

# Managing digital brands

***tim mcloughlin***

**We are all brands**

# 'I Am A Brand,' Pathetic Man Says

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*The pitiful man.*

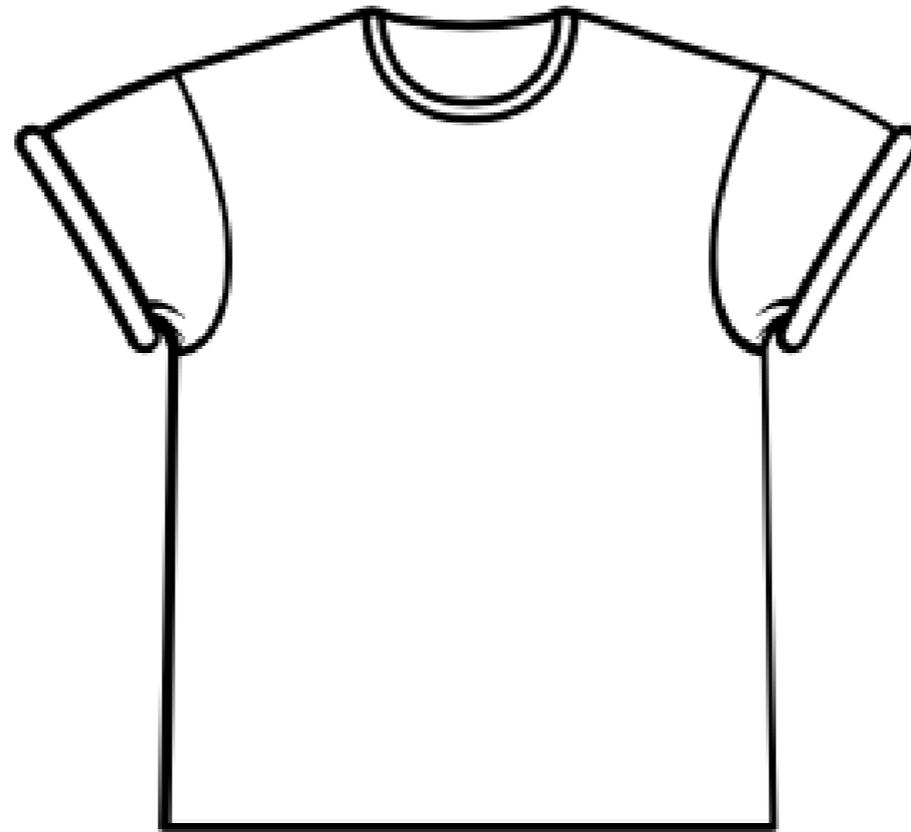
SEATTLE—Sad, pathetic local web developer and blogger Phillip Cathin, 34, told reporters today that he sees himself as “a brand.”

