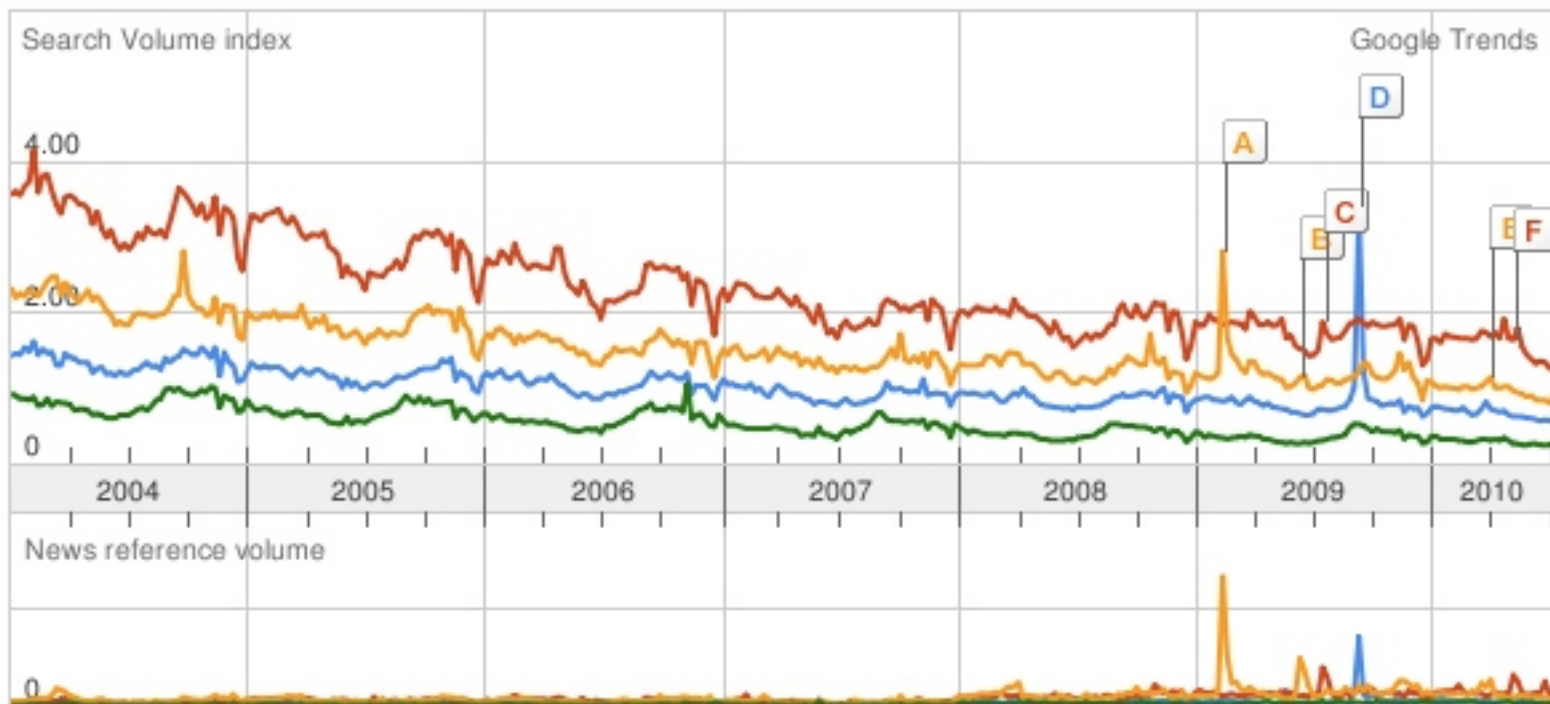


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Which Institution Has The Strongest Brand?

