



2016 Candy Planning: Easter & Valentine's Day EPPS

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Social Media, Story & Your Brand

45 minutes

Stories are more important than facts. And many brands are struggling to tell stories on social media. This is also true among the big brands. Part of the problem is that marketers are too focused on the SOCIAL and not enough on the MEDIA. Too many marketers are chasing “likes” and other media-centric measurements.

Instead of individual posts, brands need to focus on creating a social brand narrative. Brands need to weave together story arcs and themes over an extended period of time. This presentation will illuminate the challenges and opportunities of social media and present insights and examples specifically relevant to candy aisle and your business.

Here are a few things you will learn:

- Importance of themes (or threads) of your brand story
- Value of weaving an engaging, ongoing brand narrative
- Necessity of a social media content plan
- Strategic measuring of social media content
- Advantage of teaming with retailers

The combination of brand storytelling and social media create enormous opportunities to reach customers, influence retail partners and gain a competitive advantage over larger players. Social media is the great equalizer if you know how to use it advantageously. Your customers are already online and fully engaged – more often than not they are online AND in the store—at the same time! So please join us for a fun and engaging look at how your brand story can become one of your most valuable assets.



Brad Nix
Tipping Gardner/Brand Chorus