



**5 BOROUGH**  
COMMUNICATIONS

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# let's talk about branding & PR...

*A well-executed brand will allow you to raise awareness, build relationships, and stimulate demand.*



**5 BOROUGH  
COMMUNICATIONS**



# meet warner

*Branding, public relations, marketing and a mean manhattan.*

His company, 5 Borough Communications, focuses on brand strategy & development and impact communications & public relations. His team specializes in small to mid-size businesses, including startups, wealth managers & nonprofits.

# How do you define a brand?



**positioning**



**design**



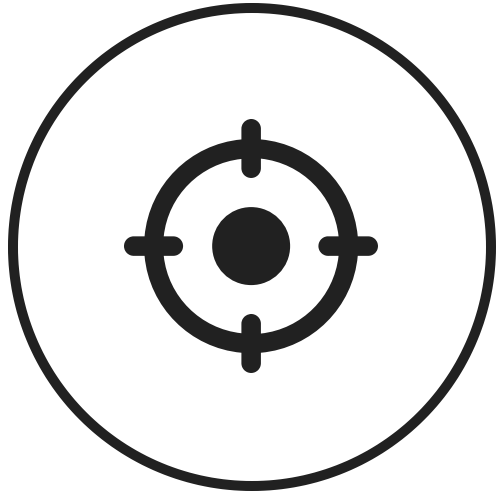
**assets**



**promotion**

- **positioning.** the reason for your existence
- **assets.** the tools you use from website to blogs
- **design.** all of your visual elements
- **promotion.** your external engagement

# positioning



## Why do you exist?

Brand positioning defines who you are and what you do.

It is the reason for your existence and includes your **purpose**, your **promise**, and your **personality**.

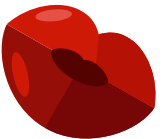
Together with your buyer persona (*ideal customer*), these core pillars informs your **messaging**.

# positioning | brand promise

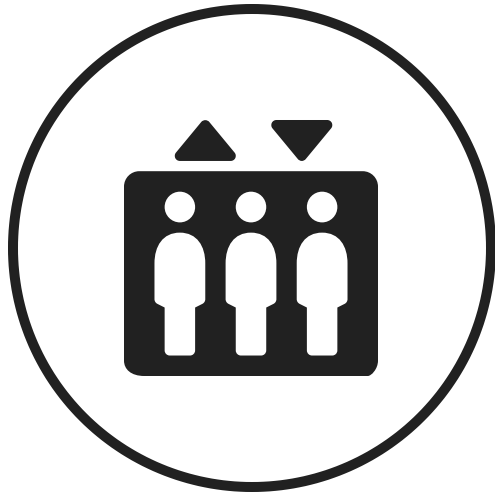
Your brand promise encapsulates your customer's experience with your business. Therefore, it must be compelling, authentic and credible, and kept at all times. We can also use our brand promise to create our business tagline or hero one-liner.

When crafting a compelling one-liner, use four components: the main character (*customer*), the problem, the plan, and the success.

- *We help busy women get a weekly, meaningful massage so they feel healthy and full of energy.*
- *We save retirees the cost of a second home in Mexico yet deliver the warm beaches & luxury accommodations they desire.*



# positioning | elevator pitch



An elevator pitch is a concise, persuasive introduction that highlights your unique skills, experiences, and goals.

It's designed to spark interest and initiate meaningful conversations with potential connections or employers.

# positioning | elevator pitch

**Introduce yourself.** I'm Warner Johnston, a communications expert with 20+ years of experience.

**Highlight your unique value proposition.** I have a proven track record of elevating brand awareness and engagement by developing practical and tactical communications plans, incorporating both digital and traditional tactics.

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**Introduce your company.** 5 Borough Communications is a branding & PR firm that helps startups, small businesses, and nonprofits with content marketing and media relations.

**Highlight the unique value proposition.** We identify your pain points and design communications plans utilizing digital and traditional tactics.

# design



## What are your colors?

Your brand's design includes all elements that make up your style.

This includes visuals such as logos, colors, fonts, and imagery.

The key to an engaging design is to keep it simple, elegant, and consistent.



# design

## Identify your colors



When selecting your color palette, why not choose your own?

[ColorwiseMe](#) will identify your primary colors.

## Classic logos



Font-based logos are simple and elegant. Thread one of your primary colors throughout the logo for a consistent look along with an iconic emblem.

