



MARYLAND WOMEN'S  
BUSINESS CENTER



U.S. Small Business  
Administration

Funded in part by a Cooperative Agreement  
with the U.S. Small Business Administration.



# MARKETING & BRANDING

**Presented By Hasan Shahid**

Partner & COO Strategia Solutions

CEO Zen-Host

CEO Consult Strategia



# INTRODUCTION TO BRANDING

Branding is the process of creating a distinctive identity and image for a product, service, or organization in the minds of the customers and the public. Branding involves choosing a name, logo, slogan, design, color, and other elements that represent the values, benefits, and personality of the brand. Branding also involves communicating and delivering the brand message to the target audience through various channels and platforms.

The purpose of branding is to:

- ▶ **Attract and retain customers**

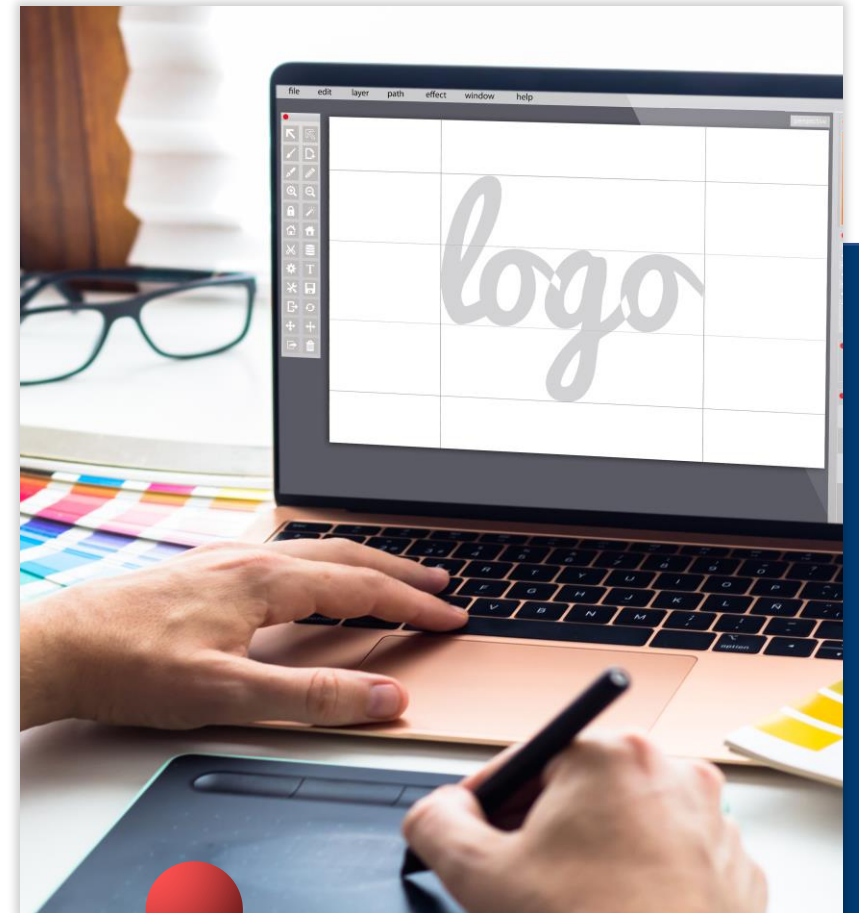
Branding helps to create a positive impression and emotional connection with the customers, and to differentiate the brand from the competitors. Branding also helps to build customer loyalty and trust, and to encourage repeat purchases and referrals.

- ▶ **Increase brand awareness and recognition**

Branding helps to increase the visibility and familiarity of the brand among the potential and existing customers, and to create a memorable and recognizable identity for the brand.

- ▶ **Enhance brand value and equity**

Branding helps to increase the perceived quality and worth of the brand, and to create a competitive advantage and a loyal customer base for the brand. Branding also helps to protect the brand from imitation and infringement.





