



Marketing Dynamics
Business Solutions

Branding Success

Your brand is not your logo! I always like to start off here because many of you believe that when there is a discussion about your brand that it should focus solely on your logo. There are many elements that make up your brand and in this month's training, we are going to cover what those elements are and how you put them all together

Your brand includes:

1. Your logo and tagline
2. Your core message and your voice
3. Your brand personality
4. Brand differentiator
5. Your website



Let's start creating a great brand: Business Solutions



Your logo and tagline

Most times when a customer interacts with you for the first time, they will see your logo and tagline. Even though this is not the be all and end all of your brand, it still plays a vital part of your brand identity. Choosing a logo that resonates with your audience is not just about choosing the name but choosing the right colours, font and size.

Take a look at your present logo

Is it easy to read? Yes/No _____

Is the font clear? Yes/No _____

Does it look similar to any other logo? Yes/No _____

What emotions do the colours resonate? _____

What do you want customers to think when they see the logo for the first time _____

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If you have a tagline, what message does it share?



Does your tagline answer a challenge your ideal clients have? Yes/No. If no, state below the challenge your clients are experiencing

Your core message/voice

Your clients want to know what you think. They want to learn from you and hear from you consistently. As a business owner, your brand will stand apart because of the core message(s) that you share everyday. Your core message is an emotional hook that you use as part of your marketing strategy.

Your core message ties directly into the challenge that you solve for your clients and this particular message is what you should be sharing across all your communication platforms with your audience.

Complete this sentence to discover your core message

I, _____ (name) am the owner of _____ and I began this business because

and I wanted to help (who)

by providing



My product/services will help them (how)

and will make them feel _____
Because they will no longer have to worry about

There lives will be improved because

And I will feel

When they are received my product/service.

Brand Personality



Many entrepreneurs fail to realize that their brand has a personality and it is this personality through which your audience will identify with you. The personality is the feeling someone gets when they interact with your business. It includes the tone of your messages, how you respond and your timeliness as well.

Let's spend some time creating your brand personality by answering these questions

Is it male or female?

What age is it?

Does it speak more corporate or casual?

Is it always available or has time restrictions?

Does it have a sense of humour?

Does it consistently teach others?

Does it actively engage with others?



What colours are associated with it? _____

How do people feel when they interact with it? _____

What are its core values?

Brand Differentiator

Creating a brand also means understanding why it is different from your competitors. This is always a tricky discussion because the assumption is that your brand is the best because of cost customer service but the truth is, the reason people buy from you consistently will always run deeper than that! Let's dive in.

What does Coca Cola provide that Pepsi does not? _____

What does Apple provide that Samsung does not? _____

What does Nike provide that Adidas does not? _____

So let's look at your brand. What do you provide for your ideal clients that your competitor does not. Why should anybody buy from you and not go directly to your competitor?



*** Bonus

Your website

You may be wondering why I singled out website as part of your brand right? Well your brand should have a home and that home should be your website (not your social media pages) because you have complete ownership of this space.

A website for your business sets the stage for what your clients can expect from you. Take a good look at your website and answer these questions

Is your logo/tagline clearly displayed? Yes/No _____

Are your brand colours evident throughout? Yes/No _____

Is your core message shared? Yes/No _____

Do persons know what you are selling from the home page? Yes/No _____

Is there a way to capture email addresses/opt-in? Yes/No _____

Is there a visible and easy to contact you? Yes/No _____

Are your social media handles displayed throughout? Yes/No _____

How often is it updated? _____