

MASTERING BUILDING YOUR BRANDING

Jordan Gustus

@thejordanariel

AGENDA

Branding

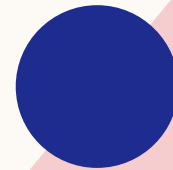
The Importance

Elements of Branding

How Branding + Marketing Collide

Target Audience

Q&A



WHO AM I?

- My Start
- Visual Communication
- My Brand
- Where it's gotten me





WHAT IS BRANDING?

The process of creating a unique and recognizable identity for a product, service, or organization.

A combination of elements that distinguishes a business from its competitors and communicates its value proposition to the target audience.

Branding goes beyond visual elements and encompasses the overall perception and experience associated with a brand. It involves shaping the emotions, thoughts, and associations that people have when they encounter or think about a particular brand. Effective branding creates a positive and memorable impression, builds trust, and fosters customer loyalty.

WHAT DOES IT INCLUDE?

1.Brand Identity: This encompasses the visual aspects of a brand, such as the logo, colors, typography, and design elements. It sets the tone and creates a recognizable look and feel for the brand.

2.Brand Messaging: This includes the brand's mission, values, positioning, and key messages that convey the brand's unique selling proposition (USP) to the target audience. It shapes the brand's voice and the story it tells.

WHAT DOES IT INCLUDE?

3. Brand Experience: This refers to the overall customer experience associated with the brand. It includes interactions with the brand at various touchpoints, such as the physical store, website, customer service, packaging, and marketing campaigns. A positive brand experience fosters customer satisfaction and loyalty.

4. Brand Perception: This is how the target audience perceives and understands the brand. It is influenced by the brand's identity, messaging, and experience, as well as by customer reviews, word-of-mouth, and social proof. Managing and shaping the brand perception is crucial for building a strong brand image.



WHAT DOES IT INCLUDE?

5. Brand Equity: This is the value and strength of a brand in the marketplace. It reflects the brand's reputation, customer loyalty, and market position. A strong brand equity provides competitive advantages and can command premium pricing



THE IMPORTANCE OF BRANDING

Branding plays a vital role in business success by

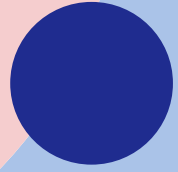
- differentiating a brand from competitors
- building recognition and trust, attracting customers
- creating long-term relationships

It helps businesses establish a distinct and favorable position in the minds of consumers, enabling them to stand out in the market and drive growth.



WHAT'S MOST IMPORTANT?

- Consistency/Cohesion
- Touchpoints/Experience/Customer Service
- Authenticity
- Clarity



