

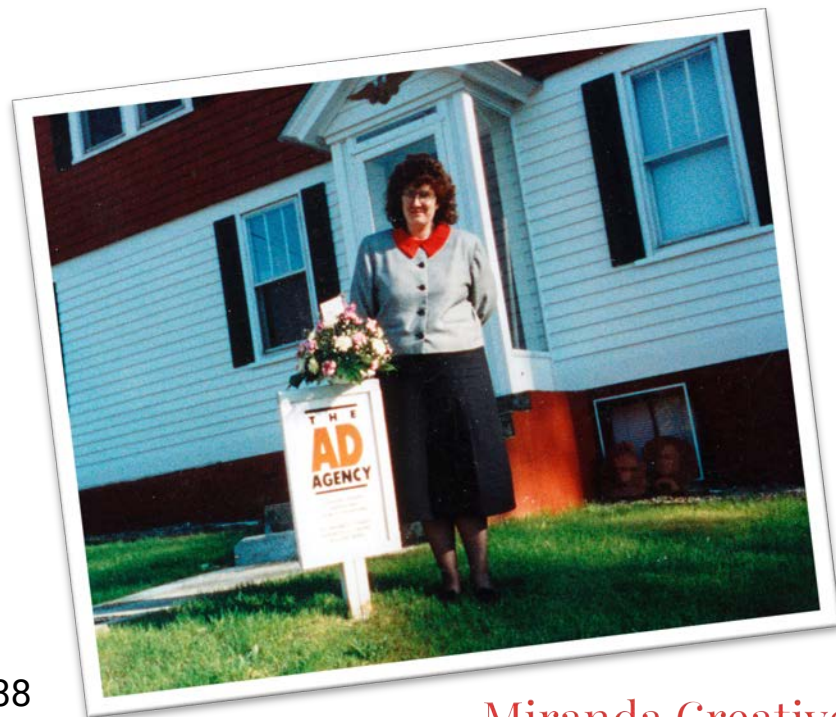


What would happen if a procurement specialist searched for your brand?



6 Simple Steps to Marketing Your Brand

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THE WAY

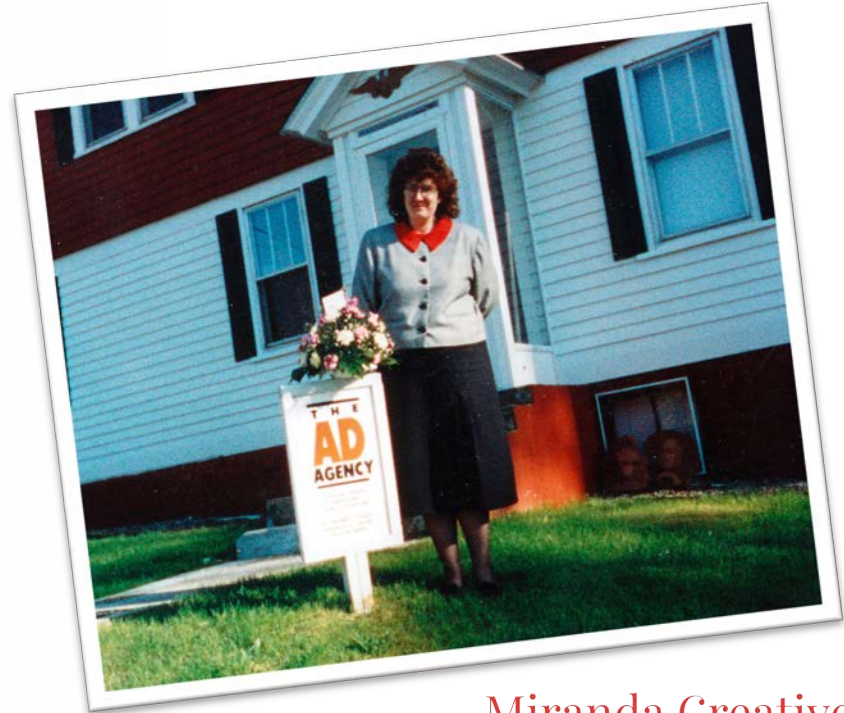


August 22, 1988

Miranda Creative



*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*



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“I looked to find out more about the proposed company, but couldn’t find anything.”

