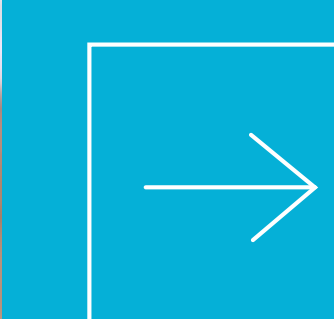


Brand Positioning Design

Brand Development and Creation

Partnership Brand Management



Let's Start



(818) 899-1688 [LOGIN](#)

MerchantCentric™ PRODUCT ▾ PRICING RESOURCES ▾ ABOUT ▾ FREE ANALYSIS

FOCUS ON WHAT MATTERS MOST TO DRIVE REVENUE

FRANCHISES & CHAINS ▾ SMALL BUSINESSES ▾



PRODUCT ▾ PRICING RESOURCES ▾ ABOUT ▾

About

About us

Merchant Centric is a technology and marketing provider that serves franchises, chains and corporations by empowering chief level executives with insights that drive revenue.

With the use of proprietary data and technology, combined with data analytics and intelligence, Merchant Centric offers customized DAaaS (Data Analytics as a Service) and SaaS (Software as a Service) solutions. These solutions identify what strategies and actions will increase revenue, as well as, provide an enterprise-class platform to implement and monitor those actions.

Recent update

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FSTEC 2017 - September 17-19, Anaheim...
fstec.com

4 Likes

4w

ic increases revenue for businesses through enhanced engagement and by shining a spotlight on vast amounts of consumer feedback to deliver insight and actionable intelligence.

Data Analyzed

| | | |
|--|--|--------------------------------------|
| 26,425,939 Unique Business Locations | 72,546,922 Business Listings | 550,292,358 Online Reviews |
|--|--|--------------------------------------|

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MerchantCentric™ PRODUCT ▾ PRICING RESOURCES ▾ ABOUT ▾ REQUEST DEMO

Our Team

The Merchant Centric team has been working with businesses in the realm of the internet and online marketing for over a decade. The co-founders started the company with their own money and built it by helping local businesses increase revenue. As the company evolved, they were able to attract talented people to join their mission and share their passion for helping businesses, building strong trusting relationships, and holding themselves to high standards.

- Team
- Board & Advisors

| | | |
|---------------|---------------|-----------------|
| David Bay | Adam Leff | Mike Graves |
|---------------|---------------|-----------------|

Receive Expert Support

Support You Can Count On

We serve local businesses, franchises and corporations by providing customized products and services that solve real problems. We partner with you to learn what matters most to your business and provide you with the expert support needed to increase revenue.

Owners and managers just like you are already using Merchant Centric to get more customers.

| | | |
|----------------------------|------------------------------|--|
| Nightlife | Automotive Repair | Salons and Spas |
| Auto and Repair | Retail | Medical and Health Services |
| Pet Services | Automotive Sales | Travel and Lodging |



Creative & Inspirational

Inspirational

Merchant Centric Brand Essence

Presentation By Partnership Brand Management
10/11/17



Agenda

The Introductions.

Road Map – Discovery and Exploration.

The Vision – Setting It All Up.

The Brand Essence.

The Powerful Heartbeat.

Defining The Brand.

Brand Platforms.

The Vision Again -- Brand Positioning.

Sample Elevator Pitch – A Dialogue In The Making.

Next Steps – Where Do We Go From Here.

Putting It All Together.



Exploration and Discovery.
Management Ideation.
Gain Insight.

1

2

Firehouse of America
Rich Goodman, VP of
Operations Services.

3

Driven Brands
Matt Labuda
Director, Digital
Marketing.

4

Service Corporation
International
Emily Maier
Digital marketing
Manager.

5

Cottman Transmission
and Total Auto Care
Derik Beck
VP of Digital Marketing.

6

Ad Mark Group
Adriana Blanco
Owner and President.
Pending...

7

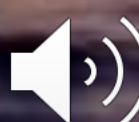
Distill.
Revitalize.
Produce.
The Vision.

Final Goal

New Vision For The Company

Road Map

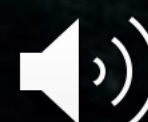
It started with a meeting. Then it grew to an Ideation. It weaved through customers. And then the New Vision was Illuminated.





We Connect **Customers** to your Business

Insightful.





Someone once told me

**You never know how
STRONG you are
until being strong is
the only choice
you have!**



There's **no point** in living if you can't feel alive

Insight. Relationship. Trust. Integrity. Believability.





Bussines & Realationship

Success Story

Trust. Partnership. Integrity. Responsive. True. Real. INSIGHT.

It's Time For A Game Changing Moment.

