VIBRANT DESIGN GROUP

Branding from the Inside Out™

Workshop: Marketing Strategies for Your Business
What is Branding?

Branding is the public’s perception of your product or service, i.e. YOUR REPUTATION.
What are the ingredients of a great brand?

- Promise
- Personality/Tone
- Purpose
- Position/USP
- Vision
Great brands don’t happen overnight...
Building Your Brand from the Inside Out

What does that mean?
Your brand should:

1. Be Memorable
2. Be Compelling
3. Be Authentic
4. Be Consistent
5. Connect
How does this translate to your personal brand?
Components of a Brand

1. Logo
2. Web site
3. Phone greeting
4. Brochure
5. Advertising
6. Business premises, etc.
Branding is the “What.”

Marketing is the “How.”
What is Marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, 2007)
Original 4 P’s of Marketing?

1. Product
2. Price
3. Place
4. Promotion
VDG’s 4 P’s of Marketing?

1. People
2. Persistence
3. Passion
4. Partners
Marketing Your Brand

1. Advertising (Print & Broadcast)
2. Public Relations
3. Social Media
4. Events
5. Networking
6. Online (SEO, GoogleAdWords, Blog)
7. Mobile Apps
8. Publish Articles
9. Speaking Engagements
10. Direct Mail
Marketing Your Brand

1. Public Relations
2. Articles
3. Advertising
4. Speaking Engagements
Investing in Your Brand

1. When does it become an investment instead of an expense?
2. How much should you spend?
3. What should you look for in a firm?
What to look for in a marketing/branding firm

1. Experienced
2. Knowledgeable
3. Accessible
4. Ask you questions
5. Good track record
6. Look at themselves as a partner in your success
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