

Google

Walmart
Save money. Live better.

Microsoft



XBOX



amazon



We fit

FERODO

BRAKE LININGS

*When you
last had your
brake*

WHAT IS BRAND MARKETING?



What is brand marketing?

- its primary goal is to raise brand awareness and visibility and boost your brand recognition.

- is much more than just promotion and advertising.

Customers are exposed to an immense number of various products, services, brands, and companies, and they have an abundance of possible choices.

Of course, their purchasing decisions are not just rational.

In many cases, emotions play a significant role in customer behaviour, and that is exactly what successful brands have in mind when they are making their brand marketing strategies.

Your audience has to understand what the mission of your brand is, what your core values are, what features and benefits your products have, and **brand marketing tries to bring your brand closer to them.**



“People like brands that are relatable, personable, and human.”

“People do not buy what you do; they buy why you do it.”



[Brand marketing](#) promotes your products or services in a way that highlights your overall brand. The goal of brand marketing is to link your identity, values, and personality with communications to your audience. Essentially, your brand is the bridge between your product and your customer.

[Brand marketing](#) is not just about putting your logo and business name as many places as possible and expecting to generate sales.

In the past, [branding](#) referred to just putting a label on a product or company asset for the purpose of indicating that it belongs to you or your company.

In the second half of the 18th century in the U.S manufacturers started putting their marks on their packaged goods, in an attempt to be [distinguished from their competitors](#).



“Great products
sell themselves.”



Even the most famous brands in the world
heavily promote their products and
carefully [build brand awareness](#).

The 'Brand' reflects a company's identity.

Nowadays, companies have to compete in an oversaturated market, and with the rise of advertising, and the proliferation of [social media](#), the term “brand” has become much more complex and intangible than ever.

It stands for everything that a company represents, and it encompasses its products or services, goals, vision, culture, and core values.

Your brand is what will keep your clients coming back for more, it is the foundation upon which you will build consumer loyalty.



MAKE YOUR
MARKETING
SO USEFUL
PEOPLE WOULD
PAY YOU FOR IT.

Jay Baer



Coca-Cola

Successful companies manage to create a brand that elicits certain emotions in their customers.

Coca-Cola is a perfect example of this, as it masterfully crafted a brand that is linked to happiness and joy.

All their commercials revolve around happy people, good times, and sharing special moments, while the scarlet red used as their primary brand colour is experienced as warm and festive by their audience.

It is vital to identify your brand, as it will influence and shape your prospects' first impression about your company.