- Procurement Specialist

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Miranda Creative, Inc. |



miranda creative inc

Miranda Creative, Inc., **Elm Avenue, Norwich, CT**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

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Miranda Creative, Inc. - Home | Facebook

<https://www.facebook.com> › Places › Norwich, Connecticut ▼

★★★★★ Rating: 4.7 - 15 votes

Miranda Creative, Inc. - 18 Elm Ave, Norwich, Connecticut 06360 - Rated 4.7 based on 15 Reviews

"Miranda Creative has been helping my real estate..."

The Day - Miranda Creative celebrates 30 years in business - News ...

<https://www.theday.com/article/20180826/NWS01/180829507> ▼

Aug 26, 2018 - Maria Miranda, founder, owner and creative director of her agency, **Miranda Creative**, poses for a photo with the recently completed web site for ...

Miranda Creative, Inc. | LinkedIn

<https://www.linkedin.com/company/miranda-creative> ▼

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Miranda Creative, Inc. - Marketing - 18 Elm Ave, Norwich, CT - Phone ...

<https://www.yelp.com> › Professional Services › Marketing ▼

Specialties: Are you looking for a creative type? You've come to the right place! Welcome to **Miranda Creative** where creative marketing ideas... and valued ...

Miranda Creative, Inc. - Greater Norwich Area Chamber of Commerce

<https://web.norwichchamber.com/Graphic-Design/Miranda-Creative,-Inc-1918> ▼

Miranda Creative is not the typical advertising agency, we are brand managers — more importantly, we are partners. We work side-by-side with our clients to ...

Miranda Creative, Inc. Reviews, Ratings | Advertising near 18 Elm Ave ...

<https://reviews.birdeye.com/miranda-creative-inc-208682464> ▼

★★★★★ Rating: 5 - 3 reviews

3 customer reviews of **Miranda Creative, Inc.** One of the best Advertising, Advertising / Media / Agency business at 18 Elm Ave, Norwich CT, 06360.

"Miranda Creative"



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Business

theday.com - May 25, 2019

Social media marketing experts from **Miranda Creative, Inc.** will outline how your business can directly target consumers with authentic and ...

Norwich to launch \$25000 marketing plan

theday.com - May 6, 2019

Maria Miranda, owner of **Miranda Creative**, presented her branding and marketing plan to the City Council Monday, starting with the city's ...

Google workshop to be held at East Lyme Public Library

Norwich Bulletin - May 22, 2019

The Southeastern Connecticut chapter of Score will present the free workshop with digital media specialist Ron Wertz of **Miranda Creative**.



Miranda Creative celebrates 30 years in business

theday.com - Aug 26, 2018

22, Miranda marked the 30th anniversary of **Miranda Creative**, the ... Miranda pulled out a **Miranda Creative** branded sheet of paper and a red ...



Mystic tourism anchors dig into their own pockets

theday.com - Mar 6, 2019

... at the intersection of the interstates, according to Maria Miranda, whose Norwich-based agency, **Miranda Creative**, is handling the campaign.

What are the two most
important things to know
about marketing?

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You...

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You...
... and them.

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Any questions?

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6 Simple Steps to Marketing Your Brand

Miranda Creative



1. You: **Core Values**

“Every day, I get a call from a new account executive for one of my vendor partners. While names change, values remain.”

- President of Procurement, Wendy's

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**A BANK THAT PUTS
THE COMMUNITY
IN THE SPOTLIGHT.**

Every year, Guilford Savings Bank reinvests in the community we serve. From art and culture to the art of caregiving, it is among our strongest core values to consider a vibrant community our most important asset.



Guilford Savings Bank
Your Community. Your Values. *Your Bank.*
Equal Housing Lender • Member FDIC • gsb-yourbank.com



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A BANK THAT PUTS THE COMMUNITY IN THE SPOTLIGHT.



