

BRANDING LANGING TOTAL Brand Alignment



MARKETING CHANNEL MIX

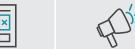
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WEBSITE



ADVERTISING

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



PUBLIC RELATIONS

Earned Media Paid & Unpaid. 3rd-party Endorsements



Landing Pages, Sales Funnels. Blogs & Content



SOCIAL MEDIA

Posts, Videos, Photos, Community Building, Groups, Live Streams



SALES TEAM

Sales Calls, Speaking, Relationship Building. Events, Associations

Marketing channels are where you spend a lot of time and money, but the key to multiplying your return doesn't come from adjusting tactics and tweaking campaigns.



Awareness Strategy & Marketing Plan

Where Are You Going to Play and How Are You Going to Win?



Your Digital Headquarters

Design, Content, Development & Management

A website can build credibility or drain it completely? Credibility comes from aligning

> your brand from top to bottom and being consistent.

The secret to maximizing

the return on your marketing

investment lies in the work

Aligning who you are on the

inside with what prospects see

and feel on the outside - makes sales easier, marketing more effective and strengthens your

you do developing your

brand foundation and applying your brand personality to everything

internal and external.



Brand Personality: The visual and verbal identity that represents your company. This identity is applied to, and rides along with, all of your marketing and advertising (branding).



Differentiation



Positioning



LOGICAL



Core Messaging



Visual Identity



BRAND

BRAND PILLARS

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



Business Goals





Products & Services



Prospects & Customers



Interviews



512 670-7770

internal culture.

branding-beyond.com



Values & Culture





& Research