



MARKETING AND BRANDING

And why both are necessary

PRESENTED BY:
LETRECE R. GRIFFIN

Chief of Communications & Family Engagement
East Baton Rouge Parish School System





WHO IS LETRECE?

- Chief of Communications & Family Engagement
- Bachelor of Arts - Mass Communication
- Master of Science - Entertainment Business (Marketing focus)
- Author
- Marketing/Branding Expert
- Over 15 years of communications experience
- Lover of all things music & movies



AGENDA

- Brief history/background of EBR Schools
- Defining: Marketing vs. Branding
- Marketing best practices
- Increasing brand awareness
- Alignment
- Tools you can use!
- Q&A





EAST BATON ROUGE PARISH SCHOOL SYSTEM

- The 2nd-largest school district in Louisiana
- Includes:
 - Early childhood centers, traditional schools, neighborhood schools, alternative, magnet and charter schools
- Over 41,000 students & 6,000 employees
- Magnet Schools of Excellence & Distinction
- Blue Ribbon & Green Ribbon Schools



MARKETING VS. BRANDING



MARKETING

All about the Benjamins, baby!



BRANDING

Word on the street!



TEST IT OUT

- Visual representation of your brand is?
- A boosted Facebook post is?

MARKETING BEST PRACTICES



VISUALS AND VIDEOS

Content is NOT just words.

Visuals make a more lasting and powerful impression.



BE CONSISTENT

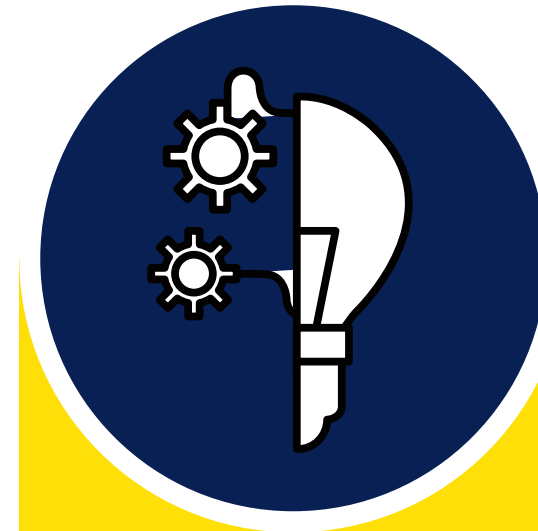
Create a consistent posting schedule.

To build trust and expectations.



PAID SOCIAL, NOT PAID FOLLOWERS

Don't neglect the benefits of paid social content.



CREATE EXPERIENCES ON & OFFLINE

Boots on the ground are just as important as social media influence.

▶ INCREASING BRAND AWARENESS

- Rally the troops!
- Lead with empathy & values
- Seek & implement feedback
- Partner with like-minded organizations to increase reach



INCREASING BRAND AWARENESS

- Create branded material!



- <https://bit.ly/SincerelySito>

ALIGNMENT

- Brand Style Guide
 - <https://bit.ly/BrandGuideEBR>
- Communications Action Guide
 - <https://bit.ly/CommGuideEBR>

