Personality Techniques

Bonus Content Inspired By The Book: Personality Not Included

* Umbrella Marketing

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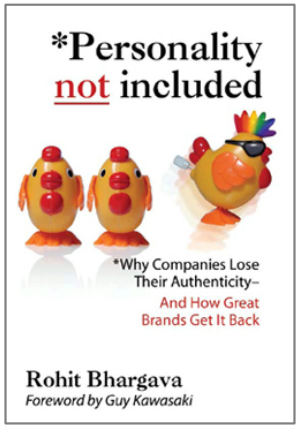

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Umbrella Marketing

What is it?

Contrary to how it may sound, this technique is not about printing your logo on lots of umbrellas so people will read it in the rain. It is, however, inspired by a similar concept. The idea of Umbrella Marketing is to find situations where you can position your brand above all your competitors so you are the most visible and in a position of aggregating the others together. Doing this not only lets you stand out from the pack, it also can put you in a position of leadership and prominence in the eyes of your customers.

Why does it work?

- **Unique.** An essential part of Umbrella Marketing is standing apart from all your competitors by doing something bigger and broader than they are.
- **Authentic.** Using this technique means positioning your brand in a way that others are not so that you can bring the rest together in an open and authentic way.
- **Talkable.** The benefit of bringing everything else together is that you are more likely than others to stand out in a consumers mind and be the one brand they tell others about.

When should you use it?

Green Light: When it works . . .	Red Light: When to avoid it . . .
When you are faced with a crowded situation with many other brands all marketing to the same audience in the same situation, you may be able to use Umbrella Marketing to rise above them by bringing them all together.	**When you are in a lightly contested field or where multiple solutions exist with little in common, using this technique may be difficult.**

Who's doing it?

1. **Conference Big Bags.** One of the most common examples of this technique is the sponsor at large trade shows (there is always at least one) who creates the big bag for free stuff that all others fit into. Effectively, they are using the quality and size of the bag they

provide to encourage people to use it outside of any others.

2. **Facebook.** A core part of Facebook's strategy has been to open their site up to third parties to develop applications. The result of this has been that now the site incorporates feeds and applications from just about every other social networking site or service available. When everything is integrated into Facebook, the site takes on a position of dominance above any other social network.

3. **Alltop.** When Guy Kawaski launched his new compilation of sites called Alltop, it was meant to be an aggregation of blogs in many different categories. As a result, the direct usefulness of the site was far beyond any of the individual blogs included as you could get summaries of every post from each included blog, and then choose to click further. Alltop is a template for the ultimate umbrella social media site.

Umbrella Marketing: Step by Step

1. **Group everyone together.** In order to launch your own Umbrella Marketing effort, you need to first put the other organizations that are in the picture into a similar sort of category to help you determine how you will bring everything together.

2. **Be creatively useful.** This is the point where you may need to brainstorm a bit. All Umbrella Marketing efforts have the same elements in common: they find a creative way to be useful to consumers and offer a valuable service or method. Your goal needs to be the same.

3. **Complete the experience.** Once you have developed a way to create your Umbrella Marketing effort, you need to be sure that you have a way to complete the experience for consumers by carrying your marketing effort through to their first interactions with your brand. This could mean a dedicated landing page on your website, or a specific experience in a physical retail location that builds on the first way consumers may have learned about your brand.