

PARTYSLATE

Digital Day



**Discovering Your Brand Differentiators
as a Content Creator**

Agenda

- 5 elements of brand strategy
- Why brand differentiation so important
- How to identify your brand differentiators
- How to communicate your differentiators
- Action plan



5 important elements of brand strategy

- Purpose Your mission and why you do what you do
- Values What you stand for, your core values, and what you believe
- Personality How you want to be perceived by others
- Positioning How you are different and how you appeal to target clients
- Identity What your brand looks like and how it appears to others

Identifying and communicating your differentiators

- Purpose Your mission and why you do what you do
- Values What you stand for, your core values, and what you believe
- Personality How you want to be perceived by others
- Positioning How you are different and how you appeal to target clients
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Why brand differentiation is so important

- Research has shown that high-growth services firm are 3x more likely to have a strong differentiator
- A robust brand differentiation strategy allows companies to be more targeted in their marketing
- Differentiation boosts prospect appeal, increases client loyalty, and widens profit margins
- It also generates higher fees and positions you as an industry leader
- If you don't have a strong differentiator, the only option is price



[AJ Events | Living Legends Gala for the Museum of African American History](#)

What is a differentiator?

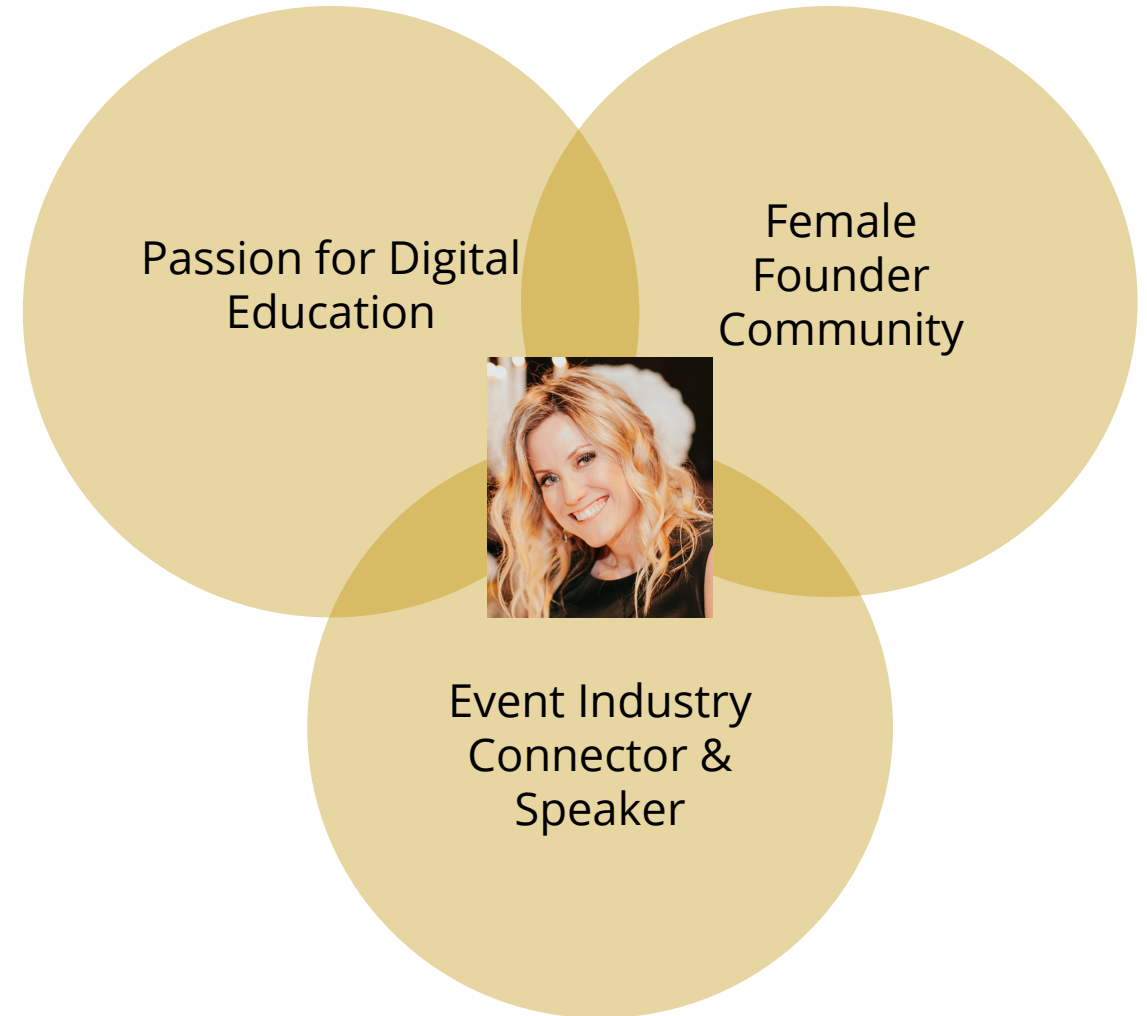
- A differentiator is something that makes your business both meaningfully different from your competitors and more valuable in the eyes of your target audience
- Differentiators are the building blocks of a differentiation strategy
- But simply calling something a differentiator doesn't make it so