1.Managing brands

2.What gets in the way

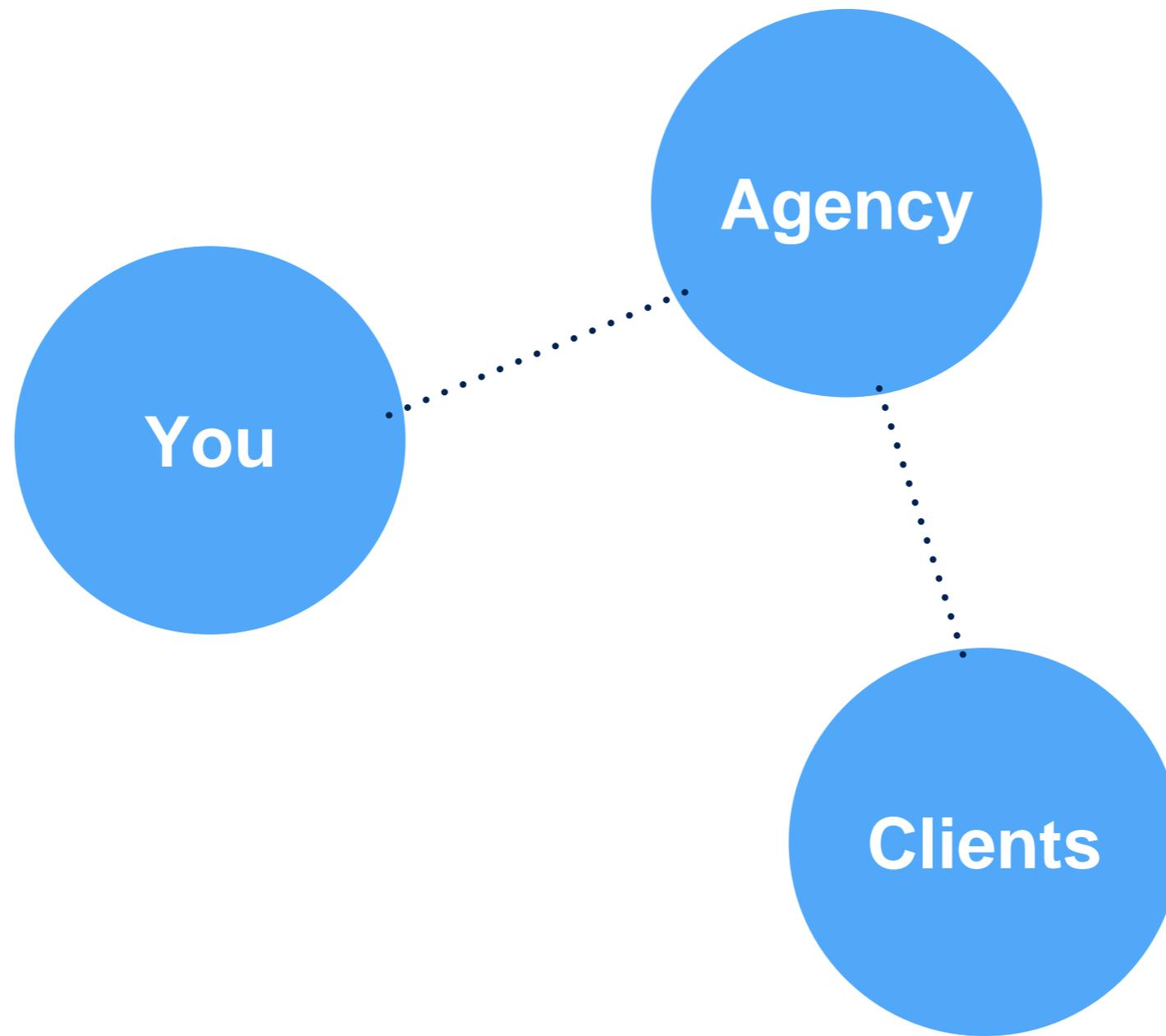
3.How to overcome barriers

# Managing brands

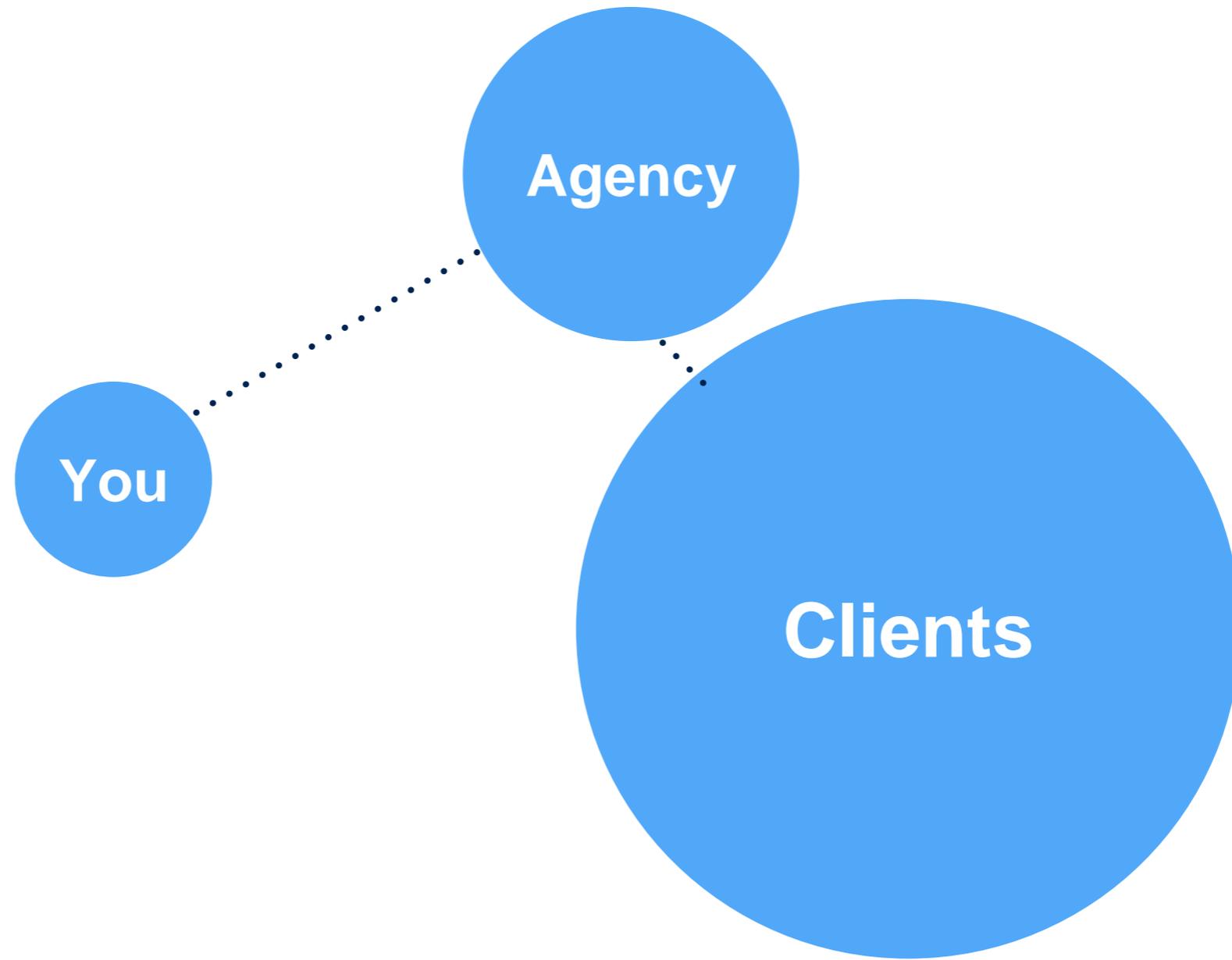


- What are they?
- Why should they exist?