# assets



## What assets do I need?

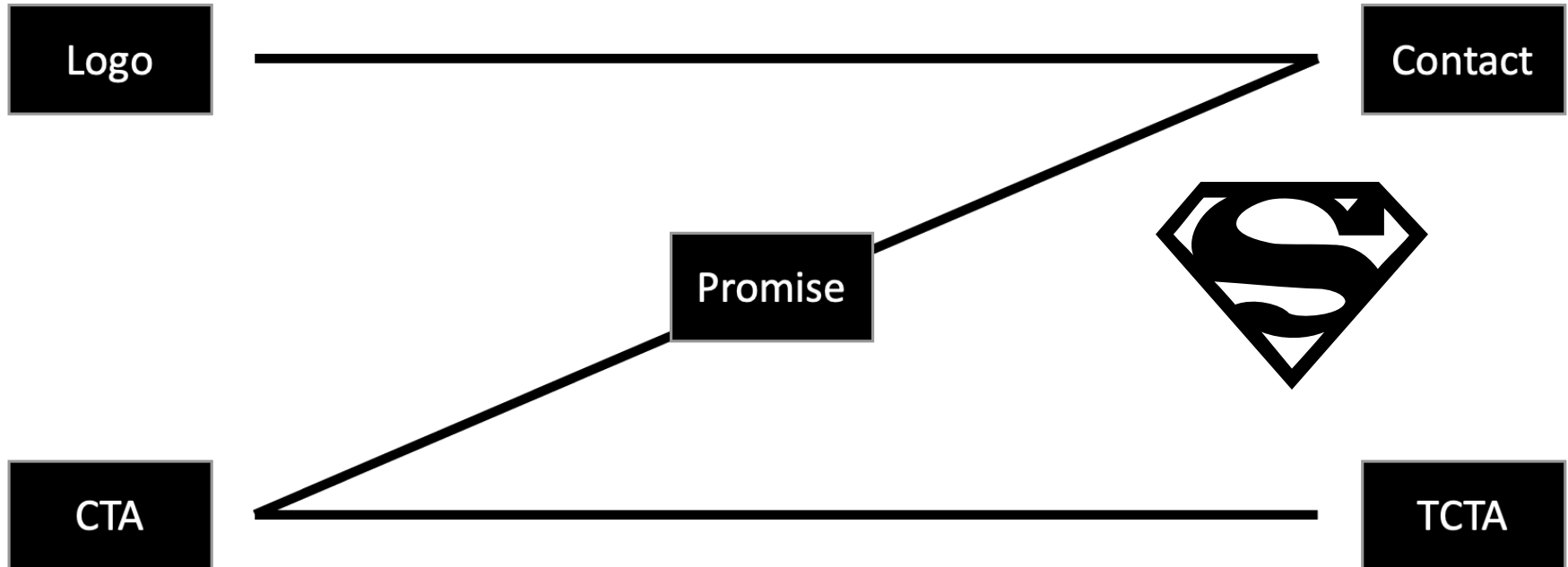
Your primary asset will be your website (*with appropriate SEO*) which is often the first interaction someone has with your brand.

Additional assets, such as blogs, case studies, and testimonials can help establish authority while also providing marketing collateral.

Social media is also an asset but not always a necessity depending on your business.

# assets | website

What your website should have above the fold (at least in USA)

