

Refined marketing

Design | Content | Digital | Events

5 simple steps to building a successful brand

Included are four 20-minute agency workshops to get you started.

Working **#TogetherApart**

Collaborating, creating and **supporting our clients** to plan past the pandemic.

Your Brand. **Your** Story. **Your** Success.

Introduction

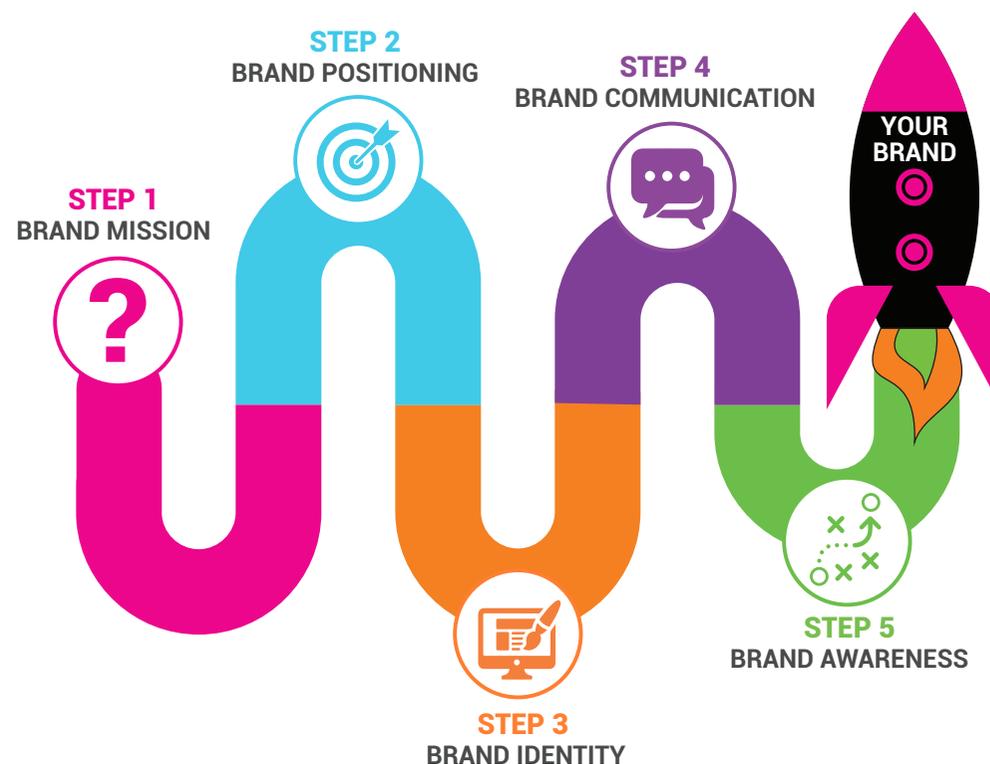
Our team at Refined have been helping companies Refine their brands for years. We believe a strong brand is an essential part of your company's success, regardless of your company size, budget and target audience.

During this eBook, we will be taking you through 5 simple steps that the team use at Refined Marketing when working with clients to create a new brand or refresh a current brand.

What is a brand? Creating your brand is more than just your logo; good brands facilitate a visual and emotional impact that is inviting to their audience. Your branding should be the thing that initially draws a customer in and will keep them coming back over time.

Keep your brand consistent, and customers will remember and trust you.

Your brand identity can be represented in many ways; from your logo and colour scheme to your mission statement! Your brand showcases who you are as a company, and will help your audience decide why they should buy from you and not your competitor.





STEP 1 - Brand Mission

What is your brand mission? Sounds like a straightforward question; however, it's quite a challenging question to answer - in some cases we have spent weeks working with clients in workshops defining their brand mission.

Understanding the mission of your business can help to pave the way for how you tackle your brand positioning.

Examples of inspirational mission statements:

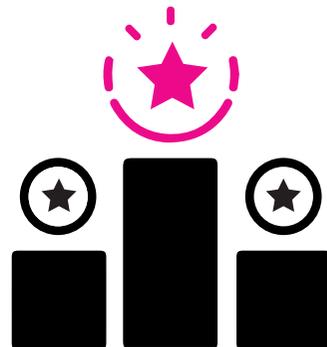
Amazon: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

TED: Spread ideas.