yale 1.00 harvard 2.32 stanford 1.52
university of michig... 0.54



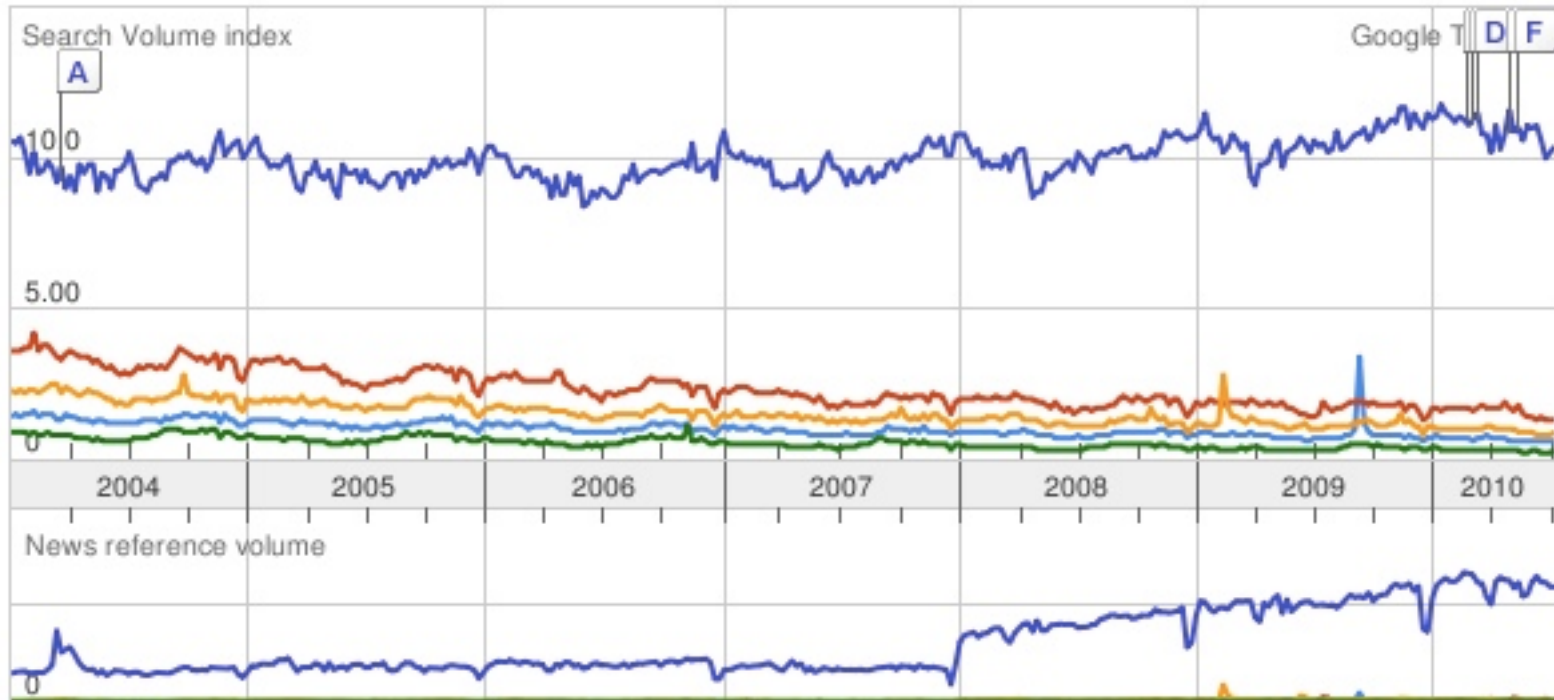
<http://bit.ly/bbB5YE>



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Which Institution Has The Strongest Brand?



<http://bit.ly/bbB5YE>



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What Is Brand?

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What Is Brand?

Visual Identity 1970-2003

Experience 2003-2010

Message 2010+

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Visual Identity 1970-2003

What would I hear from a department?

- Use our college logo/colors
- **Don't** use our college logo/colors



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If People Don't Want To Use Logo

Admit if it's crap and fix it

- * Done in-house/cheap
- * Badly rolled out

Otherwise don't obsess over it

- * Apple didn't  



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Experience 2003 - 2010

Social Media touches on this

Really important

Not your job



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Message 2010+

What's Apple's message?



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Message 2010+

What's Apple's message?

What's MIT's message?



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Message 2010+

What's Apple's message?

What's MIT's message?

What's your message?



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Chaos = Opportunity

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Fears And Opportunities

3 biggest communication fears

3 biggest communication opportunities



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**“Most people are greedy when they should be
afraid & afraid when they should be greedy.”**

-Warren Buffet



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Time For A Vision

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Answer These 3 Questions

Do you have a visionary?

Have they communicated that vision?

What do YOU need to do your job?



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Concrete Next Steps

Whose job is to be a visionary?

What questions can you ask?

What small thing can you do?

Don't let fear stop you.

Don't let fear stop others.



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Other Tips

Decide if you should be Agile

Photos are key on academics pages

Google Adwords to test messages

Do your SEO research, don't guess

Commit to 12 workshops in 12 months

Start now and do something

Don't staff up IT



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Other Tips

Use Google Alerts

Know your limitations and staff accordingly

Think in terms of days not months

Love Facebook or leave it

Learn from your failures

Pizza party with key messages

Really, don't obsess over logo/wordmark



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Ask Me Questions

Jason Mark

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More Tips at: <http://gravityswitch.com/eduweb/>



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