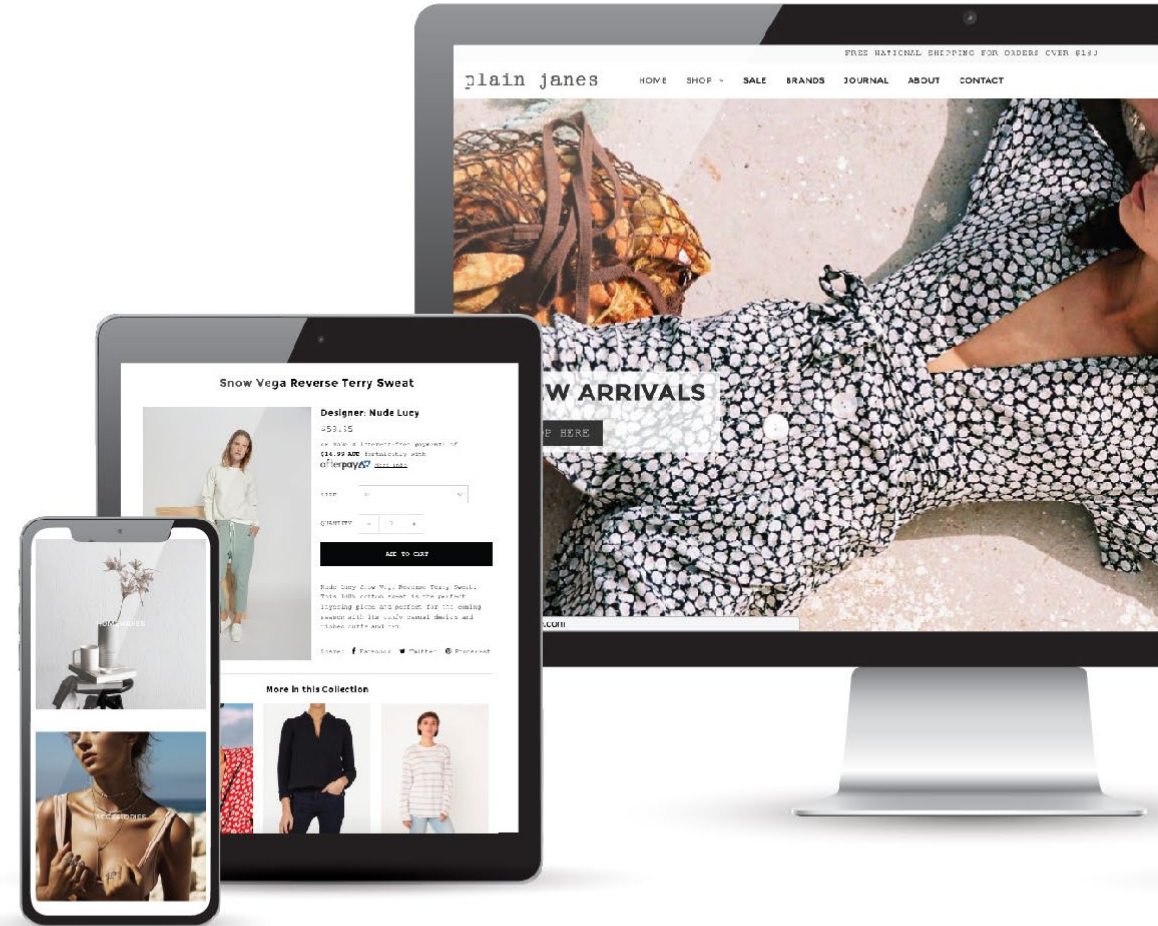




Enhance your marketing with the power of branding

some DIY strategy tips



Would the Subway logo and tagline be a good choice for a fine dining restaurant?



The word “cheap” may get you leads, but in what situation might it not be a good choice?