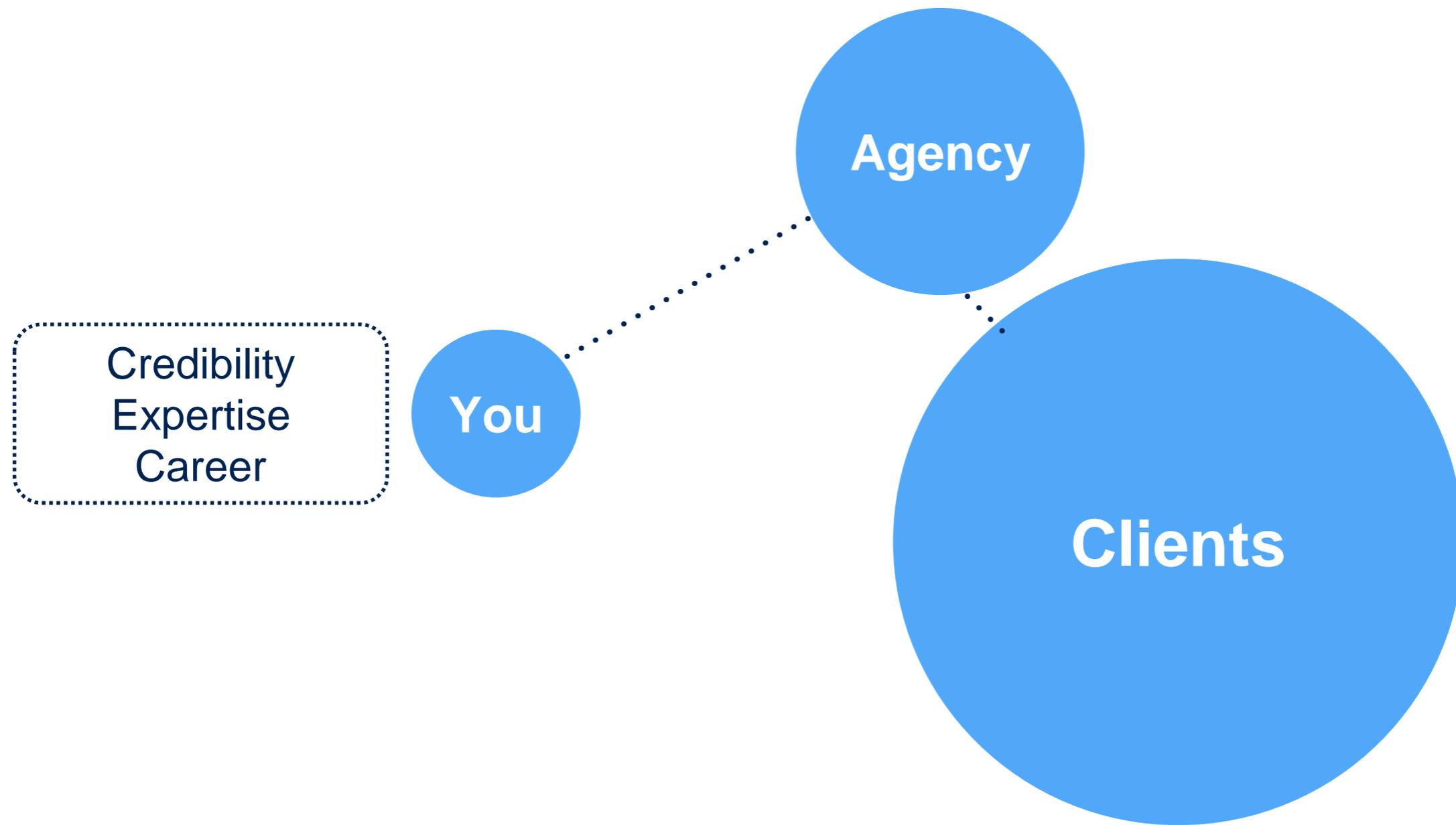
# Stakeholder mapping



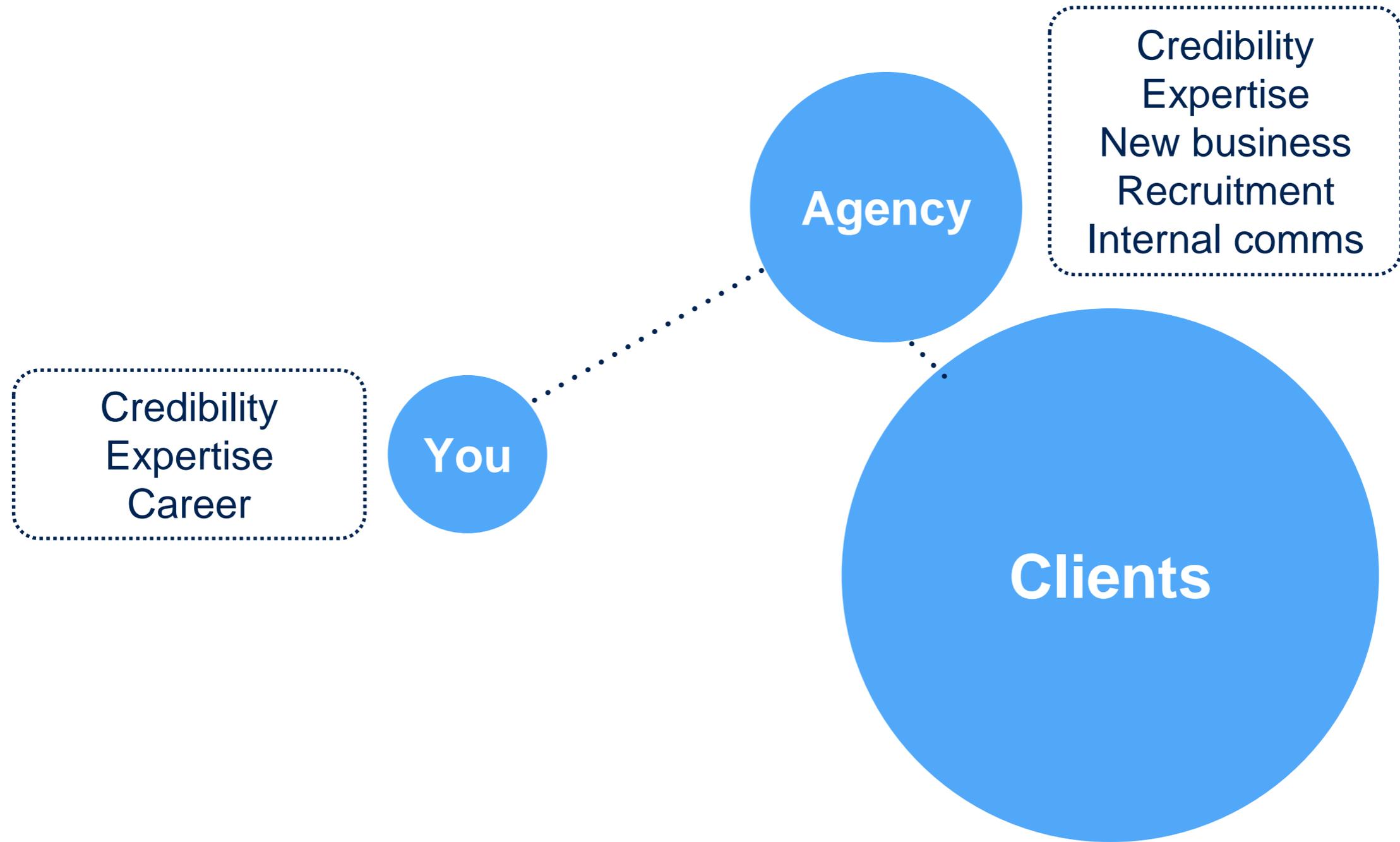
# Effort



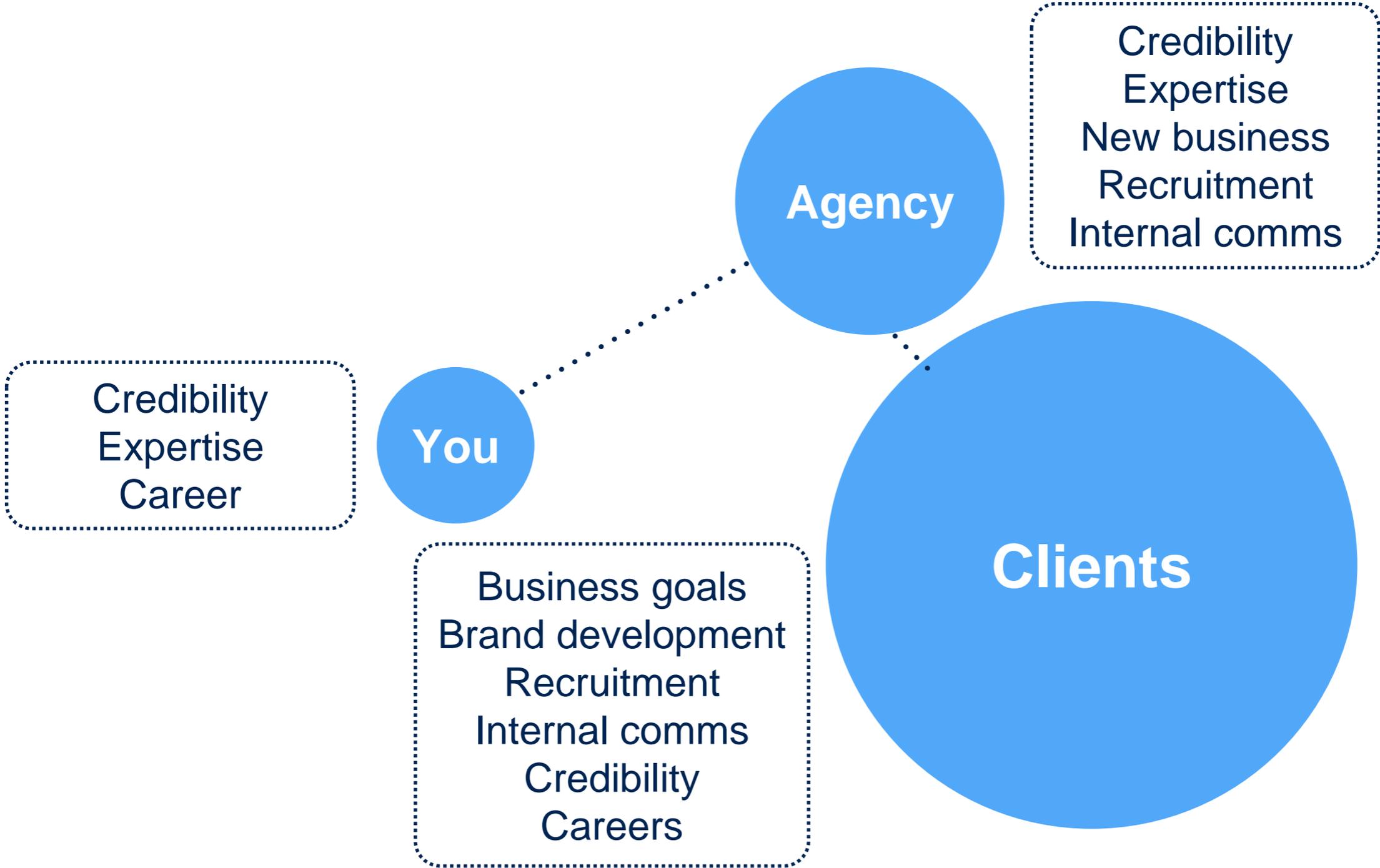
# Why they exist



# Why they exist



# Why they exist



# They're all the same



Career



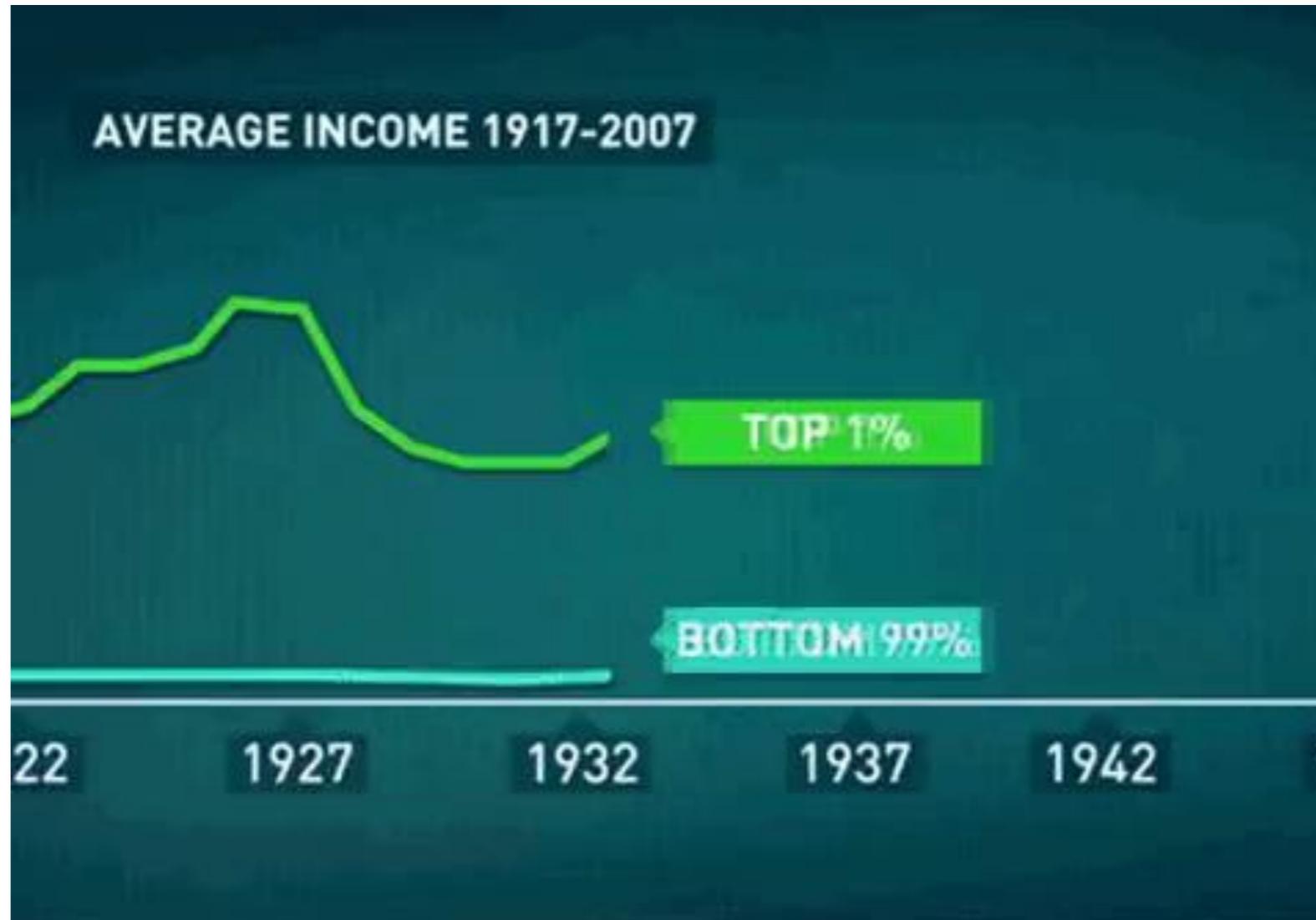
