



PETE  
CANALICHIO



***Pete Canalichio is a brand licensing expert who connects quality manufacturers and exciting brands. Pete's clients leverage their brands and products to create winning relationships in the marketplace.***

# THE PROBLEM

*With a scattered product selection and confusing navigation, Pete's site boasted of sales at a solid 0%... even while ranking #1 on Google. Without a solid conversion process or the ability to capture leads, his website was doing nothing but sucking up time and resources.*

*Pete also wanted a site rebrand, focusing on his own brand and presenting himself as the expert. This would require a shift in not just site design but also content and focus.*

*With Pete's situation, we had a unique opportunity. We needed to build not just a converting website, but a complete digital rebranding. Here's just a few of the issues that their original site had:*



- ✖ Opt-in gave errors when submitting
- ✖ Unattractive product images
- ✖ Confusing product descriptions and options, with duplicates and overlaps
- ✖ Broken navigation
- ✖ Little to no offer or lead capture process
- ✖ Poorly designed, unattractive landing pages
- ✖ A generically designed website, not focused on Pete's own identity and brand
- ✖ No email automation
- ✖ Poor to nonexistent social media presence

Thursday, December 29, 2016

## Harness the Power of BRAND LICENSING

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Brand Licensing Provides More Outlets for Profit and Exposure - Entrepreneur Magazine. Have you ever wondered how Coca-Cola, a company focused on meeting your beverage needs, sells branded.

**Latest News**

**Benefits of Brand Licensing for Manufacturers**  
A few weeks back I wrote an article entitled, "Licensing gains brand owners immediate presence on the shelf and often in the media." entrepreneur.com/article/234163 In that article I discussed some of the benefits of licensing for the brand... [Read More...](#)

**Tips for Building Brand Loyalty**  
Building a brand is hard work, especially for many entrepreneurs and small businesses that have a hefty priority list of things to accomplish. Watch this video to learn how entrepreneurs like Pete

**FREE Brand Licensing Training Mini-Course**

Register for your free brand licensing video mini-course + special report & discover how YOU can lasso the world's great brands!

First name:  Email address:  [Grant Me Free Instant Access](#)

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[Home](#) » [Our Products](#) » [Guidebooks](#) » Introduction to Brand Licensing

### Introduction to Brand Licensing

#### WHAT YOU NEED TO KNOW BEFORE YOU GET STARTED

Thinking about [licensing](#) a brand for your product and not sure what it entails? This report is the perfect place to start. Learn about brand licensing, why companies [license](#) their brands and the licensing process.

**Download INTRODUCTION TO BRAND LICENSING NOW for only \$10 USD**

To best understand brand licensing, it is important to understand first in its most basic form the definition of licensing.

Licensing means nothing more than renting or leasing. When someone wants to gain temporary access to tangible [property](#) – something a person can touch – such as DVD or CD, they go to their favorite Blockbuster and rent one. Tenants, in turn, lease a home or an apartment.

**FREE Brand Licensing Training Mini-Course**

Register for your free brand licensing video mini-course + special report & discover how YOU can lasso the world's great brands!

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**Brand Licensing Expert - Pete Canalichio**  
[brandlicensingexpert.com/](#)

Please join Brand Licensing Expert, Pete Canalichio, and Creative Brand Strategist, Mark Di Somma, for a LIMA webinar on May 5 (EST) as they use several ...

**Our Team | Brand Licensing Expert**  
[brandlicensingexpert.com](#) > About Us

Pete began his licensing career at Coca-Cola in 1997 as the Event Licensing Group ... This is the largest co-branding program on record for Coca-Cola.

**Pete Canalichio - Brand Strategist and Licensing Expert | LinkedIn**  
[https://www.linkedin.com/in/petecanalichio](#)

Greater Atlanta Area - Managing Partner at Licensing Brands, Inc.  
View Pete Canalichio - Brand Strategist and Licensing Expert's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping ...

**Brand Licensing Expert | Facebook**  
[https://www.facebook.com/Places/Atlanta, Georgia](#)

# OUR PROCESS

We blueprinted Brand Licensing Expert and created the Pete Canalichio brand. On top of that, we built an effective platform Pete can now use to connect with his audience in a way that his previous website couldn't.



We also brought in a full Content Marketing strategy so Pete can reach new leads by connecting with his prospects where they are. Starting from the ground up with design, branding, and marketing, we created an entirely new digital presence for Pete that he is now using to grow his business.

