

Branding Quickie

Brand-building is an ongoing process of coordinating messaging, images, and calls to action. When these are aligned with a communication plan and customer experience journey, it creates conversion, sales, retention, and repeat orders.

Though many pages can be used to explain a brand, let's keep it simple. Break it down to these essential elements, and use to guide decisions for marketing and operations.

Brand Name: _____

Why are you building this? _____

Imagine your brand is a person. Describe what it looks like.

What is its personality ? _____

What does your brand represent? _____

What does it do for its customers? _____

Name 3 competitors:

How is your brand different from them?? _____

Choose at least 5 adjectives to describe what your brand is NOT

Finally, what makes your brand unique? Strengths, skills, knowledge.