## Define Your Brand Vision & Mission

You need to articulate the purpose, goals, and values of your brand, and how you want your brand to be perceived by the customers and the public. To develop your brand identity and personality, you need to define and communicate the core elements of your brand, such as:

- ▶ Your mission (what's your “why?”)
- ▶ Your values (what beliefs drive your company?)
- ▶ Your brand personality (if your brand was a person, what kind of personality would they have?)
- ▶ Your unique positioning (how do you differentiate yourself from the competition?)
- ▶ Your brand voice (if your brand was a person, how would it communicate?)

# IDENTIFY YOUR TARGET MARKET AND AUDIENCE

You need to research and segment your market based on demographic, geographic, psychographic, and behavioral factors, and understand the needs, preferences, expectations, and behaviors of your target audience. To identify your target market and audience, you need to understand who are the potential and existing customers of your product or service, and how you can reach and communicate with them effectively. Here are some steps you can follow to identify your target market and audience:



## **Review your competitors to see who they're targeting**

You can learn from the strategies and mistakes of your competitors, and find out who are the main segments of customers in your industry. You can also identify the gaps and opportunities in the market that your competitors are not serving well, and target those segments with a unique value proposition.



TARGET  
AUDIENCE



### **Look for common behaviors among your customers**

You can analyze your customer data, such as purchase history, feedback, reviews, etc., and look for patterns and trends that indicate their preferences, needs, expectations, and behaviors. You can also conduct surveys, interviews, or focus groups to gather more insights from your customers.



### **Use audience data to see demographic information about your customers**

You can use tools like Google Analytics or Facebook Insights to collect demographic information about your customers, such as age, gender, location, income, education, etc. This can help you segment your customers into smaller groups based on their characteristics and similarities.



[www.strategiasolutionsllc.com](http://www.strategiasolutionsllc.com)



[www.consultstrategia.com](http://www.consultstrategia.com)



## Create buyer personas to represent your ideal customers

You can use the information you gathered from the previous steps to create buyer personas, which are fictional profiles of your ideal customers. Buyer personas can help you understand the goals, challenges, motivations, and pain points of your customers, and how you can address them with your product or service. You can also give each persona a name, a photo, and a backstory to make them more realistic and relatable.



## Test and refine your target market and audience

You can test your assumptions and hypotheses about your target market and audience by launching pilot projects or campaigns and measuring their results. You can also collect feedback from your customers and stakeholders, and make adjustments as needed. You should also monitor the changes in the market and customer behavior, and update your target market and audience accordingly.



## DEVELOP YOUR BRAND IDENTITY & PERSONALITY

You need to choose a name, logo, slogan, design, color, and other elements that reflect your brand vision, mission, values, benefits, and personality. These elements will help you create a consistent and distinctive image and message for your brand, and connect with your target audience on an emotional level.



Here are some steps you can follow to develop your brand identity and personality:

### Conduct a brand audit

Analyze your current brand identity and personality, and identify your strengths and weaknesses. You can also research your competitors and customers, and find out what they think of your brand.