It's Time For A Name Change





The Brand Essence

It's been said that Consultants borrow your watch to tell you what time it is...what we are doing is telling you the correct time.





**We're
Making
Something
confusing...
simple!**

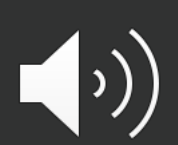
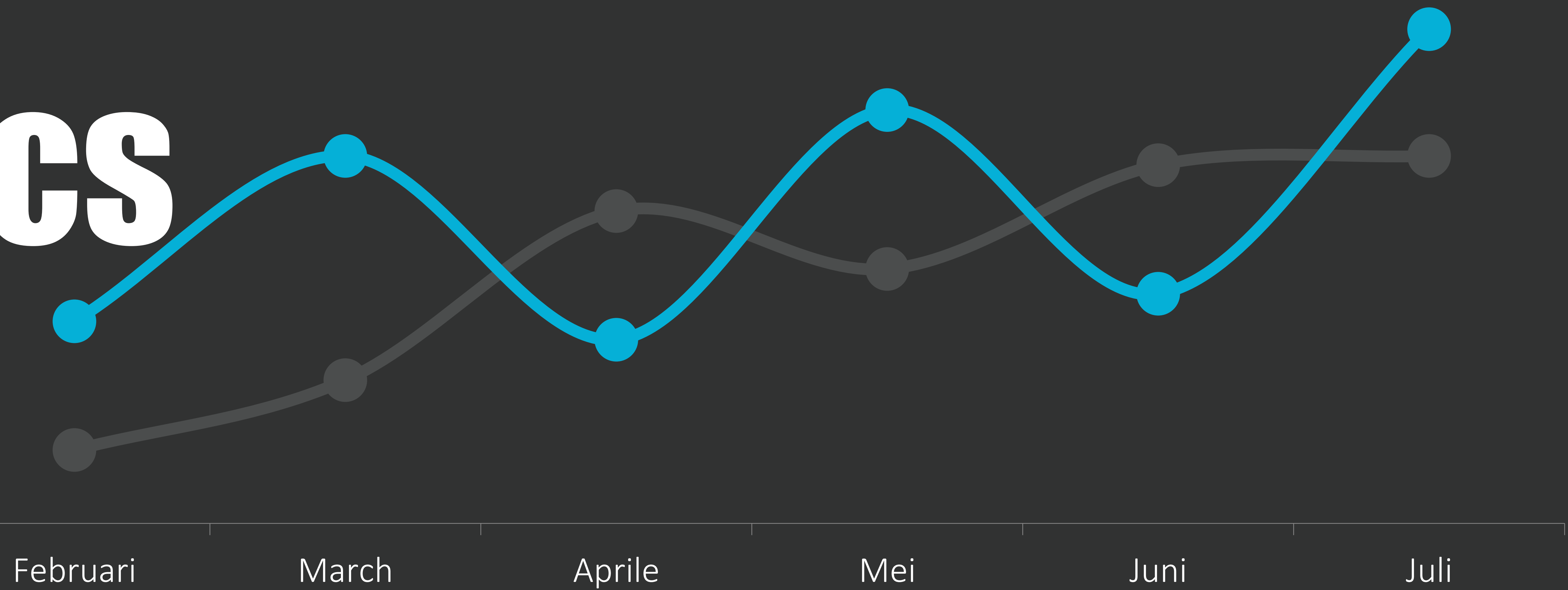




Data Analytics

Who Wants This?

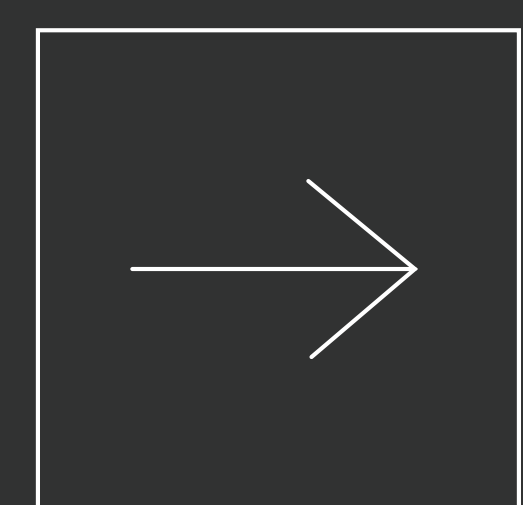
I can do without this. No one really understands it anyway.



Hello World.

We're turning Data Analytics into
INSIGHT.

And we're turning insight into
something you just gotta have...



And we're shifting everything we do into one thing. One simple thing. INSIGHT!

We were Merchant Centric.

