# 

## From the agency behind the DRIFT and METADATA brands



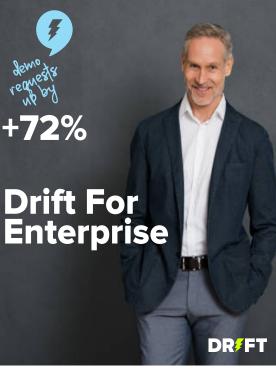


# Some background

I'm Algert founder and CEO and <u>Algert Branding</u> <u>Agency Throughout my</u> career I've helped companies from startups to corporations elevate their product and brand experience









# Some background

**Throughout my career** I've helped companies from startups to corporations elevate their product and brand experience

DR#FT

**Employee #5** 

**Played a crucial role shaping** the Drift Brand personality

**Experienced the hypergrowth** stage, with the company growing from 5 to 400+ employees in a just a few years



# Fast forward to today



Join TechCrunch+

Login

Search Q

TechCrunch+

Startups

Venture

# Vista Equity to acquire majority stake in SaaS startup Drift, taking it to unicorn status

Mary Ann Azevedo









## A CEO that understands the **importance of BRANDING**

This is absolutely crucial.



### **Positioning & Story**

Who you are and what you do.



### Personality

The fun part, and where the visuals play a crucial role.



### **Repetition & Consistency**

Get your brand image imprinted into the user's mind.





## O A CEO that understands the importance of BRANDING

# The Brand could be the difference between:









### with brand

# ONE BUTON DOLLARS.

## **OACEO** that understands the importance of BRANDING

**QUESTION:** What if my CEO doesn't care about **BRAND?** 

**ANSWER:** Work at a different company and a **CEO that does.** 



## **OACEO** that understands the importance of BRANDING

**QUESTION:** What if my CEO doesn't care about **BRAND?** 

**ANSWER:** Work at a different company and a **CEO that does.** 

THE GOOD NEWS!! **MOST CEOS DO CARE ABOUT BRAND!** 



# **0** Positioning & Story

## **Common mistakes we see** marketing leaders make





## Let their in-house marketing team work their magic

### Pay \$200K to agency or consultant "specializing" in brand positioning to do "research" 🤶



# The process and outcome often look like this:

When you want to compare	e yourself to a co	ompetitor:			
For target customer/audienc	ସେ୨୦ଋଢଛେ⊽				
		sign Layout References Mailings Learning Tools Vertical Side to Side Navigation Pane	e View View Developer Help	TextAloud     Search       Image: Split     Image: Split       Window     All	
a define product category	Views Imme	ersive Page Movement Show	Zoom	Window	
Unlike <u>competito</u> When you want to focus or	And in the tild again of the site and in the tild is the tild is the tild again of the site and the tild again of the site and the tild again is the site and the tild again is the site and the tild again is the site and tild tild tild tild tild tild tild til	<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	<text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	<text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text>	
For target customer/audier	<text><text><section-header><text><text><text><text><text><text></text></text></text></text></text></text></section-header></text></text>	<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	<text><text><text><section-header><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></section-header></text></text></text>	<text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	

Olgent



Lance White	ney 閿 🔏	œ −	-
Switch Macros Properties	6	3 Share	Comme
Macros SharePoint			
<text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	And the General Into Persper Proceedings Control for the Perspective System of the System of the System Into Perspective System of the System of the System of the System Control Into Perspective System of the System of the System Control Into Perspective System of the System of the System Control Into Perspective System of the System of the System Into And Into Perspective System of the System of the System System of The System of the System of the System of the System System of The System of the System of the System of the System System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System of The System of The System of The System System of The System o	A descent of the set for structure of the set of the se	white, white, Chilo, and and in behavior to a set of the and a set of the the the and a set of the the the and a set of the the the the the the and a set of the the the and a set of the
<text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text>	which an DBO (in makes are sure where the test of the	$\sim$ 10 k M cm cm mag Al $_{\rm em}$ Al $_{\rm e$	Understand of pro- frammer is an operation. The second sec

