



Branding and Marketing Your Business

GLENN CUSH

MAKER TO MOGUL

Welcome & Introduction



Glenna Cush

- Dual Business Owner
- Coach
- Mentor
- 20+ years as Marketing Director with the **Small Business Development Center**



ShimmySista



Maker To Mogul

What is Marketing?

It is a **series of activities** designed to **identify** customer needs and wants and satisfy these while making a profit on a quality product or service.

Marketing is NOT Advertising



5 Components of Effective Marketing

- ▶ Audience – Who's that person?
- ▶ USP – Who cares?
- ▶ Branding – clear, concise, memorable
- ▶ World Domination - How, why, where
- ▶ Wash, (tweak) rinse, repeat.!

Target Audience

Activities

Unique Advantages

Awareness

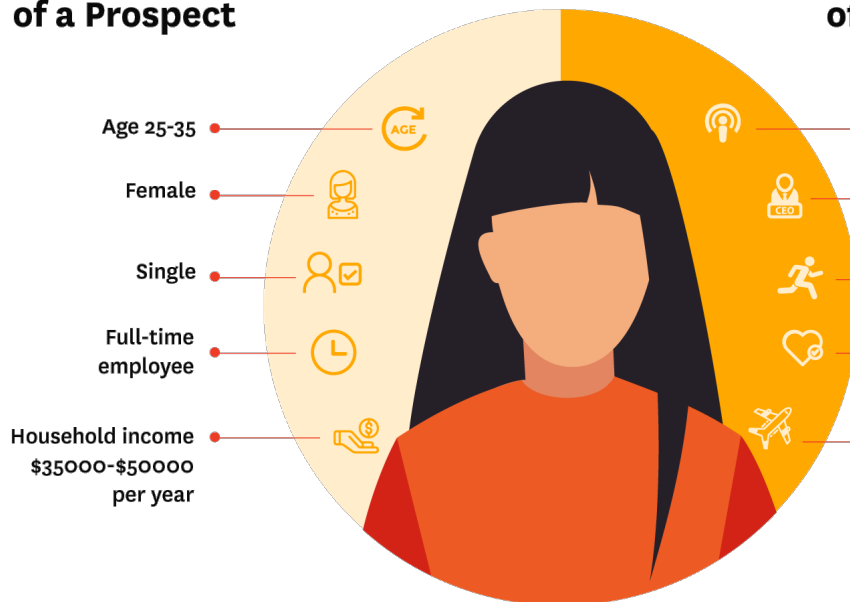
Communicate With Your Clients

Component 1

Define your Audience

Who is your customer? Build the Avatar!

Demographic Profile of a Prospect



Psychographic Profile of a Prospect



Values: what's important? Family, success?

Attitudes: environment

Interests: Reading, Gardening

Personality: Introvert/Extrovert

Lifestyles: Health conscious?

Budget minded, tech savvy

Component 1

Why Define your Audience?



Having a deep understanding a clearly defined Customer Avatar will help you:

- ▶ Determine what social and other platforms they are spending their time
- ▶ Be more effective in your advertising
- ▶ Better connect with your Avatar through your messaging
- ▶ Deliver and develop better products / services because you can anticipate your markets needs, behaviors, and concerns.

Customer Avatar Template



DEMOGRAPHICS

- Age
- Gender
- Marital status
- Children
- Income
- Location
- Occupation
- Level of education
- Religion
- Race



PRIMARY GOALS

- What do they value above all else?
- What are their primary beliefs in life?
- What is their primary goal, and what do they hope to accomplish?



INFORMATION SOURCING

- How do they stay informed?
- Which websites do they frequent?
- What are their preferred social media platforms?



DIFFICULTIES AND CHALLENGES

- What challenges do they face?
- What are their primary pain points?
- What questions will they likely ask?



PURCHASING

- What possible objections might they have to your products or services?
- What is their monthly budget?
- Are they the direct buyer, or will they go through somebody else?

Component 1 The Avatar



Component 2

USP – Why do they want it?

A **Unique Selling Proposition** (USP) is a distinctive aspect or feature of a product, service, or brand that sets it apart from the competition

It's a specific benefit or advantage that a company offers to its customers, which differentiates it from others and gives consumers a compelling reason to choose **YOUR** product or service over alternatives.

Your message should be:

- Clear
- Concise
- Memorable

Component 2

USP – Why do they want it?

Leading the electric vehicle revolution with sustainable luxury.



TESLA

Component 2

USP – Why do they want it?

When you care enough to
send the very best!



Component 3

Branding

What is it?

- A promise of an experience your company delivers
- A company's face to the world.
- Ever evolving-they are not stagnant.



It's not just a Logo!



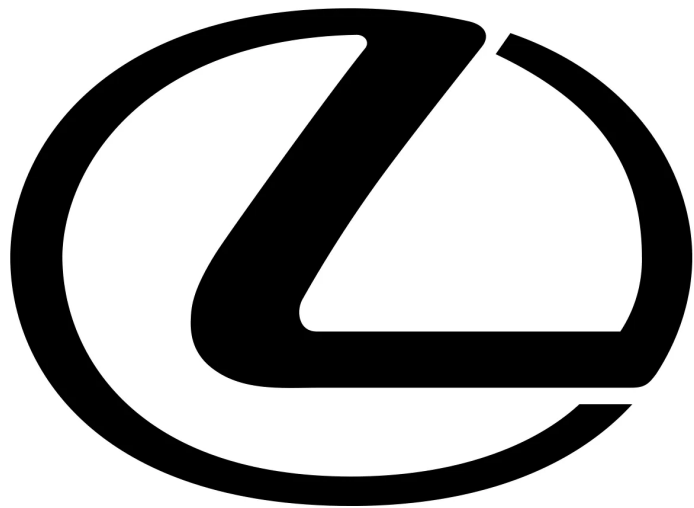
Component 3 Branding

An effective brand embodies the essence of

- Who you are
- Why you are in business
- What is your service or product?
- What you stand for
- Your expertise
- The experience you want your customers to have.
- How you want your business to show up in the world

The background features a grey gradient with several large, overlapping, organic shapes in various shades of blue and teal. These shapes have soft, blurred edges, creating a layered, ethereal effect. The text is centered over the middle of the image.

