### Master Marketing with Better Branding

Learn how to customize the 5 pillars of building a strong brand

PRESENTED BY

### MARIA TRAINO

inspiring creative entrepreneurship



### TODAY'S GOALS:

Point out what 5 pillars of branding Teach you why you need to evaluate them Show you how to customize them

### YOU'LL WALK AWAY BEING ABLE TO:

Make quicker business decisions
Narrow down advertising mediums
Clarify your messaging to your most ideal customer
Empower your employees

Men year





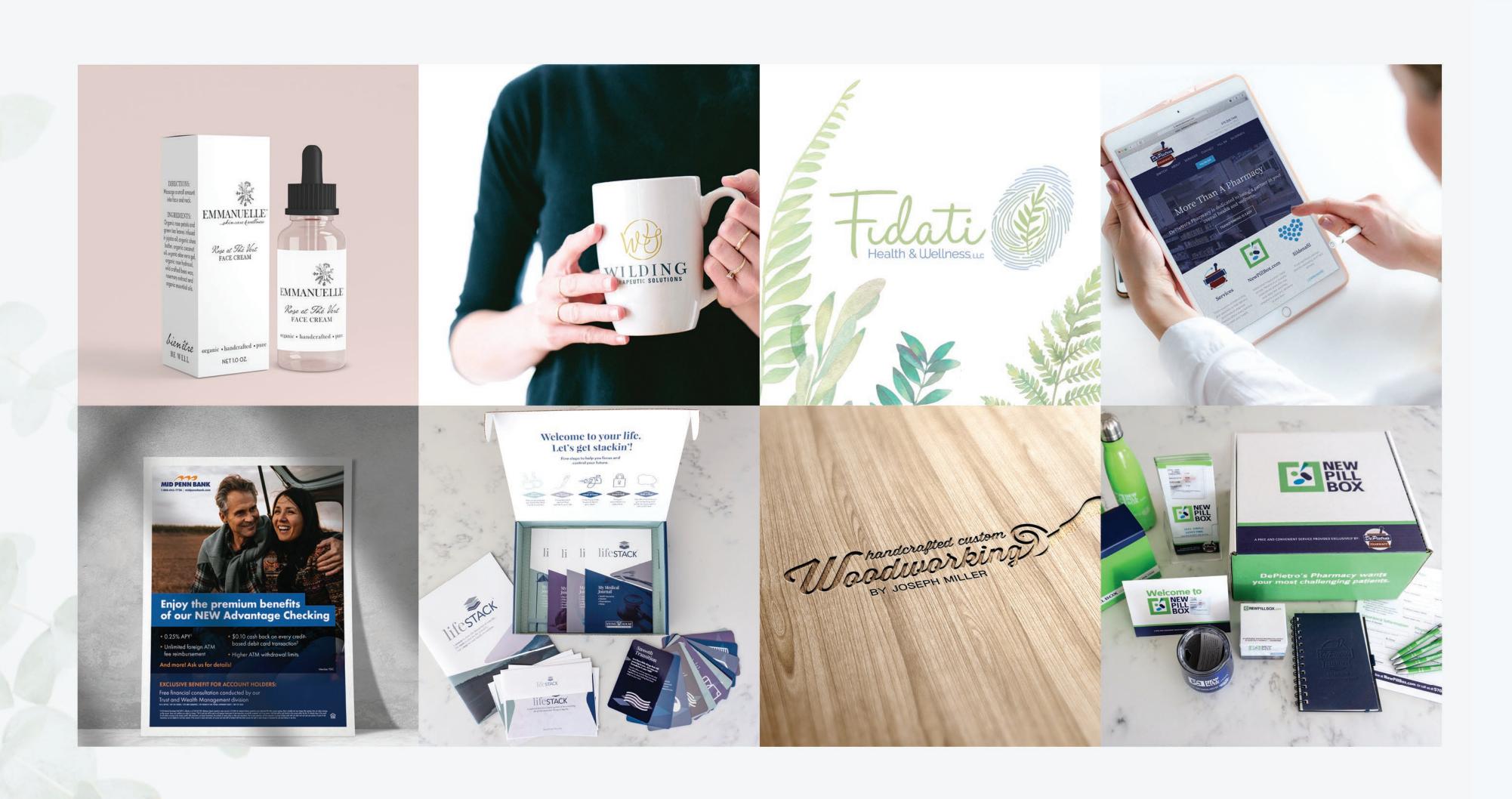
### YOU'LL WALK AWAY...

