



# the brand BEHIND

*we bring  
imagination  
to life*






# INTRODUCTION: UNDERSTANDING MARKETING




1

*MARKETING IS TYPICALLY THE MOST DIFFICULT CHORE FOR NEW AND ESTABLISHED FIRMS, AND WITH COMPETITION RISING, IT HAS BECOME AN EVEN MORE IMPORTANT COMPONENT OF AN OVERALL COMPANY PLAN.*




2

CREATIVE MARKETING IS FINDING NEW WAYS IN A DIGITAL AGE TO REACH AND ENGAGE YOUR CUSTOMERS! PROVIDING YOUR CUSTOMER WITH AN AWE-INSPIRING EXPERIENCE THAT WILL IMPRINT A LASTING IMPRESSION ON THEIR MINDS. WHICH WILL IN TURN KEEP THEM COMING BACK! YOUR BRAND MUST SPEAK TO AND CONNECT WITH YOUR TARGET AUDIENCE



3

*TO IMPLEMENT A SUCCESSFUL MARKETING STRATEGY YOU HAVE TO HAVE ANALYTICAL SKILLS AND PEOPLE SKILLS. THEY ARE DIFFERENT FROM BUT COMPLEMENT THE SKILL OF PRODUCING A PRODUCT. TECHNOLOGY HAS INCREASED MARKET COMPETITION, BUT IT HAS ALSO RAISED KNOWLEDGE OF, DEMAND FOR, AND CHANCES FOR FINDING INNOVATIVE METHODS TO PROMOTE ITEMS.*



WHAT IS MARKETING?

# MARKETING DEFINITION



MARKETING IS THE PROCESS OF CREATING, COMMUNICATING, AND  
DELIVERING VALUE TO CUSTOMERS AND MANAGING CUSTOMER  
RELATIONSHIPS, FOR THE PURPOSE OF SELLING PRODUCTS OR SERVICES

# PRODUCT

What product will you offer? What are your quality standards? What is your brand name? What kind of packaging or boxes/cartons will you use? What size(s) will you offer?

# PLACE?

What/Who market will you target for your sales (e.g., retail, wholesale, B2P (Business to person) B2B (Business to Business.)? What locations? Where will you hold inventory?

# PRICE?

What price will you set for your product? Keep records to help you determine your cost of production so you can know what profit you want to target. If possible, set the price to cover your expenses and income needs. What are your credit terms?

# WHY?

If you are introducing a new product to a market, what makes it unique. Why would someone buy your product over your competitor?

YOU MUST KNOW WHO YOUR TARGET AUDIENCE IS!

# SWOT ANALYSIS

## (STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS)

ANALYSIS IS A FRAMEWORK USED TO EVALUATE A COMPANY'S COMPETITIVE POSITION AND TO DEVELOP STRATEGIC PLANNING. SWOT ANALYSIS ASSESSES INTERNAL AND EXTERNAL FACTORS, AS WELL AS CURRENT AND FUTURE POTENTIAL.

A SWOT ANALYSIS IS DESIGNED TO FACILITATE A REALISTIC, FACT-BASED, DATA-DRIVEN LOOK AT THE STRENGTHS AND WEAKNESSES OF AN ORGANIZATION, INITIATIVES, OR WITHIN ITS INDUSTRY. THE ORGANIZATION NEEDS TO KEEP THE ANALYSIS ACCURATE BY AVOIDING PRE-CONCEIVED BELIEFS OR GRAY AREAS AND INSTEAD FOCUSING ON REAL-LIFE CONTEXTS. COMPANIES SHOULD USE IT AS A GUIDE AND NOT NECESSARILY AS A PRESCRIPTION.



*TECHNOLOGY HAS INCREASED MARKET COMPETITION, BUT IT HAS ALSO RAISED KNOWLEDGE OF, DEMAND FOR, AND CHANCES FOR FINDING INNOVATIVE METHODS TO PROMOTE ITEMS.*

*SWOT ANALYSIS WILL NEVER BE RENDERED OBSOLETE BY TECHNOLOGY, AND CLIENT CONNECTIONS HAVE ALWAYS BEEN AND WILL CONTINUE TO BE CRUCIAL TO A SUCCESSFUL MARKETING PLAN.*

*WHILE SOCIAL MEDIA TECHNOLOGIES PROVIDE NEW MARKETING OPPORTUNITIES, THEY ALSO NEED THE DEVELOPMENT OF NEW SKILLS AND TIME TO USE SUCCESSFULLY.*

### DEVELOPING A BRAND?

A brand is a name, term, sign, symbol, or design intended to identify a seller's offering with competitive distinction. A brand conveys a meaning to a particular kind of customer about a company and its products relative to the product's attributes and benefits, and the customer's values, culture, and identity

### VALUE PROPOSITION?

Communicating your brand name and your strategy that makes your company stand out (Value proposition) to your target customer segment.

A value proposition is a promise to provide considerable value to the market through specialized products and services that stand out from the competitors.

Your value proposition is the reason a potential consumer should purchase your goods.



To develop your brand, you must convey your brand and value proposition to your buyers and target consumers on a constant basis.

Brand awareness is achieved by a consistent communication plan with a logo and name that relays the message of your product and what it stands for.

This includes all your boxes and packaging materials, as well as your papers (including availability lists, invoices, Bills of Lading, website, newsletters, etc.).

Choose a distinctive typeface or symbol to express your brand name and apply it consistently on all printed and electronic products so that consumers know you even subconsciously.

All marketing communications platforms, including your website, newsletters, and social media sites, should include your value proposition.





## Marketing Goals

I HOPE THIS SHORT MARKETING  
PRESENTATION HAS BEEN HELPFUL  
AND MAY YOU GROW YOUR BUSINESS  
IN PEACE & PROSPERITY



IBD  
CREATIVE  
MARKETING  
SOLUTIONS