

Rabbit Holes

Professionally Creating Your
Brand Story and Multiplying
Your Marketing Efforts



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Rabbit Holes

1

what is
content marketing
+ brand voice **mini**
workshop

2

WTF is a
brand story
+ examples

3

workshop
build a story

4

workshop
rough out a content
marketing plan

Marketing and Content Marketing

Developed by Sarina Villareal Ehrgott with Josh Loftin, 2019





Relevant

Consistent

Valuable

Evergreen



Limited edition The Magic Flute socks are available from Tribe Socks through 9 a.m. November 15.



WESTPAC LONG GALLERY NOW OPEN



100

AD ART

2019



A carrot with green leafy tops is positioned vertically. A purple diamond-shaped graphic is centered behind the carrot, and a horizontal purple rectangular label with the word "TWITTER" in white capital letters is placed across the middle of the carrot.

TWITTER

A carrot with green leafy tops is positioned vertically. An orange diamond-shaped graphic is centered behind the carrot, and a horizontal orange rectangular label with the word "INSTAGRAM" in white capital letters is placed across the middle of the carrot.

INSTAGRAM

A carrot with green leafy tops is positioned vertically. A purple diamond-shaped graphic is centered behind the carrot, and a horizontal purple rectangular label with the word "FACEBOOK" in white capital letters is placed across the middle of the carrot.

FACEBOOK

A carrot with green leafy tops is positioned vertically. An orange diamond-shaped graphic is centered behind the carrot, and a horizontal orange rectangular label with the word "BLOG" in white capital letters is placed across the middle of the carrot.

BLOG

A carrot with green leafy tops is positioned vertically. A dark purple diamond-shaped graphic is centered behind the carrot, and a horizontal dark purple rectangular label with the word "WEBSITE" in white capital letters is placed across the middle of the carrot.