# COMPLETE DIGITAL REBRANDING

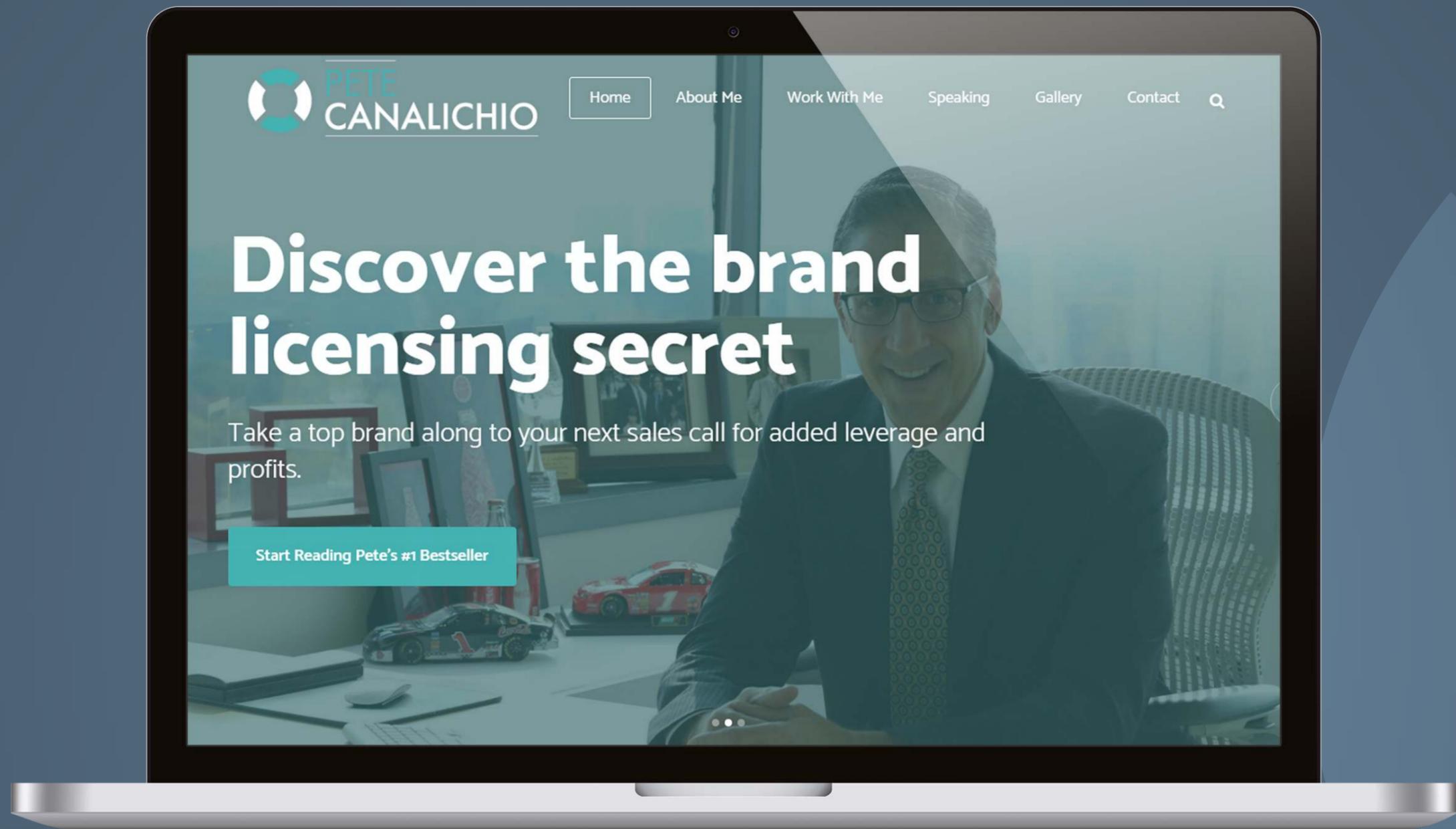
- ✓ Pete's entire digital presence, from website to social media, was analyzed and revamped to produce a new online image.
- ✓ We co-created an online presence that suited Pete and his dynamic brand. We analyzed Pete's personality traits, tone and manner to present him and his integrity to his prospects, through the brand.
- ✓ We also focused on representing Pete's confidence, drive for excellence, openness and other traits in everything from his logo to his color scheme. Focusing on a design that built trust, we created an applicable logo for an ex-USN military pilot, featuring a life preserver using persuasive, confident colors.