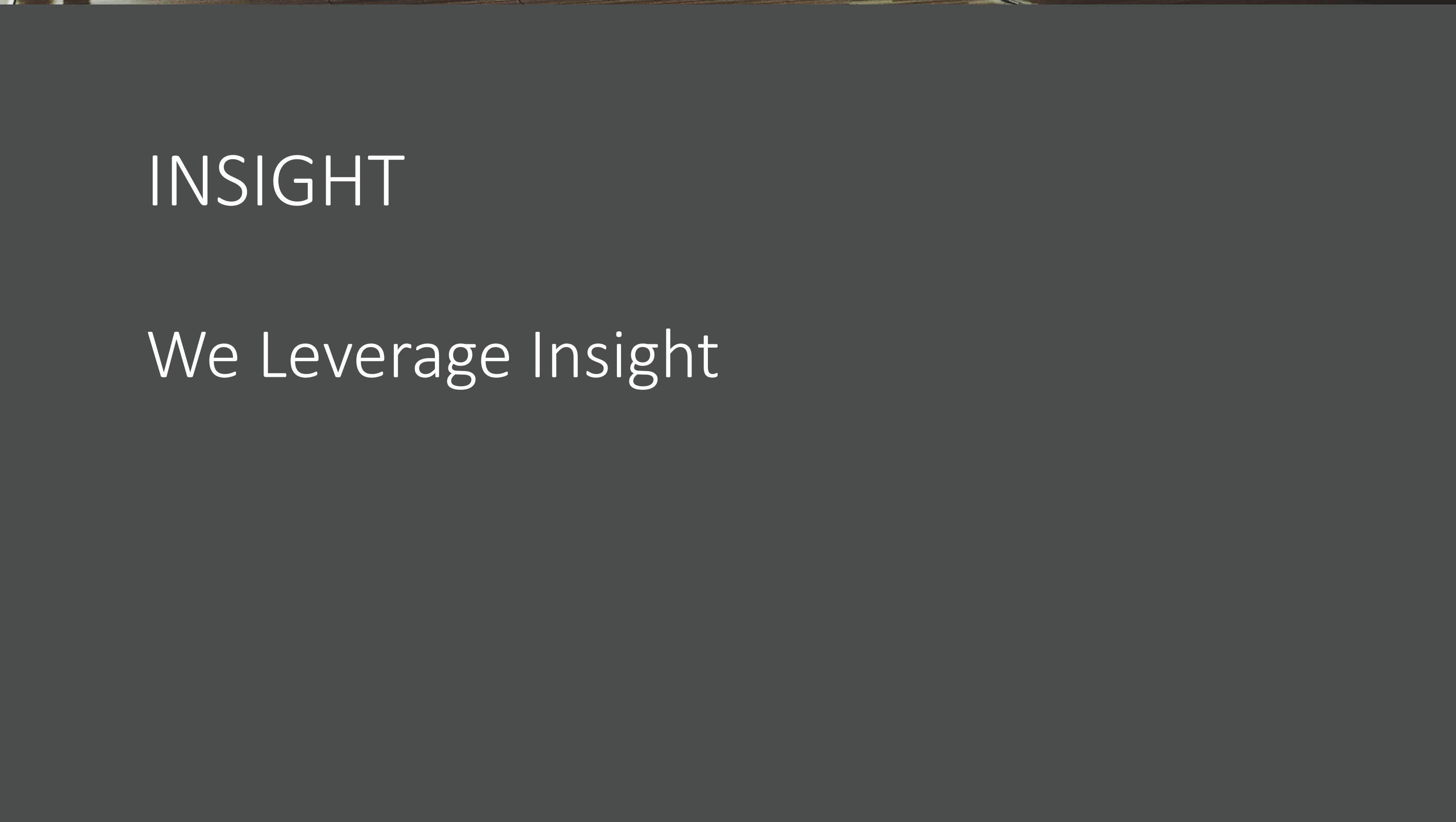