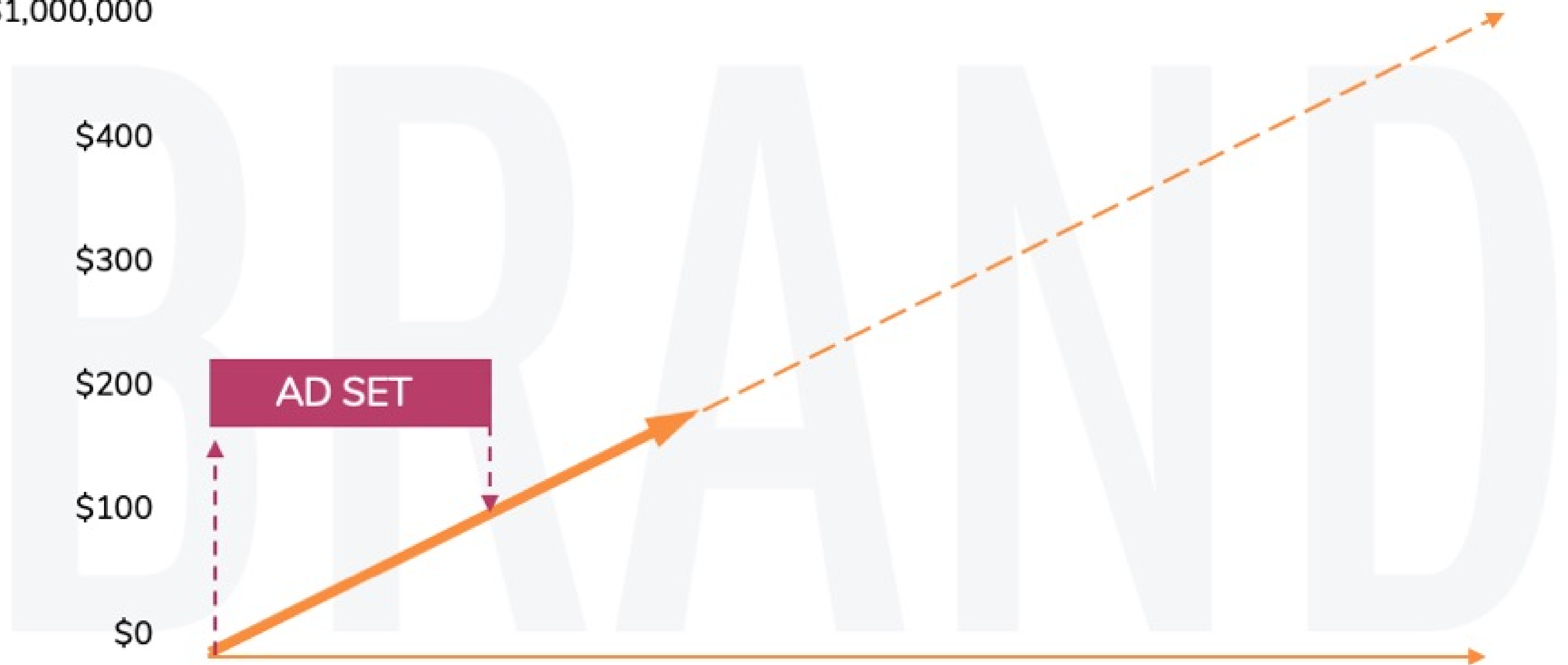
WEBSITE

BRAND



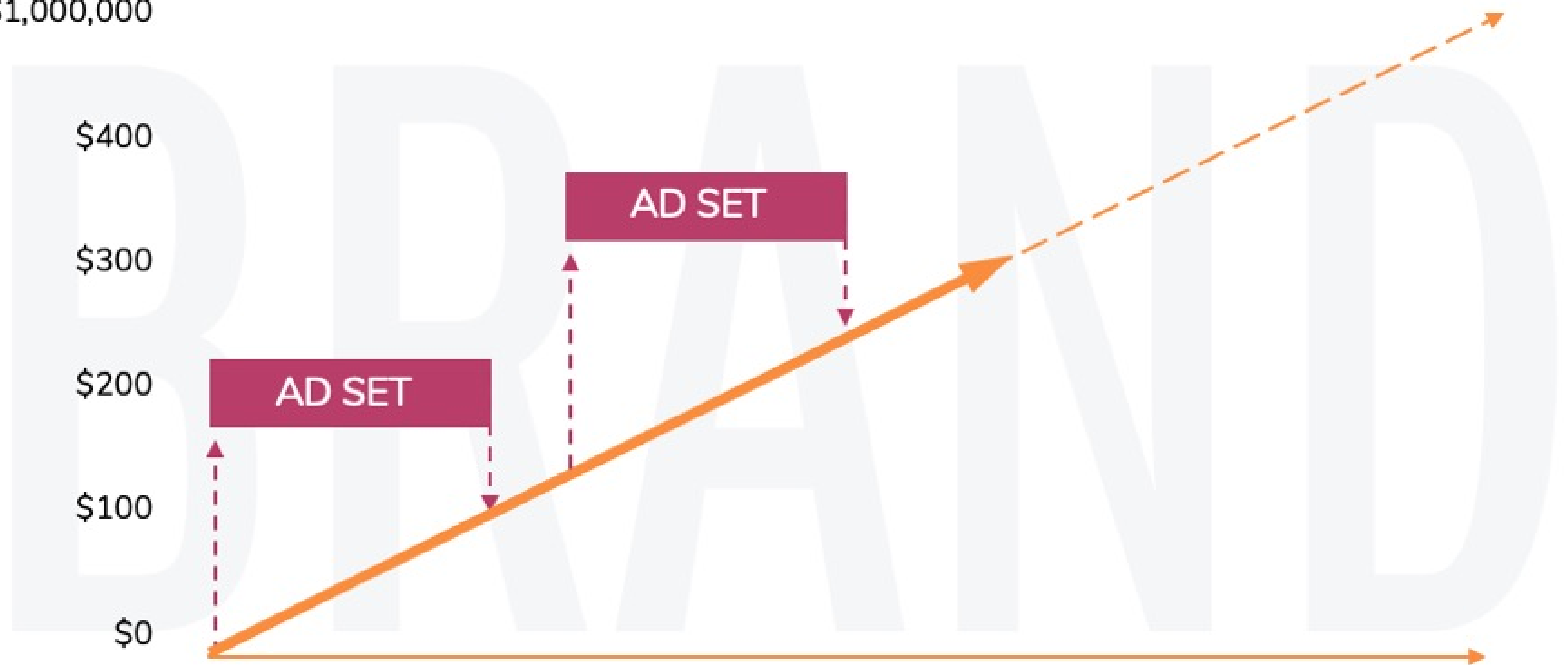
BRAND AWARENESS OVER TIME

\$1,000,000



BRAND AWARENESS OVER TIME

\$1,000,000



BRAND AWARENESS OVER TIME

\$1,000,000

\$400

\$300

\$200

\$100

\$0

Brand Equity

BRAND AWARENESS OVER TIME



Developed by Sarina Villareal Ehr Gott with Josh Loftin, 2019

ADVERTISING

Buy your season tickets now!

ADVERTISING

Buy your season tickets now!

CONTENT
MARKETING

We invite world renowned
artistic directors to help shape
our powerful seasons.

ADVERTISING

Buy your season tickets now!

CONTENT
MARKETING

We invite world renowned
artistic directors to help shape
our powerful seasons.