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PETE  
CANALICHO

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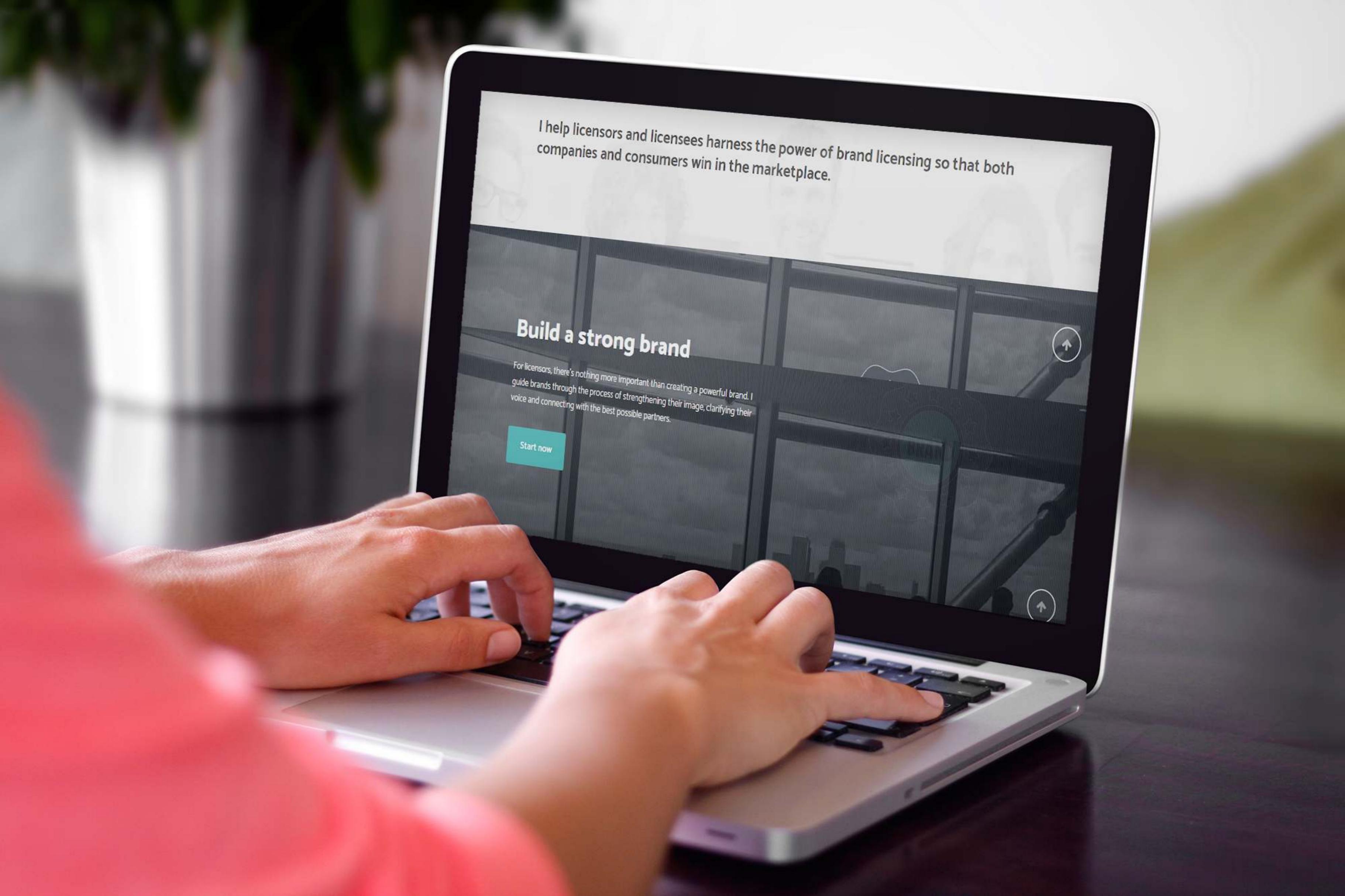
- ✓ We rebuilt Pete Canalichio's website and online presence with a focus on Pete's expertise and personality over his previous generic brand. Brand Licensing Experts became Pete Canalichio.

I help licensors and licensees harness the power of brand licensing so that both companies and consumers win in the marketplace.

## Build a strong brand

For licensors, there's nothing more important than creating a powerful brand. I guide brands through the process of strengthening their image, clarifying their voice and connecting with the best possible partners.

Start now



- ✓ We built and designed multiple assets for Pete's new look and brand, including business cards, social media covers images, media templates, invoice layout, email signature, and more.
- ✓ We created a 'ruthlessly consistent' branding proposal, outlining a plan to recreate every asset and aspect of Pete's old look. This meant bringing over one thousand different assets to our exceptionally high design standards.
- ✓ We rebranded 125+ files, 1000+ pages and 700+ graphics to fit his new image - a 1-month project requiring 2 full time designers.

