

WHY YOU DON'T NEED A BRAND TO SUCCEED?

By Jaison Thomas

ATTENTION!

Listen, I don't want to say I'm a hero or anything, but I did create this presentation after downing 9 cups of coffee over the course of 15 hours. So, it would be a real shame if you don't give it a thorough look. Otherwise, all that caffeine will have been for nothing!

WHO IS IT FOR?

This presentation is ideally for small business owners or entrepreneurs who want to understand the “Importance of Branding” and how it can benefit their business. It's also suitable for individuals who are looking to create or rebrand their business and want to learn about the strategic planning and consistent efforts required for successful branding.

THE GOAL!

The main goal of this presentation is to provide a realistic perspective on branding and its role in achieving business success. Many business owners believe that branding is the ultimate solution to their problems, but we'll be shedding light on why this is a myth. We'll dive deep into this topic, exploring the various factors that contribute to building a successful business, of which branding is just one component. By taking a comprehensive approach, we hope to provide you with valuable insights and equip you with the knowledge necessary to develop effective strategies for long-term growth that incorporate branding alongside other essential components.

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**TECHNICALLY ANYONE
CAN CREATE A BRAND**

**BUT NOT EVERYONE
CAN DO IT WELL!**

**NOT ALL BRANDS WILL BE SUCCESSFULL
OR WILL EFFECTIVELY REACH THEIR
INTENDED AUDIENCE!**

WHY DOESN'T SMALL BIZ INVEST IN BRANDING?

LACK OF RESOURCES:

Small businesses may not have the financial resources to invest in branding efforts. Building a brand requires time, effort, and money, and many small businesses may not have the budget to allocate towards branding.

LACK OF KNOWLEDGE:

Small business owners may not fully understand the importance of branding and the impact it can have on their business. They may not know how to develop a brand strategy or where to start.

LIMITED FOCUS:

Small businesses may prioritize short-term goals, such as increasing sales or reducing expenses, over long-term branding efforts. They may not see the immediate return on investment from branding efforts, so they may not prioritize it.

FEAR OF CHANGE:

Some small business owners may be resistant to change and may be hesitant to invest in branding efforts that could alter their company's identity or operations.

PERCEIVED IMPORTANCE:

Some small business owners may believe that branding is not as important for their business as it is for larger companies. They may think that branding is something that only big businesses need to focus on, and that their small business can succeed without investing in branding efforts.

DIFFICULTY MEASURING ROI:

Small business owners may find it challenging to measure the return on investment of branding efforts. This can make it difficult for them to justify the investment in branding to themselves or to others.

LACK OF CONSISTENCY:

Small businesses may struggle to maintain consistent branding across all channels and touchpoints. This can make it difficult for them to build a strong brand identity and establish brand recognition.

TIME CONSTRAINTS:

Small business owners may not have enough time to dedicate to branding efforts, as they may be focused on day-to-day operations and managing their business.

ACCESS TO EXPERTISE:

Small businesses may not have access to the expertise and resources needed to develop and execute a strong branding strategy. This can make it difficult for them to create a strong brand identity that resonates with their target audience.

LOW PRIORITY:

Branding may not be seen as a priority for small businesses, especially if they are operating in a niche market or serving a small, local customer base. They may believe that their business can succeed without investing in branding efforts.

LACK OF DIFFERENTIATION:

Some small businesses do not see themselves as unique or different from their competitors. As a result, they may not see the value in investing in branding because they do not believe that it will make a significant impact on their business.

PERCEIVED COMPLEXITY:

Small business owners may view branding as a complex process that requires a lot of effort and resources. This can make them hesitant to invest in branding efforts, especially if they feel they do not have the knowledge or experience needed to execute a successful branding strategy.

INDUSTRY NORMS:

In certain industries, branding may not be as important or may not be seen as a necessary investment, leading small businesses to focus on other areas instead.

WHICH BUSINESSES DON'T REQUIRE BRANDING?

NICHE BUSINESSES:

Small businesses that cater to a very specific audience or serve a particular niche may not need to invest heavily in branding. For example, a local hardware store that caters to a small community may rely more on word-of-mouth referrals than branding efforts.

SERVICE BASED BUSINESSES.

Service-based businesses, such as consulting firms or freelancers, may not require as much investment in branding as product-based businesses. In these cases, the focus may be more on building personal relationships with clients and establishing a reputation based on the quality of service provided.

B2B BUSINESSES:

Business-to-business (B2B) businesses may not require as much investment in branding as consumer-facing businesses. In these cases, the focus may be more on establishing credibility and building relationships with other businesses through networking, referrals, and other marketing efforts.

LOW-COST BUSINESSES:

Small businesses that operate on a low-cost model may not require as much investment in branding. For example, a discount store that competes primarily on price may rely more on promotions and discounts than branding efforts.

