

BRANDING

your business for success

How to start building a
successful business brand in 4
easy ways

A White Paper Guide from



AGGRESSIVE GROWTH
MARKETING

TAILOR-MADE STRATEGIES THAT **WORK FAST**

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INTRODUCTION

How do potential customers get to know about your company? Do you have a strong brand to showcase your business?

"A brand is the emotional and psychological associations that a person makes with your business, product or service."

There are various things that a business can do to get noticed. For instance, a business can choose to either promote or market its good and services. However, it is very important to have a strong branding strategy, especially now that the world of business is highly competitive.

Moreover, if your business does not have a strong brand, it will get lost in the sea of competitors. Potential customers will not be able to identify or even recognise you across the globe.

So, why do you need a brand, and how do you get started?

This whitepaper will answer these questions. To be more precise, here are the four topics for discussion:

- **Developing your branding strategy**
Let people know who you are
- **Developing a strong brand identity**
Make your business visible
- **Developing a unique brand name**
Make your competitors envious
- **Developing your brand's tone of voice**
Give your business a friendly sound

DEVELOPING YOUR BRANDING STRATEGY

Letting people know who you are

As a business owner, whether your business is small or big, you should know that a business cannot run without developing strategies. One of the key strategy that most businesses focus on is marketing. But while focusing on marketing strategies is very important, you also need to focus on a branding strategy.

Why do you need to focus on a branding strategy?

People need to see you to know who you are and what you do. So, having a business brand will help to raise awareness about your business. Additionally, having a business brand will give potential customers a positive image of your business and they will want to buy from you. But most of all, branding your business will make you stand out and stay consistent. Therefore, focusing and developing a branding strategy is very important.

How can you start developing your branding strategy?

To develop a branding strategy, there are a few things that you will need to do. Some of them are as follows:

1. Identify and Define Your Brand

You need to know what your brand will be, what it is about, and what makes you different. Once you know these, they will be the foundation on which you will start building your brand. When defining your brand, remember that branding focuses on three core concepts:

- Purpose – functional and intentional
- Consistency – to avoid struggle
- Emotional impact – to help customers connect with you

2. Know Your Brand Objectives

Now that you have define what your brand, you now need to know your brand's objective. When deciding on your brand objectives ask yourself these questions:

- What do I hope to achieve from my brand?

- How will I accomplish these?
- What plans do I have in place to reach my objectives?

Once you can answer these questions, then the objectives for your brand will be clearly stated.

3. Know and Focus on Your Brand's Target Audience

You have defined your objectives, so it's time to find your target audience. Research and identify your target audiences. Once you find them, keep the focus on them instead of trying to reach wider audiences because your target audiences will more likely to buy your products. Furthermore, the smaller your audiences, the higher and faster your brand will grow.

4. Position and Develop Your Brand's Message

To position your brand in the market means, knowing why you are different from the competition and why people should choose you. Once you know this, develop different messages for your target audiences and address their concerns separately. However, the essence of the messages you develop should be the same.

5. Symbolise Your Brand

This is where you will give your brand a name, a logo, and a tagline. But, remember that these are NOT your brand. They are just a way to symbolise and communicate your brand so make sure that they communicate your business effectively.

6. Market Your Brand

How can you market your brand? Well, now that the internet of things (IOT) has taken over, the best way is to use content marketing. Content marketing will increase visibility. Get a website, if you do not have one, so that your content can easily be found when you do your content marketing and SEO.

7. Prepare Your Brand's Marketing Toolkit

Compose a video or a sale sheet that describe your products and services. Another great option is to create a pitch deck to give an overview of the company. Also, include an e-brochure about the company as well as other marketing ideas.

8. Implement and Track

You now have your strategies in place, so it's time to put them to work. Remember to track your progress to see if it was implemented as planned. Track your objectives to see if they were met, and remember to fix anything that needs to be fixed.

Key Takeaway: Having a branding strategy is important when thinking about building a brand. Having clear objectives as to why you need a brand and what you hope to accomplish from your brand will be the foundation to start building your brand.

DEVELOPING A STRONG BRAND IDENTITY

Make your business visible

Anyone can create a brand identity for their business. But to create a STRONG brand requires critical thinking and creative work.

Your brand identity is something that will make people recognise, remember, and want to conduct business with you. It is more than a logo! It should have an impact on your customer's experience and should excitedly touch the way that they view your business.

Remember, the world is constantly changing and new innovators with groundbreaking business ideas are entering the business world rapidly, so you need to have a strong brand identity that will stand out among the crowd.

So, what are the steps that a business should take to develop a strong brand identity?

Step 1. Research the Marketplace

The first step in developing a strong brand identity is to research the marketplace to see where your business stands and to know who your customers are. Also, you need to figure out what will drive growth for your business and how your product or service is viewed by customers.

Additionally, analyse your competitors' performance in the marketplace and try to develop better strategies to compete with them.

Step 2. Establish a Unique Value Proposition and Messaging

To develop a strong brand identity and for your branding to be successful you must know what your core mission statement and values are. The answers to questions like:

- what is driving your business?
- what does your company believe in?
- which brands are its heroes?

will be the foundation for building a brand identity that will truly represent your business.

Your value proposition is a promise that you will make to your customers. Do not break these promises because it is important that you have long-term relationship with your customers.