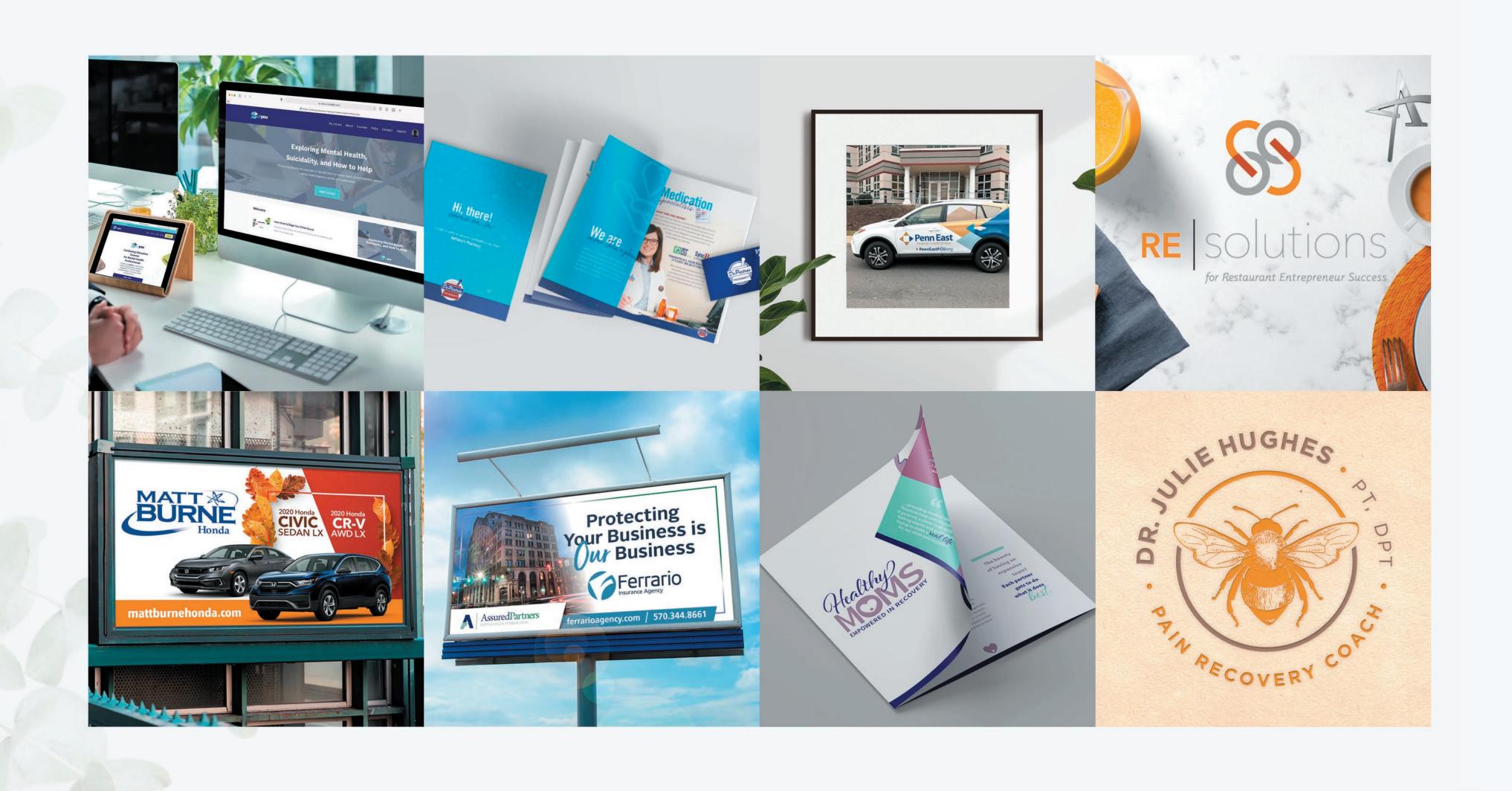
Understanding the importance of critiquing your business's branding