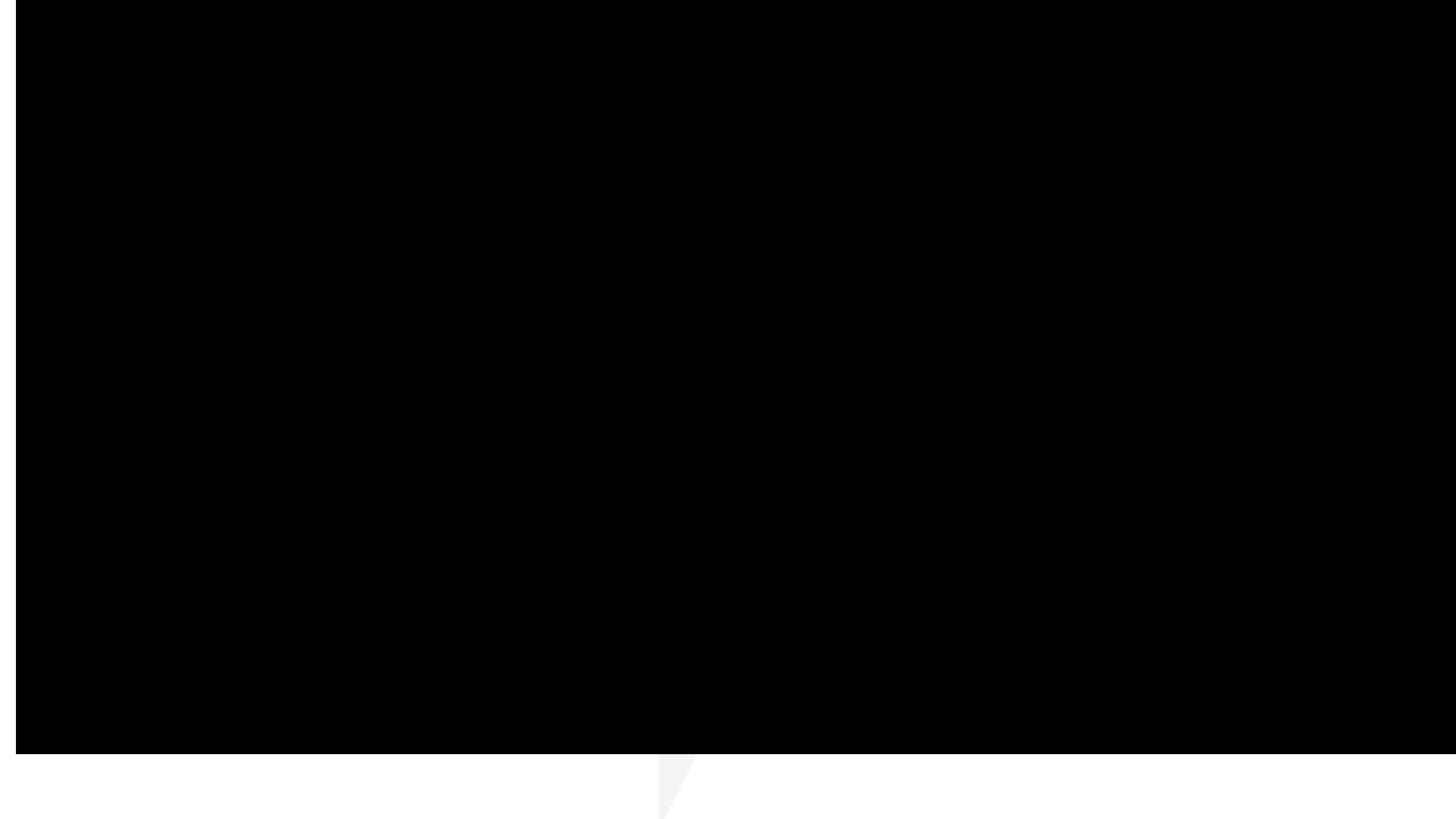


KFC

Think of marketing as your business-generating toolkit and branding as your overall approach to reaching your target audience.

Branding is one of the primary building blocks of your marketing strategy, so it will always come first. If your brand was KFC, your branding would be the “secret herbs and spices” and your marketing would be everything you do to get your customers excited to try your chicken, like your TV and radio ads, billboards and social media ads. No matter what industry you’re in or how large you aim to grow, it’s important to work out who your business is as a brand before you create a marketing plan.





1 – Aim for authenticity



Branding your business means creating a unique identity, one that lets your audience know that you are not like the others.

The challenge lies in the fact that there is no single formula for creating a successful brand.

2 – Focus on customer experiences

- It's easy to get attached to a brand if it fulfils your needs.
- Providing exceptional customer service is what made the world's oldest brands successful.
- Consumers trust businesses that offer quality solutions and provide answers over companies that place less emphasis on customer needs.
- Microsoft finds that more than [96% of consumers](#) say effective customer service plays a significant role in developing brand loyalty.

Here are some of the most important points that you have to cover when identifying your brand:

- Determine your goals
- Research your target audience's needs
- Differentiate yourself from your competitors
- Establish your brand's personality
- Come up with a [brand statement](#).





HOW TO WRITE A BRANDING STATEMENT

There will be more eyes on you than you can count, as soon as you change your company statement.

These eager eyes will include members of the press, your stockholders, and partners, but most importantly, [your loyal customers](#).

Positioning your brand

- This means that you should pay extra attention to every aspect of the statement that you wish to include in the final wording.
- Offending specific social groups or excluding significant parts of what makes your company unique on the market is relatively easy, and the costs of repairing such damage can be high.
- Some of the [worst mission statements](#) come from two-faced companies who do not value their core principles but ask people to buy their products anyhow.
- Position your [brand identity](#) in a way that will honour your tradition, as well as open new doors to entrepreneurial development.

Life
is Good

ABOUT SHOP DISCOVER

PURPOSE STORY KIDS FOUNDATION

- Determining the core values of your company should be pretty straightforward.
- While it does require you to follow a particular system to determine a couple of values that represent your company in the best light, it can prove very useful down the line.
- An excellent example of this, is Life Is Good, a company with a statement that merely says *“Spreading the power of optimism”*.

Core values of the company

Spreading the Power of Optimism

LIFE IS NOT PERFECT. LIFE IS NOT EASY. LIFE IS GOOD.

We see it when we believe it. Each one of us has a choice: to focus our energy on obstacles or opportunities. To fixate on our problems, or focus on solutions. We can harp on what's wrong with the world (see most news media), or we can cultivate what's right with the

empowers us to explore the world with open arms and an eye toward solutions, progress, and growth. It also makes life a hell of a lot more fun.