### Define your brand strategy

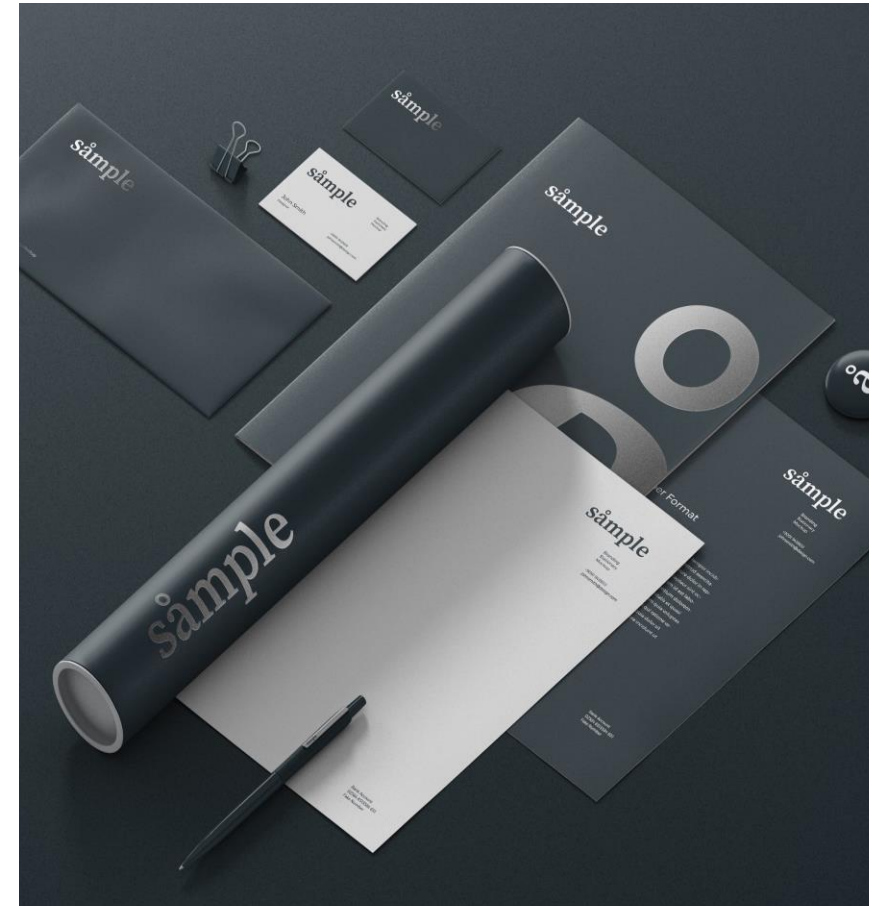
Based on your brand audit, create a clear and concise statement that summarizes your brand identity and personality. This statement should include your mission, values, personality, positioning, and voice. You can also create a visual representation of your brand strategy, such as a mood board or a logo.

## Create your brand assets

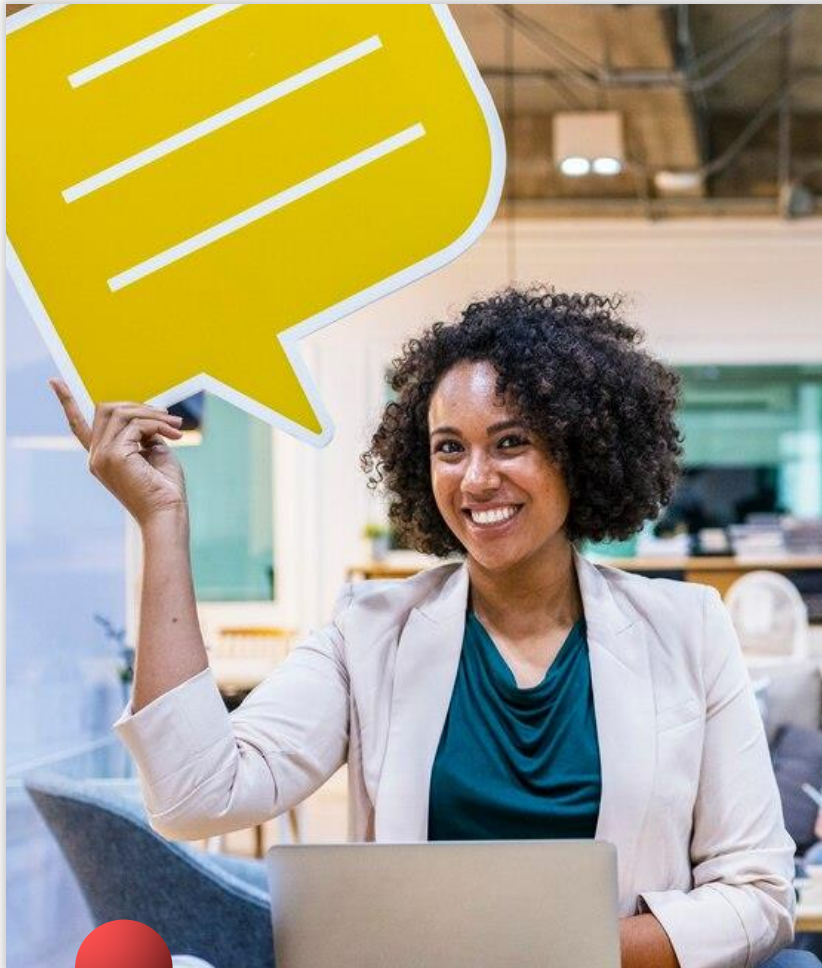
Based on your brand strategy, design the visual and verbal elements that will represent your brand identity and personality. These elements may include your logo, color palette, typography, imagery, slogan, tone, etc. You should also create a brand style guide that outlines the rules and best practices for using these elements.