Credibility  
Expertise

New business  
In

Business goals  
Brand development  
Recruitment  
Internal comms  
Credibility  
Careers

Clients

# Inequality



**“Equality may perhaps be a right,  
but no power on earth can ever  
turn it into a fact.”**

***Balzac***

# **What gets in the way?**

**(and how you overcome  
barriers)**

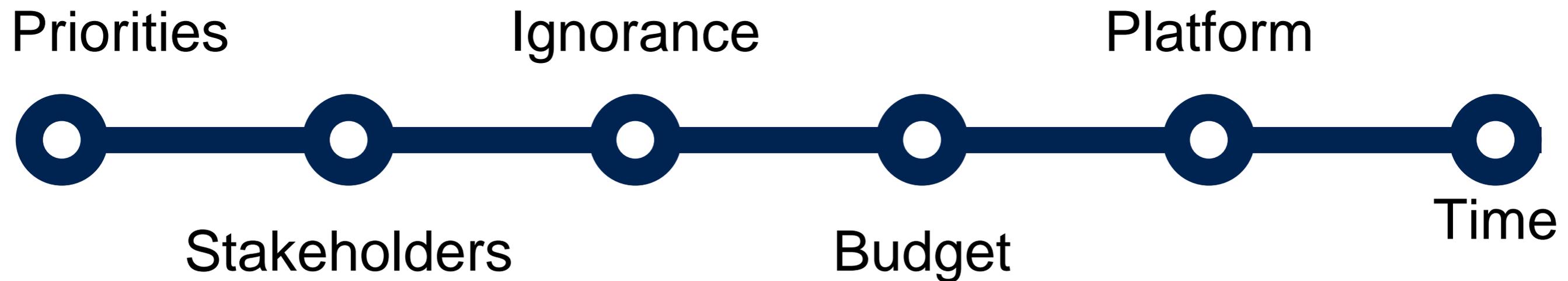
# Friction

# Advertising efficiency

80% of agency time to create and place ads is spent on low value tasks.

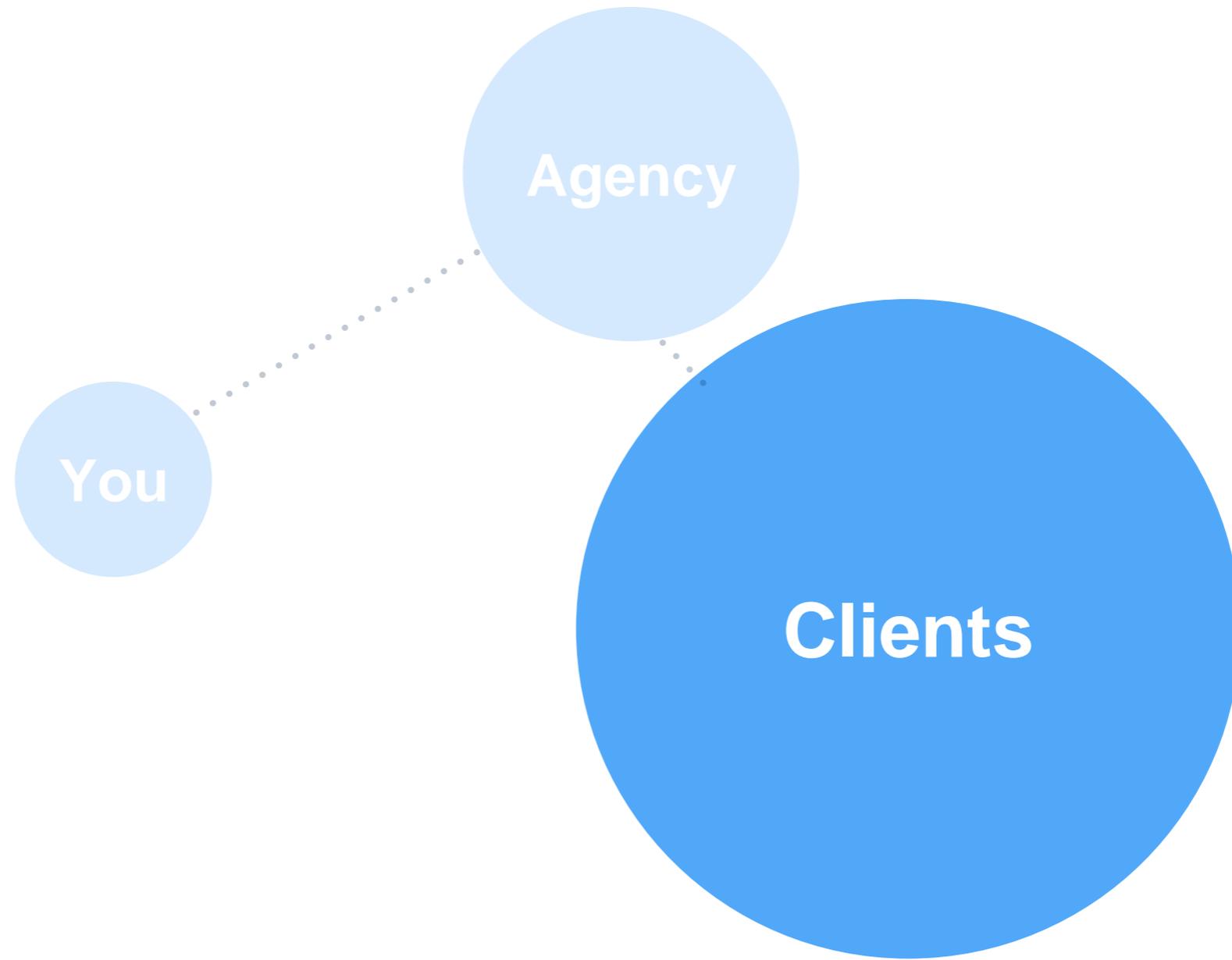
Source: [Boston Consulting Group](#)