Optimism also enables us to access the top most important tools

A branding statement usually revolves around these values, so make sure that you pay close attention to what you put on paper.

Core values of the company

Make sure that these questions have one to two-word answers that represent the values you strive towards. Selecting a few of them that are the soundest and best representation of your brand should be simple enough.

What are the goals that you strive towards a company?

– What kind of a relationship do you have with your customers and partners?

– What are the most significant strengths of your company?

– Do you consider your company a large family welcoming of everyone or an elite group of professionals?

– What is the product you are selling the most successfully (this can be dissertation writing, dairy products, customer support services, or anything else entirely)?

– Why do you exist as a company at all?



Long-term mission and vision

- You must have started your company for a reason.
- People love seeing traditional companies that value where they came from instead of hiding what they were when they started the enterprise.
- Looking at the big picture is difficult for any member of the executive board and especially for the CEO.
- One of the more inspirational mission statements is Nike, with an encouraging and development-based declaration that asks us to become better than ourselves.
- This is the [proposal](#) that the entire enterprise is built on, and it has endured the test of time better than most branding statements.



Nike's Mission Statement:

To bring inspiration and innovation to every athlete in the world.

Brand Philosophy:

Co-founder Bill Bowerman said "if you have a body, you are an athlete." And Nike stresses to show each and every person how to reach the athlete within themselves.

Brand Message:

The overall message Nike strives to convey is that each person already has the ability within themselves to be strong, confident, and be the best version of themselves they can possibly be. Though it's almost never easy to jump up and reach that goal, it's always possible through hard work and dedication.

So at the end of the day...

JUST DO IT.

- *Ask yourself, your board and your partners what the long-term mission should be?*
- *What is the vision you are working towards and where do you see your company in ten or twenty years?*
- These are hard questions that any CEO will be hard-pressed to answer quickly, even if they were to use the best copywriter possible.
- Give yourself some time and think about the “why” of your business before transforming it into your brand statement.

Long-term mission and vision



Refreshingly
HONEST[®]

Making people believe

- The hardest part of creating a statement is putting all the research into a cohesive whole.
- **Honest Tea's branding statement says merely “...to create and promote great-tasting, healthy organic beverages”.**
- You can do this as well in several ways, none of which will be easy to do because they will have far-reaching consequences for your [brand recognition](#) (either good or bad).
- Taking all the words you have gathered and creating a statement that consists of no more than ten words (10) in total is the right place to start.
- Creating a company-wide poll and picking which words are more suitable for your company than others is the right way of engaging everyone on your payroll.
- Keep in mind that you can also create a public contest for statement creation with a prize attached to it.
- Using a marketing service or other professional outlet is a good idea if you get stuck juggling the words around.
- Remember to always triple-check anything you have created before implementing it company-wide.
- Use this statement in every facet of your company, word for word.
- Failing to do so will create public confusion and drag your image down as a company that doesn't care for [consistency](#) or professionalism.

Gauge their interest in the new statement by asking generalised questions targeted at the emotional response, such as:

“How does this make you feel?”

“Would you recommend our products to your friends or family?”

*“Can you see yourself using our product 10 years down the line?”
and so forth.*

Testing the waters

- Before making a public statement about your vision and company direction, you can conduct several tests to make sure that your new message is suitable.
- Keep in mind that these tests are always at their best when done by professional marketing and HR agencies, but you can also conduct an in-house analysis and feedback.
- Gather public test groups centred on customers and volunteers.
- Talk to them about your company policies and [the creative process](#) that brought you to your new statement.

Believe it or not, creating the statement itself is only a part of what makes the work complete.

You will have to monitor your stocks, partners, and customers for signs of appreciation or apprehension towards your brand in the coming months.

Pulling back your statement in those first months and reevaluating what you created is possible as long as you communicate your intention to the public.

JetBlue is an excellent example of proper customer engagement through branding statement that says

“...to inspire humanity – both in the air and on the ground”.

Practicality and Marketability



BRAND

Everything you need to know
about brand marketing:

What's the difference between branding and marketing, and which comes first?

When is brand marketing most successful?

Three of the best brand marketing strategies in the business

How to develop a brand marketing strategy for your business in five simple steps

Things to avoid when you're developing a brand marketing strategy



GOOD MARKETING
MAKES THE COMPANY
LOOK SMART.
GREAT MARKETING
MAKES THE CUSTOMER
FEEL SMART.