## Implement your brand identity

Apply your brand assets to all your touchpoints, such as your website, social media, packaging, marketing materials, etc. You should also train your employees and partners on how to use and communicate your brand identity and personality consistently and effectively.







## COMMUNICATE YOUR BRAND MESSAGE & STORY

You need to craft a compelling message and story that convey your brand vision, mission, values, benefits, and personality to your target audience. You also need to select the appropriate channels and platforms to deliver your brand message and story effectively.

Brand marketing channels are the outlets or platforms that businesses use to reach and communicate with their target audience. Brand marketing channels can help businesses to increase their brand awareness, recognition, value, and loyalty.

*Brand marketing channels can be divided into two main categories: **online and offline.***

**Online brand marketing channels** are the ones that use digital technologies and the internet to deliver the brand message and content. Some examples of online brand marketing channels are:

- ▶ Social media
- ▶ Content marketing
- ▶ Email marketing
- ▶ Search engine optimization (SEO)
- ▶ Digital advertising

**Offline brand marketing channels** are the ones that use traditional media and methods to deliver the brand message and content. Some examples of offline brand marketing channels are:

- ▶ Print media
- ▶ Broadcast media
- ▶ Outdoor media
- ▶ Events



## MONITOR & MEASURE YOUR BRAND PERFORMANCE

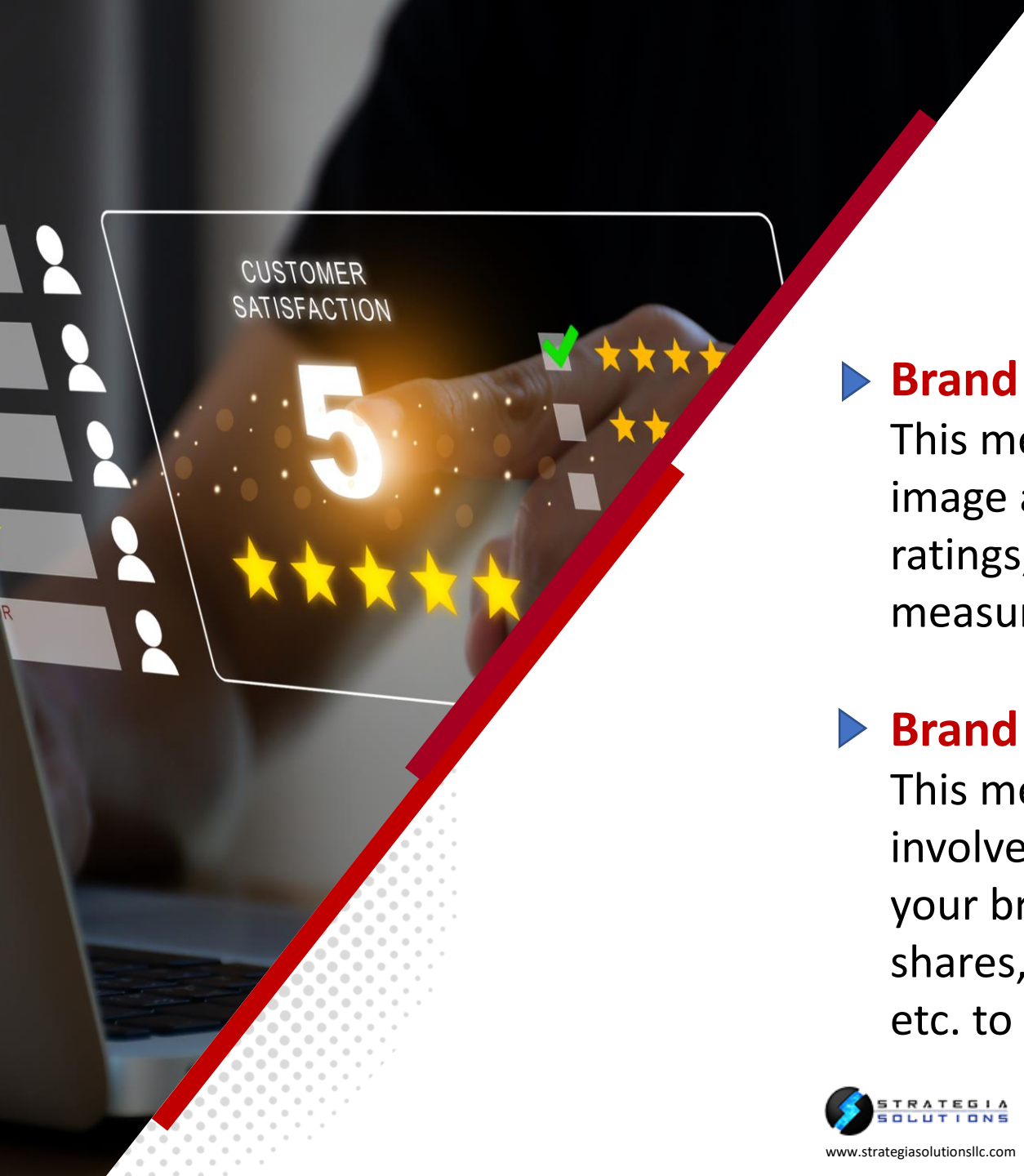
To monitor and measure your brand performance, you need to track and evaluate how well your brand is achieving its goals and objectives, and how it is perceived and valued by your customers and the public. You also need to compare your brand performance with that of your competitors and industry benchmarks.

