

5

simple
ways to

**Elevate
Your
Brand**

rjthedesigner.com

1 Take An Inventory

If you are trying to level up your business from where it is, you need to start with *Why*. Literally revisit your business plan and ask yourself why you even started the company; what was your motivation?

When trying to figure out what's not working, it's best to start with the basics. Analyze your strengths and weaknesses. What are things you do well, and what are parts of the business where you need help? Being an entrepreneur can be challenging, so looking back to see how far you've come can help reinspire you.

Our Strengths	Our Weaknesses

2

Scout Your Competition

The next step to elevate your brand is to create a list of your competitors. How do you stand out amongst the pack? What makes your company different? That uniqueness can be a new marketing tool.

For example, Wendy’s fast-food company says their patties are never frozen, unlike the other burger joints. Are you a woman-owned company, do you locally source the ingredients, or do you offer a subscription with a service? Identify what makes your company special can allow you to become the authority in your industry.


Top Competitors	What Makes Us Different

3 Understand Your Audience

If you've been operating for a while or just starting, write a description of your typical customers. Think about it, how can you know if you are fulfilling your clients' needs if you don't understand who they are? Identifying ideal users can help improve your marketing strategies.

A customer persona includes topics like lifestyle, background, where they go for information, their challenges, and goals. Customer personas help you understand the motivation behind customer purchases.

Example Persona



ABOUT SELINA

Ava shares her apartment with 2 other flatmates. She is single and like to spend her free time with TV marathons, on facebook or with friend at the local bar.

Ava has a BA in Design, But se feels her work in a design firm is wearing her out and she can barely pays her rent.

GOALS

To find a better job place with a more supportive boss with a salary that will reflect her experience.

MOTIVATION

- Easy & fast process
- Social sharing
- Positive feedback
- Promising result

FRUSTRATIONS

- Little patience
- Lack of faith
- Distraction of home

PERSONALITY

- Insecure
- Need feedback
- Creative
- Give up easily

TECHNICAL SKILLS

- Technically Smart
- Working Pressure
- Worry About Salary
- Job Satisfaction
- Insecure feeling

DEVICES

- Desktop
- Smartphone
- Tab

BRANDS

- Apple
- Nike
- Louis Vuitton

SELINA

AGE : 27

LOCATION : LONDON

GRAPHIC DESIGNER

\$50,000 - \$60,000

SAMSUNG A20 60% 40%

4 Fine Tune Your Voice

The fourth step to elevating your brand is to fine-tune your voice. The brand voice is how you connect and present the company to the world. Think of your brand voice as a personality. What is the tone of all your messages on social media, websites, and emails?

Sometimes you may have to be flexible, your customers could be in a new phase of life, or you might have new clients that have aged in. Remain open to new ways to communicate with your audience.

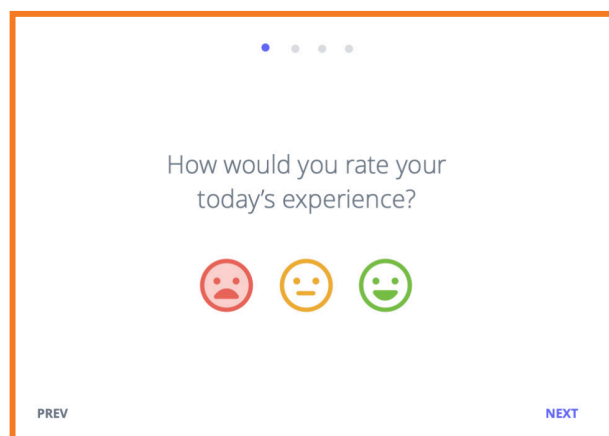
List 5 Adjectives to describe Your Company's Voice

5 Ask For Feedback

Finally, ask your customers for feedback. Your users can have valuable opinions that can elevate or add new life to the brand. Remember, your customers are on the other end of what you put out; they can let you know if your messaging lands or not.

To get as much feedback as possible, try incentivizing your survey. You can offer a free one-page ebook or a 10% off coupon for their next purchase. A client survey says to the customer, 'I care what you think.'

Example Survey

A screenshot of a survey interface. At the top, there are four dots, with the first one being blue and the others grey. Below this, the text "How would you rate your today's experience?" is centered. Underneath the text are three circular icons: a red one with a sad face, a yellow one with a neutral face, and a green one with a happy face. At the bottom left, the word "PREV" is written in blue, and at the bottom right, the word "NEXT" is written in blue.

How would you rate your today's experience?

PREV NEXT

RJ

the designer.

When you mention the word 'brand,' people automatically think of a company's visual aspects, the pictures, videos, and logos. However, your brand is the total package, the voice, the messaging, and the approach!

If you found this information useful, please let me know! Are you finally ready for your branding refresh? Reach out! I would love to partner and help your company level up.

