BRANDING YOURSELF

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Media Strategist | Journalist
Doctor Ty Media, LLC
DR. TYEESE L. GAINES

- Board-certified emergency medicine physician
- Doctorate of Osteopathic Medicine
- Residency, Yale New Haven Hospital
- Master’s in Journalism
- Master’s in Business Administration
- 16-year print, online and TV news career
  - Associate producer, Editor, Health Editor, Reporter, Expert
DOCTOR TY MEDIA, LLC

• Online journalism training for physicians & medical students
  – CME credits for physicians
• Media coaching to prepare clients for media appearances
• Active representation for written, on-air and radio placements
• Customized packages to help promote a product or practice, including ghostwriting
BRANDS

Name a few.
BRANDS

Google

Apple

Coca-Cola

Facebook

KRAFT

The Dr. Oz Show
WHAT’S IN A BRAND?

• Recognizable
• Distinct colors
• Exposure
• Garner attention
• Consistent to their M.O.
<table>
<thead>
<tr>
<th><strong>Brand</strong> <em>(Noun)</em></th>
<th><strong>Brand identity</strong> <em>(Noun)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>a particular identity or image regarded as an asset</td>
<td>how a business wants to be perceived by consumers</td>
</tr>
</tbody>
</table>
WHAT’S MAKES A BRAND?

- Name
- Logo
- Tone
- Tagline
- Typeface/font
- Colors
- Reputation
- Style

Reflect the **value** the company or person is trying to bring to the market and to appeal to its customers/audience.
ARE YOU A BRAND?
YES, YOU ARE!

• Your brand is how you present yourself to your “audience”

• Pre-meds → Applying to medical school
• Med students → Applying to residency
• Residents → Looking for a job
YOU ARE A BRAND

• Promoting your practice
• Building a niche
• Running a Blog
• Launching a Product
• A leader/executive
• Online presence
• A career as an “expert”
WHERE TO START

• Understand your value
  – What are your strengths?

• Decide what you uniquely offer
  – Could be related to your professional OR personal interests

• Decide who you can help with your niche
  – Target your communications to them
WHO IS YOUR AUDIENCE?

• Study your target audience
  – What do they like to read?
  – What are they interested in?
  – What are their habits?
  – What inconveniences do they have that your niche can help/fix?

• Keep this in mind as you develop your brand & market that brand to your audience
BRANDING

• Ask yourself: What’s my niche?
  – Obesity doc
  – Violence prevention
  – Women’s health
  – Fitness specialist

• BECOME AN EXPERT AT SOMETHING!
What’s your tagline?

- Dr. Ty, ER Physician & Journalist with 16 years of news experience
- Dr. Julie, obesity specialist, helping women transform their bodies and minds one day at a time
- Dr. Dean, plastic surgeon to the stars
- Dr. Jones, Chief Executive Officer at XYZ Hospital, with 30 years of experience in turning around small, bankrupt hospitals
HAVE A PRESENCE

• Create a website
  – Even if it’s just a landing page with bio/CV, photo and contact information to start

• Create buzz

• Create a social media presence
EACH HAVE THEIR OWN NICHE

- Facebook: Diverse mix
- Pinterest: Female users
- LinkedIn: College graduates and higher income households, professionals
- Twitter, Instagram: Younger adults, urban dwellers, and non-whites
SHOULD I USE IT?

• Professional Use
  – Attract new clients/patients
  – Build a brand/identity
  – Teach students, patients
  – Earn speaking engagements
  – Get on-air spots
POPULAR SOCIAL MEDIA OUTLETS

FACEBOOK
- Personal pages are for keeping in contact with friends and family
- Can create a professional page
- Post articles and images that represent your brand
- Share, share, share your page everywhere you can
- Broadcast “live”

TWITTER
- Limited to 140 character “tweets”
- Can amass a diverse group of followers
- “Retweet” relevant tweets
- Post relevant links, facts, opinions
- Reply to relevant tweets
- Use hashtags to tag your tweets → Helps spread to a wider audience
POPULAR SOCIAL MEDIA OUTLETS