**Identify These
Brands & Customer**



Identify
This
Brand - 1



Identify
This
Brand - 2



Identify
This
Brand -3



Identify
These
Brands -4



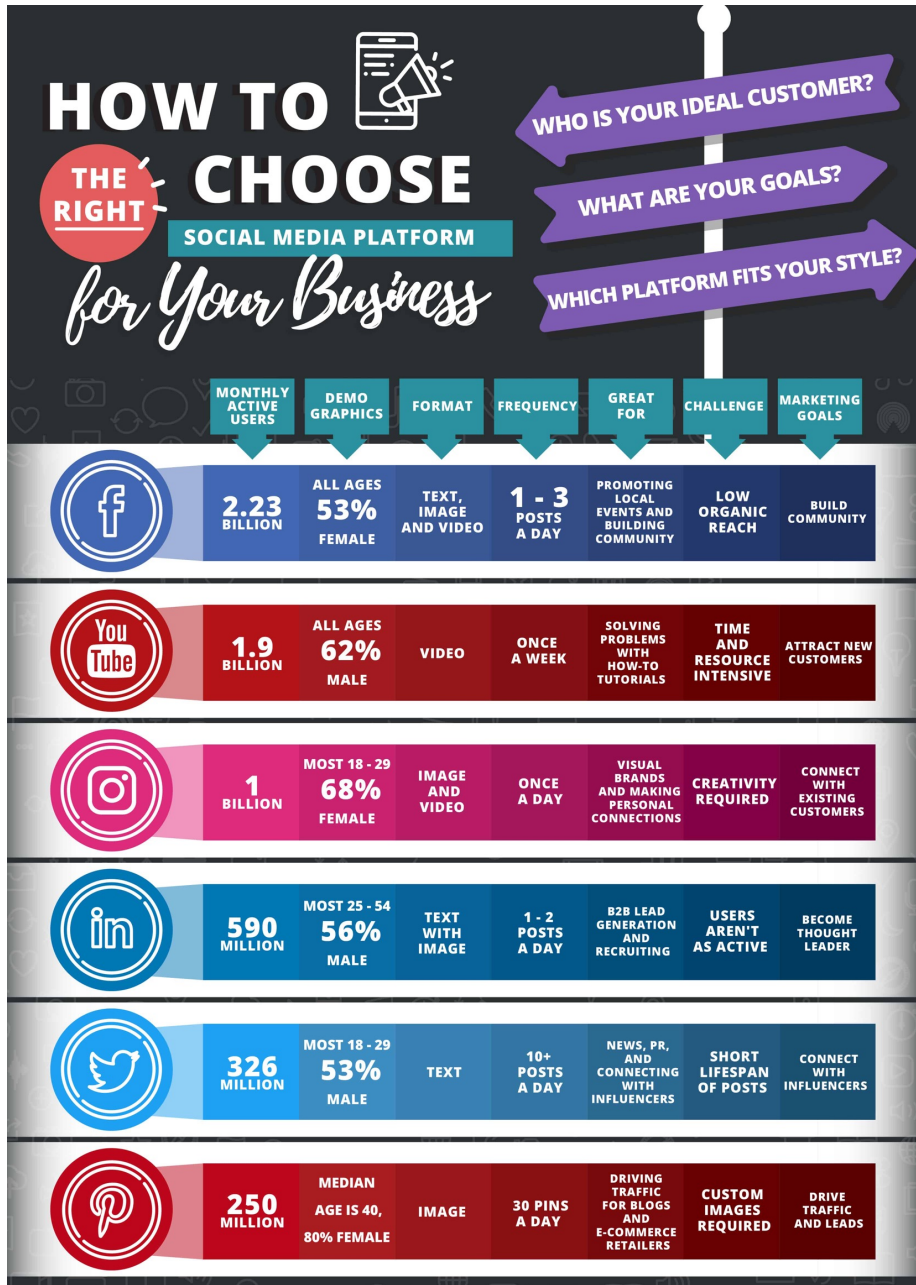
Identify
This
Brand -5



Component 4

Awareness - Promotion

WHERE DO YOUR CUSTOMERS LIVE AND INTERACT?



Social Media Promotion

Ways Promote Your Business

One on One

- Networking
- Trade shows
- Live events

Publicity

- Volunteering on
- Promote a cause
- Public Speaking
- Writing articles
- Teach a workshop
- Volunteer to be an SME

Traditional

- Radio
- TV
- Print
 - Newspaper
 - Trade publications
 - Magazines



Marketing Exercise

Patty's Shoe Protectors

Product: Shoe Protector

Uses: protects heels when driving

What does her customer look like?
(Avatar)

Where is she ?
(Best place to promote)

Speed Heel shoe protector

- Super fast to put on and remove
- Easy and comfortable to wear
- Durable and long-lasting
- Inner layer – fur – protects and provides longer life for your shoes
- One size for flats, wedges or high heels
- Designed for all car drivers, both Women and Men



**Questions?
Thank You!**

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