Nike: Bring inspiration and innovation to every athlete* in the world.
*If you have a body, you are an athlete.

Salesforce: We help our customers discover new trails to success using the #1 CRM platform.

To help you figure out your **brand mission** first identify your **Unique Selling Point**



20-minute workshop for you

Articulate your USP

What do you have that your competitors do not?

One practical and powerful branding approach is to stand out from your competition.

Research at least five competitors and look at what similar attributes they have and what makes them unique.

During this research phase, take some notes:

- Draw up two columns
 - What you like about your competitors
 - What you dislike
- Now note down what you feel you should incorporate into your brand identity.
- Get a grasp of what your competition looks like and also take a look at your competition on social media to get an idea of how they are talking to their customers and representing their company online.

This will give you a key insight to the tone they are using, and will help you create a unique brand identity as you move forward.



STEP 2 - Brand Positioning

Who is your target audience?

The group of people who are most likely to buy your product or services.

Brand positioning describes how a brand is different from its competitors and where, or how, it sits in the customer's mind.

One common mistake that we make is forgetting that people buy with their emotions.

A good brand will be accurate to your company's strengths and relevant to your customer's needs, while also differentiating your company from the competition.

Brand Positioning

To create a unique and successful positioning for your brand, analyse the following:

- Understand what your consumers want
- Understand the brand capabilities of your company
- Understand how each competitor is positioning their brand

20-minute workshop for you

Write a positioning statement that achieves the following;

- Resonates with your consumers
- Is a realistic deliverable by your company
- Different from your competitors

An easy way to define a brand positioning statement is to summarise it in three words.

For example,

"luxury, tailored & unforgettable".

Try not to choose generic words such as **"quality-products, unique, successful"** because this is the aim of every brand.

The remaining challenge is to then reflect this brand positioning in everything that you do (brand personality, service, visual identity design, communications, etc.).

Brand Promise

This is the value you deliver to all of your customers, all the time.

An effective brand promise helps build a strong brand, represents your brand experience and has an emotional connection with your core customer.

To motivate clients, a brand promise achieves the following three goals:

- Conveys a compelling benefit
- Authentic and credible
- Reflective in the brand's reputation

Brand Proposition

What can you do, to ensure your promise is fulfilled?

Your brand selling proposition is how you convince your audience that you can solve their problems and that you're the right company for the job.

Your brand proposition can be made up of multiple factors that join together to represent the uniqueness of your brand.

Customer Persona

What is a customer persona?

A semi-fictional representation of your target audience, based on market research of your existing customers. Once you gain insight into your customers, you can better engage them with a positive experience.

Who is your ideal customer?

If your brand has not developed buyer persona profiles or robust profiles of your ideal customers, this is the first place to start.

Determine what your customer personas value from a brand.

Are they looking for cost savings or the highest quality?
Do they want deep relationships with their vendors or convenience?

As a result of understanding your ideal customer's pain points and priorities, you can formulate a identity.

What pain points do you solve?

Chances are, you offer a product or service that will solve a problem. Your customers need you because of an existing pain point or issue.

Your brand identity should instantly communicate how you solve these problems. Regardless of how your brand connects with your customers, your ability to solve problems should be at the core of your brand identity.

20-minute workshop for you

Create your brand's customer persona - see below what elements you could include;

Customer Persona



Demographics:

Age: 35
Gender: Female
Location: UK

Occupation:

Behaviour:

- Buys heavily online
- Expert level shopper
- Great spending power

Goals:

- Frequent product inspirations
- Great recommendations
- New popular and trending things
- Event based reminders about products

Devices:

- Mobile, tablet and laptop

Channel:

- Mostly online

Pain Points:

- No inspirations for buying and trying new things
- High delivery charges and taxes

Motivation:

- High personalisation
- Quick shopping features and fast transactions
- Great savings on product bundles

Key Strategies:

- Create a loyalty program for such frequent buyers
- Analyse purchase history and other data points to recommend products for next purchase

Keyword research is a useful tool for generating data, allowing brands to discover what customers are searching for with regards to their product or service.

Social media is also essential for establishing personas, with most platforms already having in-built analytics that can offer key data sets.

