



# **Behavioral Branding**

*Tracey Stone Mooney*

*Director of Relationship Development*

*Paul Davis Restoration*

# Branding

## brandiNG

*noun*

- the **promotion** of a particular product or company by means of advertising and distinctive design.
- "the process of branding should be considered in global terms"



# Branding



The **PROMOTION** of a particular product or company by means of advertising and distinctive design.



# Marketing

mar·ket·ing

*noun*

- the **action** or business of promoting and selling products or services, including market research and advertising.



# Social Capital



so·cial cap·i·tal

*noun*

- the networks of relationships among people who live and work in a particular society, enabling that society to function effectively.



# Branding vs Marketing



*Promotion*

vs

*Action*



# Our 10 Serving Basics



1. Ensure your words and actions align with our Brand Promise.
2. Display our Brand with pride.
3. Create Brand loyalty with everything you do.
4. Practice immediacy.
5. Engage customers to tell their story only once.
6. Educate, communicate and collaborate with the customer.
7. Solicit feedback from customers throughout their journey.
8. Be prepared, present and personal.
9. Respect the customer's property and preferences.
10. Celebrate and confirm completion of the project with the customer.

**Tracey Stone Mooney**  
**Director of Relationship Development**

**[Tracey.Mooney@pauldavis.com](mailto:Tracey.Mooney@pauldavis.com)**

**208-850-6732 cell**

**PAULDAVIS**

RECOVER • RECONSTRUCT • RESTORE