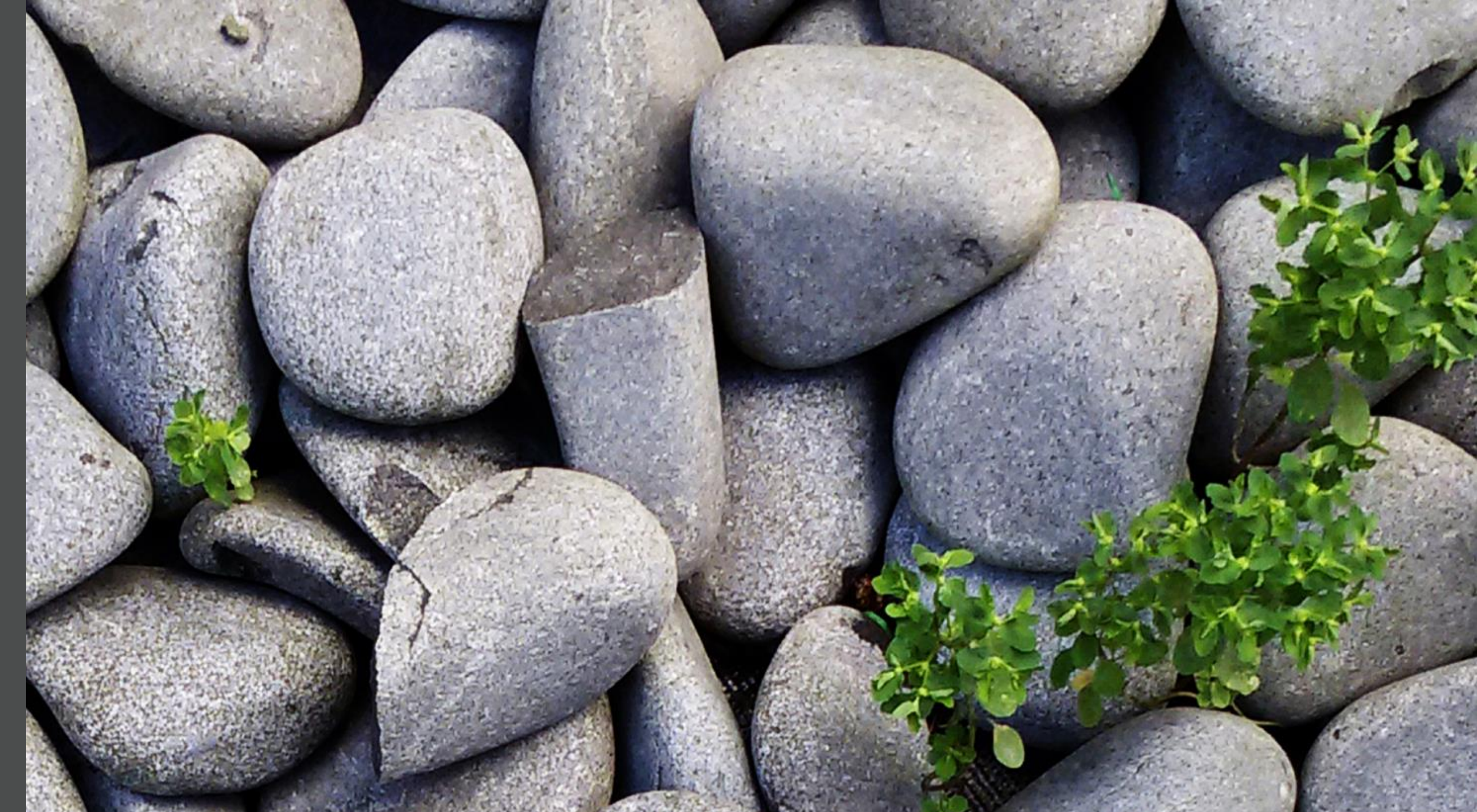
We are now?