LOCAL SERVICES:

Small businesses that provide local services, such as plumbers, electricians, or landscapers, may not require as much investment in branding. In these cases, the focus may be more on building personal relationships with clients and relying on word-of-mouth referrals.

COMMODITY BUSINESSES:

Small businesses that sell commodities, such as gasoline or basic groceries, may not require as much investment in branding. In these cases, the focus may be more on convenience, location, and price than branding efforts.

DIY BUSINESSES:

Small businesses that cater to do-it-yourself (DIY) customers, such as home improvement stores or craft supply stores, may not require as much investment in branding. In these cases, the focus may be more on offering a wide variety of products and providing knowledgeable customer service.

ESTABLISHED BUSINESSES:

Small businesses that have already established a strong reputation and loyal customer base may not need to invest as much in branding efforts. In these cases, the focus may be more on maintaining existing relationships and continuing to provide high-quality products or services.

ONLINE STORES:

With the rise of e-commerce, starting an online store has become a popular option for small businesses. Whether you're selling handmade goods, vintage clothing, or niche products, an online store can be a great way to reach a wider audience and build a profitable business.

FOOD TRUCK:

If you have a passion for cooking and a sense of adventure, starting a food truck can be a fun and rewarding small business. With low startup costs and the ability to travel to different locations, a food truck can offer a lot of flexibility and creative freedom.

PET CARE & GROOMING:

As more people adopt pets and treat them as family members, there has been a growing demand for pet care services such as dog walking, pet grooming, and pet sitting. If you love animals and have a knack for taking care of them, starting a pet care business could be a great way to turn your passion into a profitable venture.

HOME-BASED BUSINESS:

Many small businesses are started from home, such as freelance writing, graphic design, or virtual bookkeeping. With low overhead costs and the ability to work from anywhere, a home-based business can offer a lot of freedom and flexibility.

PERSONAL TRAINING OR FITNESS:

If you're passionate about health and fitness, starting a personal training or fitness business can be a rewarding small business. Whether you offer one-on-one training, group classes, or online coaching, there is a growing demand for personalized fitness services.

CLEANING SERVICES:

With busy schedules and demanding workloads, many people are willing to pay for cleaning services to help maintain their homes or offices. Starting a cleaning service can be a low-cost business that can be run part-time or full-time, depending on your goals and needs.

**IS BRANDING NECESSARY FOR
A COMPANY'S SUCCESS?**



While branding can be a powerful tool to help businesses succeed, there are several other factors that can contribute to the success of a company. Here are some additional reasons why branding may not be required to dictate the success of a company:

UNIQUE PRODUCT OR SERVICE:

If a company offers a unique and valuable product or service that fills a gap in the market, it may not need to heavily invest in branding to attract customers.

EXCEPTIONAL CUSTOMER SERVICE:

A company that provides exceptional customer service can build a loyal customer base without relying on branding to attract new customers.

STRONG REFERRAL NETWORK:

A company that relies on word-of-mouth referrals can succeed without investing heavily in branding, as satisfied customers will refer others to the business.

LOW COMPETITION:

In some cases, a business may operate in a niche market with low competition, making branding less important in attracting customers.

STRATEGIC PARTNERSHIPS:

A business that forms strategic partnerships with other businesses or organizations can benefit from increased exposure and a wider customer base without relying on branding.

REPUTATION AND TRUST:

A company that has built a strong reputation for quality and trustworthiness can attract customers without relying heavily on branding efforts.

WHEN SHOULD SMALL BUSINESSES INVEST IN BRANDING?



Small businesses should consider investing in branding when they are ready to take their business to the next level, expand their customer base, or establish a strong reputation in their industry. Here are some situations in which a small business may want to consider investing in branding:

BUSINESS GROWTH:

If a small business is experiencing growth and looking to expand its customer base, investing in branding can help establish a strong identity and attract new customers.

COMPETITIVE INDUSTRY:

In a competitive industry, investing in branding can help differentiate a small business from its competitors and create a unique identity that stands out in the market.

NEW PRODUCT OR SERVICE LAUNCH:

When introducing a new product or service, investing in branding can help create a strong brand identity and generate buzz around the launch.

EXPANSION INTO NEW MARKETS:

If a small business is expanding into new markets or regions, investing in branding can help establish a strong presence in those areas and attract new customers.

REBRANDING:

If a small business is looking to refresh its image or reposition itself in the market, investing in branding can help create a new identity that better reflects the company's values and goals.

Overall, small businesses should consider investing in branding when they are ready to take their business to the next level and establish a strong identity in their industry. It's important to approach branding as a long-term investment, as building a strong brand takes time and effort. By investing in branding strategically and consistently over time, small businesses can create a strong brand identity that helps drive their success.

