



Branding and Marketing Your Business

GLENN CUSH

MAKER TO MOGUL

Welcome & Introduction



Glenna Cush

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



What is Marketing?

Marketing is the **process** of getting people interested in your company's product or service

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



Marketing The Circus

If the circus is coming to town and you paint a sign saying, "Circus Coming to the Showground Saturday," that's

Advertising

If you put the sign on the back of an elephant and walk it into town, that's

Promotion

If the elephant walks down main street and the local newspaper writes a story about it, that's

Publicity

And if you get the mayor or public official to laugh about it, that's

Public relations

If the town's citizens go to the circus, you walk them around show them the many entertainment booths, explain how much fun they'll have and ultimately, they spend a lot of money, that's

Sales

And if you planned the whole thing, that's



Marketing

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

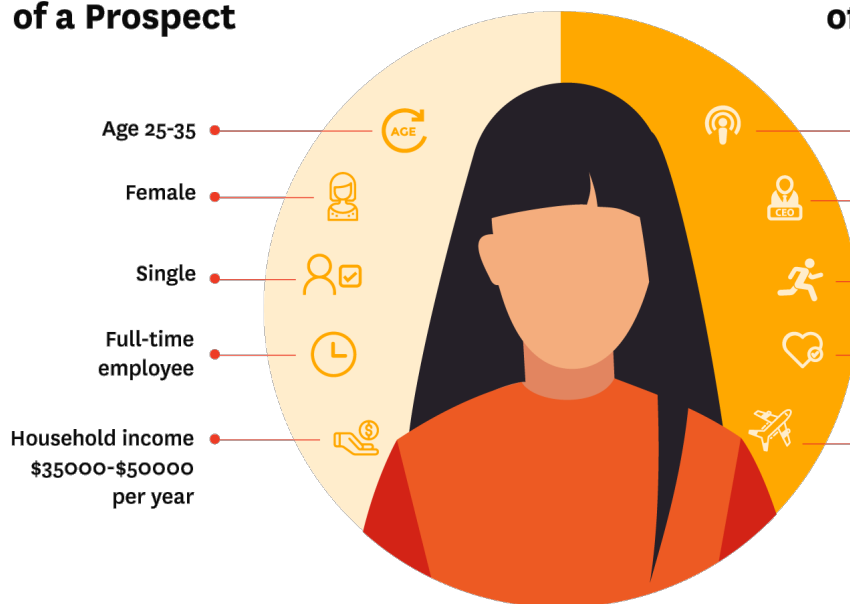
Communicate With Your Clients

Component 1

Define your Audience

Who is your customer? Build the Avatar (Customer Persona)!

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 and 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.

**Once you know who they are,
you can find WHERE they are!**

Who Wants Cake?



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

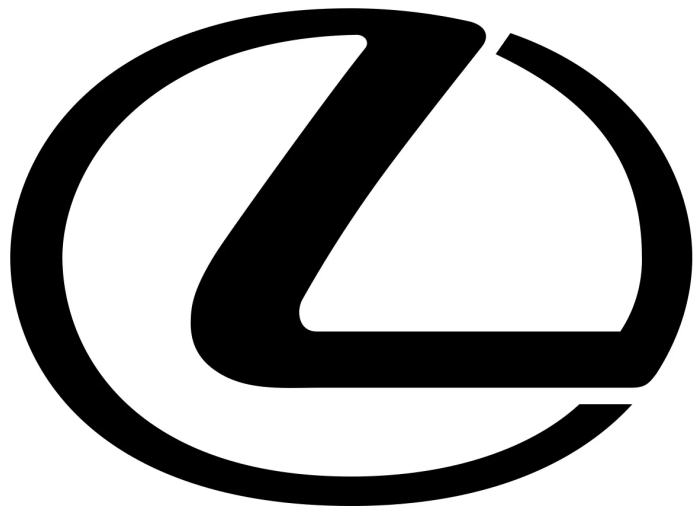
Branding

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

**Identify These
Brands &
Ideal Customer**



Identify
This
Brand - 1



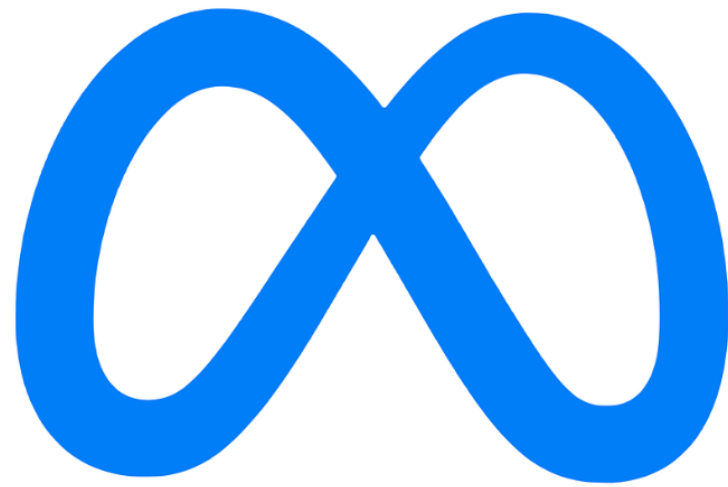
Identify
This
Brand - 2



Identify
This
Brand -3



Identify
These
Brands -4



Meta

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



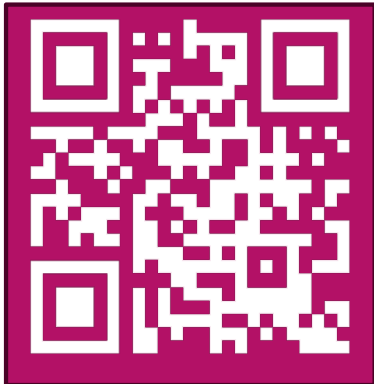
Questions? Thank You!

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