“

**Overall, very impressive.  
They've done a great job of bringing  
everything together. Well done.**

”

- Mark Di Somma,  
Pete's partner and Creative Brand Strategist





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# WEBSITE REHAUL

- ✓ We developed a new website appealing to Pete's audience and established the professional image his old website lacked.
- ✓ We created an interactive, streamlined layout that was both easy on the eyes and simple to navigate.
- ✓ The site's new color scheme and design reflected Pete's personality and character.
- ✓ We built a simple, subtle and compelling sign-up process.
- ✓ We developed image-rich pages with high-quality shots of Pete himself, creating a visually-appealing experience and creating a relationship with leads from page one.
- ✓ We created a sleek, professional layout, complete with a balance of text, images and social proof that built trust in Pete's brand and gave leads confidence in his skills.

**PETE CANALICHO**

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**Discover the brand licensing secret**

Take a top brand along to your next sales call for added leverage and profits.

[Start Reading Pete's #1 Bestseller](#)

An unlimited revenue stream - enhanced consumer relations - a stronger, clearer brand identity.

[f](#) [t](#) [y](#)

## What my clients say

**Both decisive and innovative**

Pete thoughtfully and creatively finds ways to negotiate agreement in a manner that all parties feel they have been heard, understood and believe in the agreement that has been reached.

- Adriana McLane, Director, Business Development, Newell Rubbermaid

**Extraordinary results**

He is a great listener and naturally adept at building consensus and creating a collaborative environment. In stressful situations he is calm..

- Peter Dikeman, CTO, ECKey

**Key to creating a program**

Pete's focus on developing and implementing a strategy consisting of growth for existing licensees as well as acquisition of new licensing partners led to significant growth in both revenue and market penetration for the program.

- Nate Hohenstein, Manager, External Business Development, Newell Rubbermaid

**Generate revenue**

Boost your profits short-term and long-term with royalty revenue, sales growth, and greater market exposure.

**Instant credibility**

Ride on the trust other brands have already earned, to give your product instant credibility and respect.

**Increased market-share**

Access valuable markets with the backing of experienced manufacturers who can present your brand to new audiences.

**Grow your business faster**

Leverage the distribution and recognition of best-in-class products, saving you resources and time.

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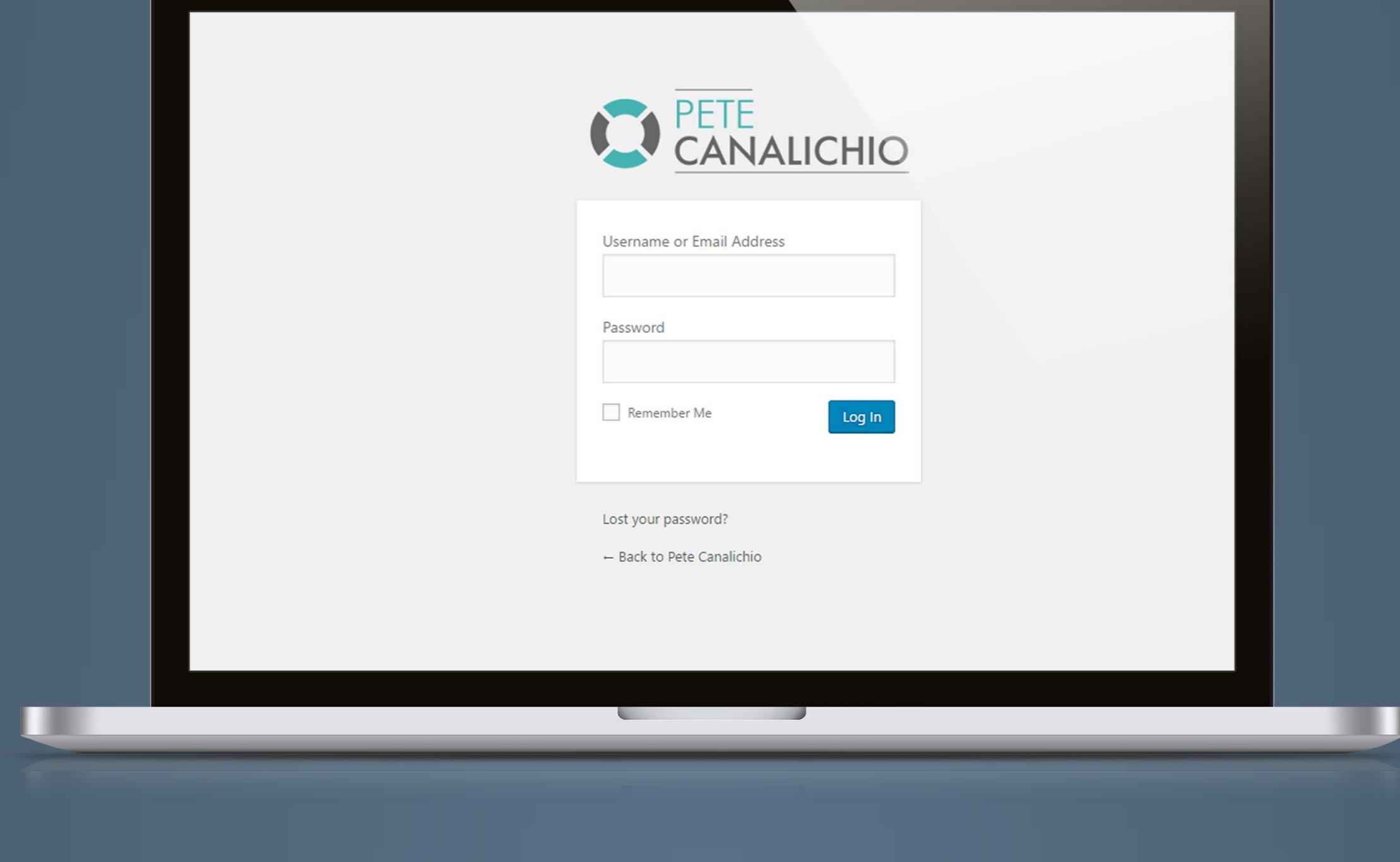
**Capture the world's most powerful brands**