**WHAT SHOULD BE THE PRIMARY
FOCUS WHEN STARTING A BIZ?**

YOUR BUSINESS IDEA & GOALS

Before you can build a successful business, you need to have a clear understanding of what you want to achieve and how you plan to achieve it. Take the time to define your business idea and goals, and create a plan for achieving them.

CONDUCTING MARKET RESEARCH

Conduct market research to understand your target audience, competition, and industry trends. This will help you create a strong value proposition and identify opportunities to differentiate your business.

DEVELOPING A BUSINESS PLAN

Create a detailed business plan that outlines your goals, target market, marketing and sales strategies, financial projections, and more. This will serve as a roadmap for your business and help you make informed decisions as you grow.

LEGAL & FINANCIAL STRUCTURES

Set up your business legally and establish financial structures, such as opening a business bank account and obtaining any necessary licenses and permits.

CREATING AN MVP

Create a minimum viable product (MVP) that you can test with customers to validate your business idea and refine your offerings based on customer feedback.

PRODUCT QUALITY

Regardless of how strong your branding is, if your product is of poor quality, customers will not be satisfied and may not return. Small business owners should focus on developing high-quality products that meet their customers' needs.

PRICING

Small business owners need to strike a balance between offering competitive prices and making a profit. Pricing can also be used as a branding tool, with some businesses positioning themselves as luxury or high-end brands.

CUSTOMER SERVICE

Providing excellent customer service is crucial for building customer loyalty and ensuring repeat business. Small business owners should train their employees to provide friendly, helpful service and be responsive to customer feedback.

CUSTOMER EXPERIENCE

The overall experience that customers have when interacting with a business can greatly impact their perception of the brand. Small business owners should consider all aspects of the customer experience, from the website design to the in-store experience to the packaging and shipping process.

MARKETING & ADVERTISING

While branding is a component of marketing, small business owners need to consider a range of marketing tactics to reach their target audience. This may include social media advertising, email marketing, or print advertising.

WHAT ISN'T BRANDING?

According to Author Marty Neumeier...

A BRAND IS NOT JUST A LOGO

Because a logo is only one visual representation of a brand. While a logo can be an important element of a brand's visual identity, a brand encompasses much more than just the logo.

While a logo can serve as a recognizable symbol of a brand, it is only one piece of the puzzle. A strong brand is built through consistent messaging and experiences that create a strong and positive association with the company. Ultimately, a brand is defined by the audience's perception and relationship with the company, rather than just a visual representation.

A BRAND IS NOT A PRODUCT

Because a product is only one aspect of a brand. While the quality of a company's products is an important component of its overall brand, a brand encompasses much more than that.

A brand is much more than just a product or service, as it represents the collective perception and reputation of a company, and encompasses all aspects of the company's interactions with its audience.

A BRAND IS NOT A PROMISE

Because a promise is only one aspect of a brand. While a company's promise to deliver a certain level of quality or service is an important component of its brand, a brand encompasses much more than that.

**A BRAND IS NOT A SUM OF ALL
IMPRESSIONS OR ENGAGEMENTS**

A BRAND IS NOT EVEN A VISUAL IDENTITY

Because while a company's visual identity, including its logo, color scheme, and other design elements, is an important component of its brand, a brand encompasses much more than just the visual aspect.

A visual identity can be easily copied or imitated, whereas a brand is unique and cannot be replicated. A strong brand is built through a combination of factors that are specific to the company and cannot be easily duplicated.

**IT'S NOT WHAT YOU SAY IT IS,
IT'S WHAT THEY SAY IT IS!**

A brand is not just what a company says it is because ultimately, it is the audience that determines the perception and reputation of the brand. A company can make claims about its products or services, but it is the audience that ultimately decides whether those claims are true or not.

**A BRAND IS NOT A CHECKLIST
OF ITEMS YOU STRIKE OFF FROM
YOUR TO-DO LIST!**

Building a strong brand requires consistent effort and investment over time, and cannot be achieved by simply completing a checklist of tasks or through a single marketing campaign. A company must continually assess and improve its products or services, messaging, customer experience, and overall reputation in order to maintain a strong brand.

WTF IS BRANDING?

According to Author Marty Neumeier...

**A BRAND IS A PERSON'S GUT FEELING
ABOUT YOUR PRODUCT, SERVICES,
OR YOUR COMPANY.**

IT'S THE RESULT...

**THE RESULT OF ALL YOUR
MARKETING EFFORTS**

**IT'S YOUR REPUTATION THAT'S
CREATED IN YOUR AUDIENCE
MIND OVER A PERIOD OF TIME**

It's a collection of perceptions and associations that customers have about a company, product, or service.

A BRAND IS A HUMAN-LIKE ENTITY

That is constantly evolving based on the experiences and perceptions of its customers.