BRAND VALUE: WORLDLY PERSPECTIVE

THE BENEFITS OF CONTENT MARKETING

Visibility

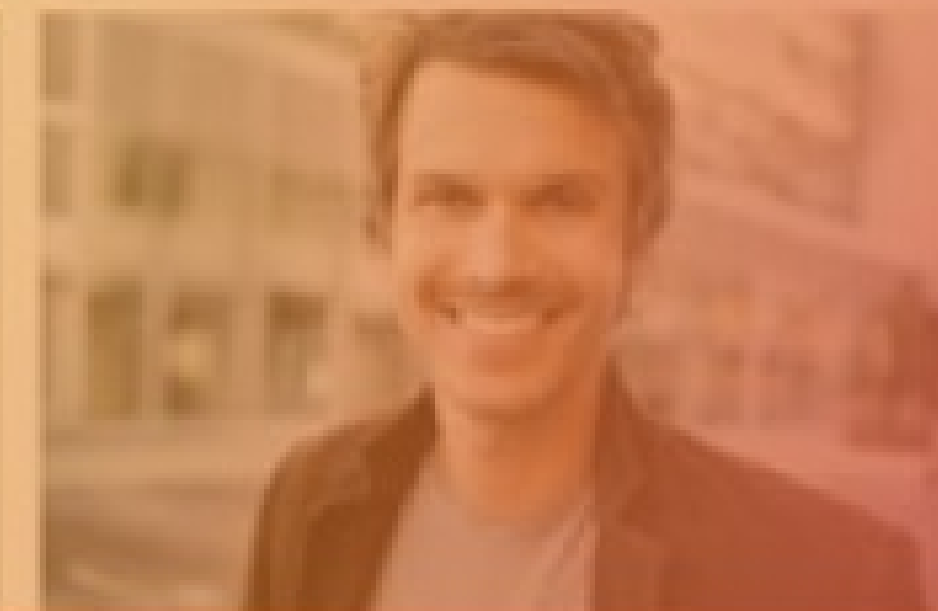
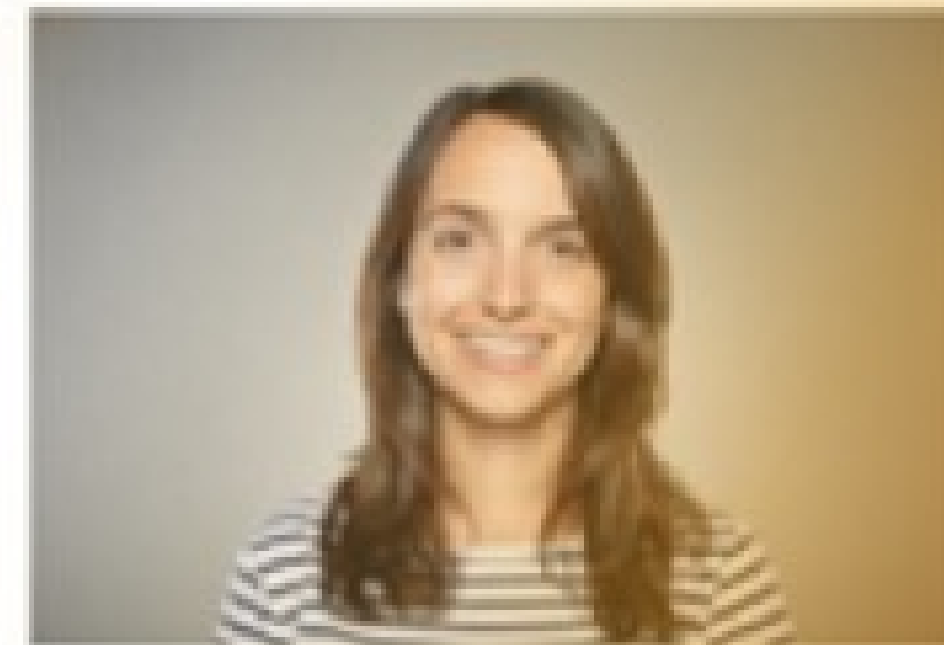