INSIGHT

We Uncover Insight



INSIGHT

We Leverage Insight



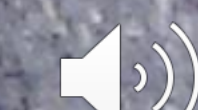
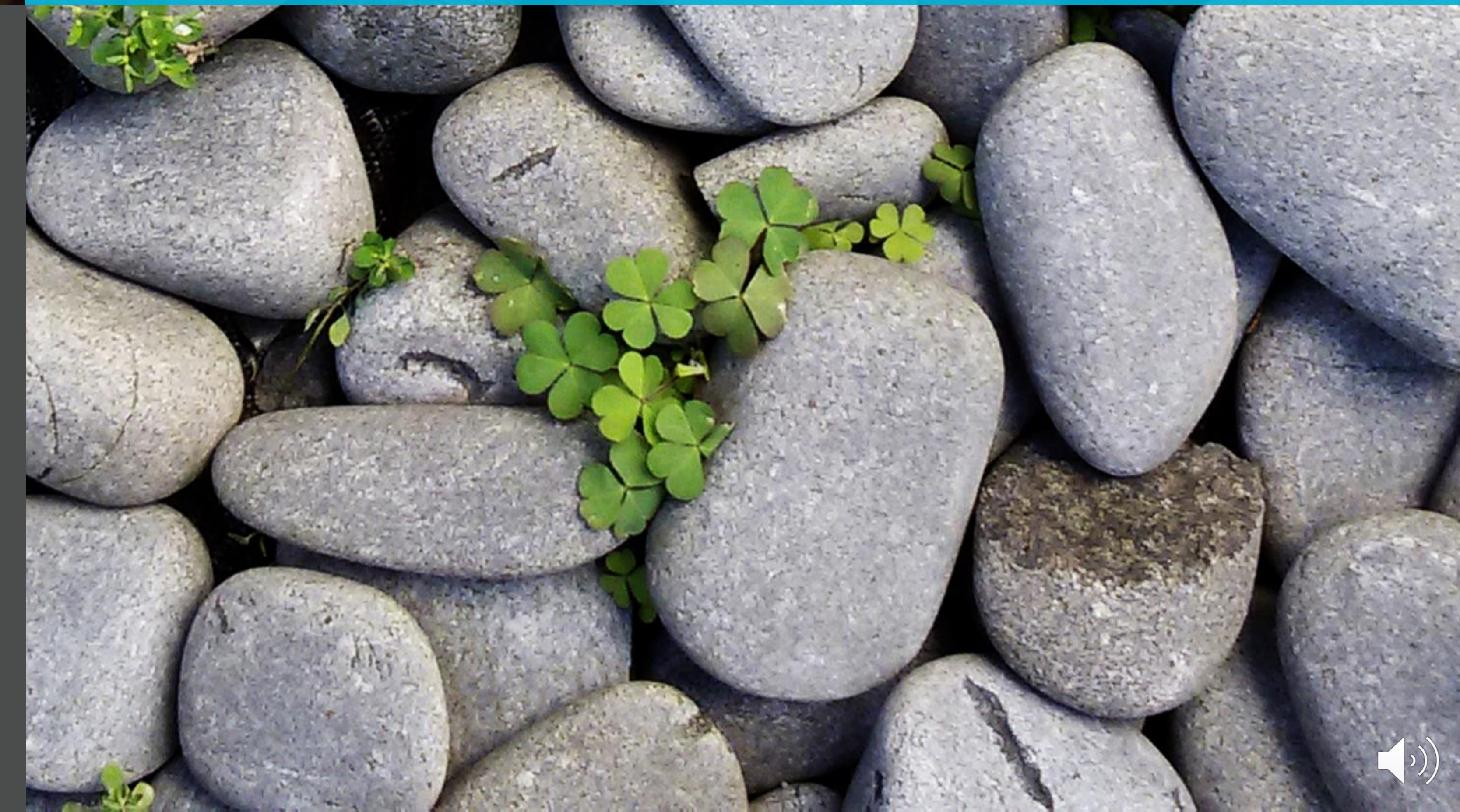
INSIGHT

We Provide Insight



INSIGHT

We Deliver Insight



We are **Insight.** Not **Insights.**

There is a difference between the two. There is a whole world of difference. We are the “ah ha” light bulb. And we spark new meaning to the Insight we uncover.

The Curious Difference

INSIGHT...is seeing things through a looking-glass. We are shining a spotlight on what we uncover. We are illumination to the companies we work with. Plain and simple, you have the general ability to understand the nature of things. It's specific. And Focused. And Singular. It's a clear understanding.

INSIGHTS...gives us the sense of gravitating toward marketing research. It's more general and wide-reaching. It's simply more than one.



Defining The Brand



Visualize Brand Essence

- Brand Features
- Tangible Benefits
- Emotional Benefits
- Customer Values
- Personality
- Heartbeat



Brand Pillars

- Ownable
- Sustainable
- Leverageable
- Extendable



Brand Positioning

- Clear Position
- Marketplace Advantage
- Point of Differentiation



BRAND ESSENCE

It's the Emotional Heart of a Brand

It's a Unique Experience

It's a Vision

It's a Promise

It's a Connection

**We Connect
Customers to
your Business**

INSIGHT.