Facebook Insights, for example, allows brands to tap into how users are responding to ads, as well as what kind of content is generating the most engagement. By comparing this to specific user data, such as gender, relationship status, and so on, brands can flesh out personas even more.

Finally, alongside data-driven tools, customer personas can also be primarily influenced by surveys, feedback, and one-to-one interviews.



STEP 3 - Brand Identity

Is the brand identity providing an accurate representation of the business?

Brand identity includes logos, typography, colours and messaging, reinforcing the existing reputation of a brand. Brand identity attracts new customers to a brand while making existing customers feel at home.



LOOK

How does your brand look?

So let's ask a few questions?

How does your logo communicate your brand?

Your company's logo is a key aspect of your brand identity. Your logo will be one of the few original elements of your brand, and an effective logo can create a lasting impression.

To increase your chances of having a memorable logo that encourages a strong emotional response, go for a simple look. The simpler the logo, the easier it is to scale between mediums such as digital advertising and the more traditional print advertising.

A logo needs to be flexible enough to look great on a large advertising board or as a tiny social media icon.

What is your font?

Typography communicates a lot more than "just" letters. It can impart feelings of energy, fun, humour, traditionalism and more. Much like colours, humans associate emotions and adjectives with fonts.

The most famous fonts are recognisable even when taken out of context. You will want a clean and simple typeface to lead your brand design, and it should work in harmony with your logo and your colour palette.

What are your colours?

We associate colours with emotions. Your brand's primary and supporting colours are an essential component of your visual identity. By selecting colours that are associated with your brand values, you can instantly communicate your company's mission.

A lot of colour psychology is intuitive; blue expressing calm, red and yellow, stimulating expressing passion and energy. Depending on the tint or shade of a colour you use, that emotion can be adjusted.



STEP 3 - Brand Identity



VOICE

What is the tone of your brand?

How to define your brand's tone of voice?

The tone of voice is not what you say, but how you say it; including not only the words you choose but their order, rhythm and pace. A company's tone of voice will inform all of their written copy, including digital assets and off-line print.

Since we live in a digital landscape, creating a brand identity is an extended visual language, by using supporting visual elements including; infographics, design assets, icons and photographs.

Brand Style Guide

Creating a brand guide that addresses multiple elements of brand design will help streamline the production of materials in the future. Share the guide to the business including clear, easy-to-follow guidelines for every part of the brand identity, examples and use-cases. This will support brand consistency and employee's emails, newsletters, social media posts, brochures, are more likely to adhere to the same standards.

As you embark on the design process, make sure your brand identity is:

Distinct: It stands out among competitors and catches your customers attention.

Memorable: It makes a visual impact.

Scalable and flexible: It can grow and evolve with the brand.

Cohesive: Each piece complements the brand identity.

Easy to apply: It's intuitive and clear for designers to use.



PERSONALITY

What impression does your brand leave?

What kind of personality do you have?

Brand personality defines as a "human set of characteristics" that connects to a brand. Brands with a robust and well-defined personality instantly win some likeability points as customers can relate on a personal level.

"If your brand were a person, what would they be like?" It might be a bit cliché, but it's a smart way to think about brand personality.

Brand personality has a significant impact on the voice and tone used in your marketing materials and other communications.

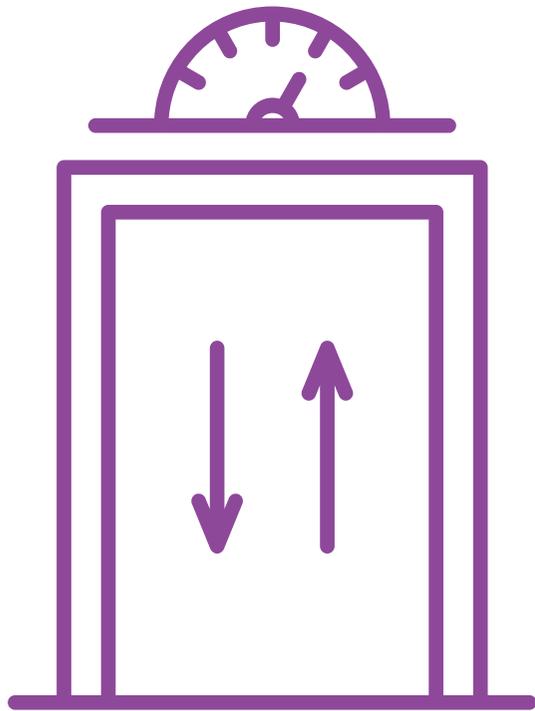


STEP 4 - Brand Communication

What is your elevator pitch?