Step 3. Be Creative with Your Brand Identity Features

Get a little creative and develop a look, feel, and voice that will reflect your business, and the values and mission statements you came up with.

Your intention is not to mimic others, but to stand out. Don't be scared to be innovative and bold. But remember that your idea will be carried across all your marketing channels, such as your website, and social media.

Step 4. Brand Identity Strategy

You will need to devise a strategy to help you develop your brand identity. In fact, having a solid strategy will help to create your brand awareness, and to strengthen your brand. Social Media is an excellent tool to use for growing your brand awareness.

Step 5. Analyse and Refine Your Brand Identity

Remember, your aim is to stand out and be competitive so always conduct a routine analysis of your brand identity and refine it over time. Also, ensure that your value proposition (your promises to your customers) are kept!

Key Takeaway: To stand out from the crowd, you must develop your own unique identity. Use a brand audit to find out the position of your business in the marketplace. Make sure that your business reflects your mission and values, and always deliver on your promises to customers.

DEVELOPING A UNIQUE BRAND NAME

Make your competitors envious

Of course, with a strong brand identity, you also need a unique brand name that will attract customers to your business and make your competitors envious!

A brand name is important for not only identifying the company but also makes them memorable and reflects the company's values and goals.

So, it's important when developing a brand name that you create one that is:

- great,
- groundbreaking,
- stands out, and
- memorable

But how do you develop such a great and memorable brand name? Here are a few tips to help along:

1. **Use Suggestive Names** - choose names that will be suggestive of a positive brand experience.
2. **Use Meaningful Names** – choose names that mean something to your customers. It should resonate with them anytime, and anywhere they encounter it.
3. **Use Names that Evoke Emotions** – your brand name should connect with your customers on an emotional level.
4. **Use Names that Are Visually Stimulating** – People must remember your name! So, make it visual stimulating. Customers will remember your name easily if they can associate an image with it.
5. **Use Funny Names** – Don't shy away from using funny names because surprisingly, funny brand names are usually memorable.
6. **Use Pictures** - Get ideas from pictures for your name. For example, if the theme is "speed", you can draw inspiration from pictures of sports cars, speed skaters, etc.

7. **Use Phrases** - Phrases are a great way to use for your brand names. They can be quite memorable! Common phrases usually work well, but so do made-up phrases.

The above tips are things to consider when developing a unique brand name. However, please avoid doing the following:

1. **Using names like your competitor** – this will cause confusion, and even a lawsuit for copyright infringement.
2. **Using dull boring names** – your brand will not spark interest and will not get noticed.
3. **Using names that are difficult to pronounce** – take it easy with those hard-to pronounce names! This will de-value your brand. Moreover, people will not advertise your brand if they can't pronounce its name. Use names that customers can pronounce easily without getting their tongue tied.

Key Takeaway: If you want to be different, it is important that you choose the right name for your business. Use names that are easy to remember, easy to pronounce and will resonate with your customers.

DEVELOPING YOUR BRAND'S TONE OF VOICE

Give your business a friendly sound

Think about this: if your brand was a person what tone of voice would it have?

How you appear to your audience is key to getting them interested in you!

Your brand's tone of voice is not what you say, but how you say it. Therefore, when developing your brand's tone of voice, it must be strong with an attractive personality that will appeal to your target audience. Your brand's tone of voice should reflect in all your content, be it text or visual, but mostly text.

Remember, your brand's tone of voice will not only be seen in the words that you use, but also in their order, their rhythm, and their pace. It will be seen everywhere your company has text – your website, blog, social media, emails, packaging.

Why is your brand's tone of voice important?

1. Your brand's tone of voice is important because it reflects who you are and is an expression of the people it represents. Also, it expresses what drives them, and what they want to share with the world.

A tone of voice also embodies your brand's values and personality. Make it distinctive and unique to set you apart from your competition!

2. Your brand's tone of voice is also important for building trust. A consistent tone of voice will gain your audience's trust.

3. Your brand's tone of voice can also influence and persuade. When developing your tone of voice, use influential words that will influence your brand's audience.

How do you normally communicate as a brand?

- Are you formal or casual?
- Do you use slang?
- Do you use punctuation casually or formally?
- Do you use humour?

Finally, the main aim for your brand's tone of voice is for potential customers to make a personal connection with your business. Therefore, make it genuine, and consistent with your messages.

Key Takeaway: The tone of voice is an important aspect of your brand's personality, and is a key part of getting your message across to your audience. Giving a brand a friendly and consistent voice will portray trustworthiness and honesty.

IN SUMMARY

Branding is more than just a logo.

It makes people know who you are and what you do. Although branding may take passion, time, and thought, with proper planning you can brand your business for success.

In this whitepaper you found out that:

- Having a branding strategy is important when thinking about building a brand. and branding will help to raise awareness about your business.
- Your brand identity is something that will make people recognise, remember, and want to conduct business with you. When developing a brand identity, you need to know your position in the marketplace.
- A brand name is important to make your company memorable and reflects the company's values and goals, and not only for identifying the company.
- When developing your brand's tone of voice, it must be strong with an attractive personality that will appeal to your target audience. It is important to develop trust, persuade, and influence with your brand!

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We are called Aggressive Growth Marketing for a reason. Our team offers services that are designed to stimulate clear, measurable results within days.

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