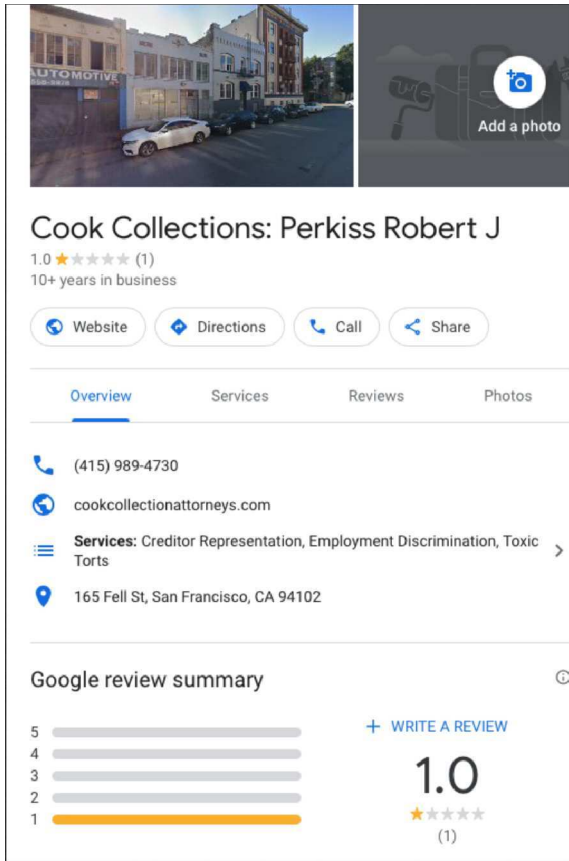


# assets | website

The screenshot shows the Oxfam website homepage. At the top left is the Oxfam logo. To its right are links for 'Register to help and poverty', 'Login', and 'My Basket'. Below this is a navigation bar with 'Home', 'Teachers', 'Policy & Practice', 'Shop finder', and 'Blogs', along with a search bar. A main banner features the text 'WE CAN MAKE IT' and 'A future without poverty. For everyone', with a 'Find out how' button. Below the banner is a social media bar and an email sign-up form. The 'How you can help' section includes four promotional cards: 'West Africa: Donate now', 'Exclusive gig tickets' for 'EIGHT STORIES HIGH', 'Join a very special evening', and 'Gift set sale'. The bottom section, 'What we're doing right now', is divided into three columns: 'Responding to around 25 emergencies', 'How £3 a month helps', and 'Where your money goes', which includes a pie chart showing the breakdown of a £1 donation.

The screenshot shows a Father's Day campaign page. The header includes navigation links for 'charity', 'water', 'WHY WATER?', 'OUR WORK', and 'ABOUT US', along with 'DONATE', 'FUNDRAISE', and 'SIGN IN'. The main headline is 'Let's celebrate dads.' followed by the text: 'This Father's Day, honor the dads in your life with a gift that will change lives for families around the world. 100% brings clean water to people in need.' A 'DONATE NOW' button is prominently displayed. Below this, a statistic states '1 in 10 people lack access to clean water. We're on a mission to change that. Here's how.' This is followed by three icons representing 'SUSTAINABLE PROJECTS', 'LOCAL PARTNERS', and 'PROVE & EASY PROJECTS'. A large '100%' graphic is shown, with the text 'Private donors cover our operating costs so 100% of your donation will bring clean water to people in need.' and a 'Learn more' link. The background features a man carrying a child on his shoulders and a woman pouring water from a yellow jerrycan into her hands.

# assets | google my business



**Cook Collections: Perkiss Robert J**  
1.0 ★★★★★ (1)  
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**Overview** Services Reviews Photos

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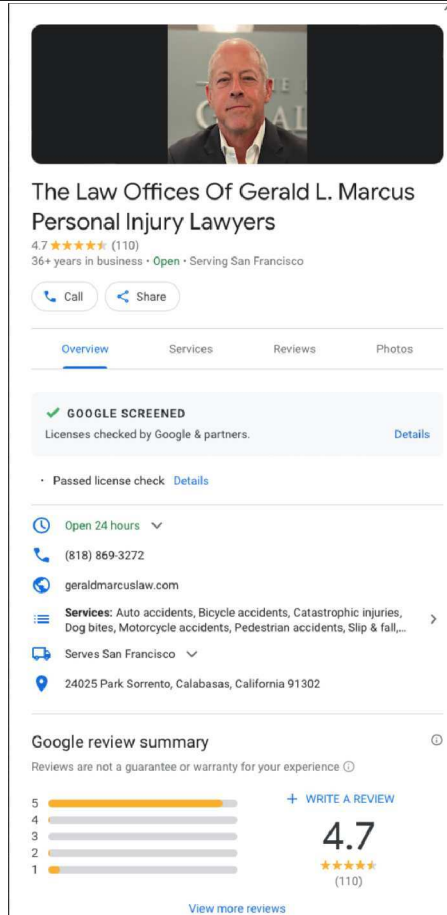
**Services:** Creditor Representation, Employment Discrimination, Toxic Torts

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5 —————  
4 —————  
3 —————  
2 —————  
1 —————

**1.0**  
★★★★★  
(1)



**The Law Offices Of Gerald L. Marcus**  
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4.7 ★★★★★ (110)  
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Reviews are not a guarantee or warranty for your experience

5 ————— **4.7**  
4 —————  
3 —————  
2 —————  
1 —————

★★★★★  
(110)

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# assets | linkedin

Let's talk about the most important asset after your website - **LinkedIn**.

And let's do something that most brand & PR specialists never do - use data & statistics!

