



Helping Businesses Grow & Succeed

Creating and Utilizing a Branding Strategy

Your Brand - defines your business, tells your story, sets expectations, makes a promise, build reputation, image.

Every business has a brand – either good or bad. Intentional or not.

It is the genuine personality of your company.
It's what your customers think of you.

It's everything you do – visuals, verbal, experience, etc.

After a definition has been established, it makes every decision easier.

1. Visual Brand

Dynamic storefronts

Displays that sell

Effective visual merchandizing

Creating visual buzz

Signage

Packaging

Logo

Beautiful office

Change displays often

Use professional signage

Use seasonal displays

Tie displays to downtown events

Keep the focal point at eye level

Pricing should be easy to read

Professional appearance

Uniforms

Landscaping

Relaxing surroundings

Systems and processes

Customer service

Efficiency

ie, Roofing Professionals

- clean, have full insurance, professional, detailed knowledge.

2. Verbal Brand

It's the language used in every communication that describes your business
Everything you say
Recognizable
Clearly communicated
Differentiates from competition
Creates and image

What does your Brand equal?

Be the expert – opportunity is clearly these for small businesses

Drawdy Roofing – we're covering Georgia one shingle at a time

3) The Experience

Living up to the Brand Promise
Customer Experience – is the 5th marketing P.
Every single touch point.

Coming through social channels and needs to address, respond to it

Value Added Service

One stop shop
Product/service knowledge
Customer appreciation
Follow up calls
Special invitations
Special shopping hours

More value added

Gift registry
Shipping
Packaging
Expertise
Communication

Energizes customers
Exceptional customer service
Attitude of the owners and employees
Engaging events

4. Know your Best Customers

What are their needs, wants, lifestyle habits
What unique selling points of my products appeal to my best customers? -- 80/20 rule.
Learn the needs, habits and desires of customers
Don't rely on what you think
Focus on the benefits and features
What qualities do you want customers to associate with your business
Ie, for Day care – "just like Mom"

5. Create a "customer focused" Business Plan

Start Ups

Define the Customer
Define unique selling customers
What problems does the business solve? What solutions are provided?

Established Customers

Conduct a "Know your customer" exercise with your employees
Use Strategic planning
Conduct a SWOT Analysis of your business
Create a Mystery Shopping experience
Conduct a Customer Survey – have a feedback strategy
Create a Marketing Strategy

Conduct a Customer Process Simulation – with different scenarios
Then develop a flow chart of your processes and highlight areas of improvement

6. Benefits of a Branding Strategy

Consistency
Clear focus on the mission and vision
Better decision making
Foundation for a strong and consistent marketing plan
Basis for Strategic Planning

Creating Brand Awareness

"Not do much, not spend much"

You want content to go Viral
You want people talking about you
It saves money and time
Huge Brand Awareness – top of mind awareness

Self- replication is key
You start it, but it takes a life of its own, others must share it. Over and over.
People love to forward things on – it makes them look smart and funny to their friends.

Curiosity motivates
Passion is contagious

Strategy 1 – Use YouTube to put out short Videos (2-3 minutes) to generate viral content

- Goes viral because it's funny or useful.
- Create educational videos about your service or product.
- Have the selling portion be subtle or nonexistent – not be seen as blatant advertising
- Focus your time on 100% content with some branding shown throughout.
- Easy to do - just use your cell phone – turn it sideways.

Recommendations:

- Get a free YouTube site – link the YouTube on your website
- Better not to post the video directly on your website.
- Google searches YouTube & uses:
 - First thing in the description – if url is first part of the name
 - Must have be conversational, 5th grade level – largest number
 - Must be unique – 4 word combinations same as others, whoever had it first?
 - Content must be added to on regular basis – pages at a time several times a week or month.

“Everyone on the internet has ADD and are lazy”

People would rather do business with an expert than a salesman

Strategy 2 – Create leads by attracting interest

Visitors to websites are anonymous – convince them to look at you

- How many leads did you get
- Know their how much they can take or desire
- Build a Top Ten Report – ie, ways to increase the value of your house, in real estate
- Create a Call to Action
- Reward the click for free
- Offer a bigger prize – for a price

Strategy 3 – Use contests and prizes to incentivize the use of Social Media

Share or like this on Facebook and get a discount

Run a Social Media contest - Offerpop.com

Create a Photo Contest

Strategy 4 – Email Campaigns

Use Mailchimp or Constant Contact

Frequency – at least once a month, once a week is better.

Balance Content with Ads (It's OK for restaurants to use all Ads)

Goal is to get traffic back to your website.

Reinforces Branding - people have to either read or delete

Recommendations:

- Subject Line is Key – makes them want to open it – “how to”, “top ten”.
- Numbers attract people’s attention
- Include a screen shot of the video with a take triangle – when you click on it, you go to his website, which has the video.

Strategy 5 – How do I get email addresses

Use creative ways to get contact information.

Examples:

- Restaurants use waiter competition contests filling out surveys
- Paying at the cash register, future discounts, members only discount
- Training or Business Conferences use Fishbowl to collect business cards to run a drawing

Strategy 6 – Business Card CTA

Create a Call to Action on the back of a business card

Turn it into a coupon

Turn customers into sales people – commission the card

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