

Fundamentals Of Branding and Marketing For Small Businesses

Lesson 1 | 7 goals and 5 Steps

7 Goals

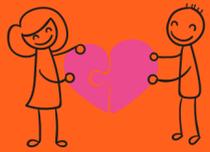
to build your successful brand.

7 Goals to build your successful brand

We understand that it's tough for a small business to stand out, We believe that to build a successful brand you should focus all your efforts and energy on accomplishing these seven goals.

1

Emotions



2

Desires



3

Differentiation



4

Establishing trust



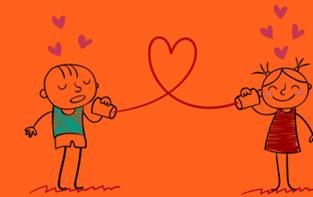
5

Creating value



6

connecting



7

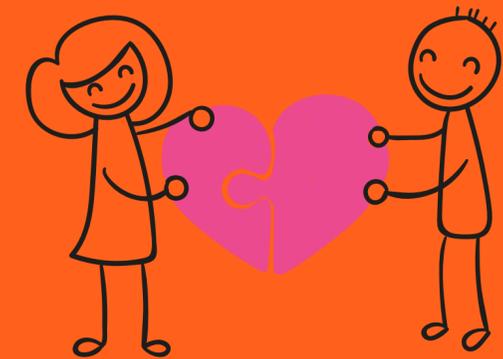
Belongingness



1. Emotions

That's right, understanding people emotions and wants is essential for building a successful brand, fulfilling our audience's emotions will allow us to bridge the gap between them and us, it sends the message that we do care!

What type of emotions are we trying to establish with our audience ? is it love, joy, fear or.. ?



2. Desires

For us to attract our audience into our brand, we must design it to fulfill or satisfy a human desire, think of all the great brands around you, they all work in the business of human desires.

What type of desire are we trying to satisfy ? is it happiness, food, sensual, power or?



3. Differentiation

We have to innovate and differentiate, that does not mean we have to invent a new products or services, it means that we may use an old product but represent it in a new unique way that stands out from the rest of the competition otherwise we won't be remembered!

**How can we differentiate and stand out from the rest of the competition ?
is it our brand personality ? brand attitude ? or ... ?**



4. Trust

Oh man, this is a tough one! Without trust no one will be dealing with us, we can have the prettiest product in the universe with the lowest price ever, but if no one is aware of our excellent quality or if we cheat once then we're so screwed!

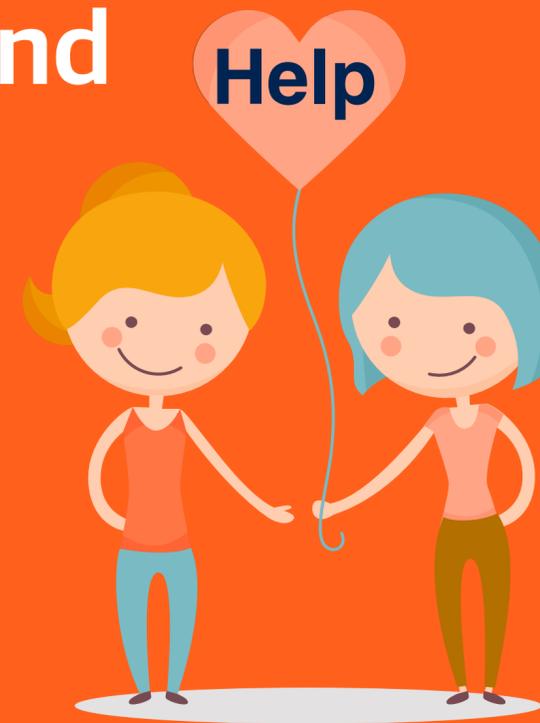
How can we establish a stable, trustworthy relationship with our audience? Is it customer service, excellent product quality or?



5. Value

We have to deliver a valuable product; people are eager to trade their money and time for a high-value product that helps improve their life quality and efficiency.