Feeling confident that you have the ability to re-build your own brand

Motivated

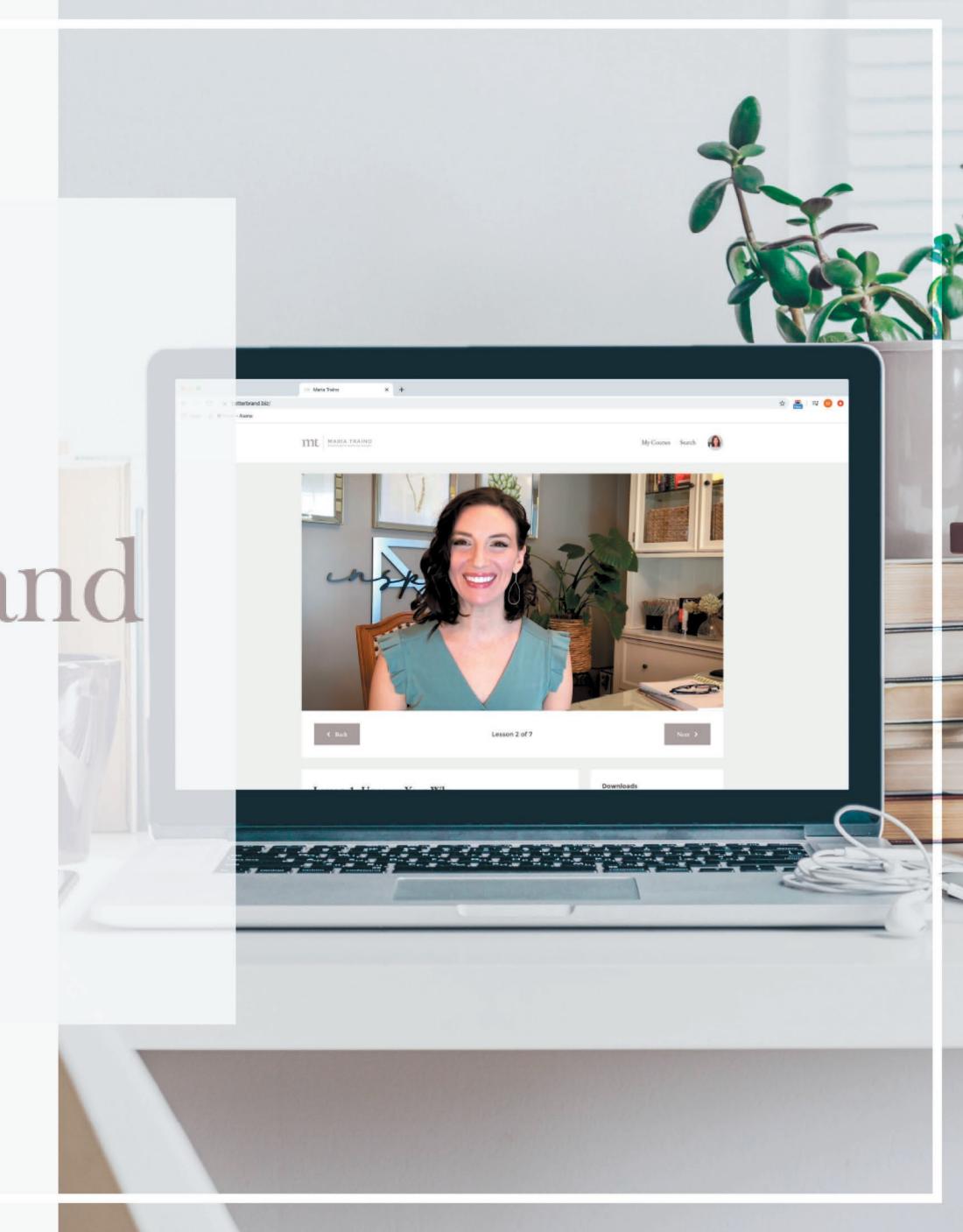
Feeling better about marketing tactics



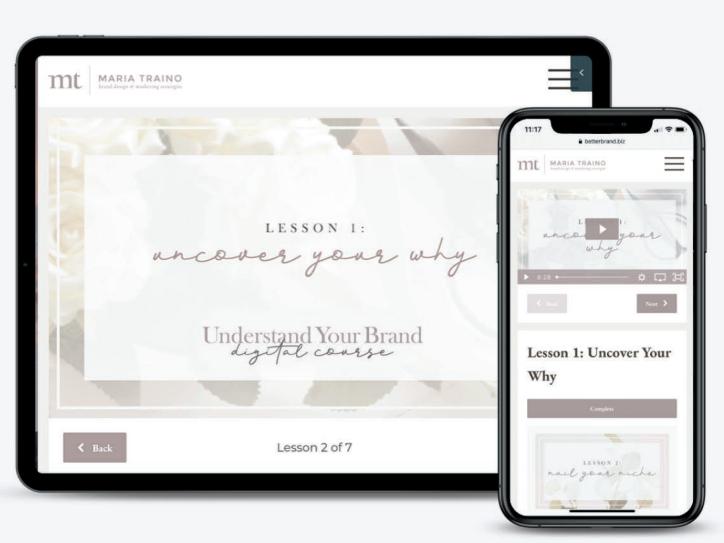


■ INSPIRED STUDIO PRESENTS

### Understand Your Brand Lourse







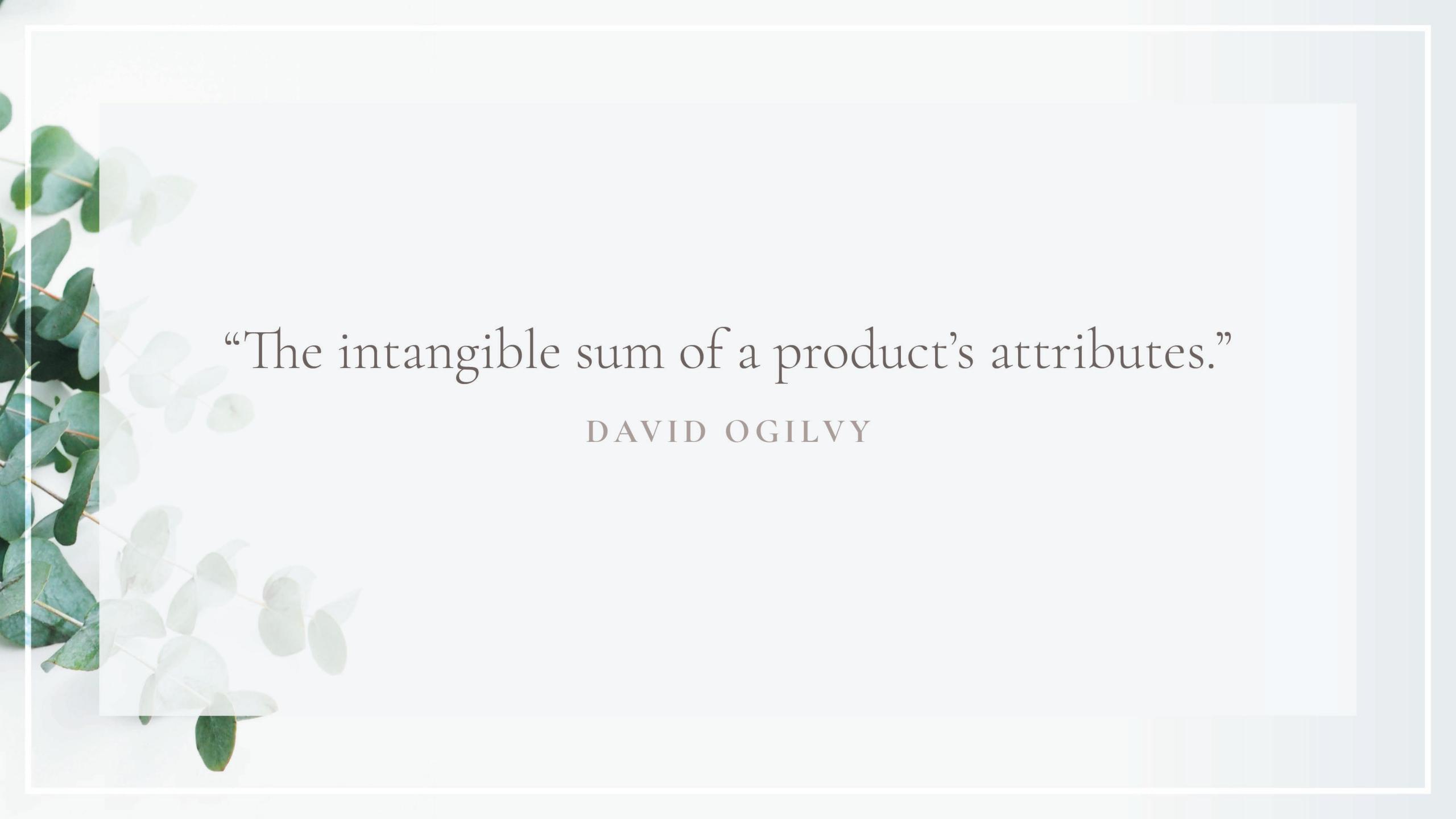


### YOU'RE HERE BECAUSE:

You're ready to market your business.

Or you have been marketing your business and it hasn't gotten you the results you're looking for.