Joe Chernov

WHO YOU ARE

This is who you are today, and will be tomorrow.

The characteristics that will remain true even if your offerings change dramatically.

BRAND

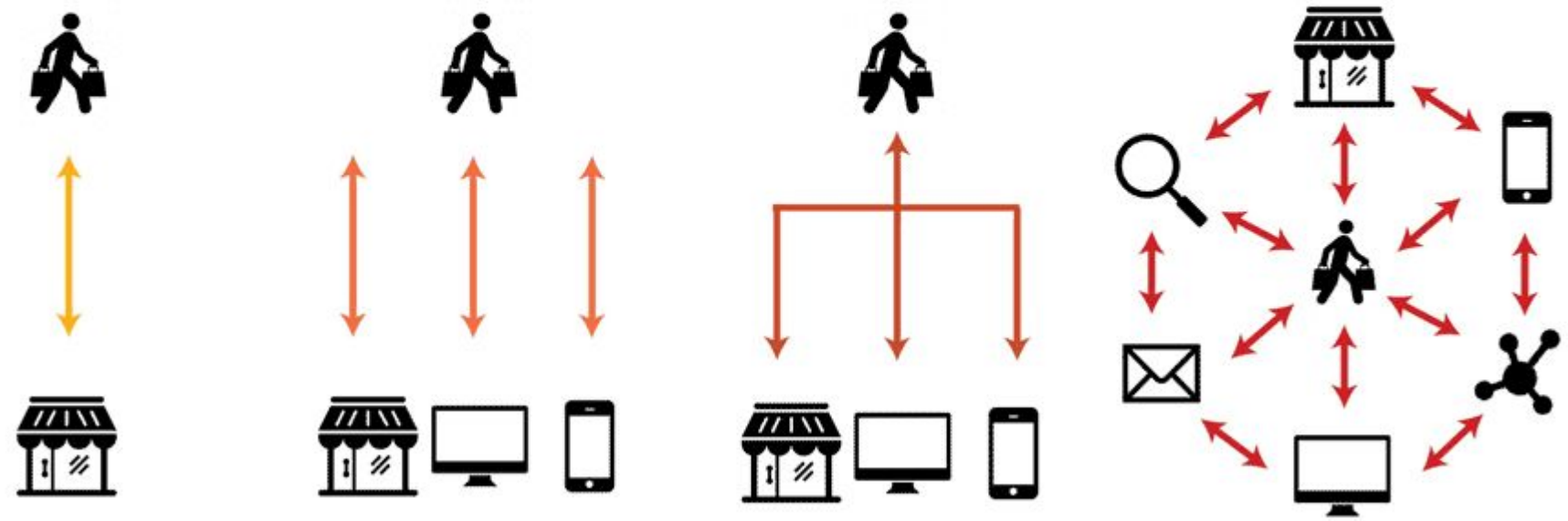
WHAT YOU SAY

The specific customer challenges you help address or the benefits your offerings provide.

These change in response to evolving market needs, trends, etc.

MESSAGING

Single Channel Multi Channel Cross Channel Omni Channel



“Your [brand strategy](#) is your most powerful weapon.”

A successful [brand marketing strategy](#) allows you to take advantage of advertising, social media channels, marketing, and public relations to establish the essential characteristics of your brand.

Every brand marketing strategy should rely on the following key elements to be effective:

A – Target audience

This is the first step in any marketing or sales strategy, as all your marketing, branding, and advertising efforts will be wasted if you do not have a correctly identified target audience.

Social media networks are a great tool for doing research on the preferences of your customers.

Knowing when and why they are making their purchasing decisions, is vital for fine-tuning your strategy.

Don't try to appeal to everyone as that will only be counter-productive because your customers will be under the impression that you do not understand and appreciate them.

B – Consistency

Your interaction with your customers has to be consistent, which means that your visual aesthetics, brand tone, and the message should be aligned and recognisable.

Brand Consistency is crucial for establishing trust and loyalty, as your audience has to know your name to be able to identify with it.

For example, colour increases brand recognition by up to 80%, according to a study conducted by the University of Loyola.

The coherence of your message is important, which means that your every post, photo, or ad have to reflect your core values, and your message should be conveyed in your unique and recognisable brand voice.

Nike and its “Just do it” slogan come to mind as a perfect example of consistency with their can-do attitude, displayed in all their marketing and branding efforts.





ID

C – Emotions

- We have already discussed the importance of emotions in making buying decisions.
- Many brands establish themselves as must-haves using employing [emotional branding](#) and creating almost a cult-like following.
- Every time Apple releases its new iPhone, their customers stand in lines for a couple of days only to get their hands on this cool device.