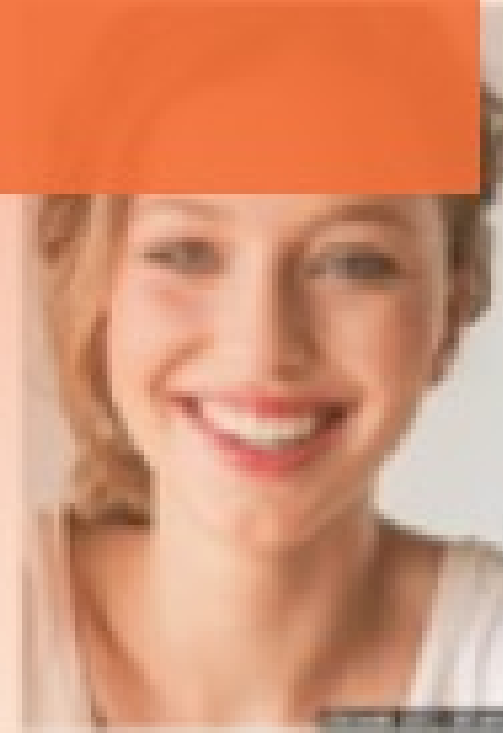
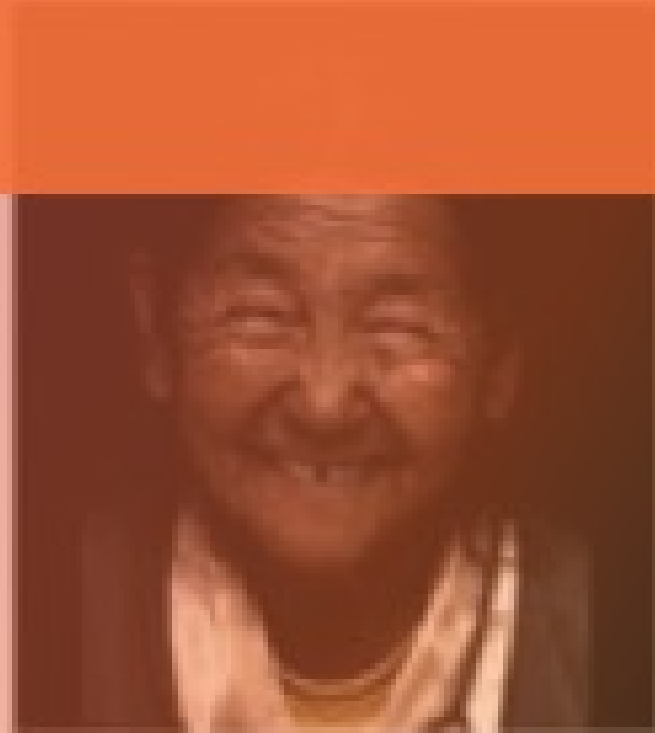
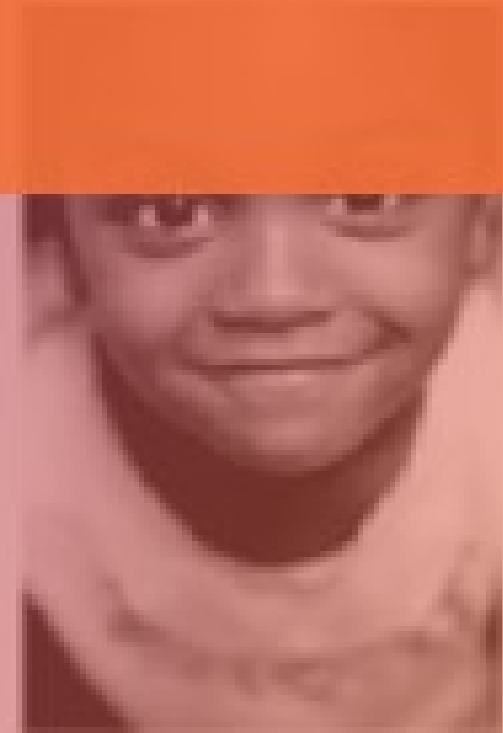
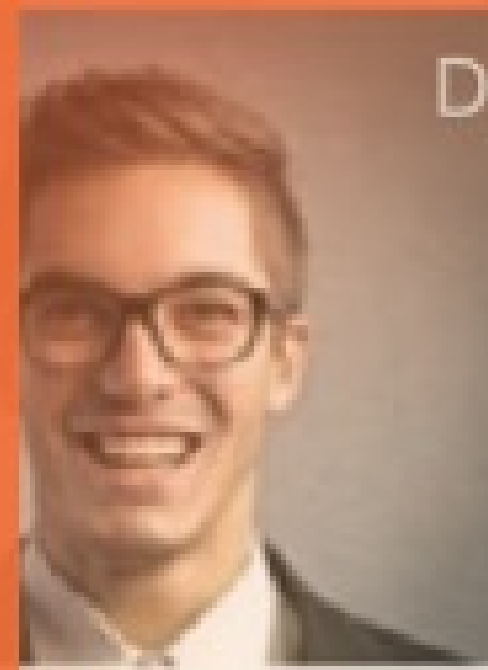
Defines a Niche