Get started building relationships with some of the strongest, most powerful brands in the niches you're interested in. You don't have to be a big company to start taking advantage of this influential tool. Learn how you too can play in the big leagues.

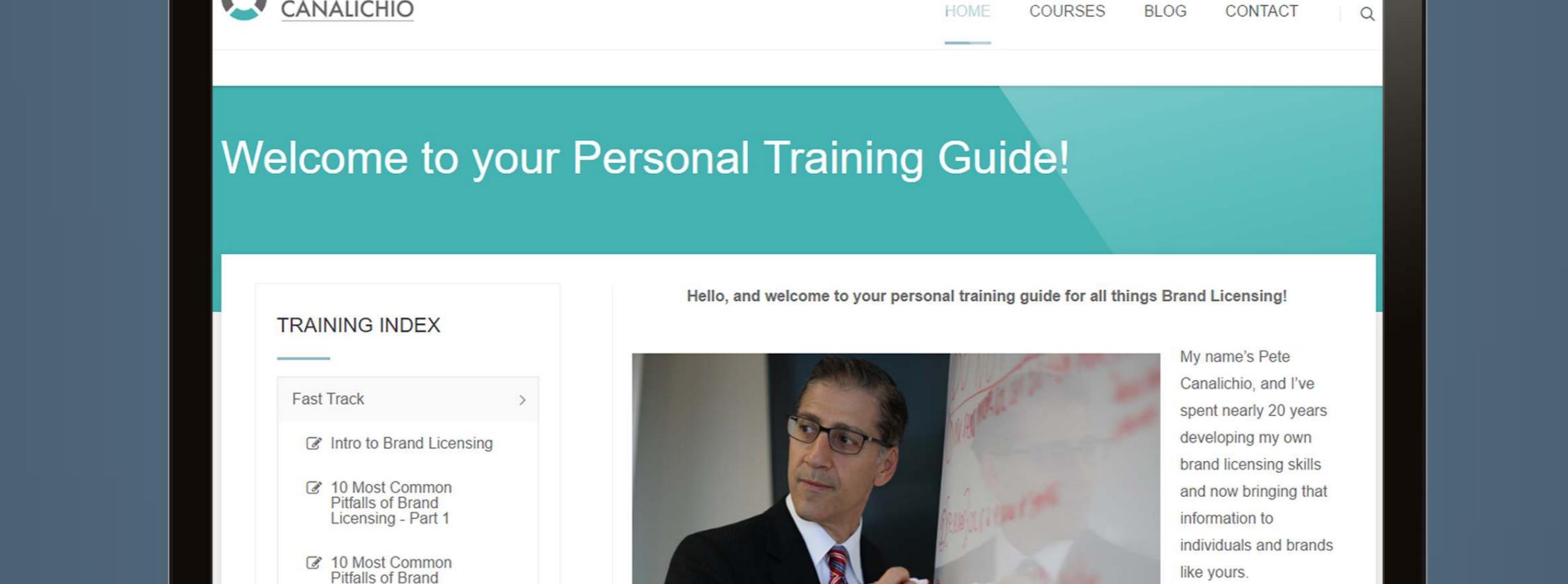
[Start now](#)