Why is that so?

An iPhone is not just your regular smartphone.

It's emotional value, especially among younger audiences, is huge.

Having it is almost like being a member of an exclusive club.

Psychologically speaking, people need to feel connected to others, they crave the sense of belonging to a group, and that is what Apple gives them, together with the promise of making their lives easier, better, and more fun.



<https://www.youtube.com/watch?v=jk6sz25OZg>

<https://www.youtube.com/watch?v=65JrtwtTOd>

D – Change

- Although this may seem contradictory to the notion of consistency, brands need to be flexible and willing to change to keep up with the latest trends.
- These changes do not have to shatter your brand core values or transform your [brand voice](#).
- Tweaking your image or making some cosmetic changes to your products is necessary in a competitive, fast-paced market.
- You can also focus on changing your advertising and marketing techniques, product names, website, or [packaging](#), and still stay true to your [brand identity](#) and core values.
- Introducing a fresh approach can result both in keeping your existing customers, and in acquiring new ones.

LOGOS & BRAND RECOGNITION

Where would Nike be without their swoosh design, Apple Inc. without their bitten apple and Starbucks without the mermaid? Each company is recognised by their logos. You have to have a logo to become audience's friend.



IDENTIFIED BY
97%
of the population



IDENTIFIED BY
94%
of the population



IDENTIFIED BY
92%
of Children

E – Loyalty

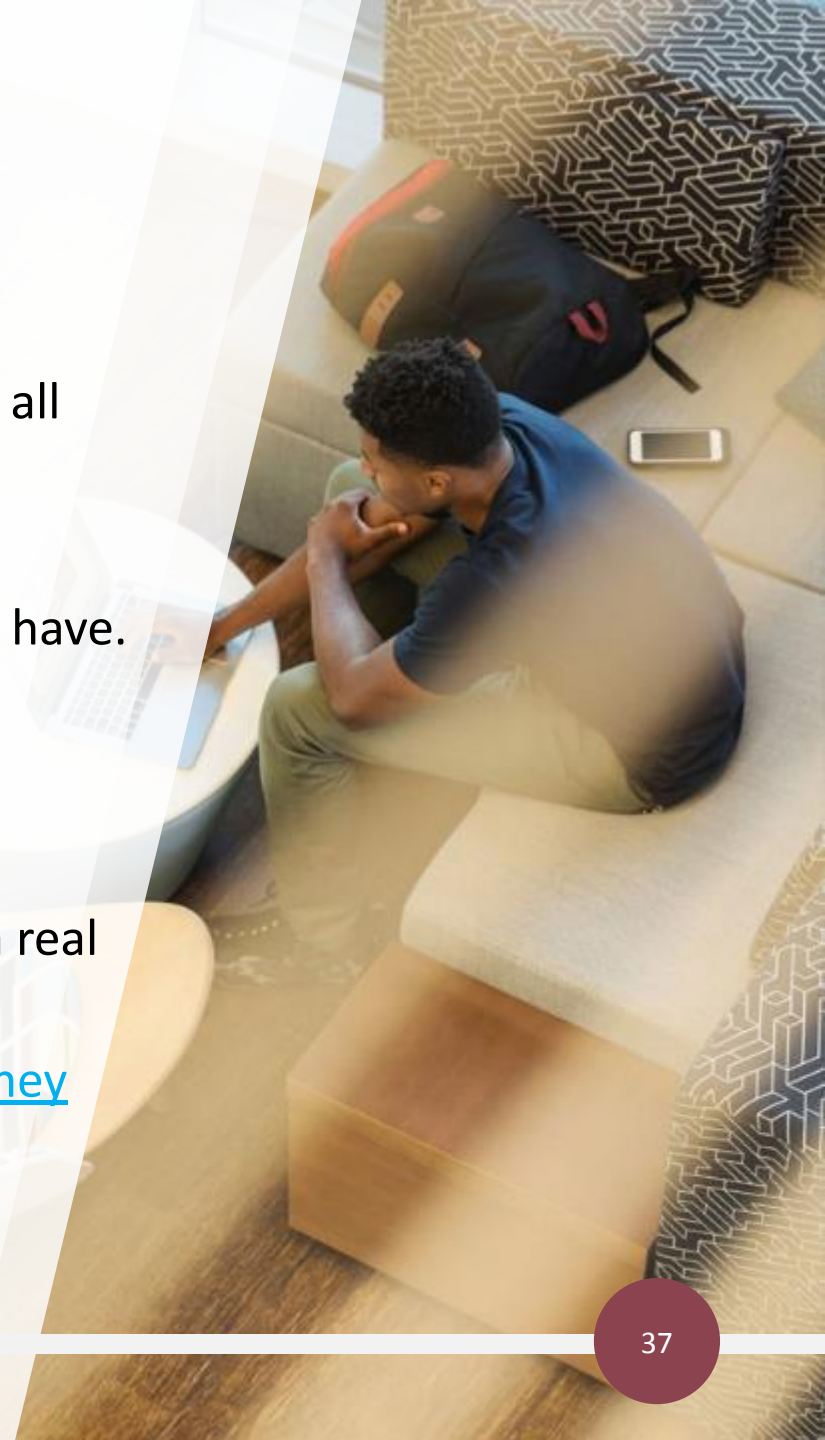
- Did you know that a 5% increase in retention leads to a 25% growth in profit?
- Therefore, we can conclude that a loyal customer is your greatest asset, so make sure to thank them as often as you can.
- There are various methods that you can use, and sometimes a personalised “thank you” letter will do.
- However, freebies and swag can do wonders for your brand marketing efforts as people love them.
- Although this may seem like a huge investment, it will soon pay off.
- So, giving your audience branded merchandise such as pens, T-shirts, bags, USB drives, or notebooks is a nice gesture that will show them you care.
- When it comes to big, important, enterprise clients, think about a quality Bluetooth speaker, leather journal or other loyalty merch like a visa prepaid gift card, and you can be sure that they will be thrilled, and reward you with their loyalty as well as with some word-of-mouth marketing.