In 30 seconds sell your service with a call to action.

When we work with our clients creating content, regardless of their service, we always start with their elevator pitch! Your elevator pitch is a brief, memorable, persuasive description which includes your USP and sparks interest.



20-minute workshop for you

Write, a 20-30 second elevator pitch describing who you are, persuading your audience to buy your services.

The pitch can be used as your introduction on the website - in your company brochure or face to face.

Template: Company name + the product/service + unique value proposition and the impact/result to the individual or company being presented to.

Example: We are Refined Marketing, a brand marketing and digital design agency. Our team have extensive experience and insight working within our specialist industries; engineering, technology and manufacturing. Refined marketing's one goal, is to create innovative solutions to take your brand to the next level.

Now you have your elevator pitch sorted, the real fun starts! It's time to drill-down and create a comprehensive content schedule for your website, social media, company brochure and other mediums you wish to communicate your brand.

Write engaging content to capture your audience.

Content can be subjective, and sometimes we need to accept that what we publish may not work, emails from a mailshot may get deleted before opening, traffic to your website may have reduced due to out-of-date content. The customer story you spend weeks putting together doesn't do your work justice.





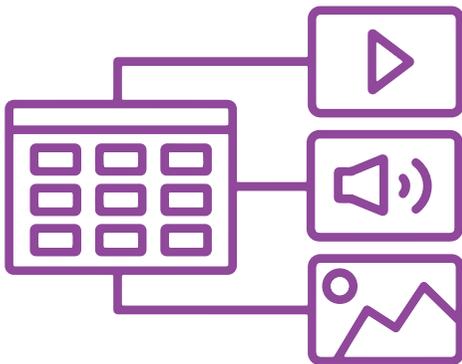
STEP 4 - Brand Communication

Keep things simple and make things easier for yourself - Have a plan!

Your content will have more value if it's part of a story. Having a strategy which your content aligns to will make it far more impactful.

Creating a 3-6 month content calendar is a great start! You will have a bird's eye - view of how you can entwine topics with other marketing activity to make sure you give your content the best opportunity to succeed.

Planning helps you consider your content needs for the up and coming quarter, rather than publishing content reactively. Working this way is a shift in mindset, and although you will need time to set up such a system, you will feel organised and confident that trending topics don't get missed!



Make your content actionable.

Creating a successful call to action and encouraging your audience to interact with you, is the ultimate goal for any business!

What are factors of Actionable Content?

Targets your specific audience/customer persona's

Provides **value** to your buyer

Helps to build **trust**

An extension to your **brand story**

Encourages **interaction**

Addresses your audience's **needs**

Creating a successful call to action and encouraging your audience to interact with, you is the ultimate goal for any business!

Give something back

Your audience has taken the time to read what you have to say now it's time to reward them. There are lots of assets you can create around a piece of content, which will be valuable to your marketplace and ultimately encourage them to contact you.

A missing call to action is like going to a party and not giving out a party bag!

A few ideas that come to mind that you could giveaway include:

- Discount codes
- Loyalty membership points
- Infographic
- Event invitation
- Promotional items





STEP 5 - Brand Awareness

What is your marketing strategy?

Internal brand marketing is where the reputation of your brand starts, a strong marketing strategy which is adopted by all those in the business will support the strength of the brand identity.

Let's go through some elements of a Marketing Strategy

Get your team engaged and involved

Let employees be your biggest champions and brand advocates. Sponsoring an event that raises money for charity or creating a video that taps into the loyalty of the brand will motivate employees to share with friends and family.

Make it personal

Customers are looking for that emotional connection to a brand - this may lead to brand loyalty, word of mouth referrals and on-line reviews.

Remember. Content is king

Good writing and developing quality content should become the rule, not the exception. Content marketing helps to improve conversions because it allows you to connect with and educate your customers. Not only are you working to build trust and relationships, but you are also encouraging conversions by giving consumers the information they need to make an educated buying decision.

