

Building your brand and value

BRANDING

ADDS VALUE

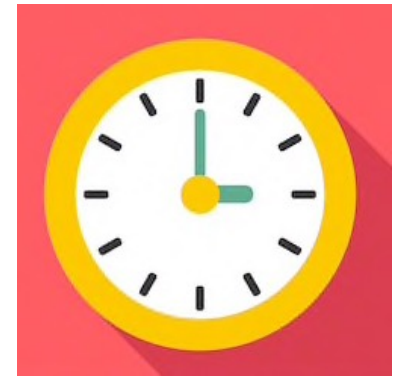


1. Welcome

- Housekeeping
- Workshop format
- Re-cap



Format for today...



	TOPICS
1	Welcome and introductions
2	What is a brand and customers' perceived value
3	An Introduction to USPs
	Developing your own USP
	BREAK & Networking
4	What makes a successful brand?
5	Brand positioning: Keys to a powerful position
6	Creating your core brand message
7	Next steps in building your brand
8	Summary and close

2. Creating a brand and why it is important



Creating a brand and why it is important

- Is a brand:
 - Your name?
 - Company logo?
 - Tagline?
 - How people feel about your choice of colours and typeface?
 - The products you sell?
 - The quality of your customer service?

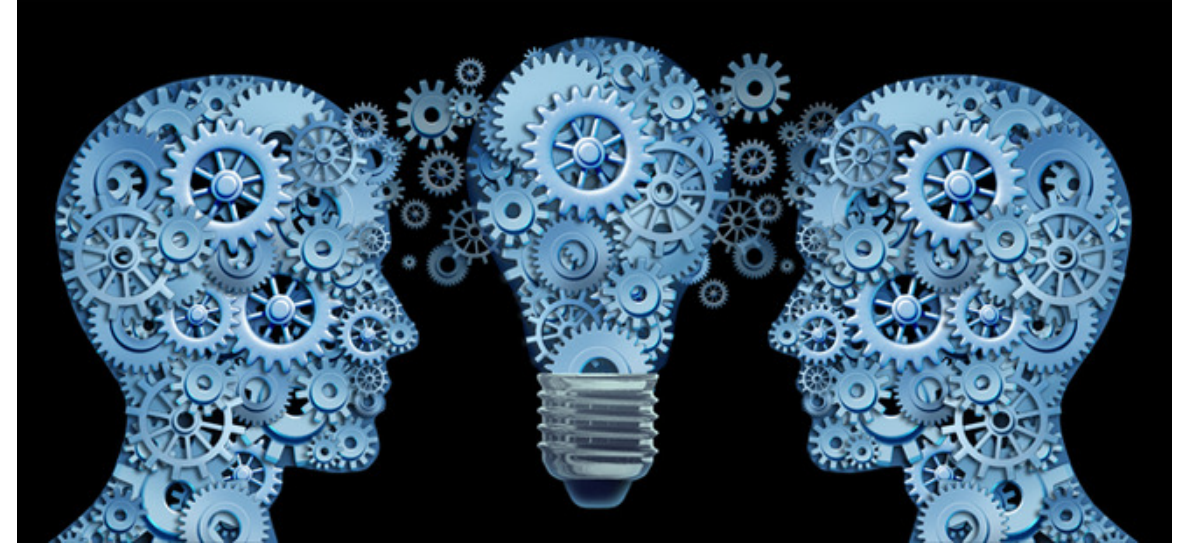
It's **all** of these things and more.....



Creating a brand and why it is important

SO what is a brand?

- A brand is **your whole company identity**
- This includes:
 - Emotions
 - Feelings
 - Desires
 - Expectations
 - Memories
 - Stories
 - Relationships
- A brand is what your company **means** to your **customer** and it is the **entire experience they have** with your company



REMEMBER: Put yourself in your customers' shoes!

IF A BRAND HAS MEANING OF VALUE TO YOUR CUSTOMER – THEY WILL PAY FOR YOUR BRAND OVER CHEAPER ALTERNATIVES!

Customers' perceived value

- Customer's evaluation of the difference between all the **benefits** and all the **costs** of **your** product/service relative to those of **competing** offers
- What might they consider?
 - Fair price/ price guarantees/ no quibble returns etc
 - Acceptable/ good value
 - Good business relationship
 - Innovativeness
 - Image status
 - Value-add services
 - Convenience in purchasing
 - Sustainability or ethical credentials of product
 - Values of your business
 - Customer service



Exercise: working on your brand

Working in pairs - Share the following for your brand with each other:

- What do you offer?
- Why do you offer it?
- Who do you want to buy it?
- How is your offering is different and better than the competition?