# The advertising friction line

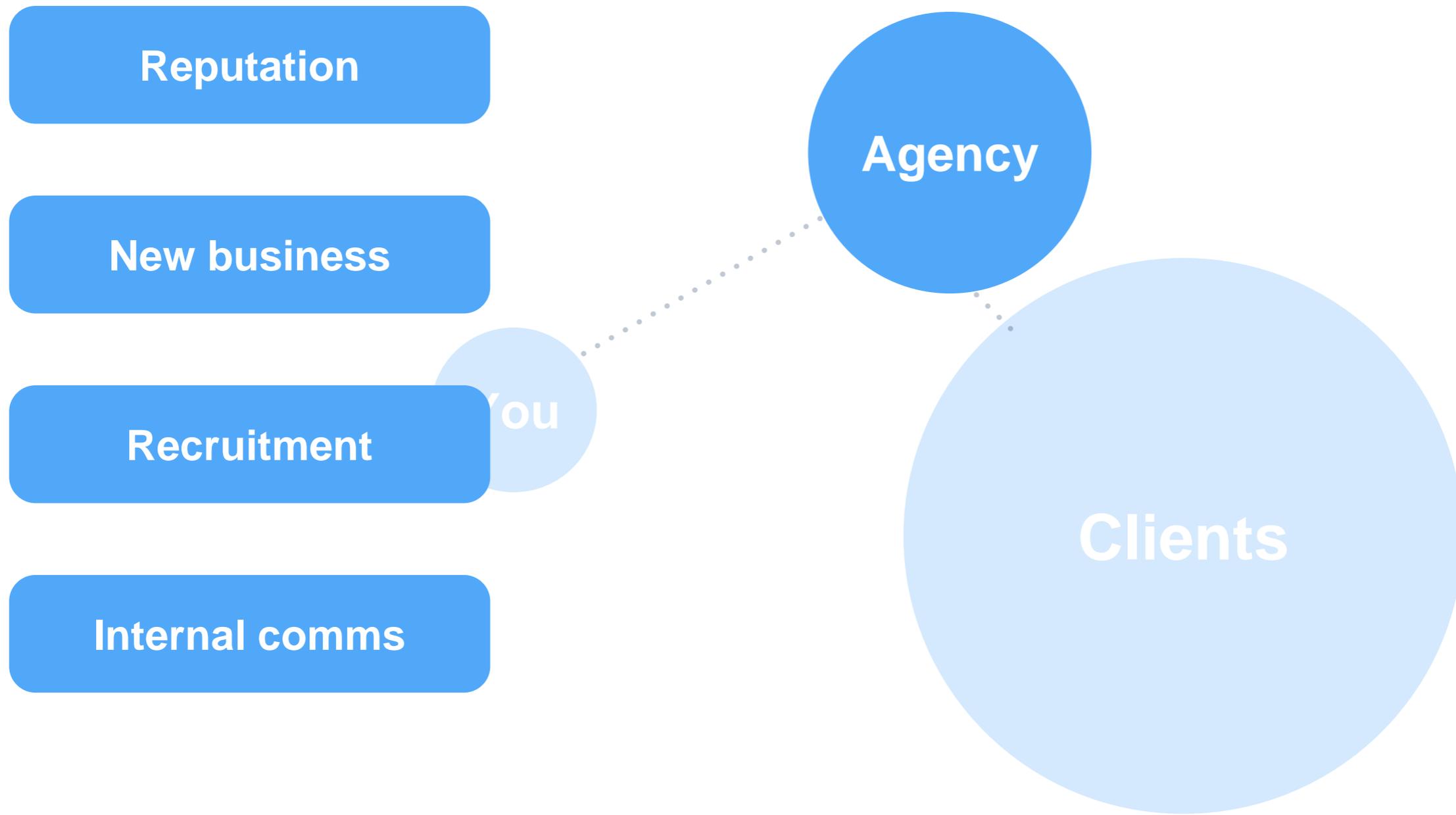


Twitter poll: <http://www.twitter.com/timmymc>

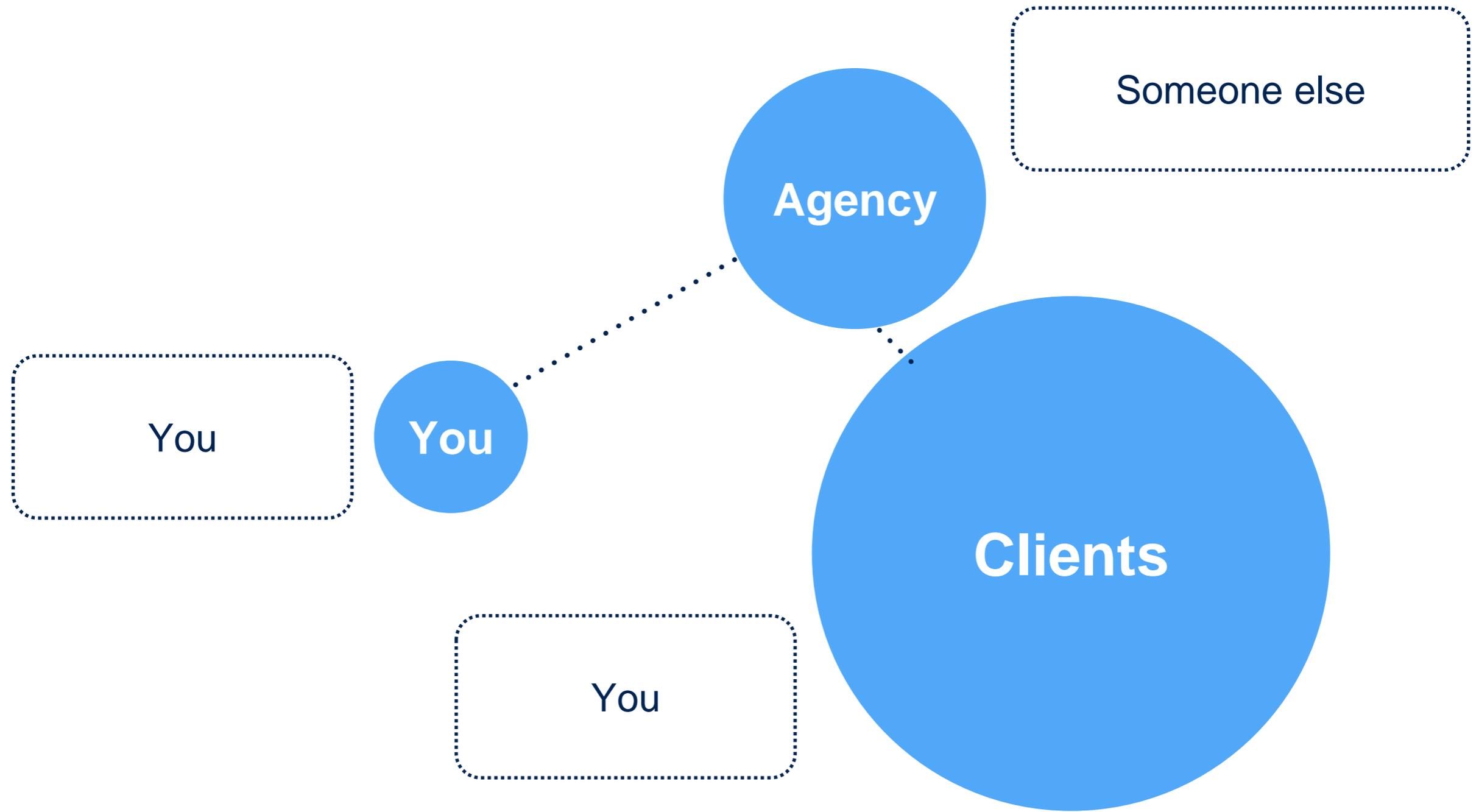
# Priorities

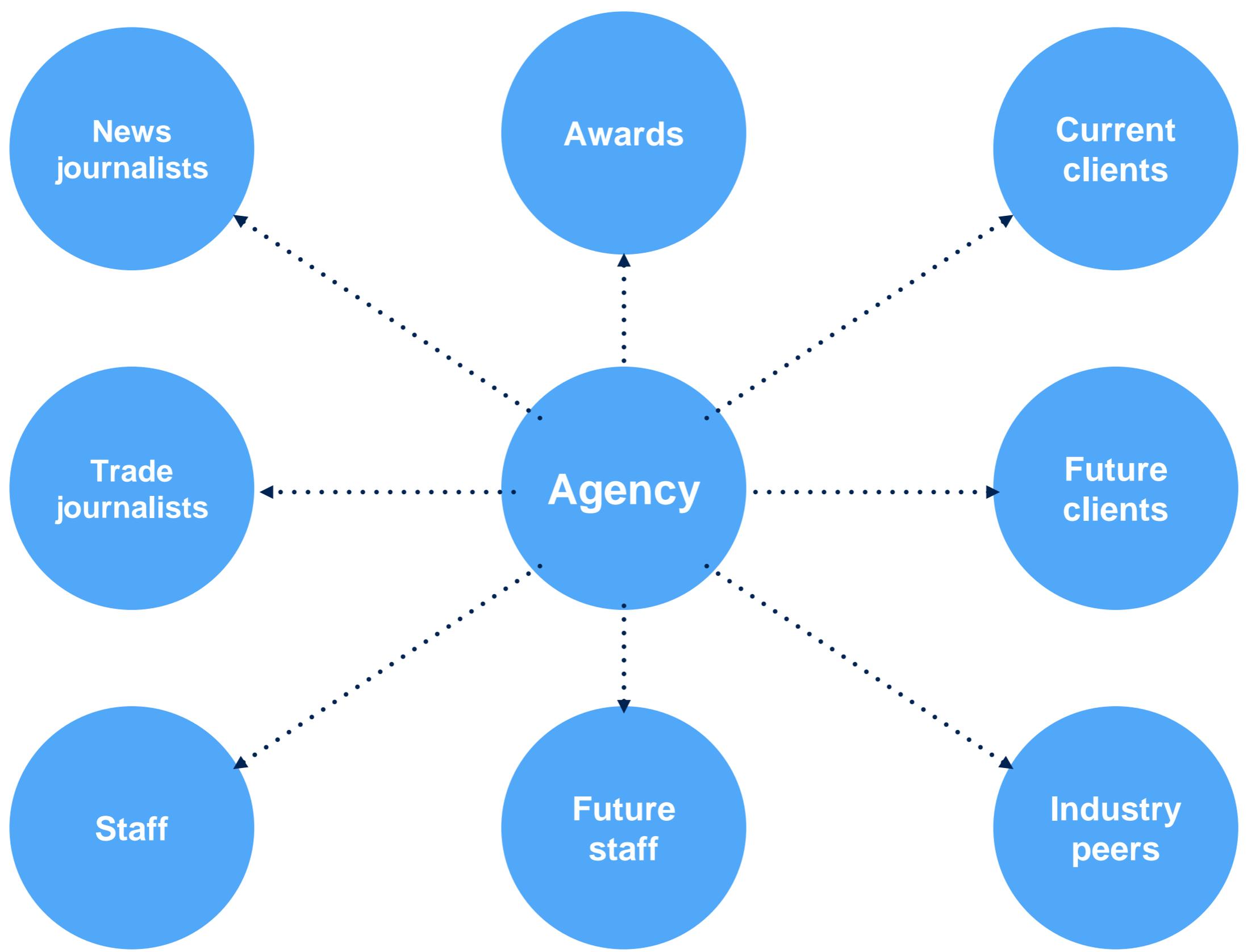


