

# How To Build Your Brand

Created by:



for:





Branding is the process of creating a unique perception of a business and its product or service by creating and shaping an image and identity in consumers' minds. Branding builds credibility and establishes trust between businesses and customers. Branding and marketing work together to make consumers aware of products or services and persuade them to engage with the business.

### What is branding?



To build your brand you, must have a strong identity, image and culture that you intend to be identified with. Building a strong brand that encapsulates these components increase **trust, loyalty, and awareness** of your business. You can build your business brand by developing the following:

### How do you build your business brand?

1. **Brand Strategy:** A brand strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. An effective brand strategy should include the following:

## TARGET AUDIENCE

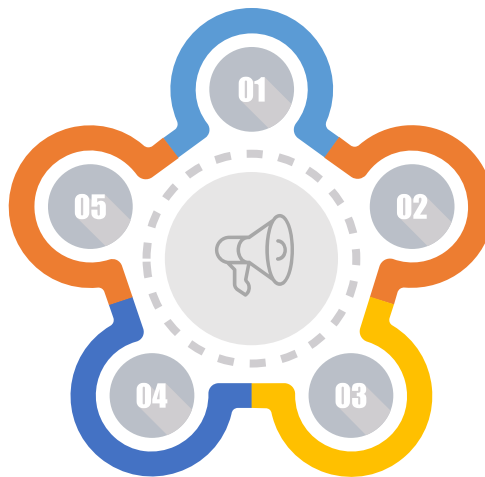
Your target audience is a specific group of customers you want to sell to, and they can be segmented by age, gender, income, location and interests

## BRAND PURPOSE

Your brand purpose is the central motivating aim for the business

## BRAND VALUES

Your brand value communicates a strong set of principles which could influence consumer perception



## COMPETITOR RESEARCH

Your competitor research will identify major competitors, their products, sales, and marketing strategies

## BRAND VOICE

Your brand voice is defined by how your business communicates and connects with customers to deliver a better experience

**2. Visual Brand Identity:** a visual brand identity is the imagery and graphical information that can be associated with the brand. These visual aspects of your brand should be consistent across all products/services and instantly recognizable to your customers. A visual brand identity includes the following elements:



### LOGO

Your brand value communicates a strong set of principles which could influence consumer perception



### COLOURS

Your colours attract attention, emphasize elements, evoke emotions and help your design look aesthetically pleasing



### TYPOGRAPHY

Your typography is your brand's visual voice and tone conveyed through the shape and style of your text

**3. Brand Marketing:** brand marketing is a tool to consistently boost a brand's recognition and reputation by visibility and awareness. It defines the promotional activities through which a business can communicate with customers and specify the channels of sale/communication. Brand marketing can be done through the following ways:





## SOCIAL MEDIA MARKETING

Social media can generate engagement around your brand, create a community of followers/customers, and serve as a customer support channel



## WEBSITE

Your website is your most important marketing tool as it improves the visibility and credibility of your brand



## EMAIL MARKETING

Email marketing can help you segment your marketing content, reach out individually to customers and personalize your communication based on your relationship with the recipient



## TRADITIONAL MARKETING

Offline marketing such as print media, broadcast and telemarketing presents opportunities for you to reach a larger, local and diverse audience