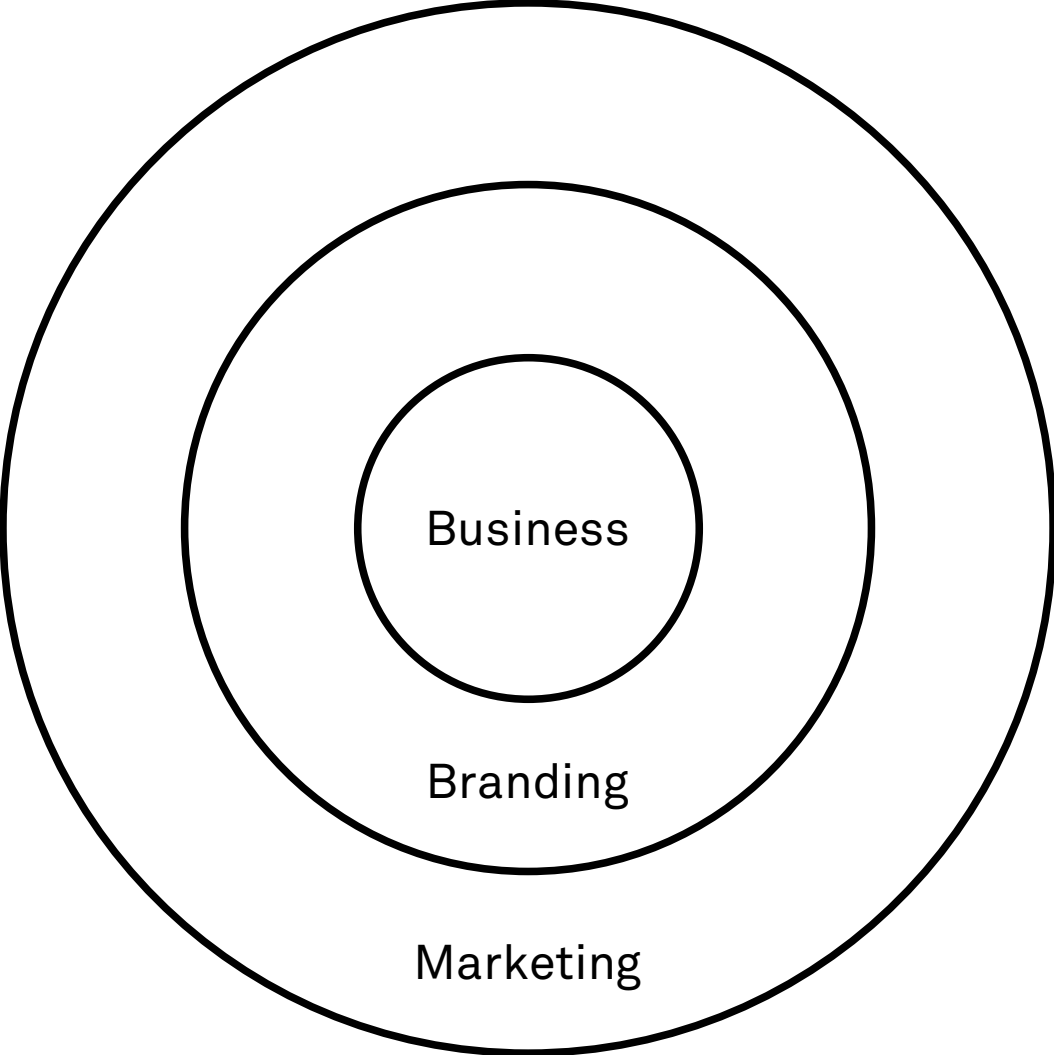
Cheap Mechanic Central Coast – Top Quality

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What is branding?

- branding is the what, why, who and how of a business and how it communicates with the world
- Branding is like a magnet. It's what draws people to your business, makes it relatable, memorable, relevant and appealing. It's what builds loyal customers
- The idea is to find an audience that resonates with your authentic self (business)





“Brand is just a perception, and perception will match reality over time.” — **Elon Musk, Co-Founder & CEO, SpaceX**

Not just for big businesses

- Your brand (a perception of your business) is built with or without your with intention
- Branding is about listening to yourself, your team & your audience
- Basic branding does not have to be expensive
- You can complete a DIY, valuable branding exercise in just 1 hour

How it relates to marketing

- Where branding is a “pull” based strategy, marketing is all about the “push”
- Branding dictates the way in which you communicate through your marketing, but marketing does the communicating
- Marketing is what makes someone buy something from you in the first place, branding is what brings them back again
- Branding minimises resistance in your marketing efforts. It helps you determine your positioning

Which comes first?

- The short answer is branding. Branding is bigger than any marketing campaign. It encapsulates your business and everything it does. It should underlie any of your marketing efforts, so that they are a true representation of your business
- The more complicated answer is that the relationship between branding and marketing is cyclical
- Both services are not “set and forget”. They should be dynamic and evolutionary where appropriate

Branding yourself

- Start by planning an hour-long workshop with your core team
- During the workshop, discuss and document the answers to at least these important questions:
 - What is the **why** of your business? [your mission]
 - Who do we want as our clients/customers? [your target audience]
 - What are our core values? Use some words that you would like associated with your business [brand attributes]
 - What problems are we solving?
 - What are our points of difference?

Once you are clear on these items, run all of your efforts through the list as "filters". So you might ask yourself

- Is this project bringing us closer to our mission?
- Is this logo appealing to our target audience?
- Does our messaging resonate with our core values?
- Are we addressing the problems people face when considering our product or service?
- Are we differentiating ourselves from competitors?

The importance of consistency

- Branding is about strongly and consistently communicating the elements in your branding document
- Branding is about psychology – it is considerate to the subconscious, awareness, perception, feelings and memory
- Ensure you are working from at least a basic branding guide. This dictates colours, fonts, logo usage, even tonality



"To me, marketing is about values. This is a very complicated world, it's a very noisy world. And we're not going to get the chance to get people to remember much about us. No company is. So we have to be really clear on what we want them to know about us." **Steve Jobs**



Thank you

GET IN TOUCH

Please don't hesitate to
contact us with any
questions or concerns



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