

The Invitation to Join the Conversation

Sharing effective stories to connect with emerging scholars



Coastal Bend
COLLEGE



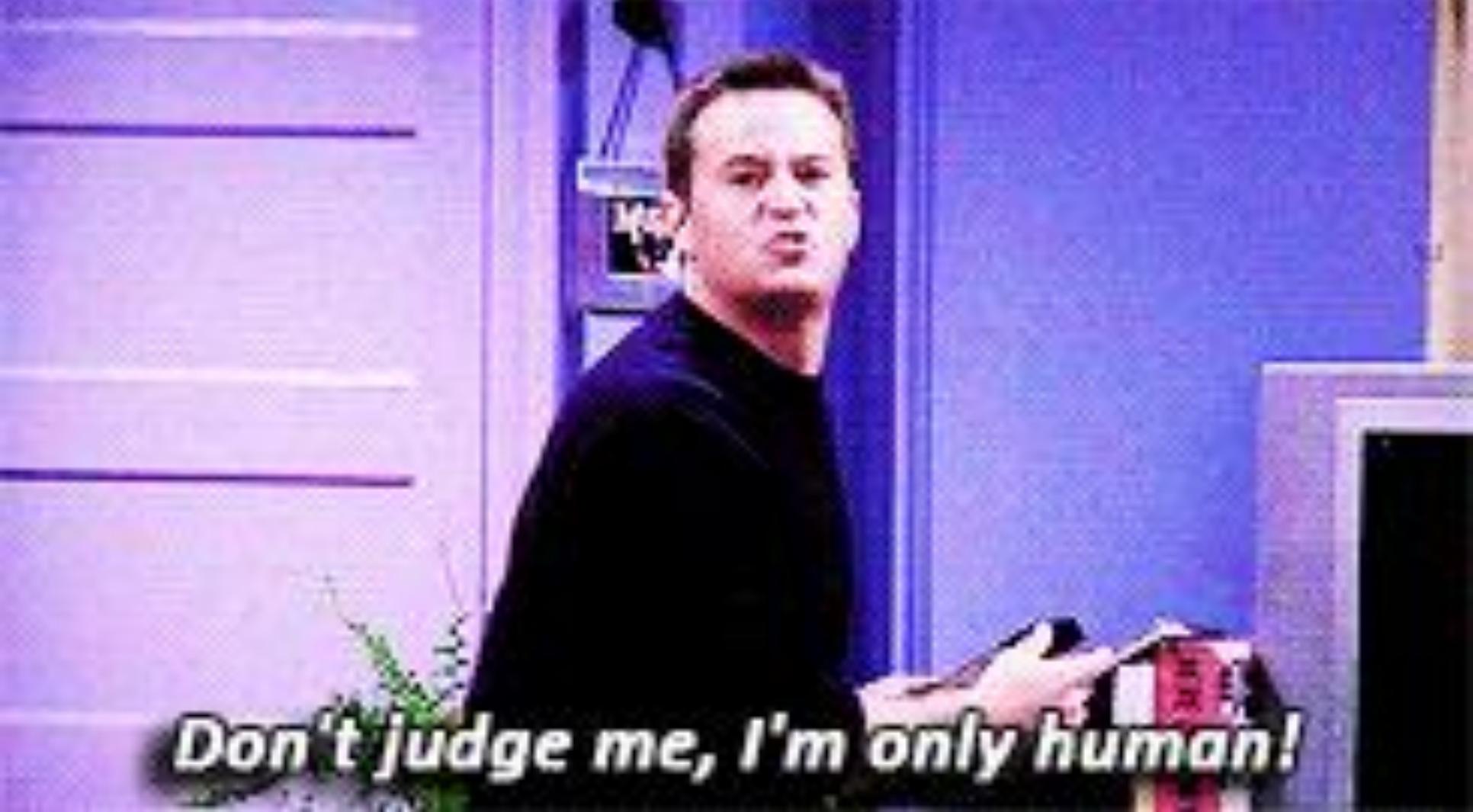
Coastal Bend
COLLEGE

“A brand is created when a company **EARNS** the right to have a relationship with their customer.”

– Charlotte Beers, former CEO of Ogilvy & Mather



Coastal Bend
COLLEGE



Coastal Bend
COLLEGE

People aren't perfect and neither is your brand.

- Transparency
- “me too” moments

Marketing Rebellion:

First Rebellion: End of Lies

**Second Rebellion: End of
Secrets**



Coastal Bend
COLLEGE

Marketing Rebellion:

Third Rebellion: End of Control

1. Emotional connection to a human, not a product
2. The customer is the marketer

**A brand is no longer
what we tell the
consumer it is.**

**It is what consumers tell
each other it is.**



Coastal Bend
COLLEGE

Human Impressions

- Purpose
 - Word of Mouth
- Social Media Fueled



THE MARKETING THAT WORKS



McKinsey research

On average, 2/3 of touch points during the evaluation phase involve human-driven marketing activities.

