



GETTING STARTED WITH BRANDING

Welcome to BFFMedia.ie starting your branding plan.

Here are some of the questions you will need to answer to discover the best way forward in creating a brand for your business.

Let's start with understanding the difference between

Branding and Marketing.

In a nutshell, branding is who you are—and marketing is how you build awareness. Branding is your strategy, while marketing encompasses your tactical goals. In order to determine who your brand is, you need to ask yourself several questions. Questions that go beyond industry generalisations, and services or products offered and also questions to determine who you are as a company, and more importantly, who you are as a brand. The questions below are an excellent place to begin:

- What are your core principles and values?
- What is your mission statement?
- What inspired you to build your business?
- Why do you want to offer your products or services to your target audience?
- What makes you unique?
- What is your internal company culture?
- What is your professional sense of style?
- What are your communication characteristics?
- What do you want to come to mind when someone hears your business name?
- How do you want people to feel when they think of your business?
- How do you want customers to describe you as a company?

When speaking of Marketing vs. Branding, marketing refers to the tools you utilise to deliver the message of your brand. Marketing will continually change and evolve, just as the products and services you offer will continue to change and evolve. Marketing will be directly and specifically geared towards sectors of your target audience, all while supporting the core values of your brand.

Marketing is vast and wide. It can be heartfelt, funny, or serious. It can be any mix of text, keywords, photos, charts, graphs, and videos. Marketing will be performed by a variety of online and offline methods.

What is brand personality?

The five core dimensions and their facets are:

- Sincerity (down-to-earth, honest, wholesome, cheerful)
- Excitement (daring, spirited, imaginative, up-to-date)
- Competence (reliable, intelligent, successful)
- Sophistication (upper class, charming)
- Ruggedness (outdoorsy, tough)

What are the 5 key features of a brand?

Here are what I consider to be the 5 key elements that defines your brand DNA:

- Brand Purpose. The first step of any brand building activity to is define and understand your why. ...
- Brand Positioning. ...
- Brand Promise. ...
- Brand Personality & Values. ...
- Brand Expression.

What are Brand values?

Brand values are a set of guiding principles that shape every aspect of your business. They're placed at the very core of your brand and are there to dictate your brand message, look and personality.

What are examples of core values?

- INTEGRITY. Know and do what is right.
- RESPECT. Due regard for the feelings, wishes, or rights of others
- RESPONSIBILITY. Embrace opportunities to contribute.
- FAIRNESS. Treating others the way you want to be treated.
- INNOVATION. A commitment to innovation and excellence

What are key Brand attributes?

Brand attributes represents the essence of the brand. Brand attributes are a set of characteristics that identify the physical, character and personality traits of the brand, similar to the attributes that allow us to consistently identify individuals.

Top 7 Characteristics of a Successful Brand

- Distinctiveness.
- Consistency.
- Exposure.
- Audience knowledge.
- Passion.
- Competitiveness.
- Leadership.

How do you start a successful brand?

How to Build a Brand

1. Determine your brand's target audience.
2. Establish a brand mission statement.
3. Research brands within your industry niche.
4. Outline the key qualities and benefits your brand offers.
5. Create a brand logo and tagline.
6. Form your brand voice.
7. Build a brand message and elevator pitch.

What is a brand made up of?

“Products are made in the factory, but brands are created in the mind.” “A brand is a person's gut feeling about a product, service, or company...It's a person's gut feeling, because in the end the brand is defined by individuals, not by companies, markets, or the so-called general public.

These are just some idea's to get you thinking. Are you good at writing content or do you have someone in your business that is? Content is basically a story, whether its about your business or the product you sell. It needs to be, at least initially, relatable to the reader and ideally fit comfortably into their current understanding. Through the content you can lead them to where you wish them to be, in order for them to fully appreciate why they need your product or service.

I'll leave you for now with this thought.

When you go to the supermarket and fill your trolley with goods, do you know that you have actually only bought two things

1. A solution to a problem
2. Something that makes you feel good

Have a good think about that.

So now, can you better understand your task for setting up and establishing a brand?

The good news, is that you don't have to be an expert on Branding to build a brilliant Brand, you just need to know someone who is and now you do!!

Drop me a line and let's meet for a chat.

I'm looking forward to meeting you.

Best regards

Jim

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