As I continue with my ongoing process of reflection on the past and contemplation of the future, I know, as always, our strength at GSB lies in our position as a mutual institution.

This is an interesting time to be in banking as financial security is a concern for many. The exciting opportunities presented by rising innovative financial technology products seems squarely juxtaposed, in at least some ways, against the rising desire for increased privacy measures when it comes to the use of technology.

We are pleased to say that, on the shores where waves of change are constantly crashing, we are a lifetime financial partner our customers can trust. With strong roots and a solid foundation, we are

consistently evolving to provide access to valuable, necessary and modern resources, whether you're opening your first checking account or looking for a reverse mortgage to meet the financial needs that arrive with the golden years.

I'm grateful for the work of our employees in this effort, including Kathleen Duncan, who is featured in the pages that follow for her reverse mortgage efforts. This is a new role for Kathy and she has taken it on with enthusiasm and an eye toward helping others fulfill their goals.

The Bank's financial performance continues to be solid in all areas, and we continue to take pride in the investment our staff shows in the community through nonprofit board service and volunteer hours, and in the commitment we show as an institution through our financial reinvestment into the communities we serve.

Because we are a mutual Bank, we thrive only if the communities we serve thrive, and we are dedicated to that notion.

Last month, I was fortunate to attend the ABA Washington Summit – along with our EVP and Chief Financial Officer Kyle Eagleson – to make sure the voice of the community Bank was heard. Although large, public institutions often take center stage in this kind of arena, we believe that the mutual institutions with a grassroots level, community perspective, offer critical insight and we value the opportunity to share our success and viewpoints with our peers.

In other news, we recently added six individuals to our Board of Corporators. They are an eclectic group with diverse career and personal backgrounds hailing from around the state and we are privileged to have them join us in position for our mission.

In acclimating them to GSB, I shared with them – as I am always grateful to share with our customers and the community at large – the fact that we remain steadfast in our goal to be a needs-based institution, one that is always evolving to meet the demands of our customers, our employees and our communities. All of our services, including wealth management and financial planning, are carried out with our customers in mind. Centric to our work is our effort to understand the needs of each individual and to fill them, utilizing for their benefit the latest technology with our personal touch.

WE ARE PROACTIVE. WE ARE RESPONSIVE. WE ARE FORWARD-THINKING AND WE ARE CAPABLE OF DELIVERING ON THE REQUESTS OF THOSE WE SERVE.

Timothy P. Geelan

Timothy P. Geelan
President & CEO
TGeelan@GSByourbank.com
(203) 458-5456



A HEART FOR HOME OWNERS

Kathy Duncan has been with Guilford Savings Bank for more than 30 years – formerly in the role of branch manager – but she recently took on the position of Reverse Mortgage Specialist at the start of the year. She said what she enjoys most about her job is the chance to connect with members of the public and to advocate them on the benefits of reverse mortgages to help them meet their financial goals.

KATHY DUNCAN IS FOCUSED ON PROMOTING REVERSE MORTGAGES FOR THE BENEFIT OF THE COMMUNITY MEMBERS SHE HOLDS DEAR

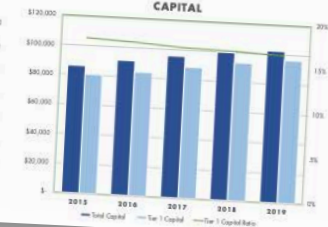
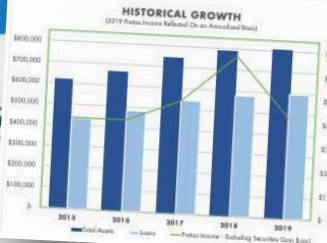
For many people, homes are their biggest asset.

That's why Kathy Duncan wishes she had known about reverse mortgages when her father was developing dementia.

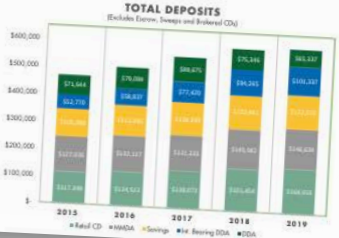
"We would have been able to keep him at home with in-home care instead of moving him to a dementia unit that quickly ate up all of his funds," she said. "It's important to me that I let people my age know about this option when dealing with their aging parents."

