

WHAT IS BRANDING?

A COMPREHENSIVE LOOK AT HOW TO OPTIMIZE YOUR BRAND

YOUR BRAND - WHAT IS IT?



01

YOUR PROMISE
TO YOUR
CUSTOMER



02

WHAT YOUR
CUSTOMER CAN
EXPECT FROM YOU

WHY IS BRANDING IMPORTANT?



01

RECOGNITION



02

INCREASE
IN VALUE



03

NEW
CUSTOMERS



04

EMPLOYEE
PRIDE &
SATISFACTION



05

TRUST
WITHIN THE
MARKETPLACE



06

SUPPORTS
ADVERTISING
EFFORTS

ASK YOURSELF THESE QUESTIONS



01

WHO ARE YOU?



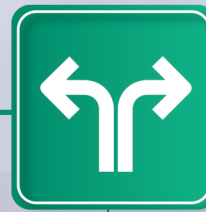
02

WHO IS YOUR
AUDIENCE?



03

WHAT PROBLEM
DO YOU SOLVE?



04

WHAT MAKES
YOU DIFFERENT?

HONING YOUR VOICE (THE 3 SILOS)



01

WHO ARE YOU NOW?



02

WHO DO YOU
WANT TO BE?



03

WHO DO YOUR
CUSTOMERS THINK
YOU ARE?

STEPS TO CRAFTING YOUR BRAND



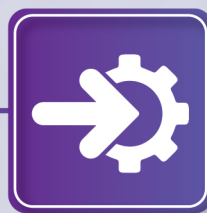
01

GET A LOGO



02

WRITE YOUR
BRAND MESSAGING



03

INTEGRATE
YOUR BRAND
ACROSS YOUR
ORGANIZATION



04

CREATE A
VOICE



05

DEVELOP
TAGLINE



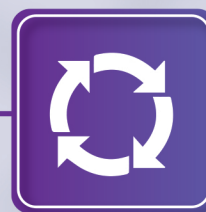
06

DESIGN TEMPLATES/
BRAND STANDARDS



07

BE TRUE TO
YOUR BRAND



08

BE CONSISTENT

FOCUS ON AND CREATE GOALS AROUND



01

TARGET
AUDIENCE



02

CONTENT



03

MARKETING
CHANNELS



04

MEASUREMENT
& SMART GOALS