How to Build an Align Your Brand

BRANDING BEYOND

Step 1: Find your brand personality. **Step 2 & 3:** Apply it everywhere w/ a strategy. **THE GOAL:** Be clear. Be consistent. Look & sound credible. Get noticed & hired.

3

MARKETING CHANNELS

GETTING ATTENTION WITH YOUR CUSTOM MIX



ADVERTISING

Online PPC, Email Blasts Print, Direct Mail, Radio & TV



PR OUTREACH

Earned Media, Article Placement, 3rd-party Endorsements



YOUR SITE

Landing pages, Sales Funnels, SEO, Blogs & Content



SOCIA

Social Media Platforms, Videos, Photos, Posts, Groups, Live streams



SALES TEAM

Sales Calls, Speaking, Relationship Building, Associations, Webinars

AWARENESS STRATEGY

THE SECRET SAUCE



BRAND PERSONALITY



WHERE, WHEN & HOW PLAN



GOALS & KPIs



CLIENT PROFILE



CLEAR MESSAGE



SUPPORTED
<u>& FUN</u>DED

2)

WEBSITE RE-DESIGN & DEV.

YOUR DIGITAL HEADQUARTERS



STRATEGY & STRUCTURE



CUSTOM CONTENT



REDESIGN & REBUILD



LAUNCH CREDIBLE SITE



PROTECT & MAINTAIN

1



BRAND PERSONALITY

Brand Personality is the visual and verbal identity that represents your company. This identity is applied to, and rides along with, your website and all of your marketing and advertising (this application IS branding).



THE BASIS
OF YOUR BRAND
PERSONALITY



UNIQUENESS / VALUE ADDED

DIFFERENTIATION



OWNED SPACE IN CLIENTS MIND

POSITIONING



WHAT IT SOUNDS LIKE

CORE MESSAGING



WHAT IT LOOKS LIKE

VISUAL IDENTITY



BRAND STRATEGY

Rules and Guidelines on How, What, Where, When and to Whom You Should Communicate Your Brand Message.



WHAT IT IS WHO IT'S FOR WHY YOU DO IT WHY THEY CARE



BUSINESS GOALS



VALUES & CULTURE



PRODUCTS & SERVICES



PROSPECTS & CUSTOMERS



COMPETITION & ALTERNATIVES