**TOP 10 MARKETING
AND BRANDING
STRATEGIES
FOR NEW
BUSINESSES**



- When you are trying to promote a new [small business](#), you are primarily focused on [branding](#).
- You create a particular [logo design](#), and you feature the mark and colours all over the site.
- The point of branding is to give the audience what they want.
- Most are not buying products or using services just for the functions they have.
- They are also doing it to [show status](#).
- In that aspect, brands are not relevant only to millionaires who want to demonstrate their social status.
- Everyone has that tendency to get things that are branded, and Apple is a real example for that.
- You are trying to make the audience [recognise your business as a brand they trust](#).
- The process is far from simple, in any case.



1 – Understand You are an Entirely Unique Business Entity

- The way towards success starts by understanding the uniqueness of this particular business.
- You are giving exceptional value to a precise base of customers.
- You have a concept that's different from what the competition is offering.
- When you are trying to find the perfect marketing strategy, you have to understand no magic formula works in every situation.

First, research the competition.

Why is part of your target audience choosing them over you?

Identify their points of attraction and do not try to copy them.

You started your business with a unique concept.

Somewhere along the way, you started using the same marketing strategies as ● ● ● ● everyone else in the industry.

You'll need to go back at that starting point.

Build the branding strategy on that foundation.

2 – Answer the Right Questions

- A few factors help you determine the brand's identity:
 - # The demographics of your target audience
 - # The area you are targeting
 - # The way people search for products or services in your niche
 - # The attention span of your target audience
 - # The social networks where most of your target customers hang out

- Keep these questions in mind all the time.
- Whenever you are trying to implement a new strategy in the branding process, find a way to make it suitable for this particular business.

If, for example, you start considering podcasts as a way of marketing, ask yourself:

Does your target audience listen to podcasts?

Will they find these podcasts online?

How long should a podcast be to hold their attention?

Where will I promote it?



3 – Win Something

- Award shows are a great opportunity for new businesses to trace their way to successful branding.
 - The owners meet famous people and make connections with potential business partners.
 - They get a chance to present their products or services to an industry-specific audience.
 - When they win any award on these shows, it gets great recognition.
 - If you manage to earn a badge or medal for Best Design Team, for example, you will feature it on the official website, and you will share the news on [social media](#).
 - The award shows you are a brand people can trust.
 - It conveys quality, innovation, and prestige.
-
- You will start small by attending business events, but with time and effort, you could take the brand to the [Stevie Awards](#). <https://www.youtube.com/watch?v=yIk3XmIRolw> 1 min to 1:50
 - You better believe it!



4 – Build Long-Term Relationships with Your Customers

- Microsoft is a great brand not only because it attracts new clients continually, but also because it makes them stay.
- When someone falls in love with the name, he or she keeps going back to it.
- That's because the company makes an effort to keep them happy and awaken their interest in the new products they promote.
- If you are trying to brand a new beauty salon, for example, you will definitely want the clients to come back to you.