# PROFESSIONAL MEMBERSHIP EXPERIENCE

- ✓ We organized Pete's core offers and created a membership experience to convert and nurture leads and improve overall customer experience with Pete's brand.
- ✓ We grouped all of Pete's previously scattered products into 4 levels, with 3 product levels and 1 consulting level.
- ✓ A professional membership portal gave members the ability to get a glimpse of Pete's program before committing to purchasing higher levels. This greatly increased lead conversion and allowed us to build a compelling membership-based offer.



- ✓ We created a product upsell strategy that both brought in leads and continued to market to them through a well-defined process of increased benefits. Level 1 offered a free membership to leads, covering the 'WHAT' of Pete's program. Level 2 explained the 'HOW', level 3 provided valuable tools, and level 4 gave access to expert consulting.



- ✓ Every step was clearly laid out and distinct for maximum conversions and repeat sales.



- ✓ We designed an organized, professional course layout that encouraged members to push through Pete's program.
  - ✓ The courses and portal were built to reinforce Pete's brand image and website.
- ✓ We established consistency, professionalism and brand value throughout the portal with high design and functionality standards.

**"The formatting, website design, and the account/sign in features are amazing. Initially the sign up experience was very easy and not too "in your face", and everything looks very professional and reliable."**

- Alex,  
a member of Pete's staff





PETE  
CANALICHO

## About Pete Canalichio

Before starting his business career, Pete attended the U.S. Naval Academy where he earned a BS in physics. Pete went on to serve in the Navy as an anti-submarine officer and instructor pilot, honing his leadership and decision-making skills as commander of a large multi-engine aircraft and 12-member crew during the height of Cold War tensions.

His "crisis tested leadership skills" were forged not in a battle with the competition or a challenging business turnaround; although he has certainly excelled in those arenas, but in the dark seas above the Pacific Ocean as he flew a military aircraft known as engine not caught on fire.

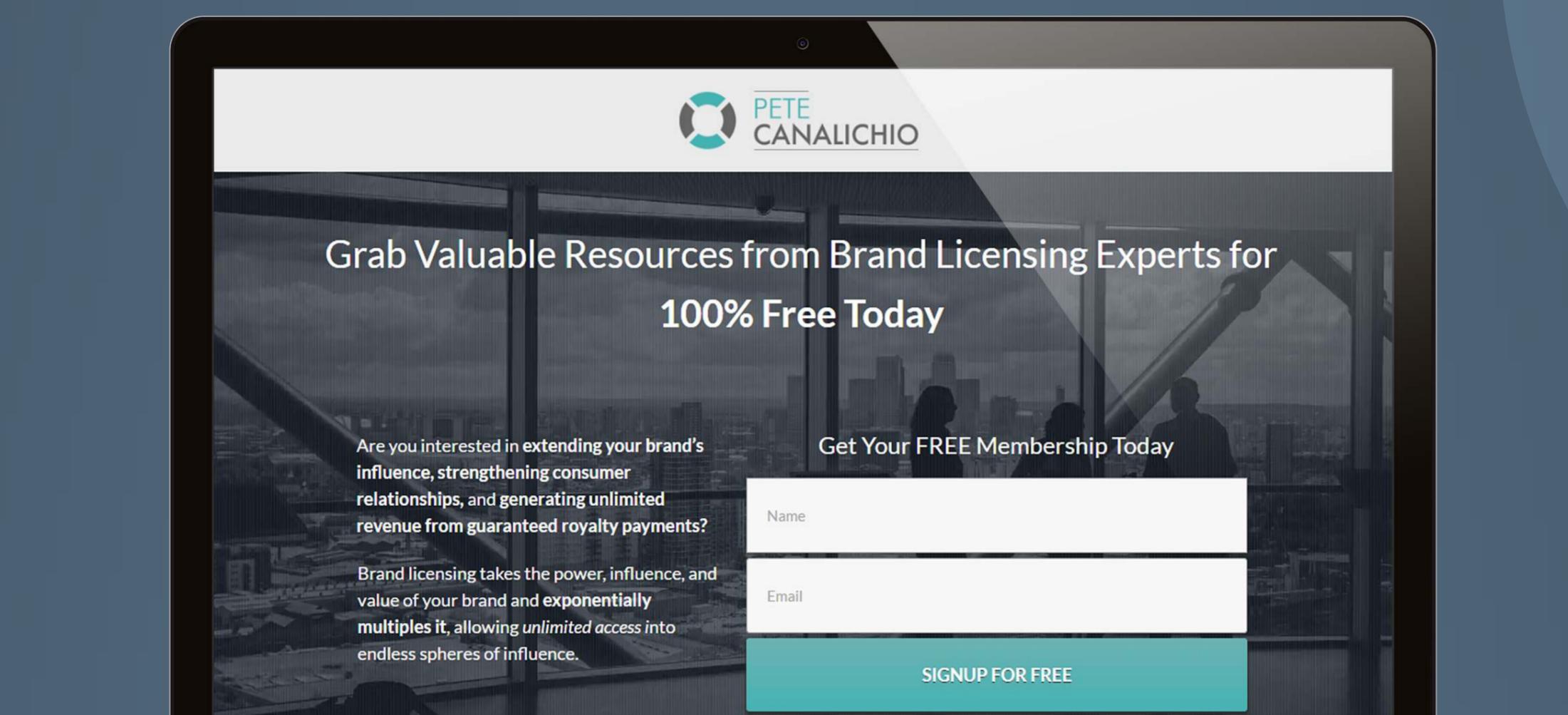
Car headed and oscillate under extraordinary circumstances, Pete has applied that same leadership style to every challenge and opportunity he has faced in his distinguished executive career with such firms as Coca-Cola, Heublein, Publix Markets and most recently, Licensing Brands, the company he founded in 2005.



