



BRAND STRATEGY

“Creating the brand experience” | A Brand Strategy Guide

BRAND STRATEGY

Brand purpose

Value layering (problem/solution)

1. Problem / Solution: What is the common problem and solution you offer?

2. Real solution: What is deeper personal solution you're offering your target demographic? Is it less stress, more time, etc?

Core brand values ("pillars")

Develop 3 core values and convictions that your company stands behind

Vision

Start with the bigger picture. What is the one idea that other people can believe in that will excite them and motivate them?

Mission

What connects you to your audience? Consider this your direction from point A to point B and you're leading your culture and target demographic to. This is what you do today and tomorrow to see your vision come to life.

Overall business strategy

Where are you as a business? What is your business model and what other business models are similar or have you considered? How do you plan to grow and expand your business?

Brand positioning

What is your mode of innovation? How do you plan on staying ahead of the market or plan to be an integral part of “necessity”? (not all brands are necessary such as luxury brands)

What is the brands “Blue ocean”? Commonly known as the “niche” but instead of focusing on external niche markets to target, focus on what truly makes the brand unique?

Brand story

Who is the company? How did you get started and what is your companys history that would make people care about your company, product or service?

Brand journey

What experience do you want your customers to have?
What experience do you want your employees to have?

Competitor analysis

Who is your main competition?

Who has the most market share?

Buyer persona:

Create 3 buyer personas with 2 primary target markets and 1 sub group that is a 2 degree of separation from the main target.

Target audience:

- Age
- Sex
- Income
- Industry
- Social gatherings
- Personality

Target audience brand orientation:

What other possible brands, social norms / trends does your target demographic follow?

Brand persona:

Develop the personality of the brand and why people should like you, trust you and care. The brand persona sets the tone for your company culture and the impact you make on your target culture.

Brand messaging:

Your brand messaging consists of key words, buzz words, power statements and other vital verbiage that will be utilized in your marketing. This will serve as the current framework but remember to come back to this annually to revitalize your messaging. Note: As a framework follow a 70/30 formula allowing for creative freedom when your marketing department crafts their messaging.

Value proposition:

Why should I buy your product or service? A good rule to remember that “People don't buy what they need, they buy what they want” or will buy when they are put into a position where they have no choice. Creating the best customer experience is vital to create a strong retention relationship with your customers.

Personality:

Personify your brand and treat it as an organic and evolving entity. Brand evolution ties into social engineering and creates a relationship with your target. “We buy from people we like”.

Voice / tone:

What kind of tone do you want your copy to take on? Does your brand have a serious and strong tone and voice or one that is more compassionate and soft?

Visual strategy

Brand design (design style)

Brand guidelines

Identity

Colors

Style of imagery

Type / Typography