3. Introducing USPs



Now you know “me”, (your ideal prospect), and what’s important to me, and have a good idea of how best to reach me, you can hone your messages to resonate with me and stand out from your competition.

What is your USP?

A USP is crucial to grabbing your customers' attention!

- Here are some ideas to consider:
 - Are **YOU** the USP? If so – you need to articulate how your commitment and drive translate into unique business benefits
 - Do you offer **24 hour** support?
 - Do you offer **warranties** on your work?
 - Do you have a thorough client **feedback** process?
 - If your customers offerings are the same, then what can you do to **add** to your product and service that will provide more value to your customer to make your offering more attractive to them?
- Your USP needs to be:
 - Clear
 - Honest
 - And you **must** be able to prove it!



Developing your USP

To develop your USP, you need some of the work you did in a previous module, where you have a good understanding of:

- **Your target customers**
- **Your competition**
- **Your industry**



Developing your USP

1. Your target audience

- Developing your **USP** starts with your target audience
- **WHY** do they buy items?
- What additional **needs** are being met?
 - Looking to save time?
 - Want expertise?
 - Need a trustworthy supplier?
 - Something else?
 - Prestige/ Status
 - Security



Developing your USP

2. What is your competitive advantage?

- Review your list of your top **competitors**
- Which of your target customers' needs are **they meeting?**
- Score them (1-5) according to **how well they meet those needs**
- Now do the same for **your** products and services



Developing your USP

3. Look at industry trends

- **New markets** are opening up all the time
- Are there **opportunities** to position your idea in these markets, for example:
 - Pink pound
 - Grey pound
 - Green targets
 - Cyber Security-aware targets



Break and Networking



4. What makes a successful brand?

- It has to **stand for something fundamental** and that underlying principle supports a company or product at every turn
- This fundamental platform is called **positioning**
- Positioning elevates a brand above others so people can't help but take notice. It must accomplish the following:
 - **Be different**
 - **Be focused**
 - **Be relevant**



What makes a successful brand?

1. Be different

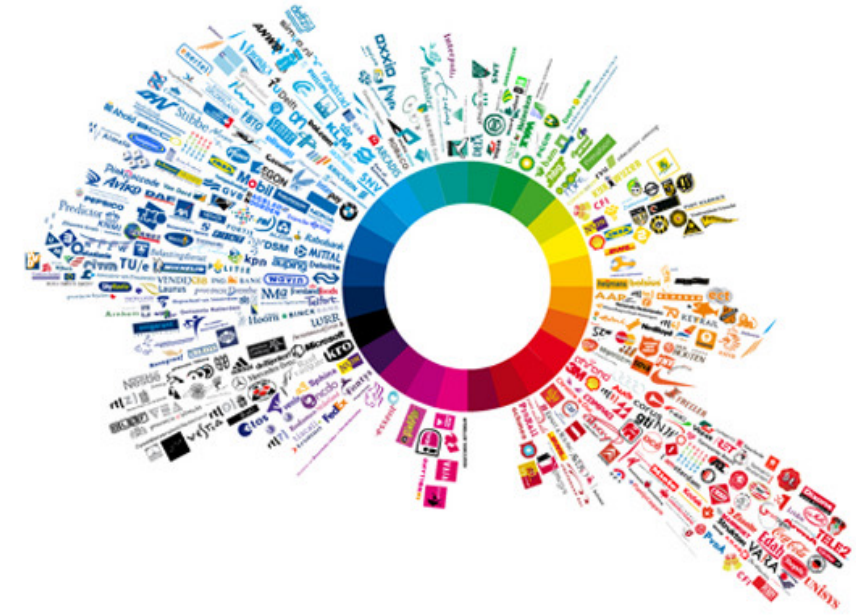
- You need to make sure you stick out from your competition
- This comes back to your **differentiation**
- It's what makes a successful brand **unique**
- Here are some ways you can set yourself apart:
 - Project a distinct personality
 - Stand for something different
 - Do something differently
 - Separate yourself from competitors visually
 - Use fresh language to describe your product or service
 - Be the first or only company to do something
 - And, of course, have a **compelling USP**



What makes a successful brand?