ELEMENTS OF BRANDING

STRATEGY

AUDIENCE

MESSAGING

POSITIONING

PURPOSE

IDENTITY

NAME

LOGO

COLORS

AESTHETIC/
IMAGERY

MESSAGING

TONE/
PERSONALITY

USP

MISSION
STATEMENT

BRAND
PROMISE

EXPERIENCE

WEBSITE

SOCIAL
PRESENCE

CUSTOMER
SERVICE

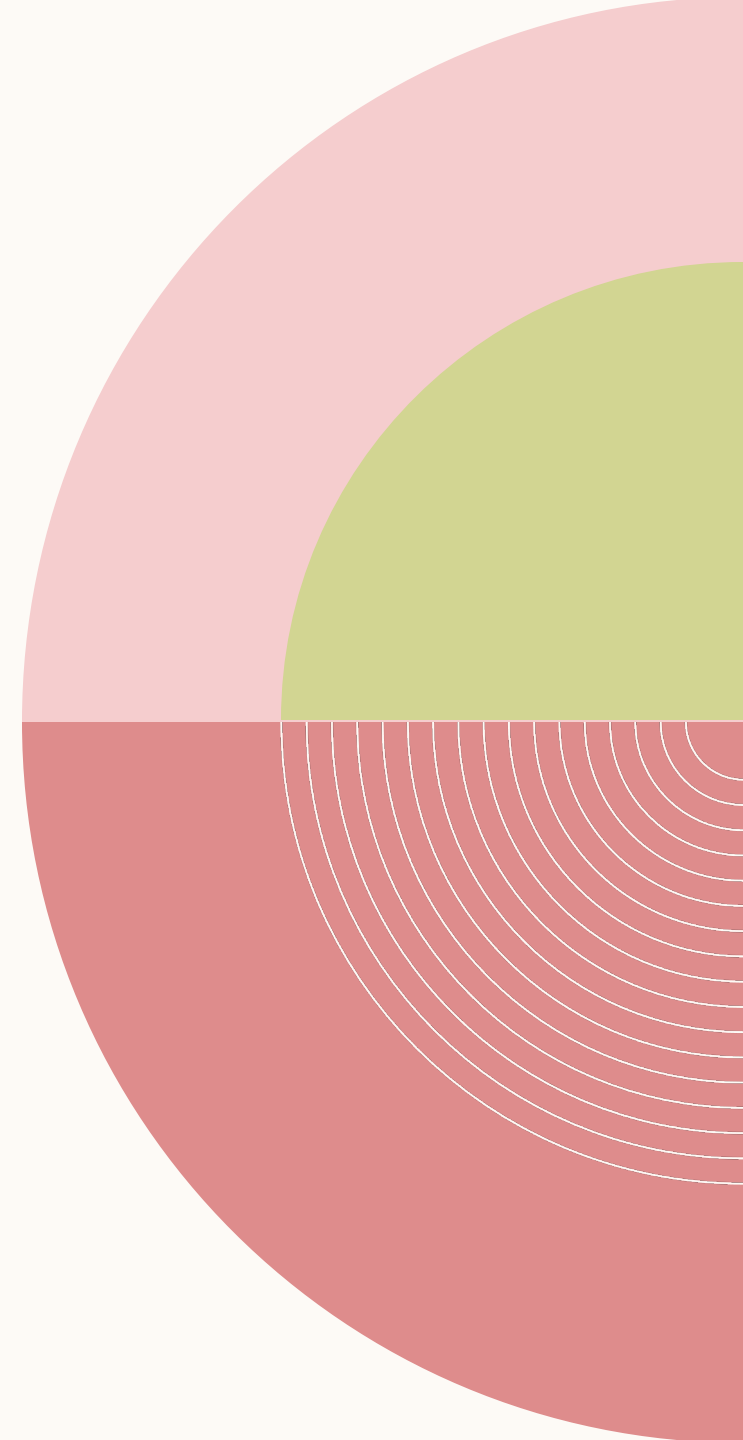
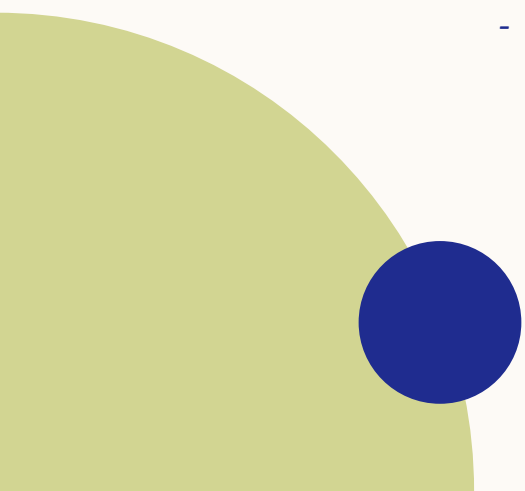
PACKAGING

HOW DO BRANDING + MARKETING COLLIDE?