"A brand is not a logo. A brand is not an identity. A brand is not a product... a brand is a person's gut feeling about a product, service, or organization."

MARTY NEUMEIER

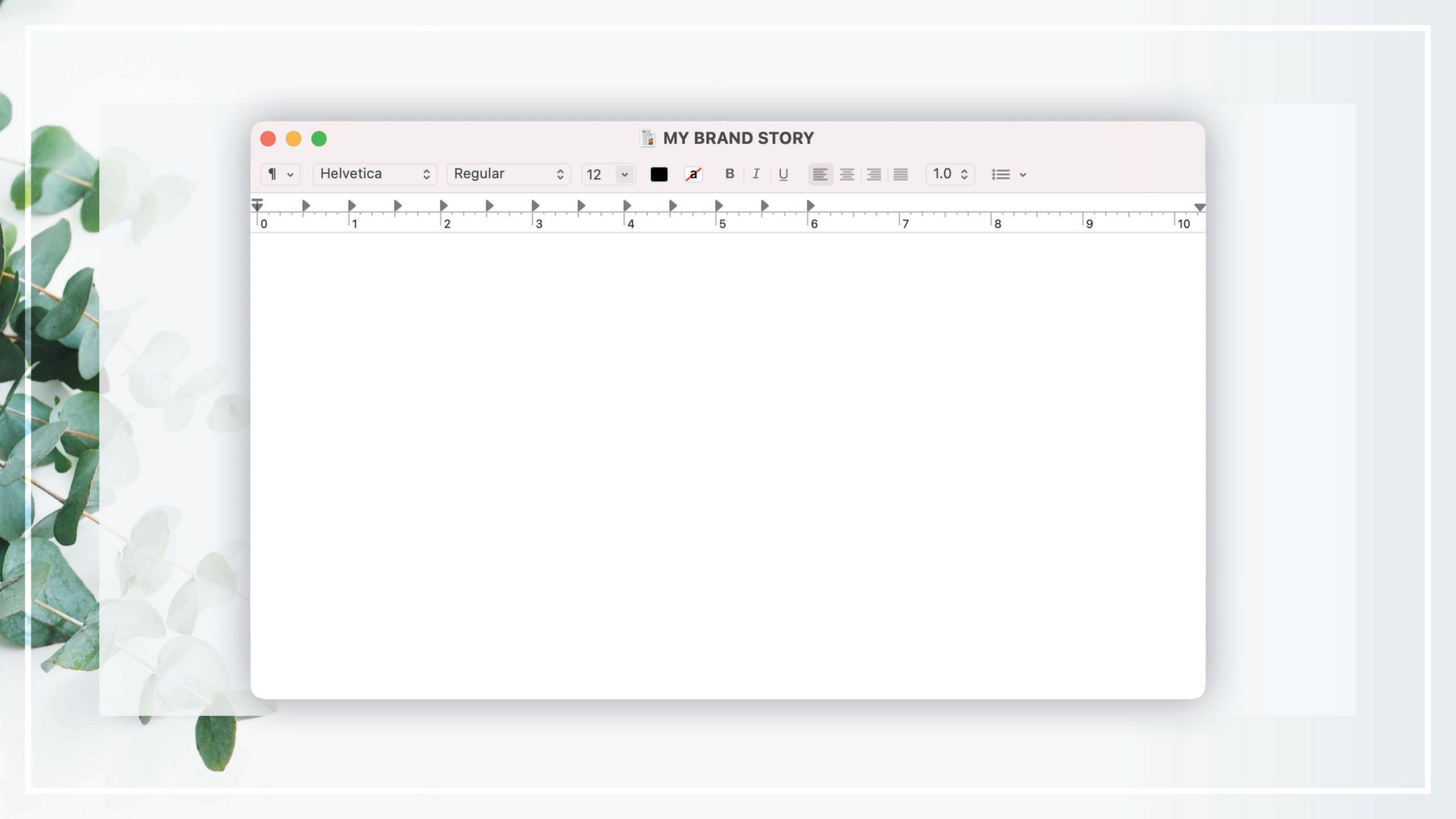
"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

SETH GODIN

"An INSPIRED BRAND is one that is intentionally infused with purpose, heart and passion that attracts and connects with those it's meant to impact."

MARIA TRAINO

Your business already has a brand—whether you've intentionally created it or not.



