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It’s all about me... [[branding info]]

ART407

## **Part 1:**

***How to Define Your Brand?***

By Laura Lake // <http://marketing.about.com/cs/advertising/ht/definebrand.htm>

This is the first step in the process of developing your brand strategy. By defining who your brand is you create the foundation for all other

components to build on. Your brand definition will serve as your measuring stick in evaluating any and all marketing materials and strategies.

**You will begin this process by answering the questions below. (create a new word document and type your answers there)**

1. What products and/or services do you offer? Define the qualities of these services and/or products.
2. What are the core values of your products and services? What are the core values of your company?
3. What is the mission of your company?
4. What does your company specialize in?
5. Who is your target market? Who do your products and services attract?
6. What is the tagline of your company? What message does your tagline send to your prospects?
7. Using the information from the previous steps create a personality or character for your company that represents your products or services. What is the character like? What qualities stand out? Is the personality of your company innovative, creative, energetic, or sophisticated?
8. Use the personality that you created in the previous step and build a relationship with your target market that you defined in Step 5. How does that personality react to target audience? What characteristics stand out? Which characteristics and qualities get the attention of your prospects.
9. Review the answers to the questions above and create a profile of your brand. Describe the personality or character with words just as if you were writing a biography or personal ad. Be creative.

Tips:

* Focus on your target audience when answering each question.
* Compile each answer in a journal or notebook specifically designated to the Brand Development of your company.
* Be honest with your answers, answer each question thoroughly.

What You Need:

* Brand Journal or Notebook
* Pen or Pencil
* Uninterrupted Time

## **Part 2:**

***Determining Your Brand’s Objectives***

By Laura Lake // <http://marketing.about.com/cs/brandmktg/a/brand_objective.htm>

Critical to effective brand management is the clear definition of the brand’s audience and the objectives that the brand needs to achieve.

***What are the objectives that you hope to achieve with your brand?***

Your brand should be comprised of the company personality, image, core competencies and characteristics. The impressions that you make as well as the words people will use to describe your company to others, are the basic framework of your brand. With a strong brand you build credibility, have more influence on your market, and motivate customers and clients to purchase from you. If done correctly your company will be looked at as a leader not a follower.

**To determine your brand objectives ask yourself the following question:**

**(answer in your word document)**

1. What is it that you want your brand to do for your company?
2. What do you want others to know and say about your products or services?

Sample objectives may include:

* Being recognized by receiving a specific award
* Picking up a certain number of choice projects
* Gaining a specific number of new clients in the next year
* Positioning your company as an industry leader in the next five months

You will find that by defining your objectives with specific timelines: it is easier to develop a plan of action to achieve those objectives. By defining your objectives, you are able to map out a plan on how to achieve those objectives. Say for example your objective is to position your company as an industry leader. How can you go about doing this? You could:

* Have members of your team speak at Trade Shows
* Schedule lectures at professional group gatherings within your industry
* Write and publish articles in newspapers, magazines, or online media

Once you’ve determined your objectives the next step is to build and develop your brand strategy by listing out how, when, and what you are going to do to accomplish and meet those brand objectives.

Use the questions above to determine your brand objectives. List each objective and map out how you plan to accomplish and succeed in meeting those objectives. Don’t stop there! Once you’ve finished take time to list out what you can do in this month or this quarter to meet that objective. Be specific and schedule those action items in your business calendar.

# **Part 3:**

***Focusing on your Target Audience***

By Laura Lake // <http://marketing.about.com/cs/brandmktg/a/target_market.htm>

Your value proposition must be relevant to your target market. This means your target market must be clearly defined. It’s not uncommon for a business to have to refocus and revisit their targeting, especially if it was not clearly identified in the beginning stages of business. It is necessary to find the right balance when defining your target market in a way that causes your audience to recognize that you are talking specifically to them. This often requires companies to narrow down their target market.

***Why is Your Target Market Important in Branding?***

It does not matter what your Brand mission is identifying and gaining the devotion of your target audience is the necessary means to reaching those objectives. To achieve your brand marketing goals, it is important that you know your target market inside and out. This requires conducting a market analysis. This market analysis must be as in-depth as possible providing you will all the data you need to reach your target effectively. By knowing your target audience, you will be more confident in the steps to take to connect with that audience.

The power of your brand relies on the ability to focus. That is why defining your target market will help to strengthen your brand’s effectiveness.

There are two steps in Lesson four of the Developing Your Brand’s Strategy course. The first is to conduct and informal market analysis of your target market and the second is to write a target audience definition for your company. The instructions below will walk you through the process of completing both of these steps.

**Conduct Your Informal Market Analysis (answer in your word document)**

The following questions will help you assess your market analysis. Make your study as complete as possible. Use the Internet to conduct research. You can also read news stories that are related to your target market. This will help you to narrow down your target by interest, demographic, and common trends.

1. Who is your target audience?
2. Where is your target audience located?
3. What do they think about your current brand?
4. What would you like them to think about your brand?
5. How will you attract them to your products or services?
6. Who else is competing for their loyalty and devotion?
7. Are you targeting business or consumer sectors?

**Write Your Target Market Description (answer in your word document)**

Using the questions below write a target market description. Be as specific as you like. The more specific the better. Second draft a statement on the type of relationship you would like to have with your clients.

# **Part 4:**

***Brand Packaging: Are You Reflecting the Right Company Image?***

By Laura Lake // <http://marketing.about.com/cs/brandmktg/a/brandimage.htm>

*(please note...this is info to help you think about things to deliberate on when designing your brand logo for the sale this semester)*

It’s important to realize that packaging always either has a negative or positive influence on the purchaser. A negative impression can detour a po- tential customer, just as a positive reaction can influence a customer to buy. A time to pay special attention to your packaging is when you are in the launch of a “new” brand. If you’ve already built a strong brand that others recognize often people may not pay as close attention to the packaging.

How can you package your brand so that it is an integral part of your business and represents a strong identity? Keep in mind that I am not speaking of packaging has only a box that contains a product, but as a vehicle that reflects your company’s brand and image. Packaging can be judged and represented by the following common business tools:

* business cards and stationery
* web site
* answering system
* email address

What image are you putting across with these business tools that you use every day? What are they saying about your company? Take a few moments and let’s look at each one of these.

What are your business cards and stationery saying? Are they saying we are strong, we are confident, and we can succeed in helping you? Or does it reflect an image that says we are flimsy, our dynamics are minimal, and we will try but we cannot guarantee continuity?

What does your web site say about your company? Does it reflect professionalism, clarity, and show them that you respect and care about them? Or does your web site confuse viewers, project an untrustworthy image of your company and ultimately drive potential customers away?

What does your answering system and call return policy say about your company? Does it say we are here to help, eager for your business and will do what it takes? Or is it putting across the message that you are too busy to cater to new clientele, don’t care about their needs, and wish they would just quit calling?

What does your email address say about your company? Does it suggest your role in the company, is it easy to remember, and does it something about you and your business? Or does it project a meaningless or generic emptiness? If you are using the email address hotbabe4u@hotmail.com for your business dealings. it’s time to change!!!!!

As you can see all these things speak volumes about your image and they either strengthen or weaken your brand. Your image is all in the packag- ing. Would potential clients take a second look or is your message getting lost? If you thought these things were not worth the investment or didn’t matter, you were wrong. Clients and customers will make assessments of your company based on these things and while not always conscious, that customer appraisal says much about your business, your attitude and your priorities.