- A solid brand will somewhat “market” itself – experience sells
- Branding will enhance marketing efforts and results
- Good branding allows customers to know EXACTLY what to expect and trust
- Branding fosters authority, loyalty, and customer retention

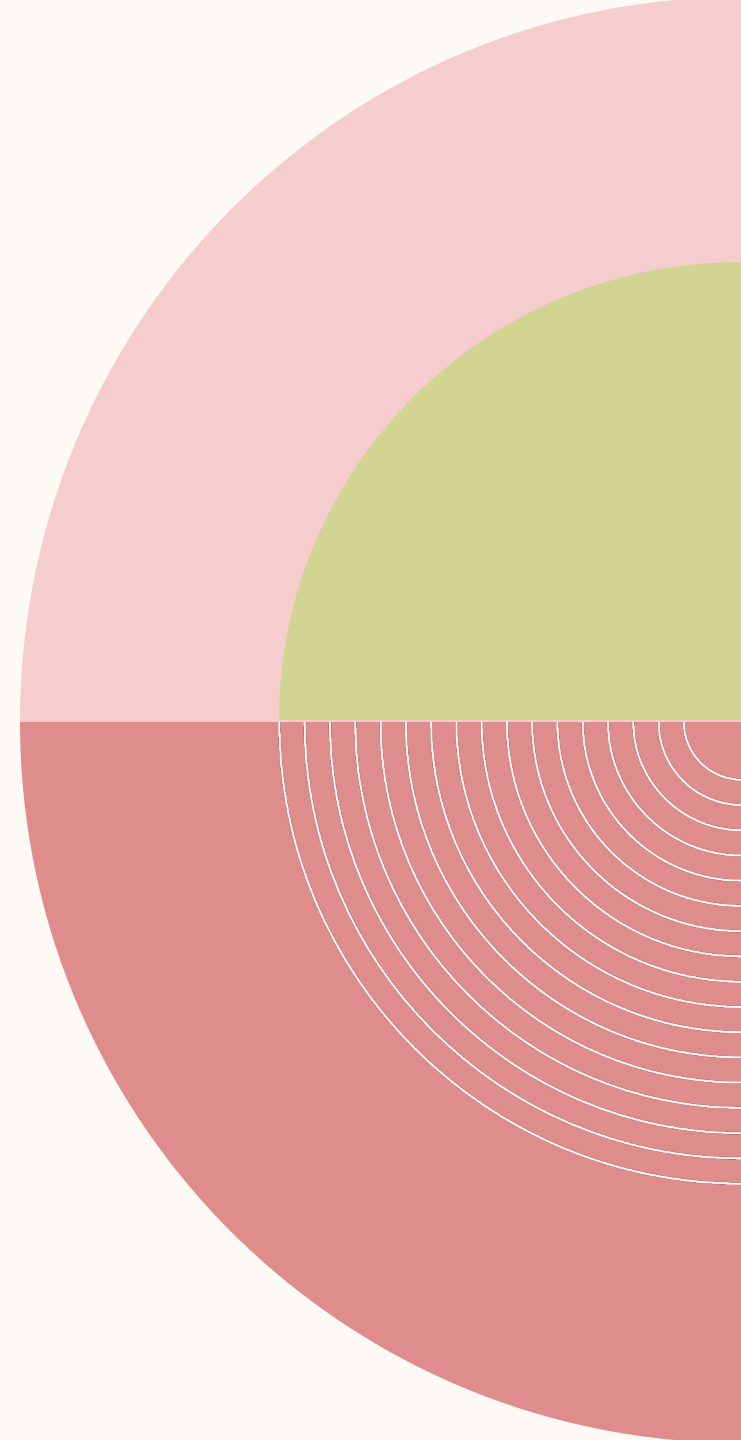
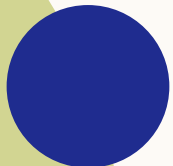
ALIGNING YOUR BRAND'S IDENTITY WITH YOUR TARGET AUDIENCE

- What is the need/problem/struggle?
- What is the true desire?
- What other problems are you solving for your audience? (external, internal, etc.)
- What ways do you show authority?
- What does your audience need to hear?
- What are some positive outcomes they experience by working with you?
- What are some risks/failures they may face if they don't work with you?
 - What about if they work with someone else?



OTHER THINGS TO CONSIDER WITH YOUR TARGET AUDIENCE

- Where do they live?
- What occupation do they have?
- What income bracket are they in?
- What are they struggling with the most as it relates to your services?
- What do they desire?
- What platforms are they on?
- What content do they resonate with the most?
- What will you sell to them? How will you sell to them?





QUESTIONS?