

# The Invitation to Join the Conversation

Sharing effective stories to connect with emerging scholars



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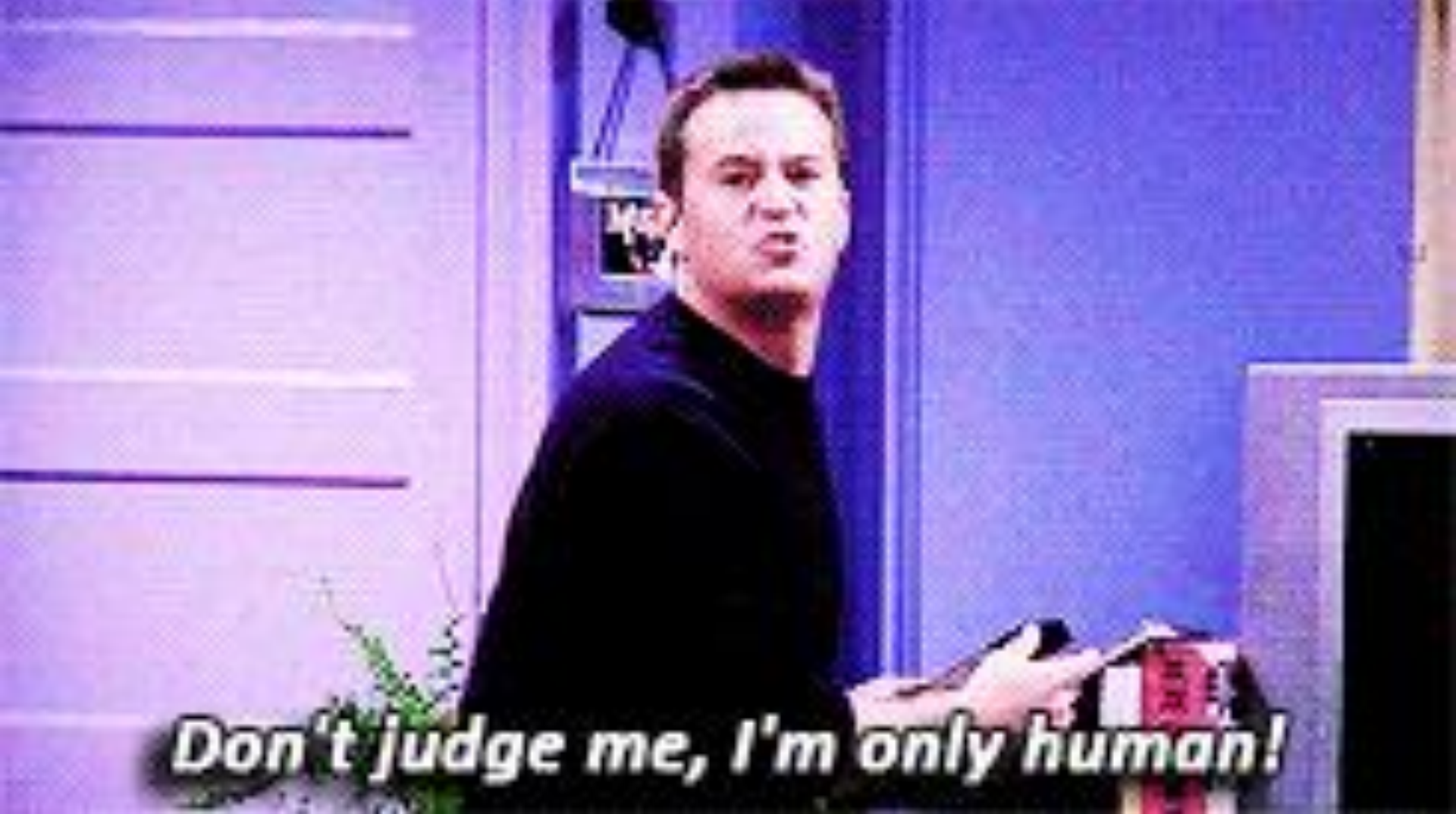


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“A brand is created when a company EARNs the right to have a relationship with their customer.”