Brand Features

Tangible Benefits

Emotional Benefits

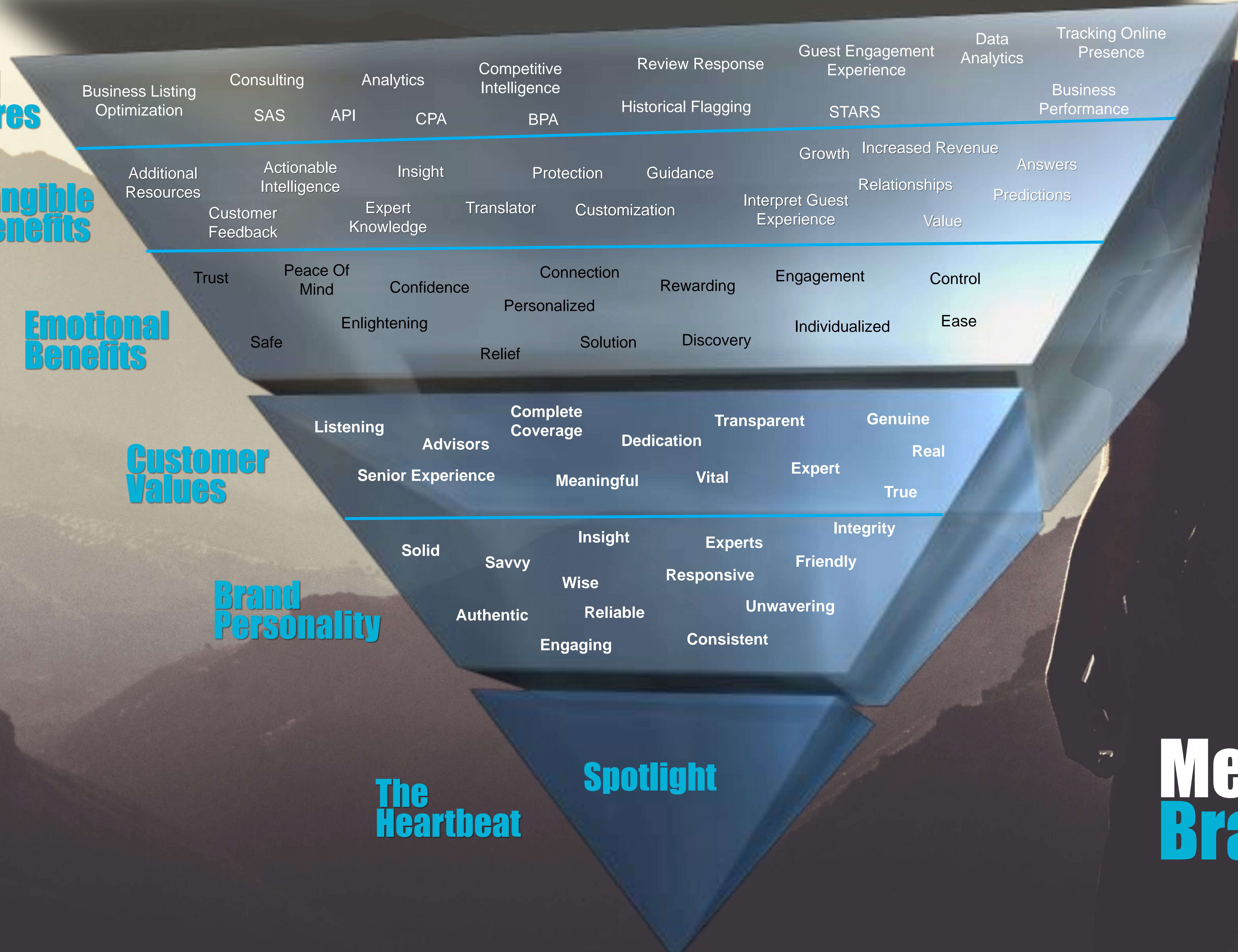
Customer Values

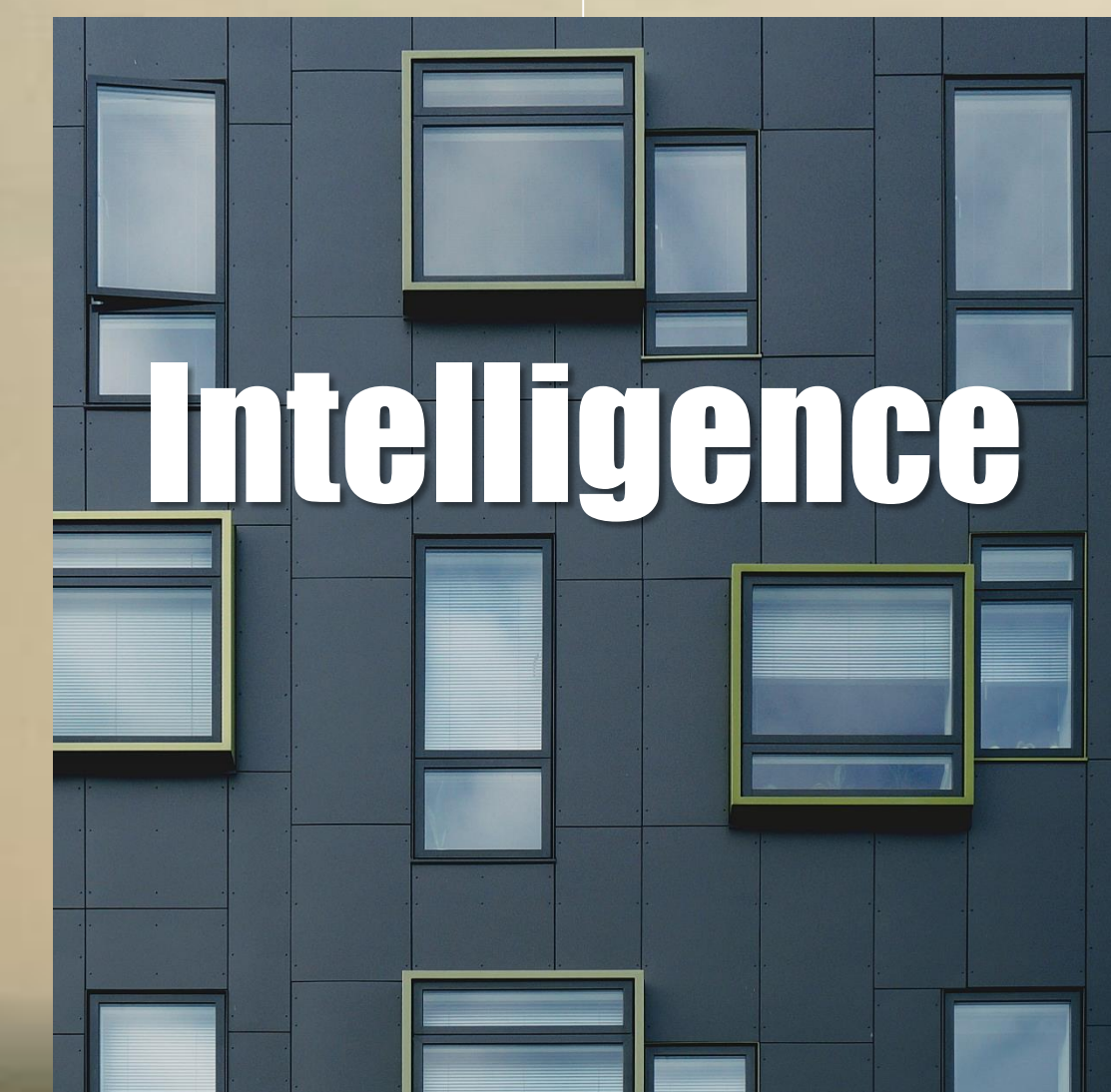
Brand Personality

The Heartbeat

Spotlight

Merchant Centric Brand Essence





Merchant Centric Brand Platforms

Discovery

Explore

Experience

Bridge

Integration

Connection

Knowledgeable

Education

Interpret

Leader

Pioneer

Consumer Feedback

Translator

Transformer

Control

Guidance

Predictions

Insight

Responsive

Customization

True

Reliable

Useable

Trusting

Expert

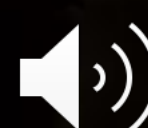
Leadership

Meaningful

Partnership

Reputation

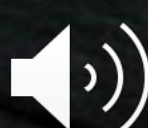
Integrity





Creativity

How We Define Ourselves. What Makes Us Different.
How We Stand Out.





Brand Positioning

For businesses of all sizes that need to gain insight to how their customers' experiences can increase revenue, Merchant Centric, with a simple and knowledgeable approach, and a reliable and trusting connection with the businesses it works with, is the spotlight, gateway, and bridge to driving sales and growth by providing tools that deliver authentic consumer feedback, engagement and actionable intelligence that serves as a translator and transformer to meaningful and real solutions these companies can understand, use and benefit from.



Brand Positioning.

The Breakout.

Target (For Whom) Who are we trying to reach
For businesses of all sizes

Target Need (Who need something) What do they actually need? Describe what the Target actually needs
that need to gain insight to how their customers' experiences can increase revenue

Brand Name (Company) (Who)
Merchant Centric

Describe who the company. Tell us your approach, why you stand out, your personality of the company and brand
with a simple and knowledgeable approach, and a reliable and trusting connection with the companies it works with

Frame of Reference This is who you are and what you are all about
is the spotlight, gateway, and bridge to driving revenue and growth

By doing what? What does it do? This is the actual specifics of what you deliver, what you provide your buyers, your customers
By providing tools that deliver authentic consumer feedback, engagement and actionable intelligence

Differentiation Benefit. What you can do with what you provide. You can do something with it. This is where you stand out and show a crystal clear differentiation. This is "The Why" of what you do.
that serves as a translator and transformer to meaningful and real solutions these companies can understand, benefit, and use.





The Umbrella Pitch

“Are you getting all of the “real” information from your online reviews? Did you know that there are hidden treasures of unspoken information each company’s online reviews? We provide a spotlight to help our clients drive revenue by delivering actionable intelligence and insight that serves as a translator to meaningful and real solutions from authentic online consumer feedback.”

The first question can be altered to accommodate the situation... Such as; “Do you know that negative online reviews are one of the most powerful management and marketing tools available to a management team?” “Do you actively monitor your online reviews? If so, do you know what it really tells you? If not, do you know what hidden treasures your customers want you to know?”