The loyalty shows your status as a business that can be trusted.

How can you build long-term relationships?

Just make sure your customers are happy with what they get.

If some of them complain, fix the issue, offer a replacement of the product, or give them a refund.

It's important to show you value the customers who drive the business forward.

Develop a loyalty program.



When you give promotional discounts to your loyal customers, they have a trigger that inspires them to get back to you.

[Lush is a beautiful example](#) of a company with a strong loyalty program.

The customers who bring five empty containers of their products get a free product in return.

Lush Cosmetics Recycling Program <https://www.theodysseyonline.com/top-five-beauty-rewards-programs>

5 – Design Recognisable Features

- One of the first steps in branding a new business is the creation of a [company logo design](#).
- Here, you'll have to create with the target audience in mind.
- Take a look at the logos of competitive businesses and come up with something catchier, more visually attractive, and more unique.

A great logo should be simple and memorable, but unique enough to distinguish the [brand identity](#).

You will take the stamp of uniqueness all over the website.

You'll use colours the audience will recognise you by, and you will design the cover and profile photos for social media sites with the same features. ●●●●

When someone sees these stamps, he or she should know what brand they represent.



6 – Listen!

- **f you do not look for feedback, you will not know how happy your clients are.**
- **Whenever you complete a service, ask the customers to share the experience.**
- **If your business is great, you should not be afraid of the reviews.**
- **Offer discounts when your email subscribers complete a survey and use the results from that survey to find out how you could improve your brand to meet their needs better.**

Allow your fans and followers **to review your business** on Facebook.

Do not delete the negative reviews, unless they are fake.

Do your best to fix the issues, and take the criticism into consideration.

When you convince the customers that you are eliminating such negative experiences, they will gain more trust in your brand.

Needless to say, the positive reviews will still be there to make up for the damage.



7 – Own Your Google Results

- Many new [businesses start and end their branding strategy](#) with owning a website.
- They do some social media marketing, and that is it.
- The online presence is much more than that.
- When someone googles the name of your company, they should see authority, reliability, and loyalty. You have control over the results, but it takes lots of effort to take them where you want them to be.

These are the strategies that work:

SEO – when you use the right keywords in high-quality content that represents your business, the target audience will see your brand at the top of Google's search results.

It is a lot of effort and work, but search engine optimisation is a necessary element of each branding strategy.

Blogging is an effective way to show expertise.

You want you potential customers to get to your brand when they are looking for appropriate solutions.

For that purpose, you need to show them how your business is a solution.

You do not want to put too much text on the homepage of your site.

The visitors want to see a clear call to action with brief product descriptions there.

The [blog](#) gives you space for more content.

8 – Expose the Brand

- Remember: you control your online presence.
- Expose the brand on social media, blogs, forums, and all other channels.
- Craft a campaign that targets the interests of your audience!
- Find out where that audience hangs out, and serve them a well-planned brand promotion.
- Do everything in your power to be seen at all the right places.





9 Stand for the Things You Believe In

MAC Cosmetics is one of the most respected brands in the makeup industry.

<https://www.maccosmetics.com/>

Have you ever wondered why?

There are many other brands that offer the same or even better quality.

It's not the most cost-effective choice.

What is it, then?

It's all about the unique brand built around the culture of diversity.

It's a bold, unconventional brand that supports people to be whom they want to be.

The creators stand behind the things they believe in.

When trying to grow your business into a distinct brand, you have to figure its identity out.



The consumers are moving towards independent, authentic brands.

They want the name to catch their vibe.

When you relate the business with the things you believe in, you will target a particular community that will make it famous.

Reebok[®]

TM

10 – Keep Reinventing It

Your brand is not a static category.
It grows.

Have you seen how [Reebok changes its logo](#) to fit the specific audience they are targeting at the moment? That's called growth.

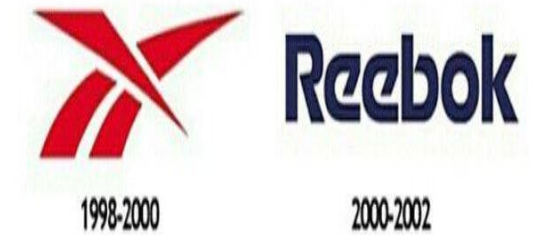
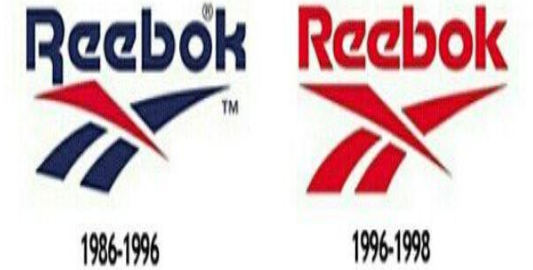
As your brand evolves, keep reviewing all its aspects. It will inevitably change with the evolution of the customers' needs.