## SELLING PROPOSITION DEAL AND IEMOTIONS IDEAL AND IEMOTIONS ENCACE EMOTIONS

### **VISUALS**

Logo design
Print collateral
Advertising design
Web design
Photography style
Signage
Interior design
Architecture
Social media graphics

Z

Name and

S

### COPY

Website copy
Blogging
Videography
Advertising copy
Radio ads
Social media content

### POSITIONING

Web/User experience
Public Relations
Marketing Plan
Ad campaign strategy
Social media strategy

### MISSION/ VISION

Empowering your team Business planning



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The better you differentiate your business, the less competition you'll have.



YOU are the most important part of your business.



WHY did you start your business in the first place?



I am a \_\_\_\_\_

Why?



- When was the first time you thought about becoming a ?
- · What happened in your life to inspire you to think that way?
- If you didn't need to earn money in your business, what would you be happy to do every day?
- · And then just keep asking why...

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A niche is a small but profitable segment of a market suitable for focused attention by a marketer.



Did your WHY determine your niche?



What can you do better, faster, and differently in order to shine?



Know your differentiators.



Surface-level questions yield surface-level answers.

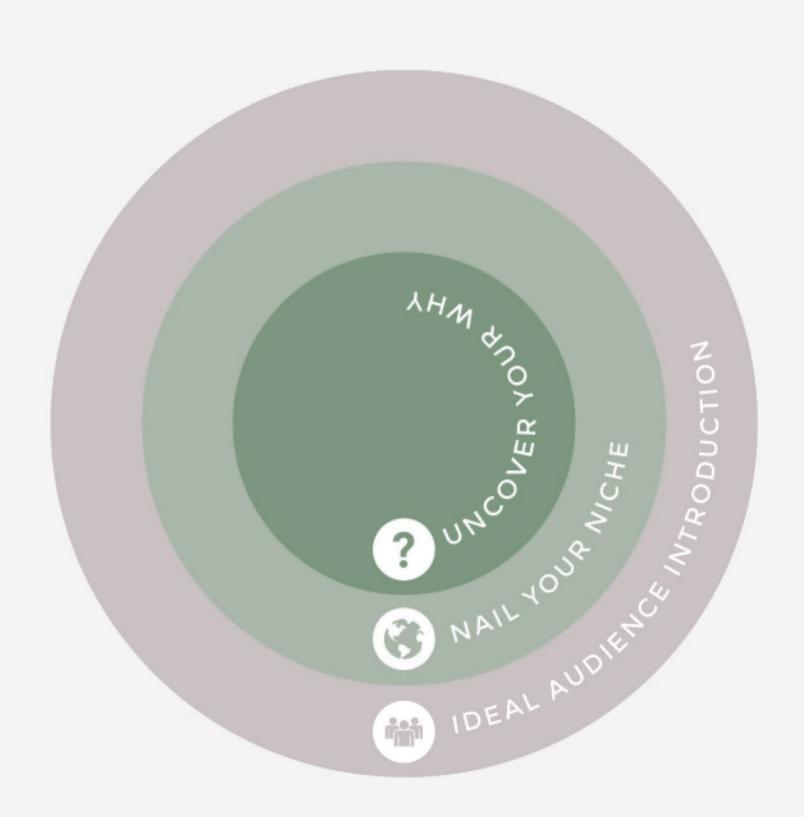


Let these questions help you tweak other areas of your business.



#### PILLAR 2: NAIL YOUR NICHE

- What products and/or services do you offer?
- · Which makes the most profit?
- What problems can you solve? For whom?
- · Who is your competition? Evaluate their weaknesses.
- · What can you do better, faster, differently, in order to shine?





#### MOST IMPORTANT SECTION!



Identify + Validate



### 80/20 Rule

Do not waste your marketing dollars trying to attract the wrong people.



The messages, visuals, brand aesthetic and positioning you decide upon will attract the right type of customers who will hear, see, and understand the value you're giving them.



The days of marketing to the masses are long gone.



Remember, you're looking for that 20%, and they're looking for you.



You'll have more than one audience.