# Priorities



# Stakeholders





# Ignorance



Skills



Platform capabilities



Traditional

# **Ignorance: skills**

## **Same people & processes**

# Planning to remove friction

Audit

Plan

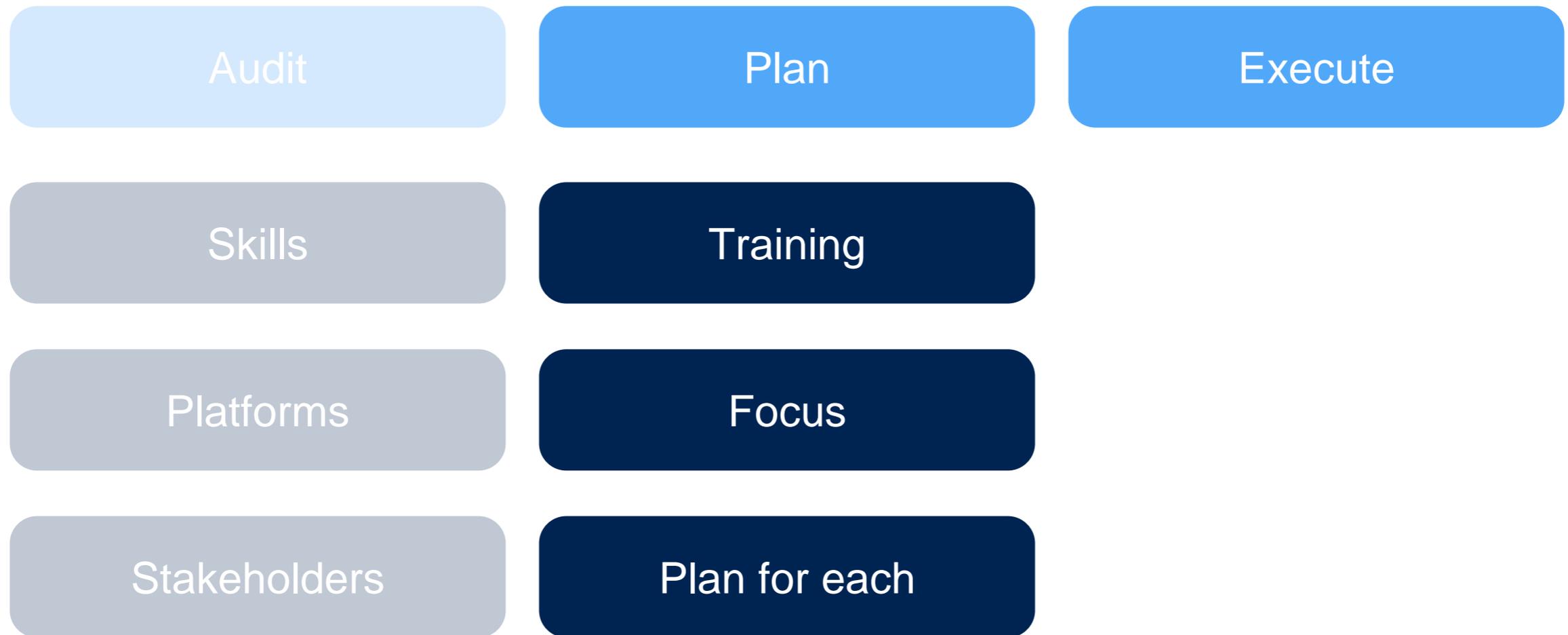