- **72% of recruiters** use LinkedIn for hiring (LinkedIn 2021) | **67% of companies** look at job candidates' LinkedIn profiles (Manifest 2020)
- Active LinkedIn Pages Receive **5x the Page Views** (Hootsuite 2023)
- **89% of B2B marketers** use LinkedIn for lead generation, and 62% say it produces leads for them. (Sprout Social 2023)
- **50% of B2B buyers** use LinkedIn as a source for making purchases (Sales Rocks 2022)

# assets | linkedin

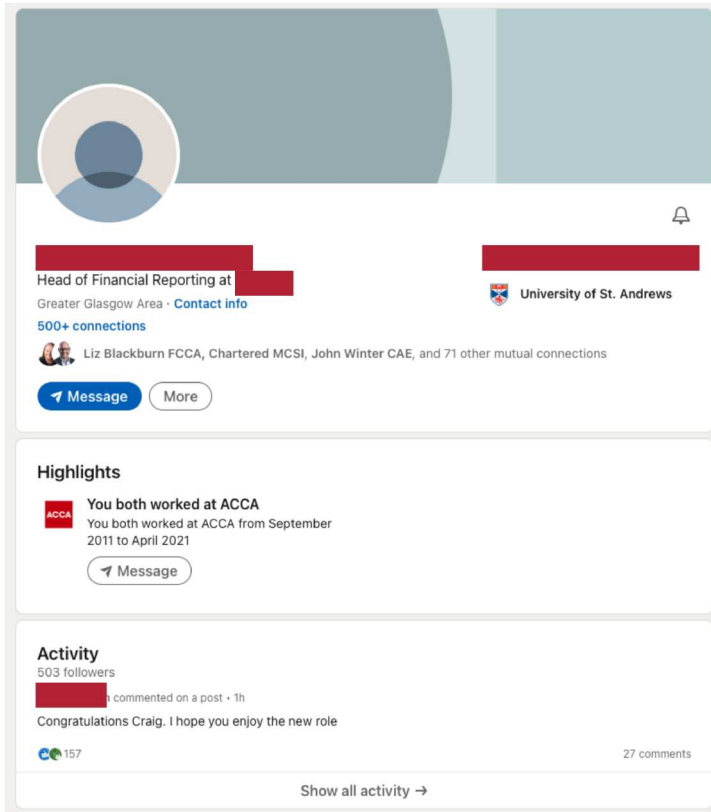
The image shows a LinkedIn profile page with four red annotations:

- 1**: A red circle with the number 1 is positioned in the top right corner of the profile banner area.
- 2**: A red circle with the number 2 is positioned over the profile picture.
- 3**: A red circle with the number 3 is positioned over the job title and location information.
- 4**: A red arrow points downwards from the bottom right of the profile, with a red circle containing the number 4 next to it.

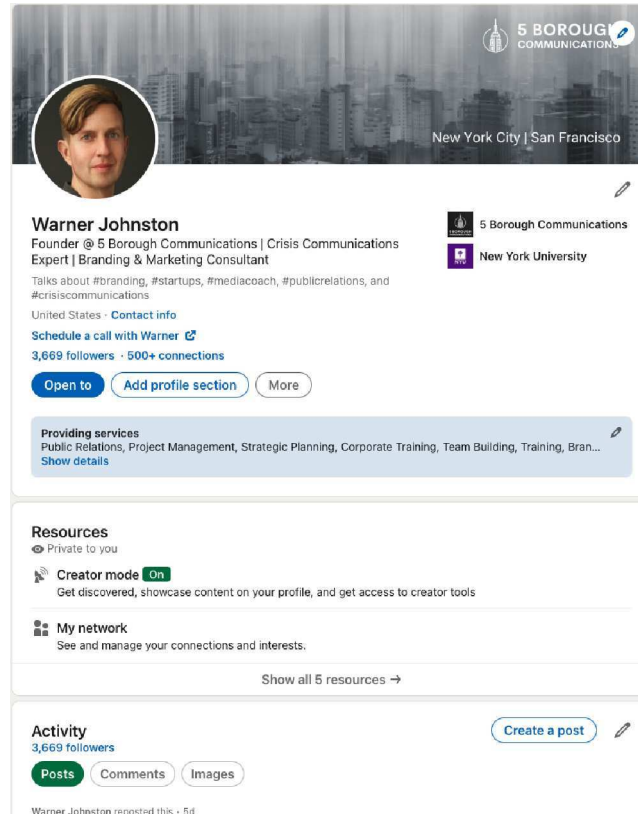
The profile information includes:

- Job Title:** Head of Financial Reporting at [Redacted]
- Location:** Greater Glasgow Area · [Contact info](#)
- Connections:** 500+ connections
- Connections List:** Liz Blackburn FCCA, Chartered MCSI, John Winter CAE, and 71 other mutual connections
- Buttons:** [Message](#) and [More](#)
- University:** University of St. Andrews

# assets | linkedin



Profile of a redacted user. The profile picture is a redacted circle. The background banner is a light blue gradient. The user's name is redacted. The current position is "Head of Financial Reporting at [redacted] Greater Glasgow Area" with a "Contact info" link. The user is affiliated with "University of St. Andrews". They have "500+ connections". Mutual connections include Liz Blackburn FCCA, Chartered MCS1, John Winter CAE, and 71 others. There are "Message" and "More" buttons. The "Highlights" section shows "You both worked at ACCA" from September 2011 to April 2021, with a "Message" button. The "Activity" section shows 503 followers and a post from 1 hour ago: "Congratulations Craig. I hope you enjoy the new role." with 157 reactions and 27 comments. A "Show all activity" link is at the bottom.



Profile of Warner Johnston. The profile picture is a circular portrait of a man. The background banner shows a city skyline with the "5 BOROUGH COMMUNICATIONS" logo and "New York City | San Francisco" text. The user's name is "Warner Johnston" and his title is "Founder @ 5 Borough Communications | Crisis Communications Expert | Branding & Marketing Consultant". He is affiliated with "5 Borough Communications" and "New York University". His bio includes "#branding, #startups, #mediacoach, #publicrelations, and #crisiscommunications". He is located in "United States" with a "Contact info" link. There is a "Schedule a call with Warner" button. He has "3,669 followers" and "500+ connections". There are "Open to", "Add profile section", and "More" buttons. The "Providing services" section lists "Public Relations, Project Management, Strategic Planning, Corporate Training, Team Building, Training, Bran..." with a "Show details" link. The "Resources" section is "Private to you" and includes "Creator mode On" (Get discovered, showcase content on your profile, and get access to creator tools) and "My network" (See and manage your connections and interests). A "Show all 5 resources" link is present. The "Activity" section shows "3,669 followers" and "Create a post" button, with tabs for "Posts", "Comments", and "Images". A footer note says "Warner Johnston reposted this · 5d".



# promotion



## What engagement is right?

Good marketing and media tactics lead to more sales and repeat customers.

But first, you need to develop your buyer persona, understand the marketplace, and develop campaigns to determine what will and not work.

These types of promotion can be slow burns but ultimately result in the most business.

# promotion

## Marketing

An effective marketing strategy will ensure that your branding reaches the right people, in the right places, at the right time. It's important to consider how you can use different channels to reach your target audience.

Traditional advertising such as print, radio, and television can be costly but can reach a wide audience. PPC is also an effective tool but is complicated.

Social media is a great way to engage with a larger audience but don't expect to become an influencer overnight. **CHOOSE ONE OR TWO like LI & GMB.**

## Media

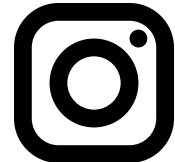
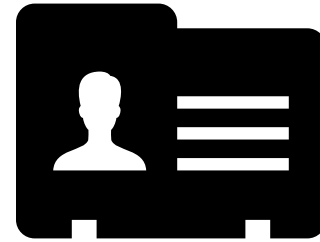
Media engagement is about building and maintaining a presence. Your recently launched business may be of interest to local and regional reporters.

While media engagement is typically the slowest burn of them all, it can work wonders in getting the word out about your services.

50% of good branding is simply consistency

HERO LINE  
LOGO  
COLORS  
ICONOGRAPHY  
TYPOGRAPHY

The above should be carried over to the below



altogether,  
a good  
brand will...



## Help you stand-out

A good brand lives in the heart & minds of your customers



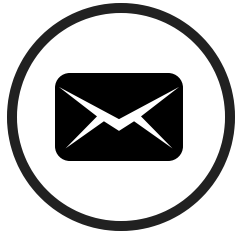
## Increase awareness

A good brand helps you become "top-of-mind"



## Lead to sales

A good brand generates customers and repeat customers



wj@5borough.us



www.5borough.us



415-692-4860



**5 BOROUGH**  
COMMUNICATIONS

contact