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# CONTENT MARKETING & ENGAGEMENT STRATEGY

- ✓ We took Pete's content and rebranded, repurposed and distributed it across a multitude of channels to build a strong presence wherever his audience are.
- ✓ We built a complete marketing sequence, along with developing a streamlined, automated process to increase engagement. This included everything from landing pages to autoresponders and email sequences.



- ✓ Pete now has automated thank-you emails and a following sequence that pushes leads to engage with his membership site, learning the value of what he provides while upselling and nurturing his audience.
- ✓ We distributed content across major platforms such as Twitter and LinkedIn, and then moved to building a major presence in 50 different channels.

## Break Open Your Potential with Our Advanced Brand Licensing Program

Are you ready to extend or expand your brand but lack the capability or capacity to get started?

• Why try to do something that is not core to your business when you can partner with experts? Not only will they bring the skills, but they bring the resources as well...

We bring you the tools to get started today.



## Join Our Mastery Program To Put Brand Licensing In Action

Are you ready for next level training?

Are you prepared to manage your "platform", develop licensing agreements, and navigate the tricky legal paperwork to create a strong partnership?

Now that you have a good understanding of brand licensing and its potential to empower your business, you may be wondering how to approach things like....

- ✓ brand and licensee evaluations
- ✓ licensee orientation meeting strategies, or even
- ✓ some of the in-depth, nuanced terms that come with licensing.

Have questions about your brand licensing?

## Talk WIth Licensing Experts Personally for a Risk-Free Brand Licensing Experience

- ✓ We transitioned Pete and his team to Google Apps and provided training, allowing him to create a more streamlined, efficient approach to content and asset management.
- ✓ We recreated Pete's original company site, improving overall layout, navigation and sales. We built a new design experience that reflected Pete Canalichio's brand, but kept itself unique.
- ✓ We helped Pete organize his huge experience, materials and content in a revenue-generatable and professional way everywhere he was engaging with his audience.

# Google™ Apps



# THE RESULTS

Pete's online presence was transformed on every level. His brand has been rebuilt from the ground up, with an image for Pete that now reflects his personality and skill set.

His poorly performing and outdated website became a highly optimized, engaging sales machine with a first-class membership and product experience, improved conversion rates and brand relationships. Finally, Pete's efficient, extended-reach engagement strategy is proving to be a critical tool in Pete's arsenal for success.



# BEFORE AND AFTER



**AN INTRODUCTION TO BRAND LICENSING**

An easy way to get started on the topic of Brand Licensing is to break the subject into its two component parts – brand and licensing. Let's start with the latter part first. What is licensing? Licensing means nothing more than the renting or leasing of an **intangible asset**. An example of intangible assets includes a song (Somewhere Over The Rainbow), a character (Donald Duck), a name (Michael Jordan) or a brand (The Ritz-Carlton). An arrangement to license a brand requires a **licensing agreement**. A licensing agreement authorizes a company which markets a product or service (a **licensee**) to lease or rent a brand from a brand owner who operates a licensing program (a **licensor**). Before we move any further, let's discuss what we mean when we use the term **brand**.

