

Back 2 Basics

Branding Vs. Marketing

In 3-minutes



What's The Difference?

Marketing is:

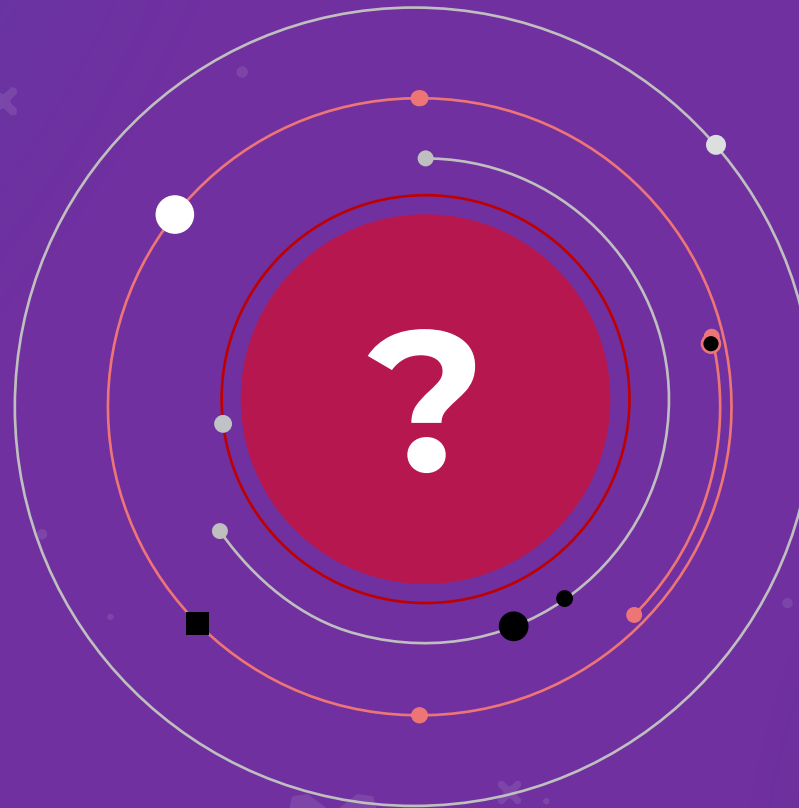
A process
An education
An Inspiration
It creates excitement
Products and service focused.

It includes:

Market research
4-P's (Product, Price, Promo, Place)
Consumer trends & guides
A detailed strategy

It's about:

Uncovering & connecting
Reach
Ensuring visibility
Adaptation



Branding is:

A process of building a promise
A story
An emotional connection

It includes:

Strategy
Positioning
Messaging / Tone
Visual identity
Culture

It's about:

Values
A Personality
A Mission
Strategy
Creativity

Branding Needs

Define Brand Strategy:

Clarify the brand's purpose, positioning, audience, and unique value proposition. Determine and define the key attributes, values, and personality traits.

Market Research:

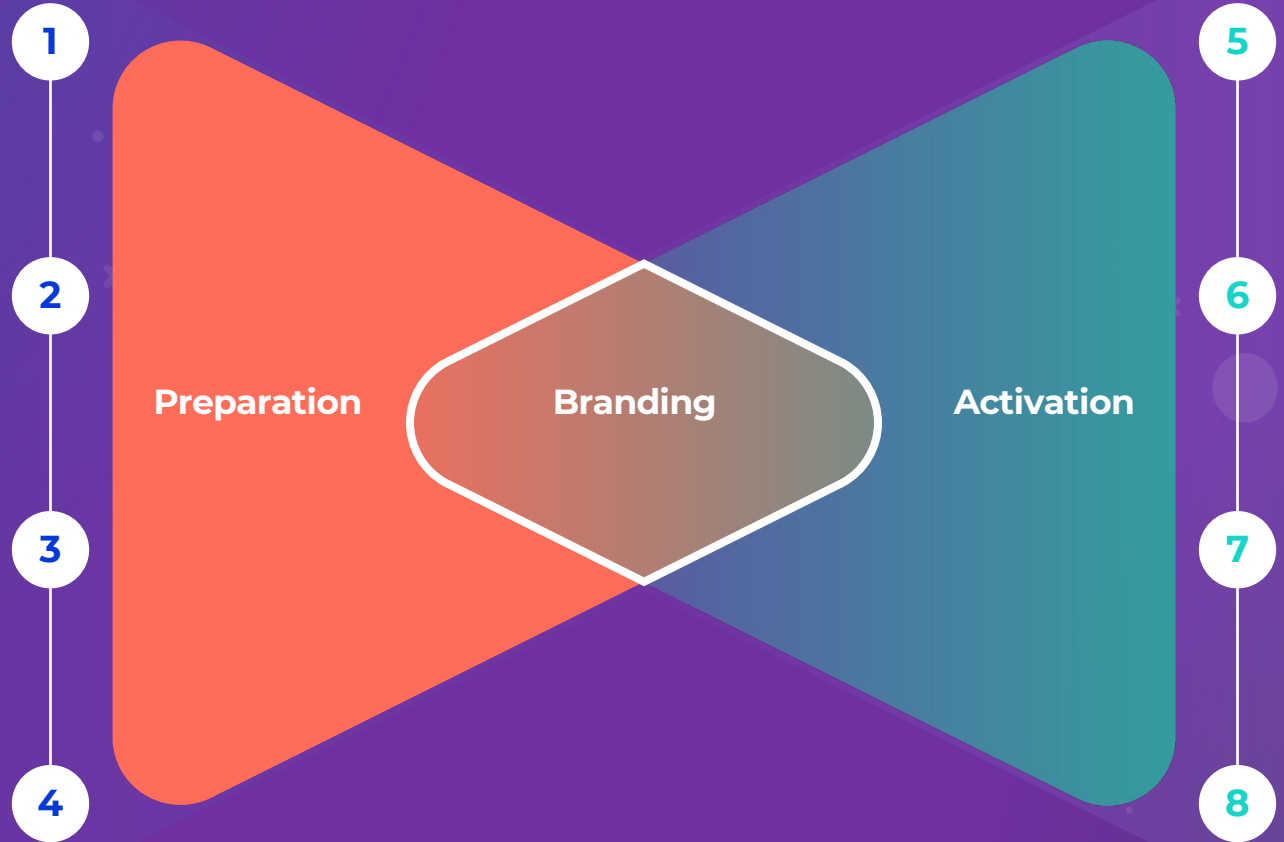
Gather insights about your audience, competitors, trends, & customer preferences. Understand the market and landscape.

Develop your brand identity:

Create visual & verbal elements that reflect your brand's personality & values. Including logo, colours, fonts, imagery, and tagline

Design Brand Assets:

Business cards, letterheads, packaging, website, social media profiles. Ensure consistency via a brand guidelines document.



Craft Brand Message

Develop a clear and compelling message that communicates value, benefits, USP's. Define the tone, language & message that resonates with your audience.

Build Brand Experiences:

Include user-friendly products / services that provide exceptional customer service across all touch points, reflecting your brand.

Launch & Promote:

Develop a marketing & communications plan to introduce and maintain your brand. Including: Social media, content, PR...

Monitor and Evolve:

Constantly monitor the perception and performance of the brand. Seek feedback, track metrics, and adapt as needed.

Marketing Needs

Market Research:

B2B or B2C,
Understand your target audience by gathering analysis, data and information that helps you to make the right decisions.

1

Content Creation:

Discover what content compliments your plan and strategy.
Make the content relevant to the methods used and make it unique to each medium

5

Marketing Plan:

Capture what are your specific goals, strategies, and tactics that would help to achieve goals and the right audience.
Include budgets and resources

2

Measure & Monitor:

Keep an eye on what you put out there, See what works, and see what doesn't. Make it relevant and exciting. Watch the data and levels of engagement. Keep at it, or adapt it as needed

6

Preparation

Marketing

Activation

Marketing Strategy:

Consider how you plan to go market. What specific actions and tactics would you take to reach and engage with your audience?

3

Cycle of learning:

Learn about your mistakes and don't be put off. Keep trying to establish a connection and keep creating content that is positioned correctly.

7

4

Digital / Social Media Strategy:

Use social media platforms to your benefit. Each platform has its own methods, and audience. Build a plan that focuses on leverage and builds a connection..

8

Brand:

Tie all the previous steps into a unique brand that resonates with your desired audience. Your research should help direct the brand creation process.

To Summarize:

Marketing

Is what you say you are

It's what you claim to be

Branding

**Is what your audience says
you are**

**It's what they think and
feel about you**