



THE 4 STEPS TO DISCOVERING YOUR #RALLYPOINT



As CMOs, Marketing VPs and Creative Directors, we're good at what we do. We juggle endless meetings, corporate politics, increasing workloads, budget cuts and a department of experts. We tell excellent stories about our brand – what it does, how it does it, and why it's better than its competitors.

The problem is, people no longer believe us.

Only 11% of Americans trust advertisers (just ahead of the 10% vote of confidence in Congressmen and car dealers). Today's savvy consumers know trusted advice and honest reviews are just a click away. So why do we still spend so much time, effort and money telling stories no one believes?

It's time to evolve. **It's time to stop telling autobiographies and start telling stories people truly care about, rally around and want to share.** It's time to speak from the heart, talk with people instead of at them and build relationships. Because when we have great relationships with people they are more likely to:

- **Believe in what we say**
- **Value us over our competition**
- **Become a lifelong customer**
- **Introduce us to their friends**
- **Forgive our mistakes**

At the heart of every great relationship is a #RallyPoint, a shared reason why, that has the potential to unite, destroy, mobilize, or empower. When we harness this power, we attract raving fans who share our sense of purpose and become our biggest advocates. Brands like Apple®, Toms® and Coca-Cola® do this well. 3.5 million Toms'® customers were willing to spend a whole day without shoes and document their experience online. As a result, Toms® received 62 million impressions and donated 27,435 shoes to children worldwide. **Their brand advocates rallied behind their event, not because of what the brand is or how it does it, but because they wholeheartedly believe in why they do it.**





**Discovering your brand's rally point is not easy. It requires courage, perseverance, determination and a little bit of luck.
To find yours, follow these 4 steps.**

1

Get to the heart of things. Why does your brand do what it does?

Your #RallyPoint should explain everything you do, from your marketing efforts, to social media conversations, to product launches and recruitment efforts. Why does Toms® hold a One Day Without Shoes event? Why do they deliver shoes, eyewear, water, safe births and bullying prevention to people worldwide? It's because they are likely to believe that "giving improves lives."

2

Make it unique. Make it you.

Although you may share some beliefs with your competition, your #RallyPoint, the "why" at the heart of everything you do, must be as unique as you. Otherwise, why would your audience choose to rally around your brand versus a competitor's? For example, many athletic apparel companies likely believe "it takes passion to live a life you love" but only Lululemon Athletica truly lives by it.

3

Keep it short and simple.

Your #RallyPoint must be easily understood by everyone. If your employees, customers, investors, and vendors can't understand it, how can they rally behind it? Complicated language, buzzwords and industry jargon only confuse and dilute your message. Instead, speak plainly and from the heart. After all, which of these potential Coca-Cola® #RallyPoints resonates more: "life is short. Enjoy every moment," or "taking time to enjoy every moment in life is the foundation of happiness"?





4

Make it a belief that communicates your strength. Avoid boasts.

How do you know you've landed on a great #RallyPoint? Because it eliminates the need to boast about your strengths and instead, causes others presume them. If someone told you that they believe, "honesty is the best policy," you would likely assume that they are an honest person and value honest relationships. If they instead told you "I am always honest." Are you less or more likely to believe them? Which approach is a better start to a great relationship? When you tell someone what you believe rather than what you are, people are more likely to believe you and immediately connect with you.

Most of us still try to market to people by talking at them, instead of to them. The problem is, people are no longer listening. So, it's time to stop focusing on manufacturing brands and instead simply start speaking from the heart. Because once you find your #RallyPoint and get to the heart of things, people become raving fans and your most ardent supporters.

For help discovering and sharing your #RallyPoint, give us a call at 918-899-3778 or email us at info@golevo.com.