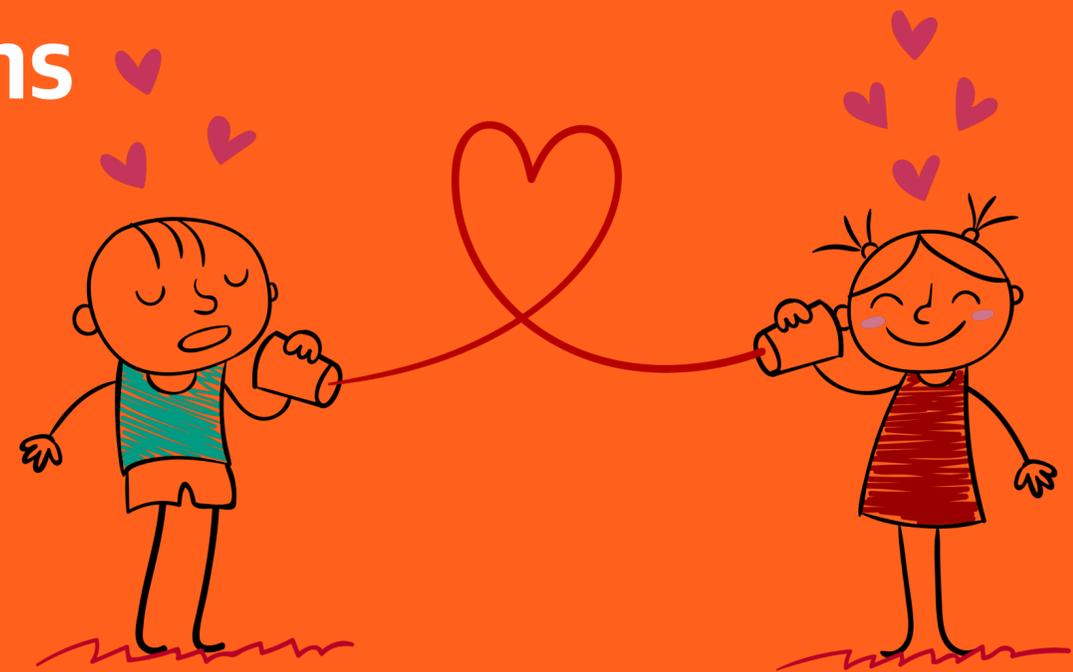
How can we use the least amount of materials and content to simplify and deliver a valuable and meaningful content?



6. Connection

We have to build a brand which allows our audience to be connected to other people and us as well; it's not about us, it's all about how strong are we connected with the outside world!

How can we connect and share our customer's emotions throughout our brand experience?



7. Belongingness

Our brand should be at the center of our audience's universe; our brand experience should allow different types of people who share the same habits, goals or beliefs to be safe together and feel included.

How can we reflect and support our audience's personality and beliefs?



5 Steps

For building your successful brand

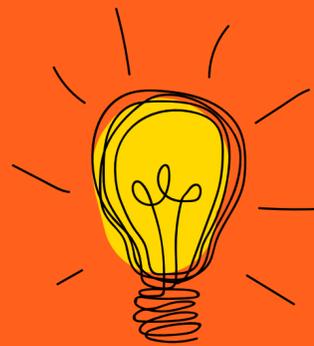
5 Steps

For building your successful brand

We understand that building a successful brand is quite complicated; we want to help and simplify the process for you! Go through these five steps, and you will be able to start building your brand successfully!

1

Your idea



2

Your position



3

Your personality



4

Your attractiveness



5

Your connections



Specific idea

Every brand begins with a clear and specific idea of something you want to create and share, it could be a product or a service.

Mission

Allow people to understand your idea:

- what is the purpose of your brand?
- what are you going to accomplish with this brand?

Vision

Allow people to believe in your idea :

- what is the value of your brand?
- what is the future of your brand?



Positioning

Your brand should be positioned in the right place, the right time, the right offer to the right people.

Environemnt

Is it the right environment for your business to grow, is there a demand for your products in this marketplace?

Unique Selling Proposition

Allow people to know :

- what is the difference between your offering and your competitor's?
- Are they the right people to buy your products or services?



Personality & Tone

Your brand should have its personality that connects with and reflects your audience's self-image.

Brand Archetype

Allow your audience to interact with your brand as a person with a definite, unique personality and attitude.

- What type of a person your brand is ? is it a funny guy? A hero ? or a severe dude?

Brand Voice & tone

Engage with your audience in a consistent style that reflect your brand personality and values



Visuals & Design

Design your brand to attract your audience and grab their attention and desires.

Brand Attractiveness

Express your brand attitude, style and message through visual design such as colors, typography, photography.

- What are the emotions, feeling, and expectations that you want to impact on your audience?

Brand Quality

Well designed products with considerable attention to design details are perceived as a higher quality more efficient brands.



Connection & Communication

Build a platform that connects and communicate your brand's message to your audience.

Communication channels

How would you communicate and interact with your audience ? is it social media, tv commercials, printed ads or other channels?

Brand Experience

How would you build a brand experience that allows your audience to interact with each other and share your brand message?