- Internet Reviews
- Social Media
- Word of Mouth
- Online experts

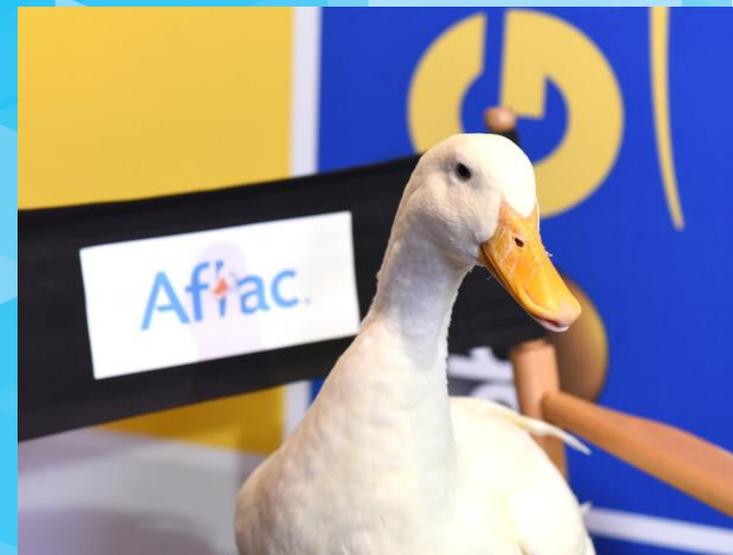
2/3 of your marketing...is not you!

Making Marketing Human

- Students aren't just data points on a spreadsheet.
- Their values and way of life are not decided by what generation they are.
- They are individual humans that need human marketing.



HUMANIZING



What won't change in the next 10 years?

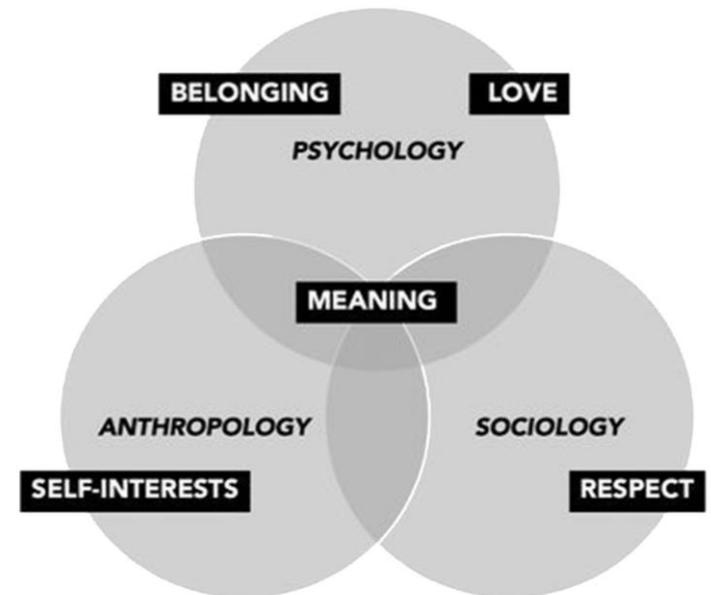
- Colleges and universities will still be around
- Prospective students will want to be able to figure things out on their own
- Students want options and selections of majors
- Students need flexibility with scheduling and paying

What do our students already love and want?

- No need to redesign the wheel
- Focus on those key points
- You are not your competitors

Five Constant Human Truths

- Feel loved
- Belong
- Protect self-interests
- Find Meaning: Purpose
- Be respected



Storytelling

- Communicate
- Educate
- Share
- Connect
 - Observations
 - First-hand Experiences
 - Transmitting Knowledge

