

Begin your Best Branding

Brookline Brighton Business Bootcamp

Begin your Best Branding

Session 1: What is a Brand?

Session 2: What is Your brand?

Session 3: Aligning your brand with your target audience

Session 4: How to leverage your brand?

Brands are not logos, fonts, colors, or slogans but the enduring reputation of a business for delivering on its promise.

That is TRUST.

“What Great Brands Do”

By Scott Bedbury

- A great brand reinvents an entire category
- A great brand taps emotions and transcends a product-only relationship with consumers
- A great brand is relevant, never “cool”
- A great brand has consistency
- A great brand is in it for the long haul
- A great brand appreciates that “everything matters”
- A great brand knows itself and knows itself enough to understand what it is not. You have to know it before you can grow it.
- A great brand knows the Spandex Rule: just because you can does not mean you should
- A great brand has great parents

Brands build
Business



A Strong Brand

- Creates meaningful differentiation in the eyes of its customers
- Knows and loves its target audience
- Is memorable
- Can be leveraged to deepen the relationship with the customer

Breakout



- What are your favorite local brands and why?
 - Creates meaningful differentiation in the eyes of its customers
 - Knows and loves its target audience
 - Is memorable
 - Is deepen the relationship with its customer
- Each group to bring back one example and explain why.

Examples of strong brands

- Brookline Booksmith
 - From Candy store to the bookstore
 - Home
 - Consistency but change
 - Encourage browsing
 - Dog treats
 - Make me feel important
 - My shoulders go down
- Wild Goose Chase
- Trader Joes
- Patrova Chocolates

In your words.....strong Brands

- Instill trust
- Provide wonderful experiences
- Care about community and customer
- Are reliable
- Are memorable
- “You” are more than a customer. How customers are treated is critical

What makes you special?

- What is your why? (“People don’t buy what you do, they buy why you do it” Simon Sinek)
- How do others see you? (Brand Perception)
- How do you connect with your customer? (Brand Personality)

Simon Sinek

[“The Power of Why”](#)

What do others think of you?

(Brand Perception)



- Other Business owners (sample today)
 - Vendor partners
 - Customers
 - Neighbors
 - Community
 - Others
-
- How can you find out?
 - Google trends, yelp, Social mention,

How do you connect with your customer? (Brand Personality)



- If your brand were a person, how would others describe him/her/them?
- If they walked in a room, what is your impression?
- Warm, tall, knowledge, stand offish, funny
- Where and how does that show up?

Case Study: Oatly

- “A sustainable company that sells Oat products”
- Who might the audience be?
 - Non-dairy milk drinkers
 - Almond (or other) milk drinkers
- Aligns values and benefits by targeting environmentally conscious



Aligning brand with target audience

- Do you know who your target audience is?
 - Why do they “buy” from you?
 - Where do you fit in their lives?
- Do you know who else might be interested in buying from you?
 - Who are they?
 - Where are they?
 - How do you know?
- Based on what makes you special, what are your buyers choices?
Direct and Indirect competition
- How can you find out? Ask them!

Social Media Listening

socialmention*
Real-time social media search and analysis:



Twitter Advanced
Search



How to use your brand meaning
(what makes you special) to deepen
your relationship with your customer

Which growth strategy is right for you?

	<i>Current Products</i>	<i>New Products</i>
<i>Current Markets</i>	Market Penetration	Product Development
<i>New Markets</i>	Market Development	Portfolio Diversification

Which growth strategy is right for you?

	<i>Current Products</i>	<i>New Products</i>
<i>Current Markets</i>	Satisfy your current consumer better	Introduce new product or service offerings
<i>New Markets</i>	Find new markets (geographic or segments)	Offer new products to new customers

Thought starters

1. How can you deepen the relationship with current customers?
 - Can you be more important to them by fulfilling more of their emotional or purchasing needs?
2. How can you extend what makes you special?
 - Where can you bring that specialness - new products, categories?
 - Who does that appeal to? New or current customers?
 - Are there new geographics you should consider?
3. Brainstorm 3 boxes, at least. You can discount later.
4. How can you extend the brand meaning via primary or secondary naming?

The Walt Disney Company



Breakout

	<i>Current Products</i>	<i>New Products</i>
<i>Current Markets</i>		
<i>New Markets</i>		

1. How can you deepen the relationship with current customers?
 - Can you be more important to them emotional or purchasing needs?
2. How can you extend what makes you special?
 - Where can you bring that specialness - new products, categories?
 - New or current customers?
 - Are there new geographics you should consider or is that off the table?
3. Brainstorm 3 boxes, at least
4. Can you use your current “naming” or will it help to expand?

Begin your Best Branding Takeaways

- Understand your why- purpose
- Defined what makes you special- single most important thing
- Create e well defined target audience and Brand Personas
- Understand your brand personality and how it connects with customers
- Know what others are saying about you
- Identify 3 things you can do, say, or offer that makes them love you more
- Identify possible new products, services or customer targets that enhance your brand meaning and builds your business

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Next Up!
Tell your story so others will listen with
Susan Jung Grant