How to Build & Align Your Brand

BRANDING BEYOND

Step 1: Find your brand personality. **Step 2 & 3:** Apply it everywhere w/ a strategy. THE GOAL: Be clear. Be consistent. Look & sound credible. Get noticed & hired.

3

MARKETING CHANNELS

GETTING ATTENTION WITH YOUR **CUSTOM MIX**



ADVERTISING

Online PPC, Email Blasts Print, Direct Mail, Radio & TV, Sponsorships



PR OUTREACH

Earned Media, Article Placement, 3rd-party Endorsements



YOUR SITE

Landing Pages, Sales Funnels, SEO, Blogs & Content



SOCIAL

Social Media Platforms, Videos, Photos, Posts, Groups, Live Streams



SALES TEAM

Sales Calls, Speaking, Relationships, Tradeshows, Associations, Webinars

AWARENESS STRATEGY

THE SECRET SAUCE



BRAND PERSONALITY



WHERE, WHEN & HOW PLAN



& KPIs



PROFILE



CLEAR MESSAGE



SUPPORTED & FUNDED

RE-DESIGN & DEV. 2

YOUR DIGITAL **HEADQUARTERS**

WEBSITE



STRATEGY & STRUCTURE



CUSTOM CONTENT



REDESIGN & REBUILD



LAUNCH CREDIBLE SITE



PROTECT & MAINTAIN



BRAND PERSONALITY

Brand Personality is the visual and verbal identity that represents your company. This identity is applied to, and rides along with, your website and all of your marketing and advertising (this application IS branding).



THE BASIS **OF YOUR BRAND PERSONALITY**



UNIQUENESS / VALUE ADDED

DIFFERENTIATION



OWNED SPACE IN CLIENTS MIND

POSITIONING



WHAT IT SOUNDS LIKE

CORE MESSAGING



WHAT IT LOOKS LIKE **VISUAL IDENTITY**



BRAND STRATEGY

Rules and Guidelines on How, What, Where, When and to Whom You Should Communicate Your Brand Message.

BUSINESS DNA

> WHAT IT IS WHO IT'S FOR WHY YOU DO IT **WHY THEY CARE**



GOALS

BUSINESS

VALUES & CULTURE



PRODUCTS & SERVICES



PROSPECTS & CUSTOMERS



COMPETITION **& ALTERNATIVES**

HER START

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