# Positioning 8 Story

Successful positioning requires answering these questions and being honest with yourself

We are	
Our product(s) solve	
Because we believe	

and who know it may even help you realize certain things you didnt know about your business and product

## requires ions and rself Do this





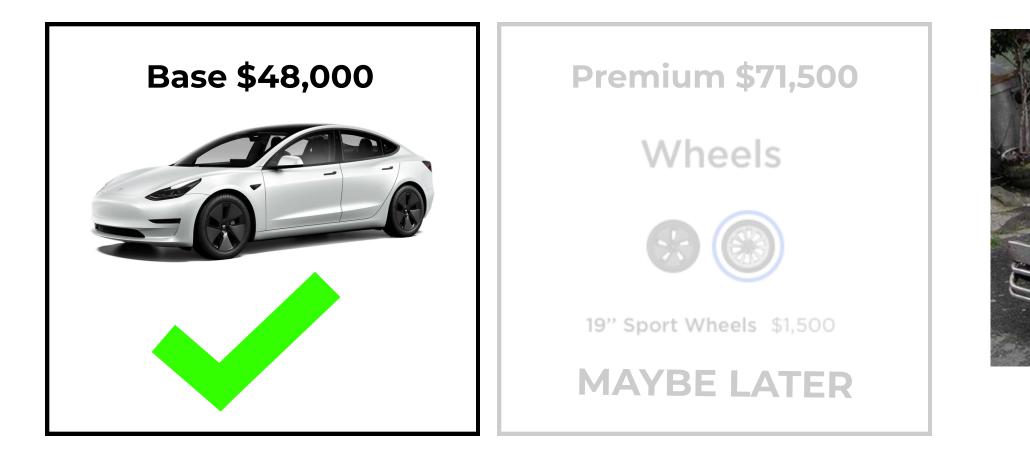
**ALWAYS put the customers front and** center. Let them be the hero of the story (NOT YOUR PRODUCT)





# Value for the money

Opt for the simpler strategy, a solid foundation and build from there. It's better to start with a simple but SCALABLE strategy...



## ...than a strategy that comes with with all the bells and whistles, but that is UNSCALABLE



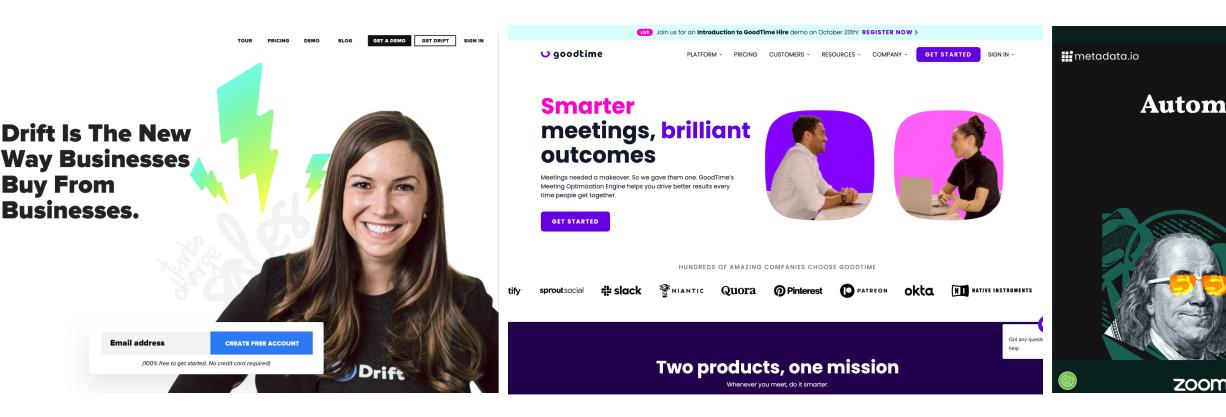




# Shaping the brand's personality relies heavily on CREATIVE work.

# It is important to NOT limit your creative team during this phase.

### **EXPERIMENT!!**



Forget the fluff and get real tactical at DEMAND 2022 on 10/20. REGISTER NOW

WHY METADAT

PRICING -

MERS COMPANY -

ThoughtSpot

URCES ~

Automate your paid campaigns and drive more revenue

Metadata eliminates manual and repetitive work for B2B marketers so you can focus on strategy and creativity.