Builds Trust

YAAAS!
They Are
consuming
my content!

Brand Personality

Developed by Sarina Villareal Echeverri with Josh Loftin 2019



Good afternoon WHAT'S UP
HELLO
hiya HOWDY
Ki
Greetings

Bold	Innovative	Caring	Cooperative
Helpful	Calm	Light-hearted	Edgy
Serious	Luxurious	Rational	Conservative
Adventurous	Humorous	Witty	Humble
Imaginative	Mysterious	Altruistic	Energetic
Brave	Elegant	Tough	Serious
Thoughtful	Warm	Sexy	Expressive
Dependable	Fresh	Relaxed	Liberal
Friendly	Worldly	Quirky	Rebellious
Authoritative	Glamorous	Intellectual	Professional
Quiet	Suggestive	Fluffy	Vibrant
Strong	Gentle	Clever	Rhythmic
Whimsical	Rugged	Feisty	Captivating

Good afternoon WHAT'S UP
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Greetings

Telling Your Brand Story

Developed by Sarina Villareal Ehrigott with Josh Loftin, 2019





**"I still go climbing
with my dad.**

**Let's just say that one
day I want for that my
kids, too."**

**Jordan Leads, the
"Born Free Baby"**



PATAGONIA

“During the past 30 years, we've made many mistakes but we've never lost our way for very long. ... We can't bring ourselves to knowingly make a mediocre product. And we cannot avert our eyes from the harm done, by all of us, to our one and only home.”