– Charlotte Beers, former CEO of Ogilvy & Mather





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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**



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# **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.**



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# Human Impressions

- Purpose
  - Word of Mouth
- Social Media Fueled



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## THE MARKETING THAT WORKS



## McKinsey research

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

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

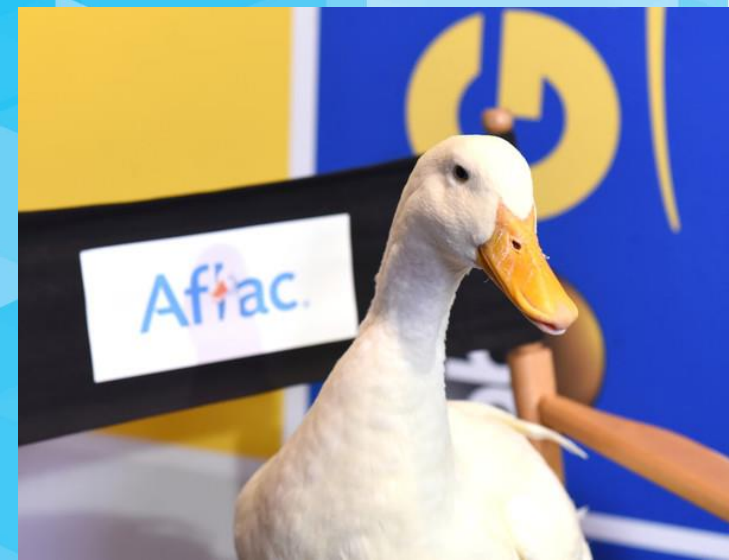
**2/3 of your marketing....is not you!**

# 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?**

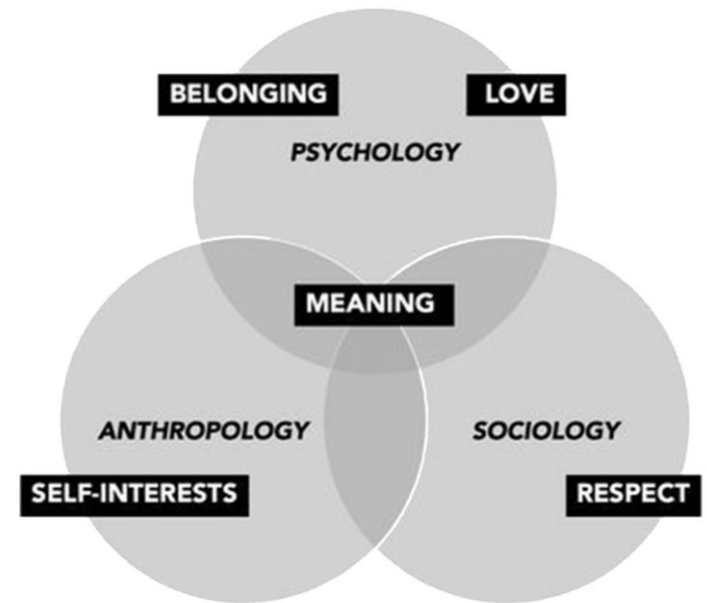
- Colleges and universities will still be around
- Prospective students will want to be able to figure things out on their own
- Students want options and selections of majors
- Students need flexibility with scheduling and paying