There are different types of brand performance indicators that you can use to measure various aspects of your brand, such as:

### ▶ **Brand awareness**

This measures the degree to which your target audience can recognize and recall your brand. You can use metrics such as web traffic, search volume, social media followers, mentions, impressions, etc. to measure your brand awareness.





▶ **Brand reputation**

This measures the quality and credibility of your brand image and message. You can use metrics such as ratings, reviews, testimonials, referrals, awards, etc. to measure your brand reputation.

▶ **Brand engagement**

This measures the level of interaction and involvement of your customers and prospects with your brand. You can use metrics such as clicks, views, shares, comments, likes, downloads, subscriptions, etc. to measure your brand engagement.



► **Brand loyalty**

This measures the degree of attachment and retention of your customers to your brand. You can use metrics such as repeat purchases, customer lifetime value, churn rate, retention rate, net promoter score, etc. to measure your brand loyalty.

► **Brand equity**

This measures the overall value and worth of your brand in the market. You can use metrics such as market share, revenue, profit margin, return on investment, etc. to measure your brand equity.



## To monitor and measure your brand performance effectively, you need to:



### Define your brand goals and objectives

You need to set clear and specific goals and objectives for your brand performance, such as increasing awareness, reputation, engagement, loyalty, or equity. You also need to align your brand goals with your overall business strategy and customer needs.



### Choose the right metrics and tools

You need to select the most relevant and reliable metrics and tools for measuring your brand performance indicators. You also need to ensure that the metrics and tools are consistent, accurate, and scalable.



[www.strategiasolutionsllc.com](http://www.strategiasolutionsllc.com)



[www.consultstrategia.com](http://www.consultstrategia.com)



## Collect and analyze data

You need to collect data from various sources and channels that reflect your brand performance indicators. You also need to analyze the data using statistical methods and tools to identify patterns, trends, insights, and opportunities.



## Report and communicate results

You need to report and communicate the results of your brand performance measurement to your stakeholders using visual aids such as charts, graphs, dashboards, etc. You also need to highlight the key findings, recommendations, and actions for improvement.



## Learn and improve

You need to learn from your successes and failures and continuously improve your brand performance measurement process. You also need to monitor the changes in the market and customer behavior and adapt your brand strategy accordingly.



Have some questions? Get a free consultation today.



**STRATEGIA**  
**SOLUTIONS**

[www.strategiasolutionsllc.com](http://www.strategiasolutionsllc.com)

**CONSULT**  
**STRATEGIA**

[www.consultstrategia.com](http://www.consultstrategia.com)