The differentiator test

1. Is it true? (It exists for real)
2. Is it relevant? (It matters)
3. Is it provable? (It's easy to show)

Consider your founding story

- Consider the uniqueness of your founding story details:
 - Past experiences
 - Perseverance
 - Education
 - Credibility
 - Trailblazer
 - Feel-good



Other opportunities to differentiate your brand

- Specialize in a particular type of event
- Offer a distinct level of service
- Have a unique process
- Understand a specific target audience
- Team experience or expertise
- Highly visible thought leader
- Geographic focus
- Unique relationships or network
- Distinct brand personality

The daughter of an interior designer, Annie Lee is the principal planner of Daughter of Design, founder of Plannie, and author of Learn to Speak Wedding: Flashcards for Beginners.

AJ Events has raised over \$64MM. We help non-profits Achieve More, create More Exposure, Increase Engagement and Funds, and Maximize their Potential with our Signature Service - Gala Production + Fundraising.

How to identify your brand differentiators

AJ - EVENTS

DAUGHTER *of* DESIGN

How to communicate your differentiators

“Test” your defined differentiators on customers and non-customers; ensure relevant to clients

Evaluate how much impact your differentiation strategy will have on their perception of your brand

Communicate

- Consistent messaging on all platforms
 - Website
 - Social media
- Actions
- Speaking engagements and panels
- PR opportunities/give quotes in specialization area



How to communicate your differentiators

Virtual
A Meeting Planner's Successful Pivot on Virtual Events
 APRIL 8, 2021 | 12:15PM ET
AJ WILLIAMS
 President & Creative Director
 AJ Events
 REGISTER TO WATCH:
www.instituteofvirtual.com

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ajwevents Join in April 8th at 12:15pm ET as I talk about pivoting to handle virtual events in the wake of COVID-19! My episode with @instituteofvirtual is one you won't want to miss!

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BRIDES

What to Know If You're Planning a Wedding During COVID-19

Experts discuss today's challenges and what to expect in the future.

by [Anna Price Olson](#) | Updated 03/15/21 12:08PM EDT

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daughterofdesign Is planning an event as dangerous as hiking with lions? Sorta. Check out this @brides COVID-19 wedding planning game plan, version March 2021 to see smart tactics and strategies for planning at this stage of COVID-19. Folks we are on the 5 yard line, so close but as Dr. Fauci said, don't spike the ball yet! Find out what are our thoughts on hosting events in Spring, Summer, end of year, destinations and why it's so important to have an event planner more than ever! @askplannie

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MARCH 16

ajwevents
 Museum of Fine Arts, Boston

Liked by [lindaholliday_](#) and 100 others

ajwevents Last night's #kinglegacynight was the most diverse event I've ever planned. We raised \$1.2 million for the king memorial. #hugesuccess #event #eventplanner #mlk #kingboston #epic.

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Action plan

1. Define your brand differentiators

- Research the competitive landscape
- Look for consistent reasons you are winning business
- Brainstorm with trusted colleagues and creative partners

2. Document your holistic brand strategy

- Purpose
- Values
- Personality
- Positioning
- Visual identity

3. Create a content strategy to strengthen your differentiation

- Focus on 2-3 content areas to build authority
- Amplify content on social media and blogs
- Secure speaking engagements to reinforce your differentiators

How we can help

- Create a PartySlate profile
- Free review of your brand differentiators

Up next:

5PM CT: Join us on Clubhouse!

Clubhouse Room Name:
Wedding Industry Leaders Share
Digital Best Practices

Our speakers will take all of your
tough questions and recap biggest
takeaways from the day.