Execute

Skills

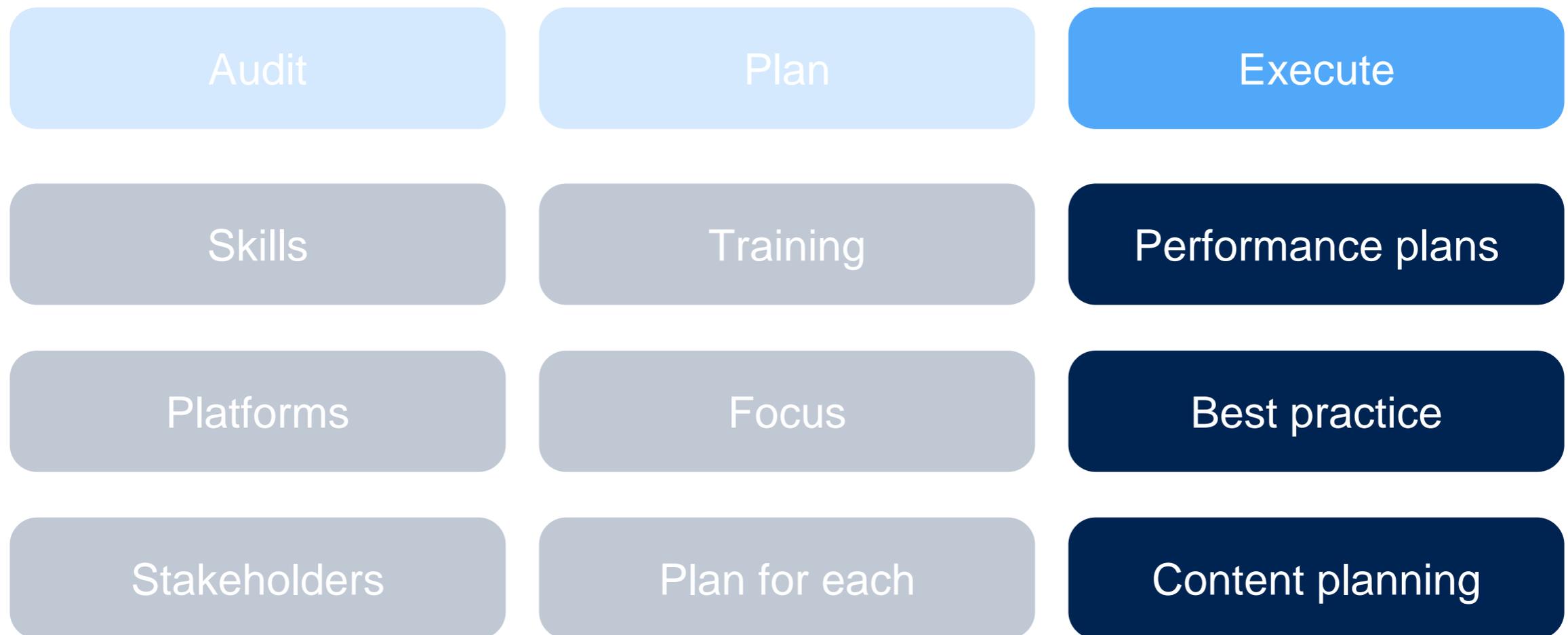
Platforms

Stakeholders

# Planning to remove friction



# Planning to remove friction



**Spend as much time on  
your own marketing as you  
do on your clients.**