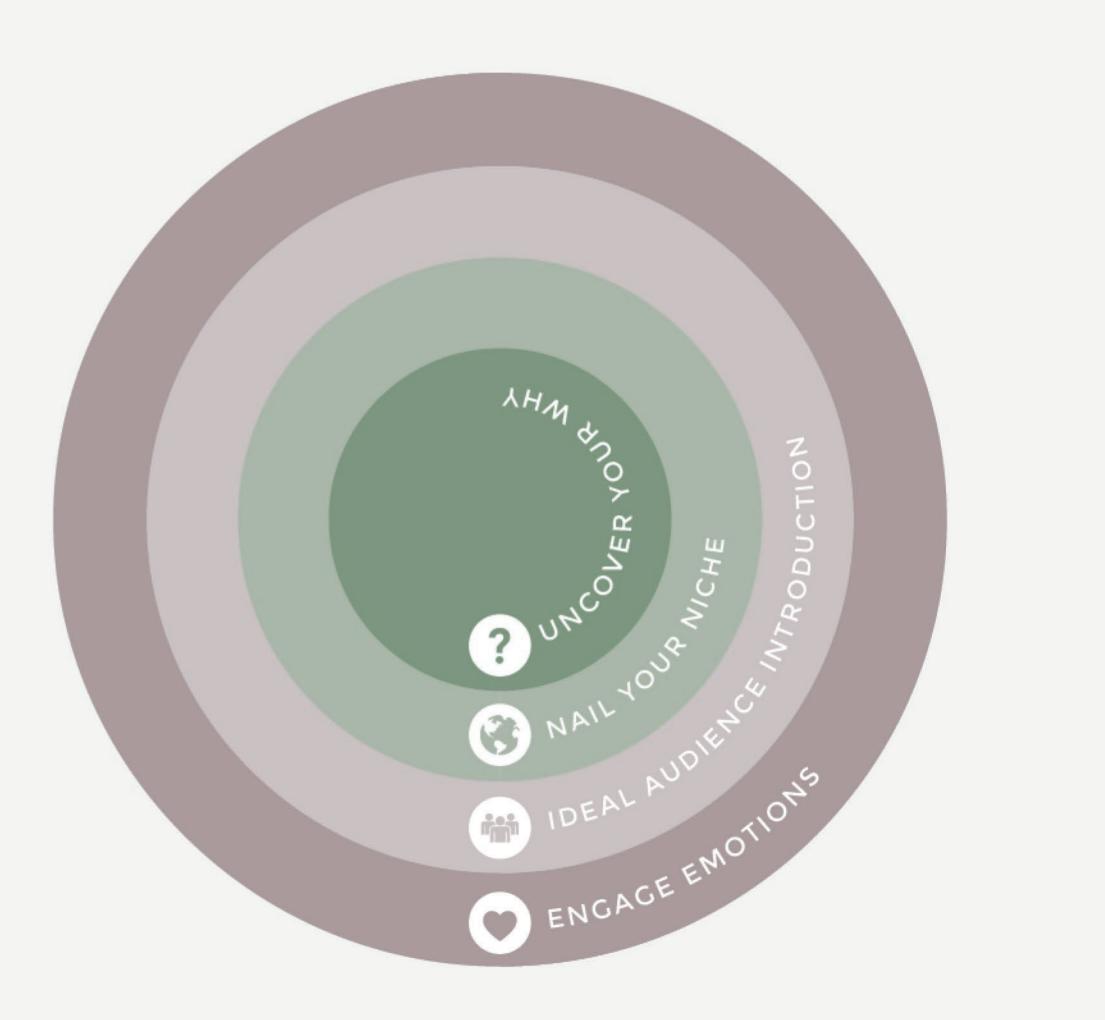
- Male/Female
- Age range
- Family structure and Marital status
- Education
- Income
- Decision makers/ influencers/users

- What does a typical day in-the-life look like?
- Who or what inspires them?
- Are they religious or spiritual?
- Are they happy?
- What is their biggest pain point related to your business?
- Do they prioritize price, quality or ease?



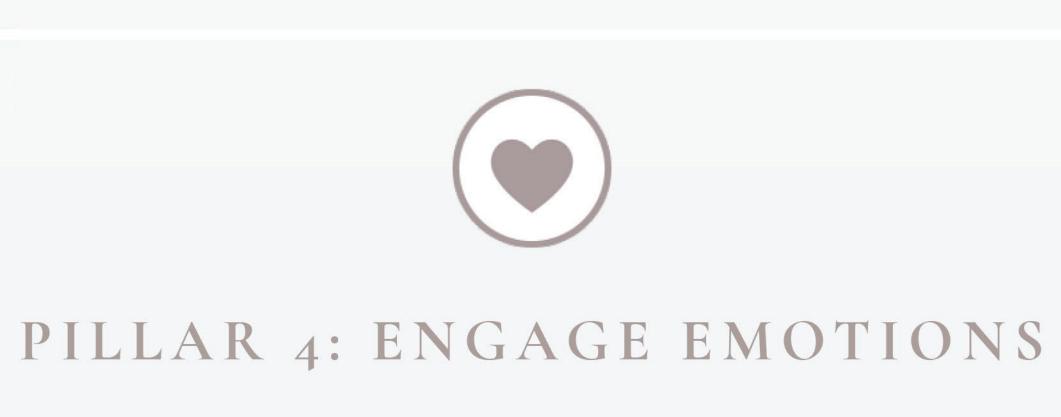
Validate, validate, validate.

You may be surprised how many people will just be happy to support you.





Building a brand has EVERYthing to do with feelings and emotions.



THOUGHT

EMOTIONS

BEHAVIORS

RESULTS



Personality + Feelings



What is the personality of your business? Imagine your business as a person.