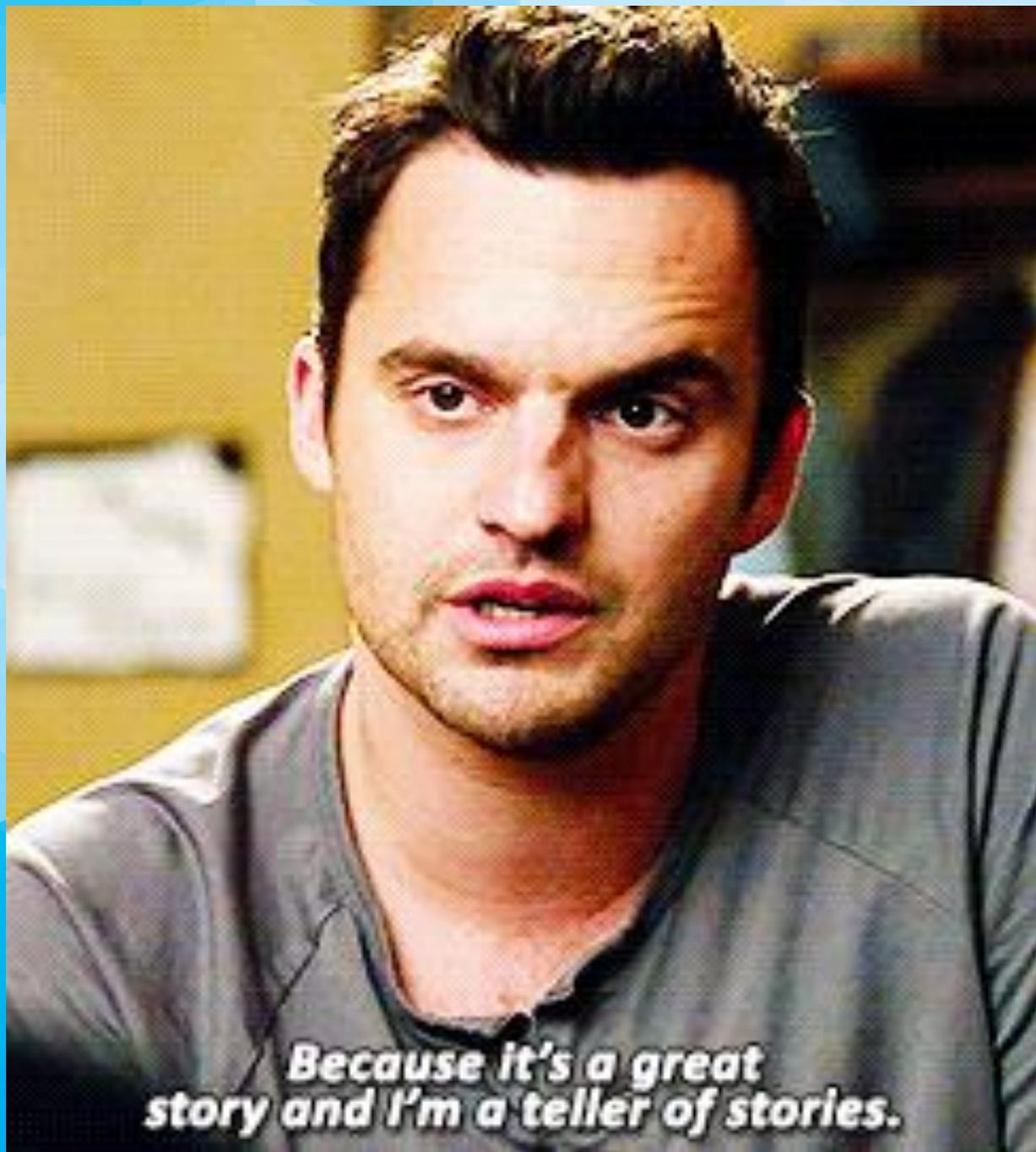


People represent the reality of “what is”.

Brands represent the cultivation of “what could be”.

- **Attractiveness**
- **Attitude**
- **Achievements**

The brands we choose to champion are an expression of our better selves, brands help us articulate what we wish for ourselves and the brand helps satisfy that desire.



Because it's a great story and I'm a teller of stories.



Coastal Bend
COLLEGE

We don't "own" our students.

We own a space and help our students belong.



Coastal Bend
COLLEGE

"Congratulations babe. Today is the day! The day you get a paper that reminds you that you've completed one of the toughest obstacles you'll ever have to face. You've done it! Since I've met you 10 years ago, you shared your goals with me, and today you receive a paper that says Completion of Registered Nurse Program! No one on this earth will ever understand just how much you've struggled to complete this goal of yours. Kaitlynn and I are your biggest fans, and we also thank... [See More](#)



👍❤️👏 111

4 Comments 2 Shares

It's always a great day to be a Cougar but especially when your CBC Baseball team wins the first Region XIV CHAMPIONSHIP in CBC History by beating the Tyler Junior College Apaches 5-1 to win the 7 game conference series.



👍❤️👏 297

40 Comments 129 Shares 10K Views

**Marketing isn't about
“our story.”**

It's about their story!



Coastal Bend
COLLEGE



ONE OF US! ONE OF US!



Coastal Bend
COLLEGE

**Personal Brand
Is now the
College brand.**



Coastal Bend
COLLEGE

Braden Becknell

Communication Specialist

Coastal Bend College

361-354-2259

bbecknell@coastalbend.edu



Coastal Bend
COLLEGE