Hero
Call
Villain
Closure





Bestselling author of *Purple Cow*, *Linchpin*, and *Poke the Box*

SETH GODIN

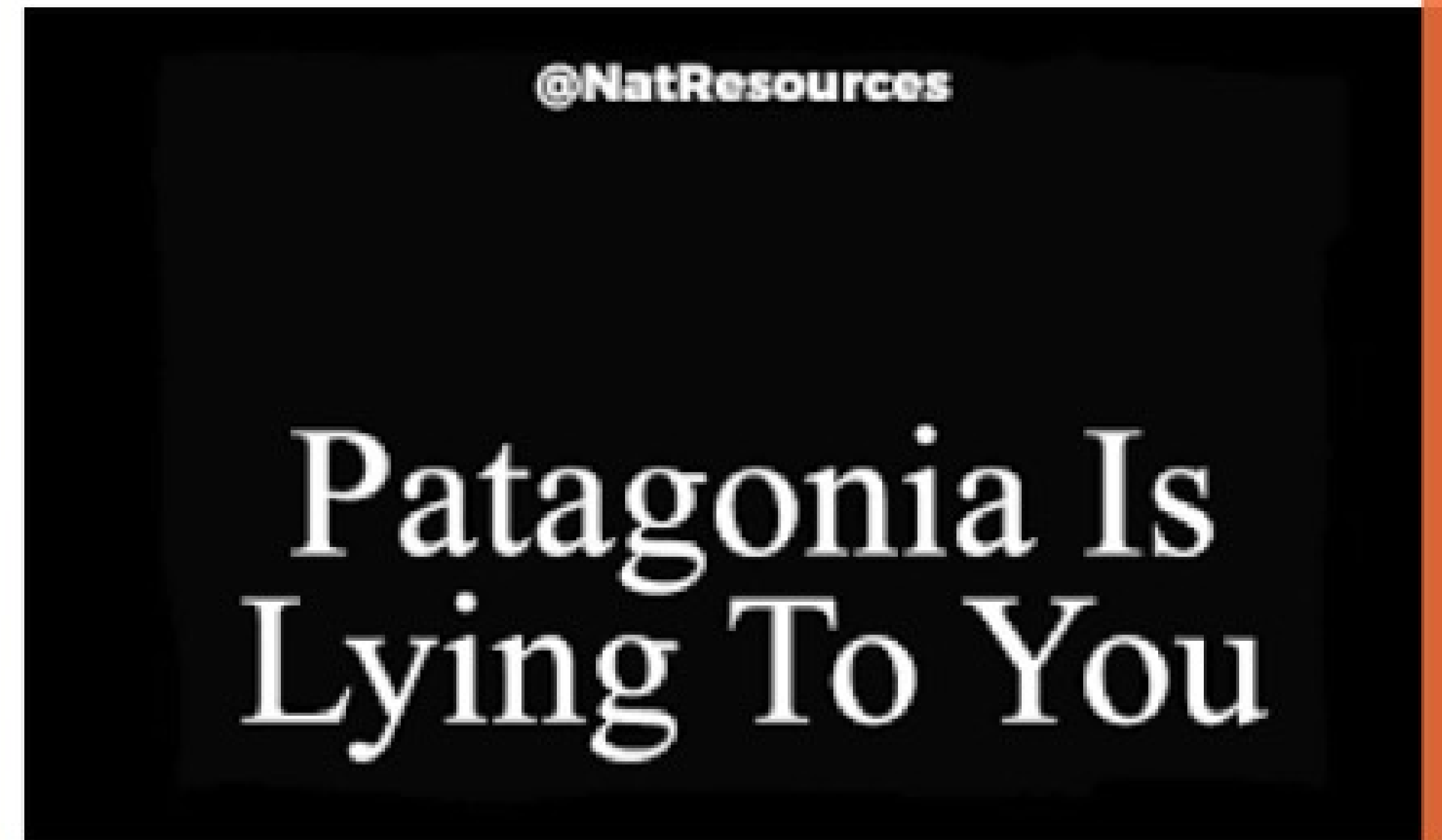
**ALL
MARKETERS
~~ARE LIARS~~
Tell Stories**

The Underground Classic That Explains
How Marketing Really Works—and Why
Authenticity Is the Best Marketing of All



Own Your **Story**

Brand activism will play a role in any authentic story. Simply stating your truth will conflict with somebody's worldview. Don't shy away from, that truth.



Content Marketing Plan



This image was totally Photoshoped









THANKS
totally SO GOOD
yaaas!!! awesome

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heritageandarts.utah.gov/rabbitholes

Just Fur Fun

- forbes.com/powerful-brands/list
- world-carrot-museum.business.site
- contentmarketinginstitute.com/