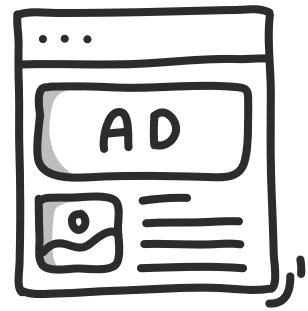


Total Brand Alignment Process (detailed)

SALES & MARKETING

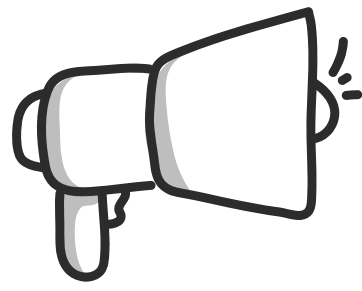
MARKETING CHANNELS

GETTING ATTENTION WITH YOUR CUSTOM MIX



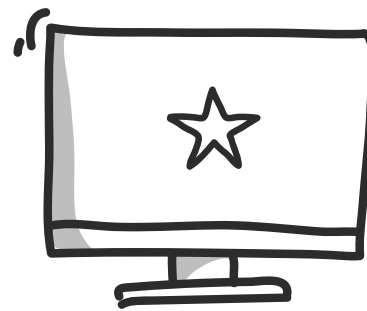
ADVERTISING

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



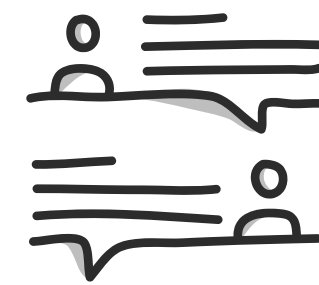
PR OUTREACH

Earned Media
Paid & Unpaid
3rd-party Endorsements



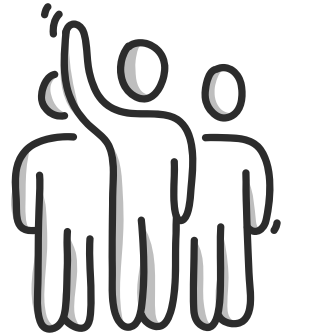
YOUR WEB

Landing pages,
Sales Funnels, SEO
Blogs & Content



SOCIAL

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



SALES TEAM

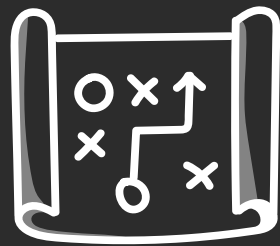
Sales Calls, Speaking,
Relationship Building,
Associations, Webinars

AWARENESS STRATEGY

THE SECRET SAUCE



BRAND PERSONALITY



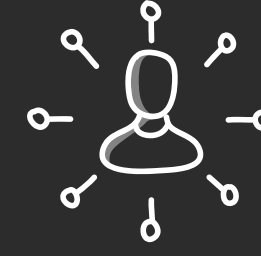
WHERE, WHEN & HOW PLAN



GOALS & KPIs



CLIENT PROFILE



CLEAR MESSAGE



SUPPORTED & FUNDED

WEBSITE RE-DESIGN & DEV.

YOUR DIGITAL HEADQUARTERS



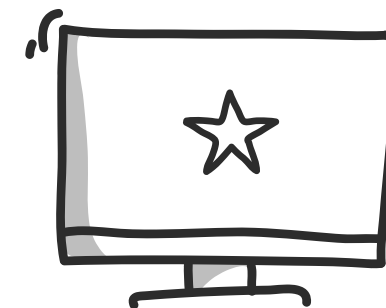
STRATEGY & STRUCTURE



CUSTOM CONTENT



REDESIGN & REBUILD



LAUNCH CREDIBLE SITE



PROTECT & MAINTAIN

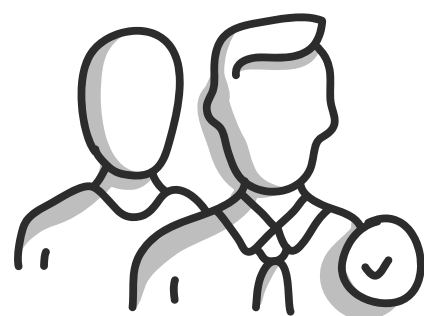


BRAND PERSONALITY

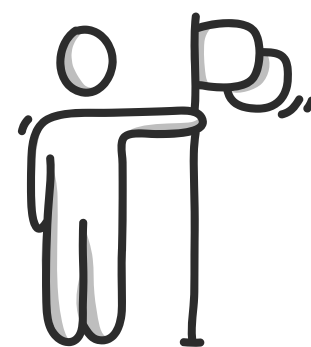
Brand Personality is the visual and verbal identity that represents your company. This identity is applied to, and rides along with, your website and all of your marketing and advertising (this application IS branding).

BRAND PILLARS

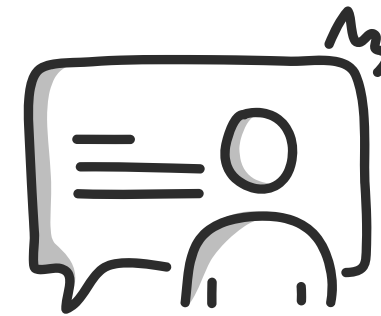
THE BASIS OF YOUR BRAND PERSONALITY



UNIQUENESS / VALUE ADDED DIFFERENTIATION



OWNED SPACE IN CLIENTS MIND POSITIONING



WHAT IT SOUNDS LIKE CORE MESSAGING



WHAT IT LOOKS LIKE VISUAL IDENTITY



BRAND STRATEGY

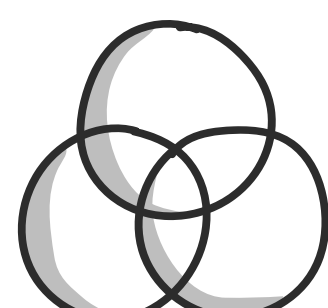
Rules and Guidelines on How, What, Where, When and to Whom You Should Communicate Your Brand Message.

BUSINESS DNA

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



BUSINESS GOALS



VALUES & CULTURE



PRODUCTS & SERVICES



PROSPECTS & CUSTOMERS



COMPETITION & ALTERNATIVES

BRAND FOUNDATION

1

3

2