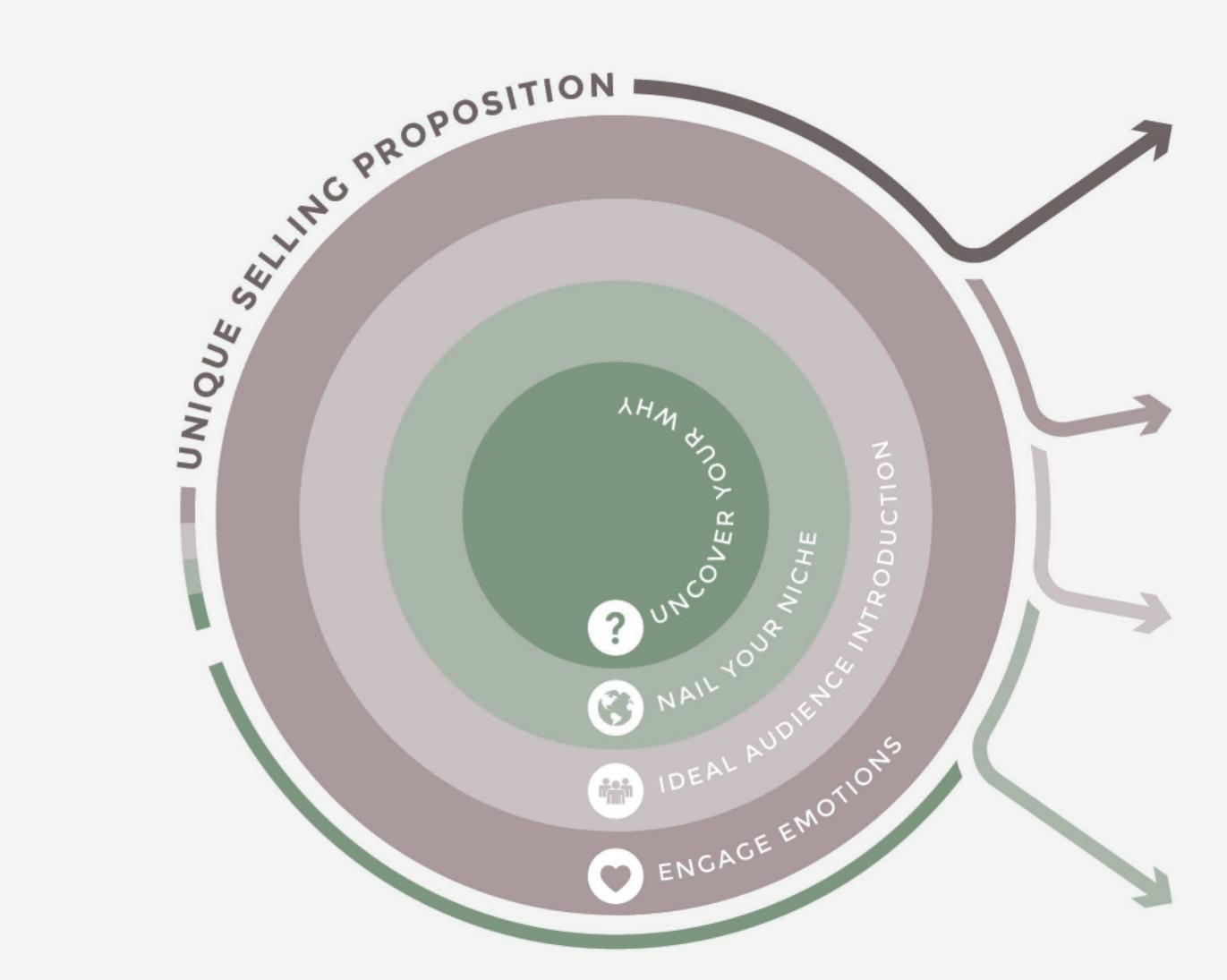
How do you want your ideal audience to feel when they interact with your brand?



You are powerful. Harness that.



- Write down 5-10 personality traits of your business. (Educational, Leader, Diverse, etc.)
- Write 5-10 words that describe how you want people to feel when they encounter your brand. (Intelligent, Fascinated, Challenged, etc.)





Explain what, why, and how your product/service fulfills your ideal audience's wants and needs.

Describe benefits and solutions.

Guarantee through a meaningful promise.



Time to write your Unique Selling Proposition.



## Your Unique Selling Proposition will...

- · Make marketing decisions easy for you.
- · Make business decisions easier for you.
- · Save you marketing dollars.



Your Unique Selling Proposition will become the cornerstone of your overall marketing strategy.



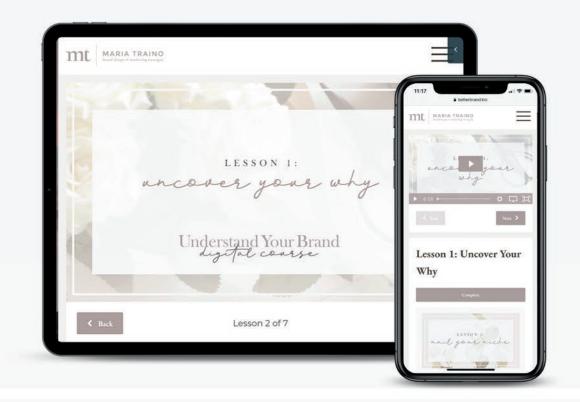
#### WARNING:

Do not boast about your products and services more than explaining your benefits and solutions.



#### EXAMPLE:

(Your brand) offers (what you do and how it's different) for (who you serve). I/we do this through a unique approach of (reasons why your ideal client should trust you).



