

Define your brand:

What can customers expect from you?

What is your mission – what are you trying to do and how are you doing it?

What do you deliver every single time that they can't get anywhere else?

- Are you an **industry innovator** like Apple or Google?
- Are you a third-generation **legacy company** like Ford or John Deere?
- Are you the **low-cost, high-value** option like Aldi?
- Are you the **high-cost, high-value** option like Hy-Vee?

Learn about your customers:

- Ask for e-mail addresses, send offers to “preferred customers”
- Embed a survey in the e-mail to find out
 - Age, income, marital status, homeownership, children's ages and other relevant demographic information
 - Offer brackets for age and income; you're more likely to get answers

Brand Strategy:

- Who are you trying to reach?
- What do you want them to know?
- When do you want to tell them?
- Where do you want them to be when they receive your message?
- Why is your message important to them?
- How are you going to deliver your message?
 - Delivery channels depend on who you're trying to reach

Brand equity:

The added value of your products or services that allows you to charge more for your brand than what identical, unbranded products command.

Take Aways:

- What's your mission? It can also be your roadmap!
- Know the benefits of your products or services
- Why should a customer pick you instead of your competitor?
- What do your customers and prospects already think of you?
- What do you *want* them to think?

Know your customers:

- Learn their needs and habits
- Don't assume that you know
- Do your research and find out for sure

Get the word out:

- Get a great logo. Put it everywhere.
- Write down your brand messaging and make sure your staff understands how to use it
- Integrate your brand
- Create a "voice" for your brand: Friendly? Elegant? Industry Expert?
- Develop a tagline to make your brand memorable
- Create brand standards and enforce them
- Be true to your brand
 - Make the rules, then live up to them
 - **It's YOUR promise!**

Need help? Call in the pros!

At Make Your Own Rules Marketing, we can help you define your brand, identify your target audience and figure out the best ways to reach them.

We'll help you develop a strategic marketing plan and show you how to measure the return on your investment so you'll know what's working and where you can improve.

Best of all, we'll develop all the messaging and content for you, so you can focus on what you do best.

These are unprecedented times, but when we come out the other side, our clients will be ready. You'll want to be ready, too.

Contact info@makeyourownrulesmarketing.com today!