# **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



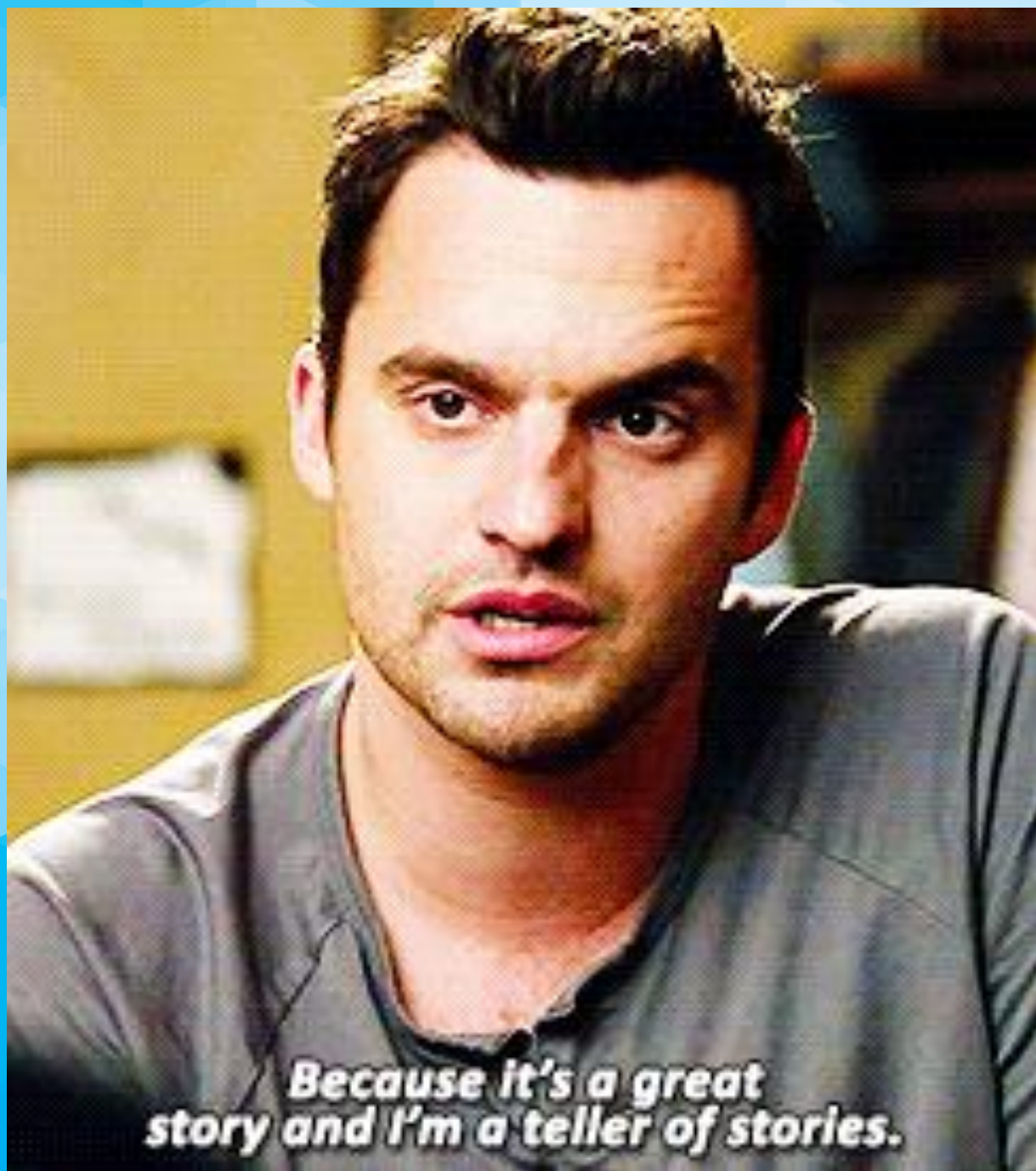
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People represent the reality of “what is”.

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.***



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We don't "own" our students.

We own a space and help our students belong.







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June 3 at 1:55 PM · 🌐

...

"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

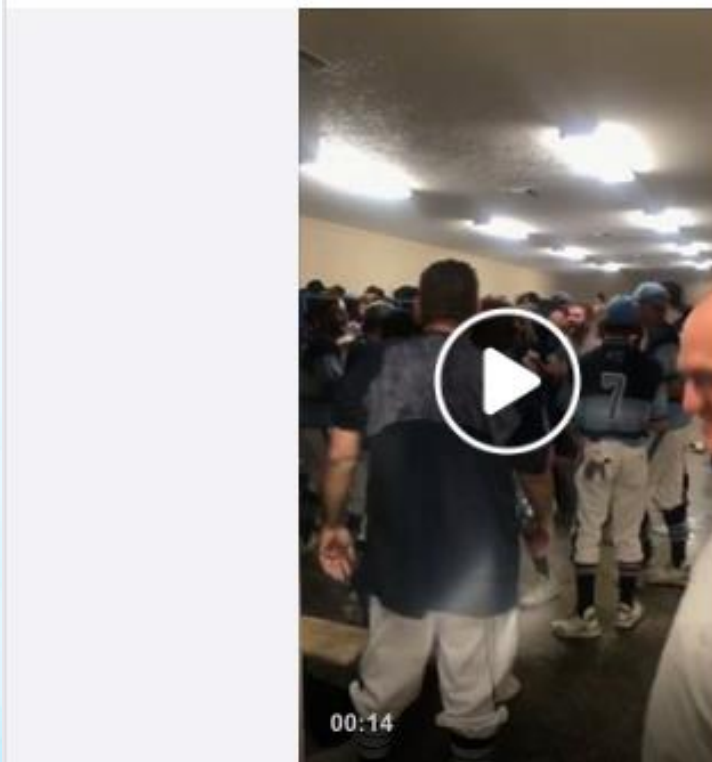


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May 4 · 🌐

...

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



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

**It's about their story!**



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**ONE OF US! ONE OF US!**



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



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