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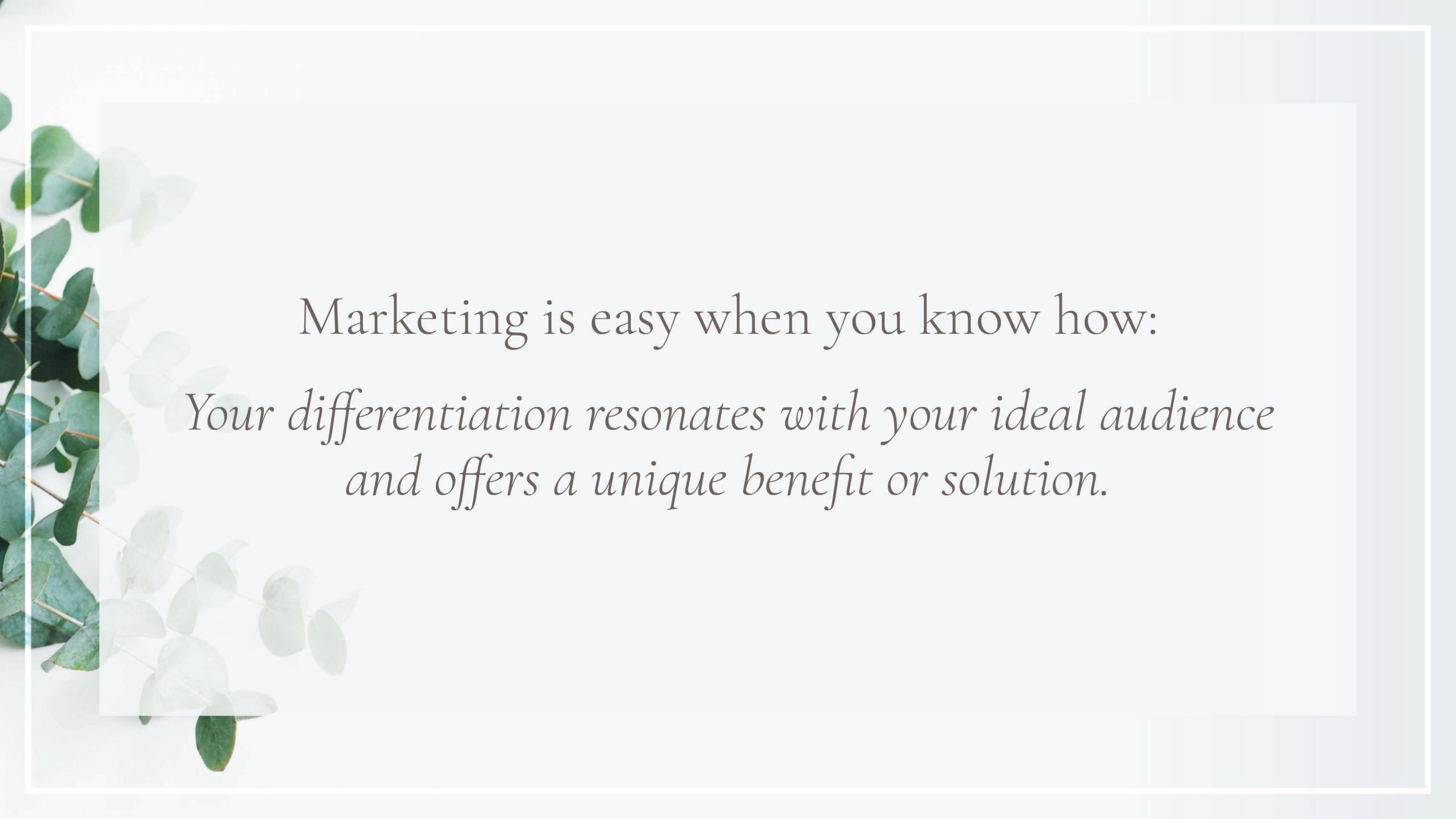
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# Look at your audience(s):

- · Where are they hanging out?
- Where are they spending their time?
- · What pain points do you solve?
- · At what point do they make decisions about that pain point?



Marketing based on changing things like:

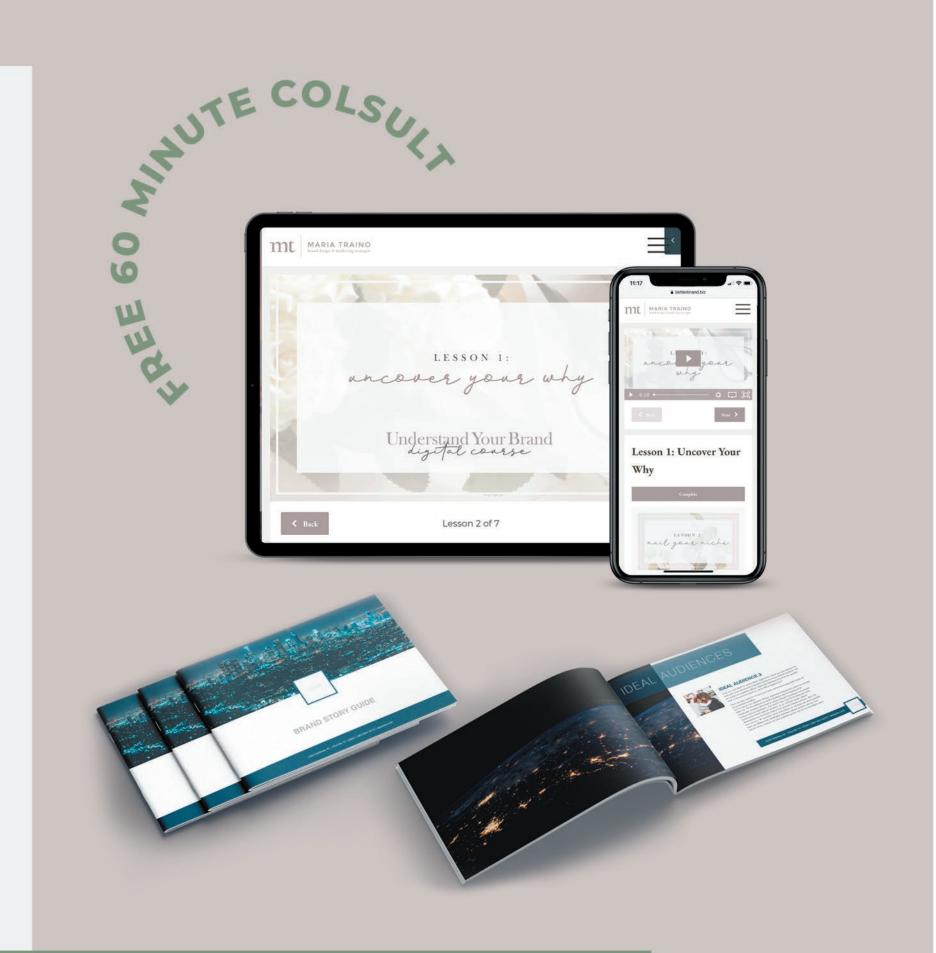
- Budget
- In-house capabilities
- What feels good

Branding is the foundational essence of every aspect of your business.

rets work

■ INSPIRED STUDIO PRESENTS

# Understand Your Brand



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Questions?

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