IUNIPER



okta



# **Pro tip:** always use imagery of real humans



HUMAN

This is the most important part. We feature only real people on our media content and refrain from using stock imagery. This for a good reason. By doing so we are able to create original content others can relate and are drawn to. This is the most important ingredient.

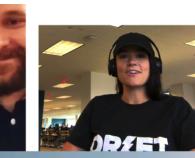










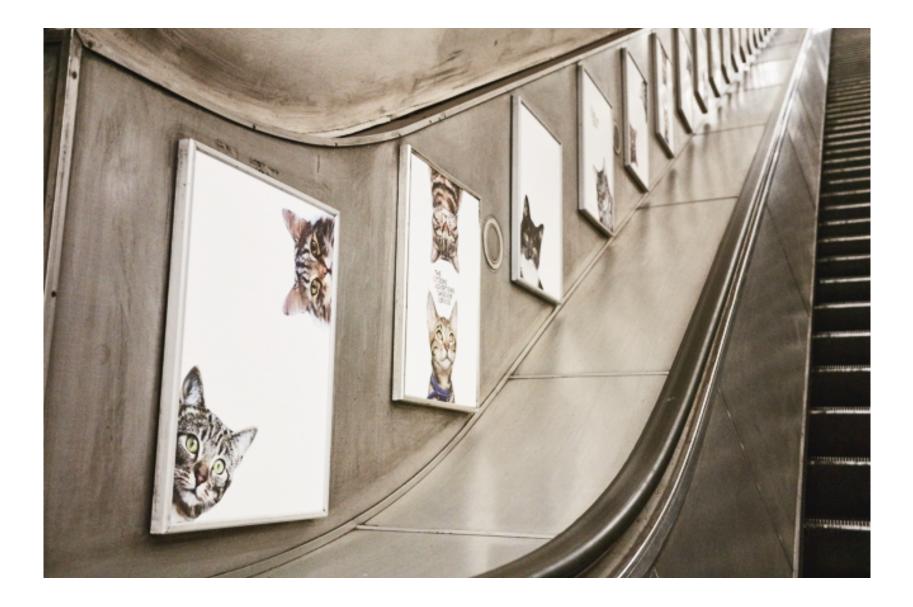


sure to ap

### BEING REAL AND TELLING THE TRUTH

# **G** Repetition & Consistency

Our brain gives preference to the familiar. Repetition is the process that imprints your brand image into the users' minds.



Olgen





A CEO that understands the **importance of BRANDING** 

This is absolutely crucial.



**Positioning & Story** 

Who you are and what you do.



## Personality

The fun part, and where the visuals play a crucial role.



## **Repetition & Consistency** Get your brand image imprinted into the user's mind.





A CEO that understands the **importance of BRANDING** 

This is absolutely crucial.



**Positioning & Story** 

Who you are and what you do.



### Personality

The fun part, and where the visuals play a crucial role.



5

## **Repetition & Consistency** Get your brand image imprinted into the user's mind.





A CEO that understands the **importance of BRANDING** 

This is absolutely crucial.



**Positioning & Story** 

Who you are and what you do.



## Personality

The fun part, and where the visuals play a crucial role.



**Repetition & Consistency** Get your brand image imprinted into the user's mind.





# Thank you.

## Linkedin.com/in/algert

## Website: algert.co

Olgent