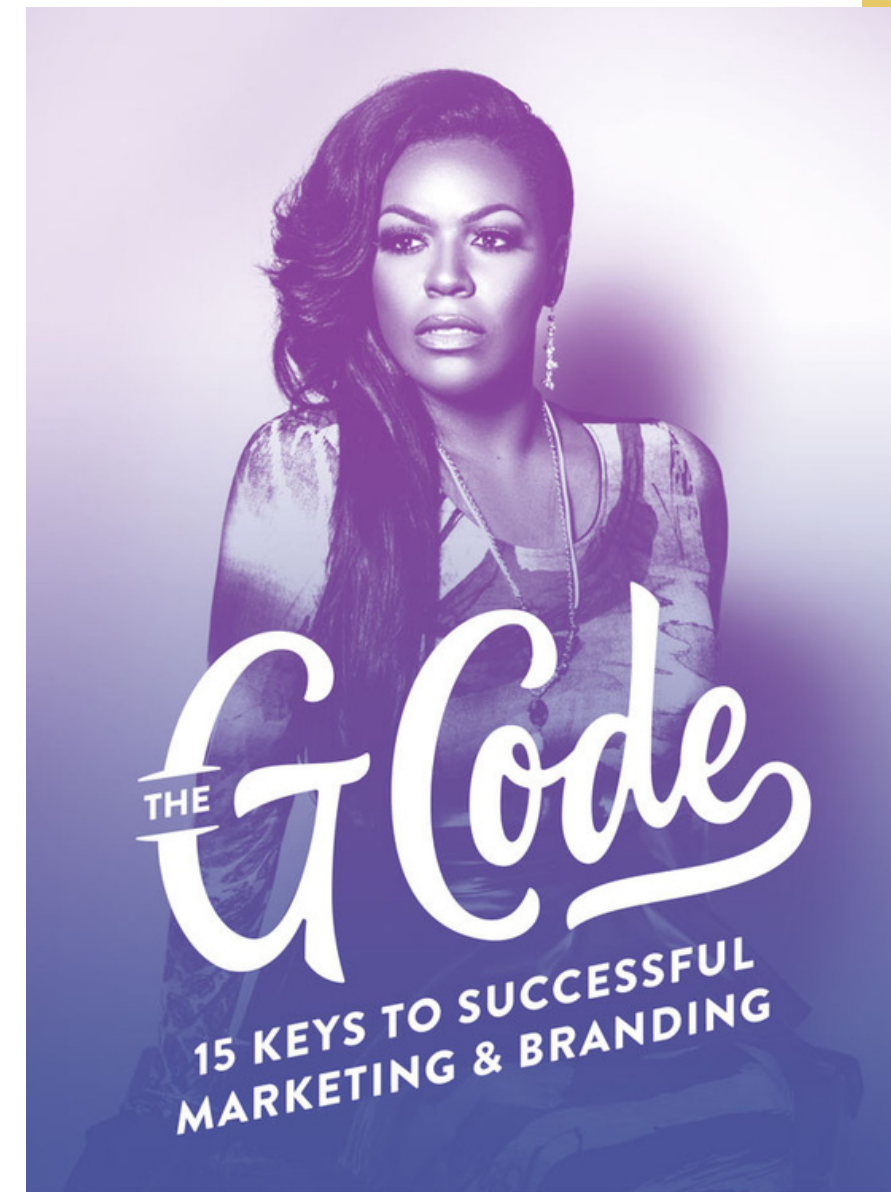


TOOLS YOU CAN USE

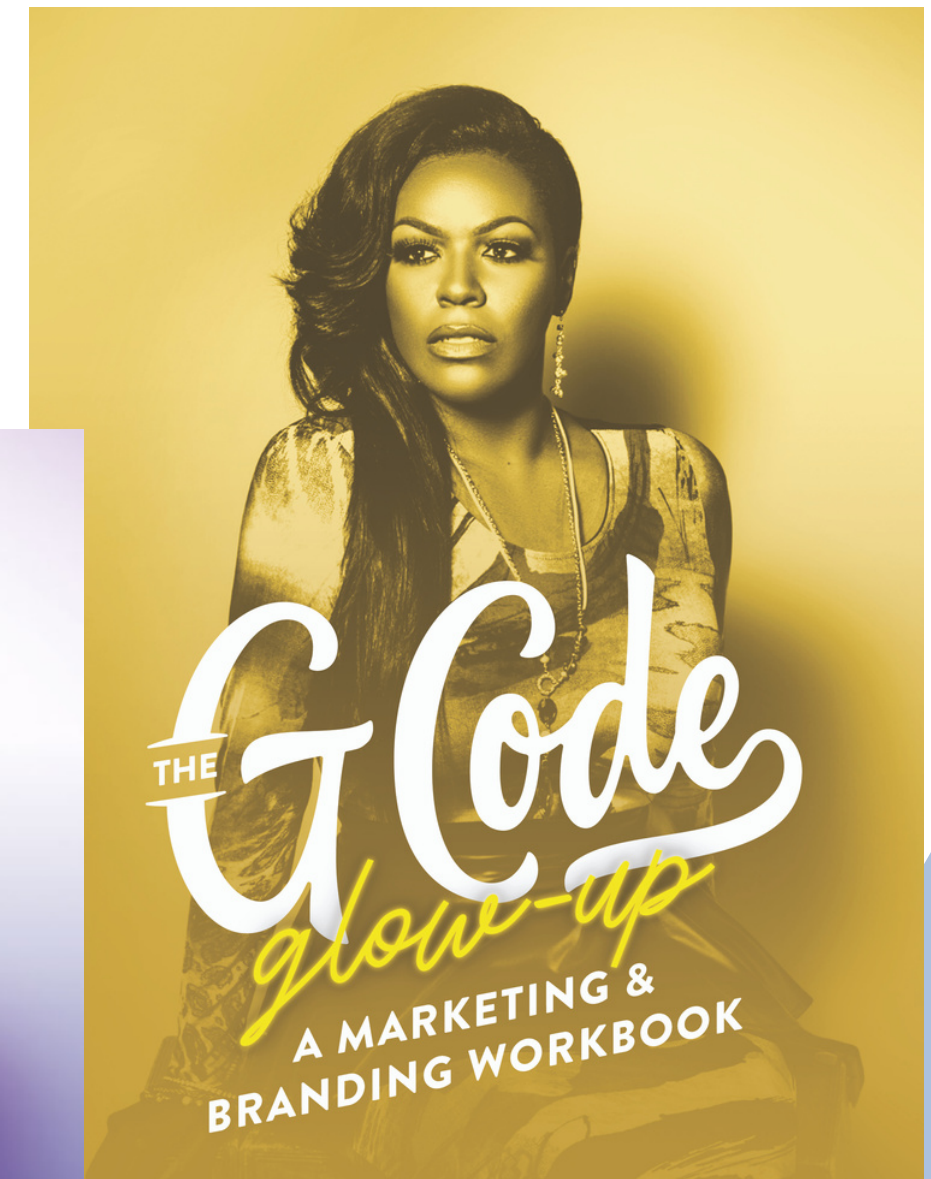
- Create a custom hashtag
 - #WeAreEBR #SincerelySito
- Be active in your local community
- Partner with influencers & create ambassadors
- Facebook/Meta Business Suite
- Hootsuite
- Utilize multiple social media platforms
- Books 😊



BOOKS ON MARKETING & BRANDING



by LETRECE R. GRIFFIN



by LETRECE R. GRIFFIN



Question & Answer





THANK YOU!

Letrece R. Griffin

✉ lgriffin7@ebrschools.org

☎ 225-256-1477

ebrschools.org