**WHAT IS A BRAND?**

According to **Philip Kotler** and **Gary Armstrong** a brand is defined as “a name, term, sign, symbol or combination of these, that identifies the maker or seller of the product” or service. The brand or its legal term, **trademark**, affixed to the product helps the consumer understand where it was manufactured or produced. In essence, a trademark simply states “I made this”. From the brand owner's perspective, it distinguishes the products or services from those of its competitors. Consumers, in turn, can be assured the product they are purchasing is exactly what they want. Based on its reputation, a brand will convey a level of quality, reliability and durability.

**WHY DO COMPANIES BRAND THEIR PRODUCTS?**

The primary reason companies choose to brand their products is to differentiate them from their competitors' products. For example, most consumers have no problem differentiating a Coke from a Pepsi. By giving their products a brand, a company or brand owner can begin to communicate with their consumers regarding the **attributes** of their products. Over time, a consumer can rely on the brand to not only a product's value but also its **reputation**. If a consumer likes what a brand represents and they have purchased it before, there is a higher likelihood they will choose the brand of their preference over a competitor. In fact, consumers will often purchase a brand for the first time if it has a strong reputation or if it is used by friends or celebrities. Brands also lead consumers to develop certain expectations of products. The longer they experience predictable, consistent quality and performance, the more they will expect any new products sold under the same brand to have the same. The brand, therefore, adds value to these products.

For example, customers expect new products sold under the BMW brand to be of the same quality as an existing BMW. Consumers will associate a brand with a certain price level and standard

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**INTRODUCTION TO BRAND LICENSING**

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# PETE NOW ENJOYS...

- ✓ Increased exposure and engagement, with an online presence on 50+ channels.
- ✓ Encouraged conversions with a strong, effective marketing funnel.
- ✓ Redesigned and repackaged lead magnet and products.
- ✓ Professional, efficient and optimized marketing automation for maximum engagement.
- ✓ Powerful new brand image and relationships.





**“**  
*KEY Difference Media isn't just another vendor, but rather a true partner. Their attention to detail is only exceeded by a thorough understanding of how to apply digital strategies for success.*

*We contracted them to setup & automate the marketing & sales of our digital Brand Licensing knowledge, products and services through a redesign of our website, the construction of a membership site, and a sales funnel tied to a backend CRM. With great speed and quick turn-around time, they efficiently delivered everything ahead of schedule and on point.*

*This campaign is now being promoted through their dynamic Content Marketing services.*

*When they say they make a "Difference" they mean it. We are grateful for the talent and energy they bring to our organization.*

**- Pete Canalichio**

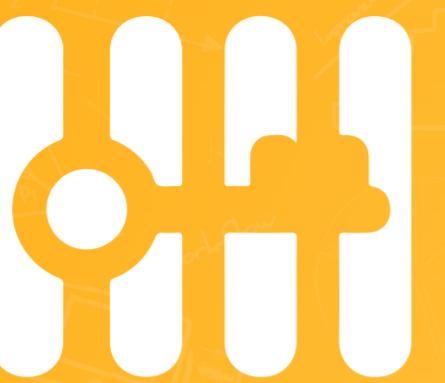


***It has been a great pleasure to work with KEY. He helped set up & automate the marketing & sales of our company's digital Brand Licensing knowledge, products and services through a redesign of our website, construction of a membership site, and a sales funnel tied to a backend CRM.***

***KEY is diligent in following up and following through and always delivers everything ahead of schedule without compromising on quality. He has a “can do” attitude and provides quick and cost-effective solutions to clients for challenges even beyond the scope of project.***

***KEY always strives for excellence and does whatever it takes to exceed the expectations of his clients. KEY is extremely adaptable, driven and truly an asset for any organization that needs content marketing services. He is a not just a vendor but a true partner and friend whom you can always trust!!!***

**- Durgalaxmi Ramachandhiramani,  
Marketing and Project Management,  
Licensing Brands Inc.**



# KEY DIFFERENCE M E D I A

CONTENT MARKETING UNLOCKED

## WE MAKE A DIFFERENCE.

We provide the tools and expertise you need to leverage your digital performance.

Let's connect soon to discuss how we can work together to produce dramatic results with KEY Difference Media's innovative approach to Content Marketing.

**START NOW**



**KEY DIFFERENCE**  
M E D I A  
CONTENT MARKETING UNLOCKED