



Latest Episode

Classics: 4 Tips for Utilizing Brand to Differentiate in a Crowded Space with Andy Snyder, Rhinegeist Brewery



Insight of The Week

Use your brand as the lens by which to make decisions on your marketing efforts

1. Now that you know *how* to speak, *where and when* will you do so?
2. Identify the channels that work well for your category, then through the brand lens identify which ones make sense for your brand
3. Identify where your consumers are and GO THERE - meet them where they are with your messaging, don't make them go searching
4. Create clear and compelling messaging around why they should choose YOU in language that THEY understand and identify with. (Again, emotion and always brand-led)
5. Identify key metrics for measuring your plan (KPIs)



ForthRight Women Event

"Elevate Your Voice: Clearing the Path to Your Vision"

When: September 28, 2023

Where: North by Hotel Covington

Guest speaker: Donna Salyers

[Purchase Tickets Here](#)



FRp Spotlight

Andy Snyder, Brand Management at Rhinegeist Brewery

"Authentic is the #1 thing. These beers were built with such an honest intent from the very start - that has trickled down in terms of how the brand sounds."



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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