

BRAND

03 STEPS TO BUILD A BRAND

BRAND DNA

01

- **BRAND IDEA**
- **EMOTIONAL BENEFITS**
- **FEATURE AND ATTRIBUTES**
- **BRAND PERSONA**
- **FUNCTIONAL BENEFITS**

- **Brand Idea:** Brand Idea is a meaningful phrase that expresses the essence of a brand. The concept.
- **Brand Persona:** A brand persona is the personification of your company. A collection of personality traits, attitudes and values.

- **Emotional Benefits:** Emotional benefits provide customers with a positive feeling when they purchase or use a particular brand.
- **Functional Benefits:** Functional benefits are based on a product attribute that provides the customer with functional utility.
- **Feature and Attributes:** Feature: form, shape, bodily proportions. Attribute: is a characteristic or quality of a brand service or product.

02

BRAND POSITION

- **BRAND TARGET (+ REASONS TO BUY)**
- **BRANDS COMPETITORS**
- **STRENGTHS AND WEAKNESS**
- **MARKET LANDSCAPE**
- **BRAND POSITIONING STATEMENT**

- **Brand Target:** Brand target is the customers most likely to respond positively to your promotions, products, and services.
- **Brand Competitors:** Other companies offering a similar line of products or services in the same market and to the same audience.

- **Strengths and Weakness -SWOT:** Strengths are internal, positive attributes of your company, total control. Weaknesses are negative factors that you might need to improve on to be competitive.
- **Market Landscape:** A market landscape is a complete description of competitors and their relative position in a particular market base in your products and services.
- **Brand Position Statement:** A brand positioning statement explains what your brand does, who you target, and the benefits of your brand, in a short, concise statement.

BRAND LOGO

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- **LOGO AND VARIATIONS**
- **COLORS PALETTE**
- **MOOD BOARD**
- **FONT/TYPOGRAPHY**
- **ELEMENTS**

- **Logo Design - Variations:** A logo variation is a modified version of your primary logo arranged into another format. The point is that these variations are still recognizable and fit within the brand. Horizontal - Vertical, One-Color, and Reversed Out.
- **Font/Typography:** Fonts are powerful! Typography involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages. In short, typography is what brings the text to life.

- **Colors Palette:** Colors are a powerful communication tool and are often used to encourage action, influence mood, and tap into emotions. A color palette helps design with consistency and uniformity.
- **Elements:** Typical visual elements in a logo design such as layout, shape, imagery composition, and symbols.
- **Mood Board:** A mood board is a collection of images, text, and samples of objects in composition to evoke a style or concept. The “feel” of an idea.

GUIDE

Product Marketing

01

THE CORE PRINCIPLE: FOCUS ON THE CUSTOMER

The most important role of product marketers is to understand who the customer is and what they want and use those insights to create value for both the customer and the company.



**Who are they? What do they want?
What do they need?
What are they willing to pay?**

FIVE KEY FUNCTIONS OF PRODUCT MARKETERS:

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1. Positioning – Shaping the right perception in the customer's mind
2. Pricing – Setting the right value for the market
3. Packaging – Creating attractive and functional presentation
4. Promoting – Effectively communicating value
5. Supporting – Guiding the customer throughout their journey

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ACTIONABLE TIPS FOR PRODUCT MARKETERS:

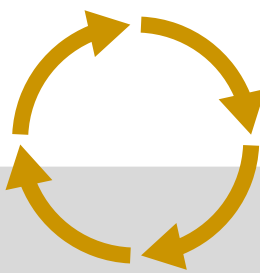


- Conduct a SWOT Analysis
- Develop Customer Personas
- Analyze the Competition
- Set SMART Goals
- Tell Your Product's Story
- Build a Go-to-Market Strategy, covering the 4 Ps: Product, Price, Promotion,

THE PRODUCT LIFE CYCLE:

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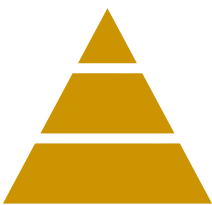
- Introduction – Persuade early adopters; trendsetting stage
- Growth – Rapid user adoption and market expansion
- Maturity – Stable revenue, increased competition
- Decline – Drop in sales; time to innovate or pivot



05

WHAT IS PRODUCT-MARKET FIT?

Achieved when your product meets the needs of a healthy, clearly defined market.



- **Identifying your target market**
- **Defining a value proposition**
- **Building and testing your MVP**

KEY METRICS

06

- NPS (Net Promoter Score) – Detractors, Passives, Promoters
- Cohort Retention Curve
- Open-ended Surveys
- CLV:CAC – Customer Lifetime Value vs. Acquisition Cost

07

KEY TAKEAWAYS:

- Product marketing revolves around five core functions
- Products follow a predictable life cycle, from launch to decline
- True success happens when you achieve product-market fit by testing, measuring, and iterating

Brand & Product MARKETING

BRAND

- Builds awareness, trust, and emotional connection
- Creates a long-term relationship with customers
- Focuses on brand identity, values, and storytelling

PRODUCT

- Drives demand and sales for specific products
- Highlights features, benefits, and use cases
- Focuses on positioning, messaging, and go-to-market

BOTH USE MARKET RESEARCH AND PERSONAS

Understand customer values & emotions

Craft emotional, identity-driven messages

BOTH DEVELOP CLEAR, TARGETED MESSAGING

Understand product users and needs

Create product-specific, benefit-driven messaging

BOTH CREATE ACTIONABLE MARKETING PLANS

Build long-term brand strategy

Storytelling and brand identity assets

BOTH CREATE ENGAGING CONTENT

Plan product launches and go-to-market strategies

Highlight product features, demos, and use cases

BOTH COORDINATE ACROSS MARKETING CHANNELS

Multi-channel brand awareness campaigns

Track brand awareness and sentiment

BOTH MEASURE RESULTS AND OPTIMIZE

Multi-channel brand awareness campaigns

Track sales and product adoption