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Branding Worksheet

Elizabeth Kraus, Owner, Be InPulse Branding, Marketing & Design—Overview of topics in half day lecture or 2-day corporate branding workshop.

Many business owners know that they need to have a strong brand and that they need an effective marketing program; however, many business owners do not really understand the difference or the relationship between “branding” or building a strong brand, and “marketing.” There are a lot of good resources for education on the subject, one of my favorites is Alina Wheeler’s “Designing Brand Identity,” 2nd edition. Here are some quotes from this marketing bible that help to explain these terms:

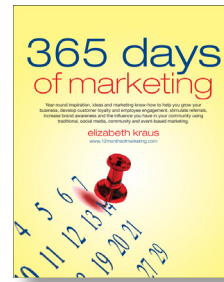
To build on and paraphrase Wheeler’s definition, I define a “brand” this way: “**The brand** is the **big idea**, the **promise**, and **expectations that arise** in a person’s mind about your company, your products, your services; about who and what you are and what benefits you deliver **every single time** they come in contact with you or **any facet of** your business.”

Marketing, in relationship to ‘brand’ then **is what occurs**—intentionally or unintentionally, for good or bad, with positive or negative results—**at every single touch point** that someone is exposed to you or **any facet** of your business. “Good” marketing will strengthen your brand—the **perception** about you and your company that exists in someone’s mind—when employed **consistently** and **strategically** across every channel, at every touch point.

Brand Identity is the visual and verbal expression of a brand; some of these elements include logo, symbols, fonts, type styles, colors—even your name. Some key components to identify and develop for the purposes of building a strong brand include:

**“Products are created in the factory.
Brands are created in the mind.”**

(Walter Landor, Founder, Landor Associates)



- **Brand Personality** (exercise: what words would be used to describe your business if it were a person who just walked into the room)
- **Business Name** (and to dial down to lower levels, division names, campaign names, service or product names, etc.)
- **Brand Marks** (wordmarks, letterforms, emblems, pictorial marks, abstract/symbol marks, other characters, use of color)
- **Positioning** (where you want to position your company and products within your category in relationship to the competition and choosing the marketplace segments where you have the best opportunity for undisputed leadership and ‘top of mind’ awareness, to identify and know how you are different—and better—than the competition)
- **Vision** (not ‘what you are going to do’ or how you are going to do it; your vision is what you want to become, giving shape and direction to your future and the contribution your business will make to the world)
- **Mission** (a definition of why your business deserves to exist for your constituents; telling your customers what they can expect from you and why they should trust you and what positive difference you will make in their lives; and giving employees a sense of how their role impacts the rest of the organization)
- **Tag Line** (short, easy to say and remember, may encapsulate unique value proposition or element of differentiation, evokes an emotional response)
- **Goals, strategies and tactics for Brand Management** (controlling the presentation of your brand identity and brand message/s across your entire organization, through all media and communication outlets, and at every constituent touch point.)

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365 days of marketing

There are many good resources available for those who want an in-depth knowledge of traditional marketing, branding, communications, social media marketing, viral and word-of-mouth marketing, holding customer events and the like; but there aren't many that marry creative, practical ideas and content to the 'how-to' of 'what to do' when it comes to marketing.

That's where 365 Days of Marketing comes in.

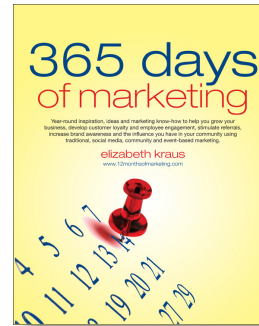
365 Days of Marketing can be used by anyone to get followers, stimulate referrals and build business for any size or any type of organization. Beyond that, it will put "marketing" into a new light for non-marketing professionals.

365 Days of Marketing will give you every day-sized, practical, 'nutritious helpings' of marketing concepts. You'll see how marketing fuels nearly every aspect of your business.

Marketing doesn't have to be your passion. If you are passionate about your customers, your employees and your business, using 365 Days of Marketing will help you build a bigger role for your business in the lives of your clients, develop customer loyalty and employee engagement, stimulate referrals, increase brand awareness and the influence you have in your community using traditional, social media, community and event-based marketing.

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about the author:

Elizabeth Kraus is the owner of Be InPulse branding, marketing and design, and the author of 365 Days of Marketing as well as other publications including Make Over Your Marketing and 12 Months of Marketing for Salon and Spa. An engaging public speaker, she provides consulting services and is available for small and large group workshops on marketing, branding, long-range strategic planning and on other topics.

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Elizabeth says, "Everything is marketing. Building a strong business requires that you view branding as an activity that occurs in the mind of your clients and prospects, each and every time they come into contact with you or with any aspect of your business.

"Since people's perceptions about your business (and you!) are established and reinforced (or broken down) at every touch point, it's vital for the business owner to think through the customer experience from beginning to end, from the first possible point of contact or exposure through the appointment itself and to what will happen afterward.

"Developing a more holistic approach, analyzing and taking control of all of the many activities that may occur gives the business owner the opportunity to design a truly exceptional and exceptionally satisfying customer experience."