As an Assistant Vice President and Reverse Mortgage Specialist with Guilford Savings Bank, Duncan is able to fulfill that intent of

GSB FINANCIALS As of March 31, 2019 (In Thousands)



GSB FINANCIALS As of March 31, 2019 (In Thousands)



6 Simple Steps to Marketing Your Brand

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1. You: **Core Values**

2. You: **Strengths** (Unique Selling Proposition)


“0+6+3+6+0 = 15.” - City of Norwich, Connecticut

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INDUSTRY ON THE RISE

Photo: General Dynamics



CITY ON THE RISE

Photo: Barnberry Productions



TURNKEY SOLUTIONS. SHOVEL-READY SITES.

**SEE HOW NORWICH, CT
CAN GIVE RISE TO YOUR BUSINESS**

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WORKFORCE AND HOUSING ON THE RISE

- Ample and accessible employee housing opportunities, including the Lofts at Ponemah Mills — set to bring an additional 116 apartment units online in late 2019
- Local, world-class educational programs providing custom training for precision manufacturing and trade skills

RESOURCES YOU NEED TO SUCCEED

- Norwich Community Development Corporation (NCDC) provides planning and development assistance, sitefinding, incentive programs and more
- Norwich Public Utilities (NPU) provides commercial and industrial sites across the city with gas, electric, water, and sewer utilities



LOCATION. LOCATION. LOCATION.

- Conveniently located at the junction of Routes 2, 32, and I-395
- Less than 40 miles from Hartford, 103 miles from Boston and 133 miles from New York
- Within 45 mile-radius of T.F. Green and Bradley International Airports

OPPORTUNITIES AWAIT

- Home to three national Opportunity Zones, federally designated community investment tools providing unique tax incentives and reinvestment opportunities
- All city departments work together as a team to be at the disposal of prospective businesses reinvestment opportunities

VISIT ASKNCDC.COM FOR DETAILS OR CALL BOB MILLS AT 860.887.6964

6 Simple Steps to Marketing Your Brand

1. You: **Core Values**
2. You: **Strengths** (Unique Selling Prop)
3. You: **Message/Methods**

“We can no longer be
anti-social.”

- John Haggerty, Burris Logistics

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Burris Logistics

Logistics and Supply Chain · Milford, DE · 4,408 followers

One Partner. Many Solutions.



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One Partner. Many Solutions.

Burris
Logistics

Dashboard

Last 30 days

517
Visitors

81
Custom button clicks

56.4K
All post impressions

67
Followers



BURRIS
LOGISTICS



3 followers

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One Partner. Many Solutions.

Dashboard

Last 30 days

517
Visitors

81
Custom button clicks

56.4K
All post impressions

67
Followers



Burris Logistics

4,408 followers
1mo

Burris is pleased to welcome the team members, agents, customers and carriers of Trinity Logistics to the Burris family! Two, long-standing family-run enterprises unite for greater opportunities & to offer customers more end-to-end supply chain solutions. <https://lnkd.in/eUKdzcf>



55 · 1 Comment

Like Comment

Organic impressions: 2,403 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

2,403 Impressions	55 Reactions	6.08% Click-through rate	1 Comment
20 Shares	146 Clicks	9.24% Engagement rate	

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Minimum Marketing Tool Box

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- **Quality brand basics** (cards, stationery)
- **Fact sheet** (rack card, etc.)
- **Current website** (responsive)
- **Appropriate social media** (timely)
- **Digital newsletter** (content plan)
- **Quality images** (video if possible)
- **Press kit** (boilerplate/bios)
- **Database** (CRM)

6 Simple Steps to Marketing Your Brand

Miranda Creative



1. You: **Core Values**
2. You: **Strengths** (Unique Selling Prop)
3. You: **Message/Methods**
4. Them: **Needs**

“Some of the most
experienced drivers are
quitting to seek a living
elsewhere.”