A brand is ultimately defined by how your customers experience it and what they say about it!

WHY SHOULD COMPANIES INVEST IN BRANDING?

CLARITY AND CONSISTENCY:

A strong brand helps a business communicate its values, mission, and messaging clearly and consistently across all channels. This can help build trust and credibility with customers and ensure that the business is perceived as professional and reliable.

BUILD BRAND AWARENESS:

Branding helps companies build awareness and recognition among potential customers. A strong brand can make a company stand out from competitors, increase visibility and attract new customers.

ESTABLISH CREDIBILITY:

A strong brand can establish credibility and trust with consumers. By consistently delivering on promises, a company can build a reputation for quality and reliability, which can lead to increased loyalty and repeat business.

INCREASED PERCEIVED VALUE:

A well-established brand can increase the perceived value of a company's products or services. Consumers are often willing to pay more for products from a brand they trust, which can result in increased profits.

EMOTIONAL CONNECTIONS:

Strong brands can create emotional connections with consumers, which can lead to increased loyalty and advocacy. People often feel a personal connection to brands that share their values and beliefs, or that they associate with positive experiences.

DIFFERENTIATE FROM COMPETITORS:

Branding can help companies differentiate themselves from competitors. A unique brand identity can help a company stand out in a crowded market and attract customers who are looking for something different.

FOSTER CUSTOMER LOYALTY:

Investing in branding can help companies build a loyal customer base. By consistently delivering on brand promises and creating positive customer experiences, companies can build trust and loyalty with customers over time.

ATTRACT AND RETAIN TALENT:

A strong brand can help companies attract and retain top talent. Job seekers are often drawn to companies with a strong reputation and clear brand identity, which can result in a more competitive applicant pool and reduced turnover rates.

EXPANSION & DIVERSIFICATION:

Investing in branding can help companies expand into new markets or diversify their product offerings. A strong brand can provide a solid foundation for new ventures and make it easier for companies to introduce new products or services to existing customers.

POSITIVE WORD-OF-MOUTH:

A strong brand can generate positive word-of-mouth and referrals, which can be a powerful form of marketing. Customers are more likely to recommend a brand they trust and feel connected to, which can lead to increased awareness and new business.

INCREASE PROFITABILITY:

Ultimately, investing in branding can lead to increased profitability. A strong brand can help companies command higher prices, reduce marketing costs, and generate more revenue through repeat business and customer loyalty.

In today's competitive market, consumers have numerous options to choose from, and effective branding can help a business stand out from its competitors. An effective branding strategy can help businesses establish a unique identity and build trust with their customers, which can lead to increased customer loyalty and repeat business.

**IS BRANDING JUST A
MARKETING TACTIC?**

**BRANDING CAN BE SEEN AS
JUST A MARKETING TACTIC,
BUT IT IS MORE THAN THAT.**

Designers and marketers often emphasize the importance of branding for small businesses because a strong brand can help a business stand out in a crowded marketplace, build customer loyalty, and increase customer trust.

While branding is important, it is not the only factor that contributes to a business's success. Other important factors include product quality, pricing, customer service, marketing and advertising, and the overall customer experience.

However, it is also possible that some designers and marketers overemphasize the importance of branding as a way to sell their services. By making branding seem like the only solution to a business's problems, they may be able to convince small business owners to invest more in their services. Additionally, some designers and marketers may simply be more passionate about branding and design, and thus prioritize it above other business strategies.

OUR CONCLUSION!

In conclusion, building a strong brand is crucial for businesses looking to establish their identity, differentiate themselves from competitors, and build trust with customers. However, it's important to recognize that it takes time and strategic thinking to develop an effective brand strategy.

By focusing on delivering value to customers, building strong relationships, and providing exceptional experiences, small businesses can thrive even without a well-established brand. Thank you for listening, and I hope you found this presentation informative & thought-provoking.

CALL-TO-ACTION

Let's face it, bland and boring just aren't going to cut it in today's marketplace. It's time to inject some life into your brand and give your competitors something to sweat about. Whether you're starting from scratch or looking to give your existing brand a facelift, I'm here to help. Let's work together and create a brand that's so irresistible, your customers will be begging for more!

Jasion Thomas



ABOUT US!

WHO ARE WE?

lamJ Designs is a Visual Identity design consultancy based in Mumbai. We assist brands & businesses to build a strong visual identity using sophisticated brand strategy.

WHY WE EXIST?

We exist to create brand stories which are simple, timeless and expressive using pictures, shapes and typography.

WHERE ARE WE HEADING?

Our vision is to empower businesses around the world to become influential brands through design thinking.

FAVOURITE QUOTE

“Make it simple, but significant.” by Don Draper

THANK YOU

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I A M J D E S I G N S C O