Listen to these requirements and react.

Branding is an arduous, lengthy process.

With the right approach, however, you stand a big chance to succeed!

There's a long journey ahead for new businesses, but there's a beauty in the process, too.



1. Dollar Shave Club: "Shave Time. Shave Money."
2. MasterCard: "There are some things money can't buy. For everything else, there's MasterCard."
3. M&M: "Melts in Your Mouth, Not in Your Hands"
4. De Beers: "A Diamond Is Forever"
5. Meow Mix: "Tastes So Good, Cats Ask for It By Name"
6. Verizon: "Can You Hear Me Now? Good."
7. The U.S. Marine Corps: "Semper Paratus"
8. Ronsseal: "It Does Exactly What It Says on the Tin."
9. The Mosaic Company: "We Help the World Grow the Food It Needs"
10. Pitney Bowes: "We Power Transactions That Drive Commerce"
11. Nike: "Just Do It."
12. Apple: "Think Different."
13. L'Oréal Paris: "Because You're Worth It."

1. California Milk Processor Board: "Got Milk?"
2. BMW: "Designed for Driving Pleasure."
3. Tesco: "Every Little Helps"
4. Bounty: "The Quicker Picker Upper"
5. Lay's: "Betcha Can't Eat Just One."
6. Audi: "Advancement Through Technology"
7. Dunkin' Donuts: "America Runs on Dunkin'"
8. McDonald's: "I'm Lovin' It"
9. The New York Times: "All the News That's Fit to Print"
10. General Electric: "Imagination at Work."
11. State Farm: "Like a Good Neighbor, State Farm is There"
12. Maybelline: "Maybe she's born with it. Maybe it's Maybelline."
13. The U.S. Marine Corps: "The Few. The Proud. The Marines"

Slogans

Milky
Мчи
Premium yogurt



Milky
Мчи
BAZAART®



BAZAART®

Before you define your brand, you have to answer several questions that will help you make the right decision:

1. What is the primary mission of your product?
2. What are the main features that set you apart?
3. Who are your customers?
4. What do they already think of your product?
5. What are the main things you want customers to associate with your brand?

Brand Marketing Objectives

A brand marketing strategy is the general approach you choose to promote your brand and make it visible and well-known. If a brand strategy is well-defined and executed, you will be able to achieve tangible results. There are plenty of brand marketing strategies based on the [target audience](#), budget, marketing campaigns, but we will cover the most common ones below.

- **Brand-name recognition.** People recognize a company by its brand name, logo, slogan as well as colors. Great examples are Apple, Coca Cola, or Starbucks that use the weight of their brand name to drive sales and attract customers.
- **Individual branding.** This strategy is used when a large company has subsidiary products, which function independently under their name. For example, Mars, Inc. produces Snickers, Twix, Bounty, M&Ms.
- **Attitude branding.** This is a great strategy to consider. Companies like Nike implement attitude branding by bringing a personality and show their particular style.
- **“No brand” strategy.** This minimalist approach can bring excellent results for your brand. The design of a logo and product itself is generic but straightforward and creative at the same time. A good example is the Japanese company, “Muji,” which translates to “No label” in English.
- **Brand extension.** This particular strategy is used when a well-established company decides to create new products or services. The latest products or services will still carry the primary brand identity. For example, Fender had produced guitars and then extended its brand with the production of earbuds.
- **Private label.** This strategy is widely used among supermarkets. For example, Walmart sells products at a more reasonable price to beat competition from larger, well-known brands.
- **Crowdsourcing.** In this case, it’s up to the public to support your brand's creation. For example, supporters are actively involved in creating the name of your brand. This approach allows you to carefully follow your customer’s preferences and drive their interest in a product.

Each of these marketing strategies can promote your brand and make your products successful.

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<https://www.madmarketingpro.com/blog/brand-strategies-that-work>
5. <https://marketing-insider.eu/branding-decisions/>

Individual reading

1. 60-Minute Brand Strategist. The Essential Brand Book for Marketing Professionals.epub
2. The Power of Visual Storytelling_ How to Use Visuals, Videos, and Social Media to Market Your Brand
3. <https://www.marketingsherpa.com/article/case-study/8-effective-branding-case-studies>