The Umbrella Pitch

MC increases revenue for businesses through enhanced customer engagement and by shining a spotlight on vast amounts of consumer feedback to deliver insight and actionable intelligence.

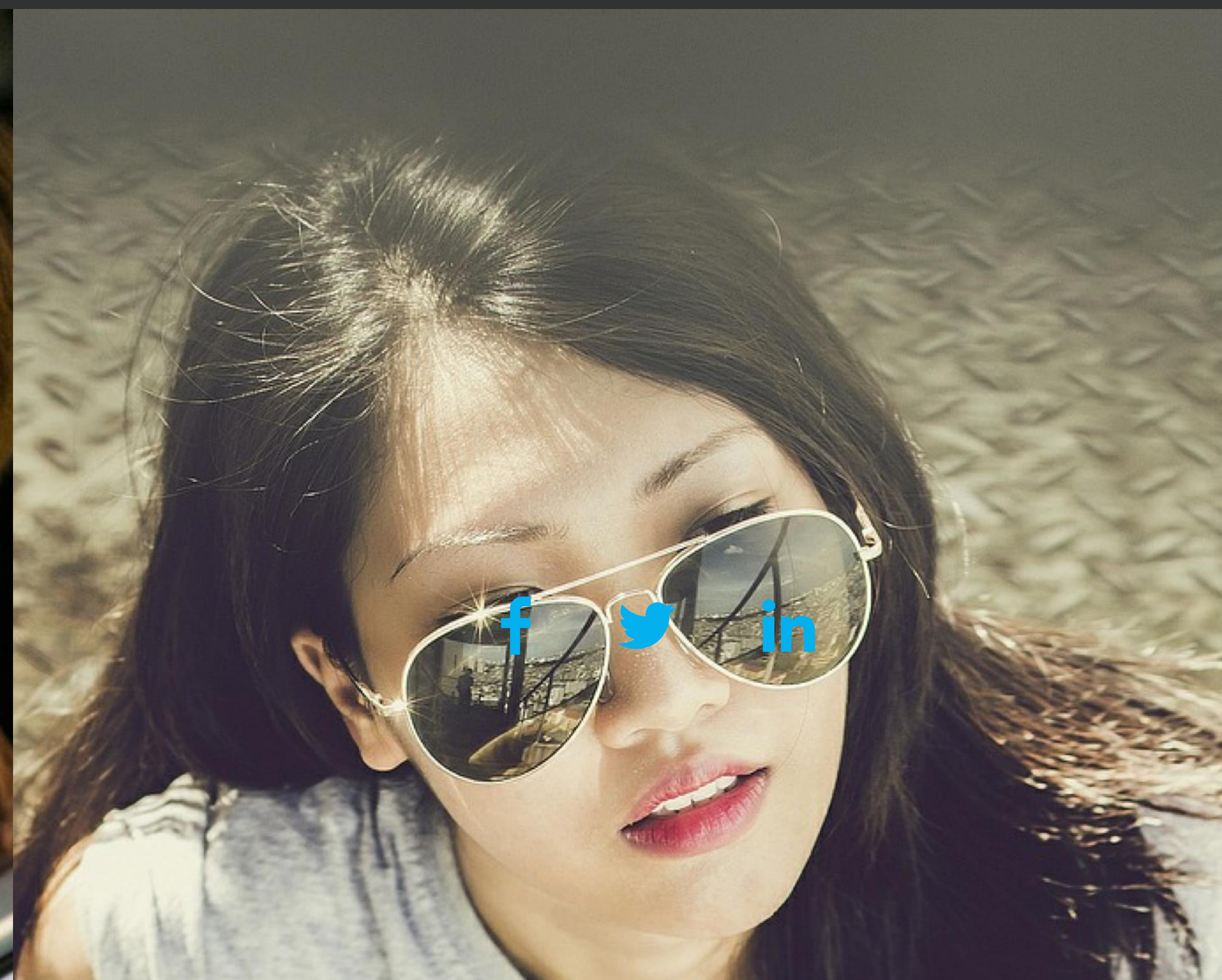


Ready to Impress?

It's kinda like the elevator pitch of your new vision.



So what do you do?



What's that?



Can you tell me more?



I think I am starting to get it!

We're in the business of Insight. We deliver the "ah ha" light bulb moment to companies we work with.

It's all about uncovering insight and providing insight to the companies we work with. It's like we illuminate and leverage the insight to help companies.

Sure. We essentially shine a spotlight to providing Insight on how you can grow and build your business to what matters most to your customers.

It's really quite simple. We can find out Insight into how consumers think and feel about your company which helps you solve issues and find new opportunities so that you can expand your business significantly. And who doesn't want that?