- Business Insider, May 2018

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BurrisFreight.com

**You have the need.
We have the network.**

**GET A
QUOTE**



**Don't let the ELD mandate
slow you down.**

Watch our video to learn more.



BurrisFreight.com

**You have the need.
We have the network.**

**GET A
QUOTE**



**Don't let the ELD mandate
slow you down.**

Watch our video to learn more.

- Dedicated lanes
- Both dry and temperature-controlled
- Growing alliance of carriers

**No shipments
given back.
Partner with us
for a total
transportation
solution.**

- Call our 24-hour customer service center today



844.236.7523

6 Simple Steps to Marketing Your Brand

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1. You: **Core Values**
2. You: **Strengths** (Unique Selling Prop)
3. You: **Message/Methods**
4. Them: **Needs**
5. Them: **Communication Channels**

“Marketing is no longer about the stuff that you make, but about the stories you tell.” - Seth Godin

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emcee

— MARCH 2019 —

Hello there! We'd like to take a quick moment to share with you a little bit about what we've been up to, and a lot about what's happening in the busy worlds of brand management, design, and web development. Welcome to the 31st year of creativity at Miranda Creative — we're so glad you're here!

relevant


At Miranda Creative, we're committed to our word of the year—*relevant*—which is why we're constantly challenging ourselves with new ways of thinking. For example, just last month, we partnered with the local chambers and the Southeastern CT Cultural Coalition to facilitate the first-ever familiarization tour (aka "FAM Tour") to build greater understanding of our regional arts, culture, and tourism (ACT) attractions. The tour was a great success! We look forward to being a part of many more in the coming year.

During moments like these, we're proud to be an accessible and trusted marketing partner for many for-profit and non-profit organizations in our region and throughout the state. From presenting after-hours about Facebook best practices to partnering with the up-and-coming Voxion team on smart speaker marketing, our agency stands by our commitment to education, innovation, and above all—our clients. Thank you for being a part of our journey!

[Learn more](#) about how we're helping people see Mystic like never before.

BE A HERO at this year's Always Home Gala! (Mask + Cape optional.)

design




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FEATURED BUSINESS

Aleia's Gluten Free Foods

CONTACT US




Featured Business

Why Aleia's chose GSB for their banking needs.

When restaurateur and Culinary Institute of America trained Chef Kimberly Snow developed an intolerance to gluten, she set out on a personal mission to ensure Celiac Disease and her journey to good health never got in the way of her enjoyment of food. Today Aleia's Gluten Free Foods crafts certified gluten-free products that taste as good as their gluten-filled counterparts, but better.

Aleia's artisan cookies, versatile bread crumbs, real panko, crunchy crouton stuffing mixes and wholesome breads were immediately well-received by the public and the Aleia's team was encouraged to approach national-level providers. The Whole Foods Market, and they liked our products, inviting us to become a vendor. "From there, our growth was inevitable. We were going to need more refrigerators and more room. We were going to need a partner bank to grow with us ... and we found that partner in Guilford Savings Bank (GSB)."

RELATED:



6 Simple Steps to Marketing Your Brand

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1. You: **Core Values**
2. You: **Strengths** (Unique Selling Prop)
3. You: **Message/Methods**
4. Them: **Needs**
5. Them: **Communication Channels**
6. Them: **Decision-Making Process**

Establishing Processes

*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now--what was it you wanted to sell me?"*



Miranda Creative



- Decision-maker in the conversation
- Current contract situation
- Timeline (fiscal year/budget year)
- Pre-qualifications, approvals, or regs
- Free of conflicts/disqualifiers
- Clear understanding of your status
- Consistent communication
- Core value/positioning statements
- Adequate resources (human/financial)

6 Simple Steps to Marketing Your Brand

Miranda Creative



1. You: **Core Values**
2. You: **Strengths** (Unique Selling Prop)
3. You: **Message/Methods**
4. Them: **Needs**
5. Them: **Communication Channels**
6. Them: **Decision-Making Process**

Now...

Any questions?

Join us at the close of the day:
Where do I go from here?

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Thank you,

Miranda Creative

