

# RECOVER REBRAND REBUILD

ORGANIZATIONAL BRANDING -  
7 FACTORS TO INCREASE  
ORGANIZATIONAL BRAND RECOGNITION  
AND AWARENESS ON SOCIAL MEDIA



FRIDAY, JULY 23, 2021

10:00 AM - 2:00 PM



FREE ZOOM  
WORKSHOP



REGISTRATION REQUIRED  
TCONYERS@RCNC.ORG



**THIS WORKSHOP IS FREE OF CHARGE**



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES  
Division of Mental Health,  
Developmental Disabilities  
and Substance Abuse Services



THANKS TO OUR SPONSORS

# RECOVER. REBRAND. REBUILD

## WHY THIS WORKSHOP?

This workshop is designed to teach non-profit organizational and self-development using social branding and entrepreneurial objectives for recovery organizations and other non-profits serving those with substance use disorders and mental health challenges in order to enhance the quality of their reach and create opportunities for growth and public support.



Recovery Communities of North Carolina  
Promoting recovery from substance use disorder and maintaining health, in the community and statewide.

## LEARNING OBJECTIVES

RECOVER

- Teaching the value of time management
- How to create time accountability trackers
- Identifying business multipliers and branding objectives
- Identifying the biggest time wasters in building a brand

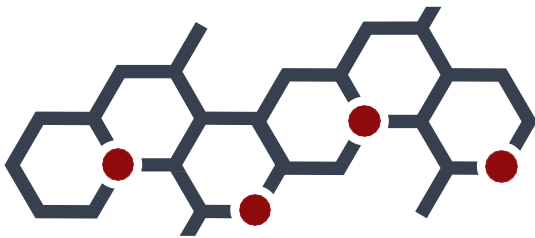
REBRAND

- Teaching self-care, self-branding online and offline
- New circle - networking to win
- Social Media branding and marketing for entrepreneurs
- Culture Branding in Business

REBUILD

- Scaling your non-profit for Success
- How to attract consumers and financial backers
- Taking advantage of networking events
- 3 step follow-up rule

FRIDAY, JULY 23, 2021



DEFINE YOUR  
MARKETING GOALS

UNDERSTAND YOUR  
AUDIENCES

CRAFT YOUR KEY  
MESSAGES

CHOOSE, PLAN & CREATE  
YOUR MARKETING  
STRATEGIES

ANALYZE YOUR  
MARKETING  
PERFORMANCE



## QUINTIN T. MURPHY

MARKETING CONSULTANT

RCNC's Community Development Consultant

TRUSTED SOCIAL MEDIA AND MARKETING PROFESSIONAL WITH NEARLY  
18 YEARS OF EXPERIENCE.

Quintin T. Murphy grew up in North Carolina. He is a 2003 graduate of The North Carolina Central University and a 2009 MIS graduate in Information Sciences from Strayer University. He started The Mogul Group, now call Triangle Marketing Solutions in 2007 to help businesses understand the power of social media and use it to grow their target audience. Throughout the years he has worked with notable small businesses in the Triangle and across the county.

Quintin takes a special interest in content marketing and marketing strategies for small, medium, and corporate sizes businesses. He has a true passion in help businesses and organizations leverage the power of social media to become successful and scale profit. Quintin has also worked with corporate franchises such as Zaxbys, Carquest, and Advanced Auto Parts, helping them understand and deliver social media content to become better engaged with their supporting community. He teaches strategic marketing that helps business owners brand themselves to develop relationships that leads to brand loyalty.

Quintin now serves as a serial entrepreneur in several industries. At the forefront, he is now the Retention Marketing of Student Services for North Carolina Central University, while continuing to manage his social media marketing firm.

### EDUCATIONAL

- 2003, North Carolina Central University, Bachelors in Business Administration, Kappa Alpha Psi Fraternity Inc., National Society of Black Engineers
- 2009, Strayer University, Masters in Information Technology & Sciences.

### BUSINESSES

- CIO, of Creid Commercial Funding & Mortgage Inc.
- CEO, Founder - Triangle Marketing Solutions LLC