2. Be focused

- Some companies expand their service offerings in the hope of broadening their reach and attracting more customers
- This approach leads to commoditisation and when your service is considered a commodity, your prestige and margins suffer
- Instead, **you should find a niche**
 - Not only will qualified customers seek you out – they will be willing to pay for your service
 - Ways to do this:
 - Specialise in a specific industry
 - Specialise in a specific demographic profile (e.g. black women over 60 etc.)
 - Specialise in a specific service
 - Specialise in serving clients of a specific size
 - Specialise in serving a specific geographical area



What makes a successful brand?

3. Be relevant

- If you aren't relevant – you aren't in business
- You can be differentiated and specialised, but if few people actually want your services – you won't make any money
- Success is about being **relevant, valuable and appealing** to everything your prospect wants
- You need to ensure your **brand values** are conveyed in everything from your logo, to all your staff knowing and 'walking the talk' and in all your marketing output

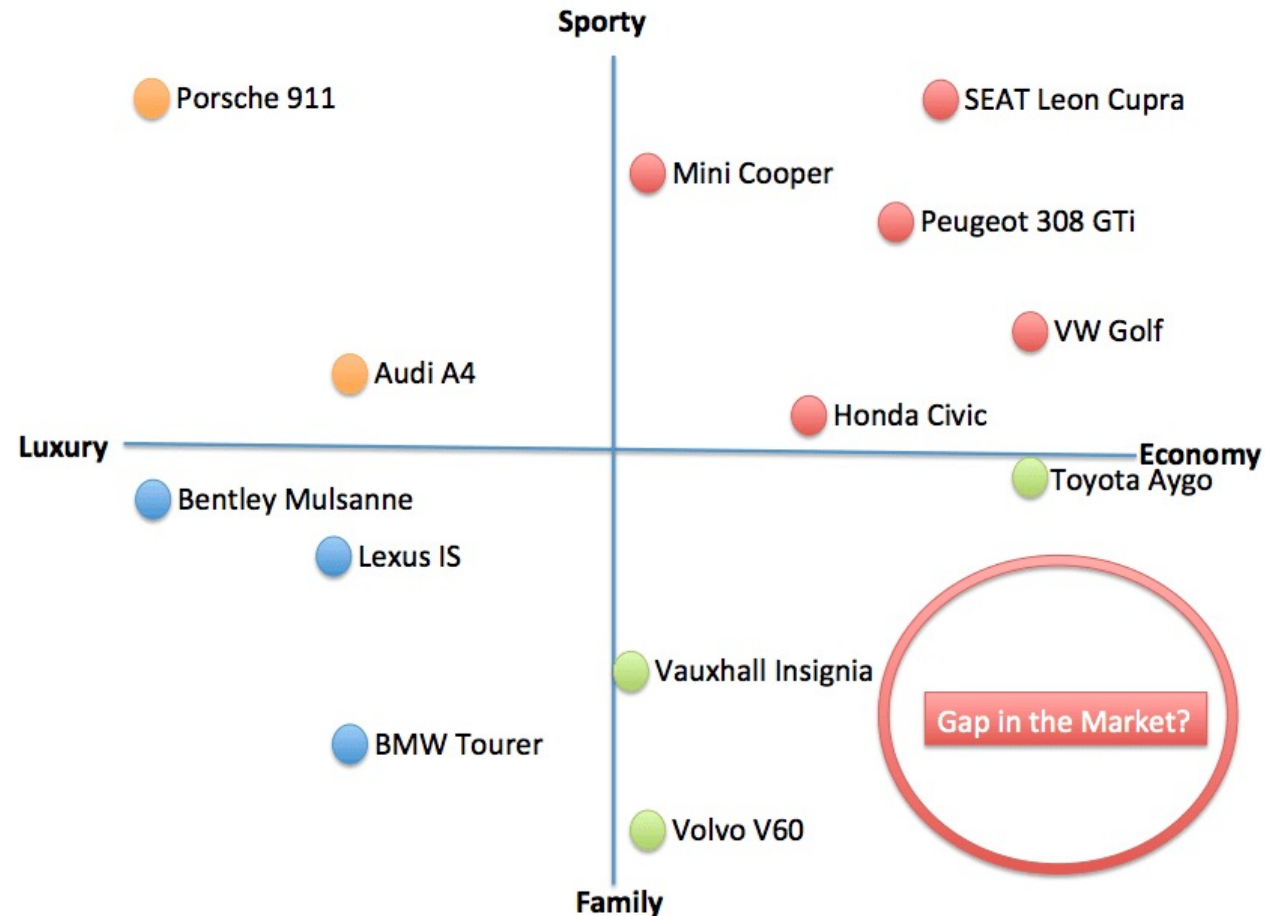


5. Keys to powerful brand position

- Your brand positioning is **what** your customers **think** of when they see it



