

WORKBOOK

✦ *Brand
Strategy* ✦ ✦ ✦

A Workbook designed to help you
understand your business,
market and how it all fits
together.



Coel Marketing LLC

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Introduction

Your brand is more than your logo, name, or slogan — it's the entire experience your prospects and customers have with your company, product, or service.

Your brand strategy defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette, and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market.



Brand Purposes

Here you can tell your clients how you became to do what you do. To put it another way, brands have always had 4 Ps:

PRODUCT

(What you make)



PRICE

(How much you sell it for)



PLACE

(Where you can buy it)



PROMOTION

(How you promote it)



BUSINESS MINDSET

“

*Anything
worth having
takes time*

— SHERIDAN SHODVE —

BUSINESS MINDSET

Brand Values



Your values are right at the core of your brand: what you want to stand for. As with the brand's purpose, communicating clear values will attract customers who share those values.

How do you want your brand to be perceived?

What's important about the way you run your business?

How do you want customers to feel when they work with you?

What keeps you working on your business, day in and day out?

Why do you love what you do?



Brand Personality



Think of your brand as a person with a distinct personality. Describe him or her, then convey these brand personality traits in everything you do and create. Write positioning statements and a story about your brand; use this brand messaging throughout your company materials.

Imagine your brand were a person, how would you describe their personality?

If your brand were an outfit, what would it be? Get as detailed as possible

What quote, motto or mantra best represents your brand?

If your brand were a room, what are three items I would find in it?

If your brand were a weekend activity, what it would be?

Brand Identity

Brand Identity is the collection of all elements that a company creates to portray the right image to its consumer. Brand identity is different from “brand image” and “branding,” even though these terms are sometimes treated as interchangeable.



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Your brand identity is what makes you instantly recognizable to your customers.

Your audience will associate your brand identity with your product or service, and that identity is what forges the connection between you and your customers, builds customer loyalty, and determines how your customers will perceive your brand.

BRAND
IDENTITY

8 Questions to Get You Started

How important is your
brand to your business?

What message do you wish
your branding to convey?

What's the branding of
my favourite brands like?

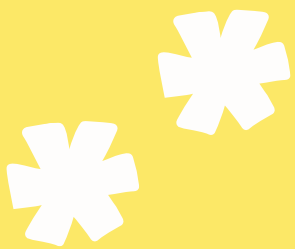
Can you describe your
business in five words?

Do I want my brand to
tell a story?

Do I want to be different
from the norm?

Am I willing to pay for
good design?

Will my existing identity
withstand change?



Every Successful
Brand has a

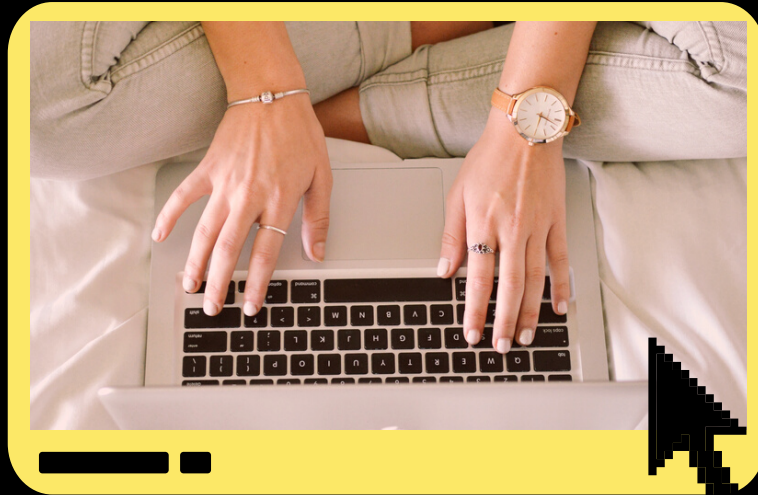
✦ *Strategy* ✦

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Strong brands make a powerful emotional connection with their market. Learn how by understanding your buyer psychology, measuring your brand's impact using modern data tools, and creating messaging that inspires your market.

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