LINKEDIN
- Mostly used by professionals
- Way to connect with employers, clients and partners
- Create a profile listing employment and education (online resume)
- Search and network with past and present classmates, coworkers, or fellow alumni

INSTAGRAM (IG)
- App for posting photos and videos with captions
- Post relevant images, videos and screenshots with related captions
- Can link your IG account to FB and twitter for simultaneous cross-posting
- Post your URL on your IG profile
- Use hashtags to spread posts to a wider audience
- Broadcast “live”
POPULAR SOCIAL MEDIA OUTLETS

SNAPCHAT
- App for sending and receiving images and videos that can only be viewed for a few seconds
- Can post a “story” that is visible to all friends for 24 hours
- Offers a personal perspective on your brand
- Can post day-to-day happenings, but beware of being TOO personal!

PERISCOPE
- App that allows you to broadcast live from your mobile device or laptop
- Gives followers an “inside view” of your work
- Showcase your knowledge or expertise
- Hold live Q&A sessions for followers to interact with you
CONSISTENCY

• Be consistent across platforms
  – Don’t confuse your followers
  – Keep personal information, rants and inappropriate conversation that distract from your brand on a separate account
  – Watch what you RE-tweet or RE-post also
    – (Many people take those as endorsements)
  – Make all messages and posts relevant to the overarching brand/service you provide to the public
CONSISTENCY

• EX: Holistically-focused physician
  – Do not post photos from your kids’ school trip on your professional page (unless it was to the herb museum!)
  – Avoid personal political views unless sharing such views are what your niche is based on
  – Spin anything potentially tangential to fit the brand
HOW YOUR BRAND FEELS

• Consistency includes your color selection, fonts, images and overall “feel”

• Decide early on whether your brand presence should be bold, soft, feminine, technical, etc.
  – Your logo, site, social media outlets, business cards, and stationery should all match

• Your headshots should match the same feel
  – Serious? Friendly? Fun? Playful?
HOW YOUR BRAND LOOKS

• Presentation matters
  – That goes for you, and your office, too!

• The psychology of colors
  – 84.7% of consumers cite color as the primary reason they buy a particular product
  – Ads in color are read up to 42% more often than the same ads in black and white

## HOW COLORS AFFECT FEEL

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED</td>
<td>Strong emotion, appetite, love, used for impulse shoppers</td>
<td>🎯 Target</td>
</tr>
<tr>
<td>BLUE</td>
<td>Peace, geared to men, increases productivity (offices) corporate</td>
<td>🚘 Ford</td>
</tr>
<tr>
<td>YELLOW</td>
<td>Cheerful, strains eyes, used for window shoppers</td>
<td>🛒 Best Buy</td>
</tr>
<tr>
<td>ORANGE</td>
<td>Excitement, call to action, used for impulsive shoppers</td>
<td>🌟 Amazon</td>
</tr>
<tr>
<td>GREEN</td>
<td>Health, tranquility, fertility, relaxation</td>
<td>🍃 Whole Foods</td>
</tr>
<tr>
<td>PURPLE</td>
<td>Royalty, wealth, wisdom, used in beauty/anti-aging products</td>
<td>🎁 Hallmark</td>
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BE INTERESTING

• What would interest your audience?
• What will create buzz?
• What will get you followed, or reposted?
• Offer free content
• Run contests
• Post regularly, or you will lose your audience!
FURTHER THE BRAND

• Find opportunities to further your brand
  – Speaking engagements on the topic
  – Offer free articles on your website
  – Write for news outlets on your topic
  – Be interviewed as an expert
  – Create online videos with just you or interviewing someone else
IT TAKES TIME

• Carve out time each week to further your brand or post on social media
• Make a plan & stay organized
  – Get a basic monthly calendar
• Use posting tools such as Hootsuite to schedule your posts
MANAGE YOUR REP

• Know what’s out there → Googly yourself!
• Update online listings
• Open your practice to Google and Yelp reviews
  – Ranked higher
  – But, don’t respond to negative reviews. Try to get them removed using TOS.
QUESTIONS?