Building strategic partnerships will add value to your brand and will cost nothing - just your time!

Forming partnerships is a low-cost strategy to see success more quickly and expose the brand to a new audience. Think about what other businesses complement yours- and will be beneficial to your customer?

Be the solution - start helping customers solve a problem

As a way to build brand loyalty, providing solutions for customers is an excellent method to create a lasting impression on a customer. Creating how-to content, offering exclusives that are relevant to your customers, making their lives easier, responding and listening are all key techniques whether this is through social channels, blogs, emails or newsletters etc.

Initiate a Forum - let customers interact

No matter the product or service you're offering, your customers want to interact with your company, or at least other customers.

A good marketing strategy doesn't need to be expensive...

Successful marketing is not a one-off event, an email campaign, or a few tweets. It is a behaviour of joined-up marketing, showcasing your brand's personality. The digital disruption is responsible for this uber effect; wanting results now. Real-time marketing is essential for businesses to survive, staying up to date with industry trends, creating and publishing new engaging content.

Marketing Support

There are several platforms to support your marketing efforts; many are free.

Here are some recommendations:

- To help manage all your social media in one place - **Hootsuite**
www.hootsuite.com



- To help analyse in-depth detail about the visitors on your website -
Google Analytics
www.analytics.google.com



Google Analytics

- To support your eMarketing -
Mailchimp
www.mailchimp.com

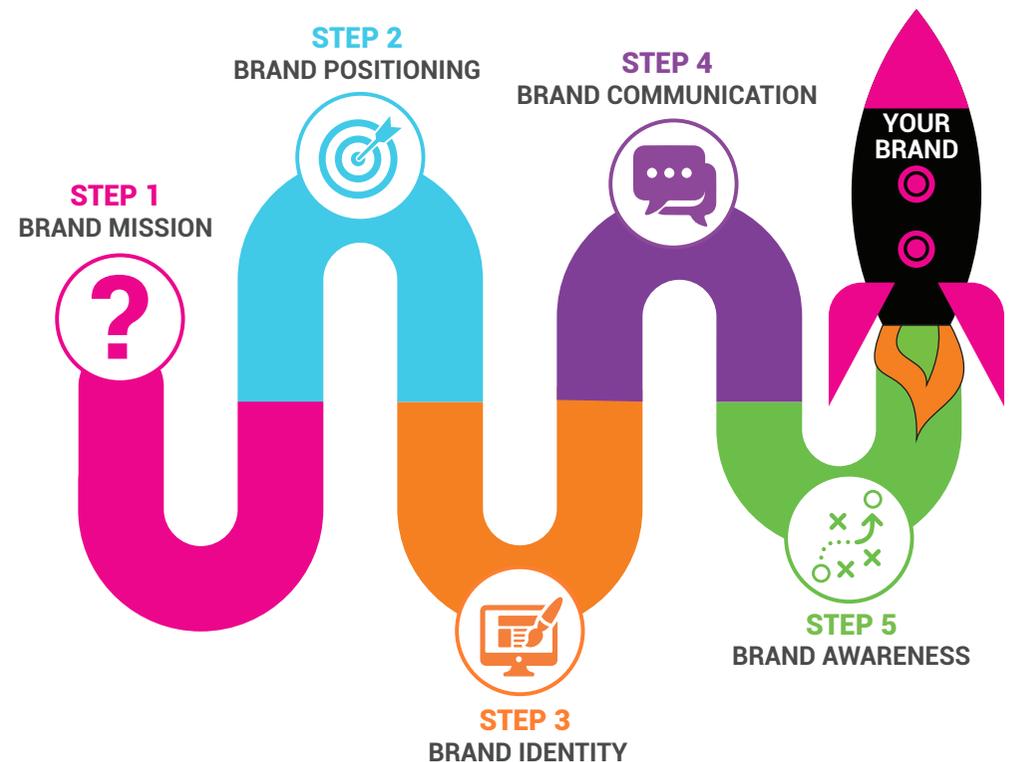


- To support your event management - on and offline -
Eventbrite
www.eventbrite.co.uk

eventbrite

- To help manage and track your links -
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Thank You

We look forward to working with you!



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