Keys to powerful brand position



Keys to powerful brand position

- Find your **niche**
- Talk with as many prospects as possible to ensure you have enough **demand**
- Develop a **positioning statement** which lays out what you **stand** for. Would a customer care?
- Think about ways to create **value** in the marketplace



6. Creating your core brand message

- Your core brand message, also known as a **Value Proposition**, is a statement that says:
 - How your product/service solves your customers' problems, needs and desires
 - What value your products offer in terms of specific benefits and quantified value
 - Why your customers should buy from you and not the competition



Creating your core brand message

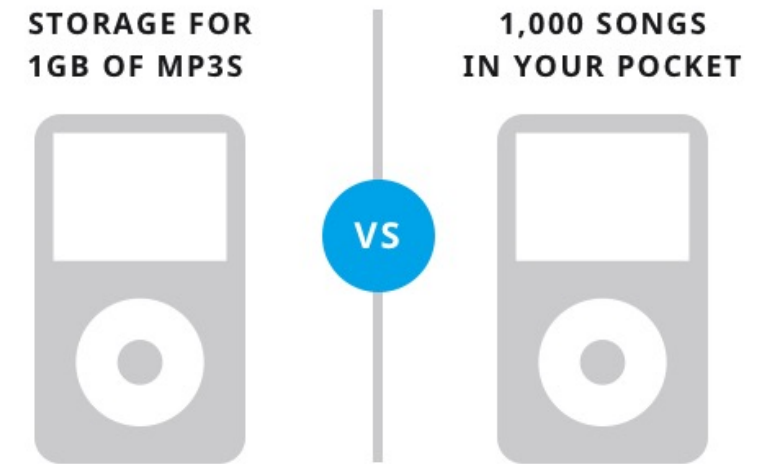
- A **Value Proposition** should:
 - Align your offer with your customers' needs
 - Differentiate your products from your competition
 - Communicate the **benefits**
 - Include quantifiable results, e.g. increase revenue, lower costs, faster delivery time
 - Be free of hype
 - Be readable and understandable in seconds!



Quick note on benefits and features

- Customers are not concerned about features!
- They are concerned about what features **do for them**

Feature	Benefit
Car's fuel economy	SAVES MONEY
Ultrafast broadband	SAVES TIME
Free home delivery	GREATER CONVENIENCE



Write about benefits – not features!

Putting your value proposition together

- Think about:
 - My target customers are :_____
 - They are dissatisfied with/ cannot get:_____
 - The really want: _____
 - Our solution provides:_____
 - Better than: _____



7. Next steps in building your brand

1. Logos and taglines

- Your logo is the **foundation** of your **brand identity**
- It must be **everywhere** in everything you do
- It must convey a **message**
- The tagline/slogan **sums up** what you are about



Next steps in building your brand

2. Messaging

- In marketing, the term “**messaging**” refers to how an organisation talks about itself and the value it provides
- Once you know what story you’re telling, your next task is to figure out how to tell it.
- This stage of the process is really about
 - Work out your main message
 - Speak on a language that resonates with your prospects
 - Ensure your messages are simple and to the point

Albert Einstein once said
*“if you can’t explain it simply,
you don’t understand it well enough.”*



Next steps in building your brand

- Key messages should be
 - Concise
 - Simple.
 - Strategic
 - Convincing
 - Relevant
 - Memorable
 - Tailored



End with a **call to action** - this is an instruction to the target audience of what you want them to do, once they have heard and digested your messages

Next steps in building your brand

- Put your messaging to practical use by including it in:
 - Elevator pitches
 - Sales pitches/presentations
 - Adverts
 - Your homepage
 - Your website
 - Your customer service
 - Social media
 - Signage
 - Business cards
- **Everywhere that you communicate about your business**



8. Summary & Evaluation



Thank you!

