



BRANDING MARKETING & SALES



Branding, Marketing & Sales



Defining your Brand Identity

So many people out there struggle with defining an identity for their brand/business. Every business has an identity, even when you as a business owner think it's not there or can't find it. It's always there, you just have to discover it and then work on it to make it what you aspire to have! It gives an in-depth understanding of the roots of any business.

Every business owner should do this exercise every six months to analyse their positioning. Here are a few steps, to do this in the most simplest manner possible.

Be brutally honest and answer following questions,

- What do you do?
- Why do you do what you do?
- Who do you want to work with?
- Who do you not want to work with?
- Why do you get up in the morning to do it?
- What are your skills – learned or intuitive?
- Why does it make you happy?
- Why does it suck sometimes?
- How did you get started?
- When does your heart flutter when you're working?
- What are you doing at that moment?
- What are you doing that's different from others in your industry?

If you answer these questions, and then analyse your answers - you'll find the two most important things you need - **MARKETING STRATEGY & A WELL-DEFINED POSITIONING.**

That's all it takes, to Define any Business Identity.



Defining your Ideal Customer

One of the most important basic things to do before you start working on your sales pitch or marketing strategy is Defining your Ideal Customer. Now a lot of times, it is challenging to define this perfect customer. Many times, when we ask this question to our clients, their response is 'anyone can be my customer'. Well, technically yes that can be a response but if you have that kind of a definition, you can never have a profitable marketing campaign. Why?

1 - Because you don't know who you are talking to when you run a campaign

2 - You don't know what to expect from them when you talk to them

So let's try and define your Ideal, Dream Customer.

- What are they interested in?
- Where do they come from?
- How old are they?
- Where do they spend most of their time?
- What are their basic needs?
- Are they Instagram addicts or professional Pinteresters?
- What are they Googling?
- What hashtags are they using?

These are some of the questions that'll define your ideal client. How do you use information? Everytime you create content for Instagram Stories, Youtube Videos, Marketing Campaigns always, always refer to this! YOU ARE TALKING THESE GUYS, every time.

Defining a Marketing Strategy that Sells



We totally understand this can be a bit overwhelming for you! There are so many things to think of, so many things to create, curate, consider and a lot is happening when you go online. Where to get started? How to get in touch with your ideal client? How do you know what is working and what is not?

Let's start one step at a time.

First things first, what platforms should your brand have a presence on?

FACEBOOK
INSTAGRAM

These are the two most important and most basic platforms you have to be active on! Now along with this if you want to do more, ask yourself the following questions

Is my ideal customer present on Twitter, Pinterest, youtube? If yes, consider these platforms as your basics too.

Now once you sign up on these platforms you should start working on your content.

You need to be connecting with your ideal clients on a daily basis.

This is where your definition of your Ideal Client helps! You can't just sit around waiting for them to come to you. You have to go out there on social media, hunt them down, and engage with them with honesty and value addition.

To successfully ENGAGE, there's only one rule: CREATE VALUE.

Now how do we create value with our content? Define your expertise, and just go all-in with everything you can teach, show, and just talk about it. Talk about benefits, needs, use cases. Don't worry if it's repetitive, just put it out there.

Don't sell, share.

Analyze your competitors profile online

Note down everything you think is working for them - We don't have to copy-paste those things but we need to ask ourselves this, can we offer something better than that? Similar to that? Because at the end of the day, you need to understand that even when you don't want to compare yourself with others, your customers are constantly comparing and going to the brand that offers a higher value.

Define a Call to Action

What action do you want your customers to take when they see your post/story/email/ad? Maybe you want them to reach out via email/message, place an order, book an appointment, or anything else.

Jot down your Calls to Action - so you know what to measure at the end of one month, three months, two weeks, whatever.

Finally, Analyse. Tweak, Test, Analyse - until you find what works

Spend at least a month or two creating different things, experimenting and noting down things that worked, responses, reactions, and more. This will eventually lead you to a Marketing strategy that sells.



Tools that can make your job easier

Did you know that 60% of people say they discover new products on Instagram? How about the fact that 200+ million Instagram users visit at least one business profile a day?

But, we know it can be overwhelming without a dedicated social media agency. Luckily, we've shortlisted a few tools that'll totally make your job easier.

CANVA - It's a desktop as well as a mobile app that'll help you design creatives for social media marketing.

It offers all kinds of basic features and tools that can bring your brand to life - it has useful, aesthetic templates that can be customized as per your brand guidelines.

Creator Studio - A free simplified scheduling app, that also offers an analysis of your published posts, stories, videos.

You can schedule your daily posts for an entire month and just work on stories and reels on a daily basis.

Mail Chimp - Along with all the traditional social media marketing, if you want to nurture your leads, subscribers, past customers over emails - Mail chimp is one of the best, easiest and free tools to get started with.

You can also run email marketing campaigns on mail chimp.

Meta Hashtags - If it's difficult for you to find relevant hashtags, you can use [Metahashtags.com](https://metahashtags.com) - a free website that helps you analyze your competitors' hashtags. It also helps you find hashtags based on your targeted keywords.

There are many other sites that offer these services.

These are some of the basic tools you'll need on a daily basis to run your social media handle gracefully. Master these basic tools, and then move on to advanced ones.

Basics of Photoshoot, Branding & Packaging

It's a very vast subject but we'll try to cover the basics. A lot of our clients struggle with everyday stories for Instagram, basic branding material, and packaging. You can get this sorted on your own. Let's start with the most difficult one - Photoshoots.

First things first - Get a few basic paper/cloth backdrops

If you deal in small to medium products, you can get the job done with simple colored chart papers. Initially, don't complicate things by getting colorful backdrops. Just get the most simple neutral colors - white, beige, grey, black.

Consider a tripod or phone mount



A lot of times, it becomes difficult to hold the camera steady and focus on the product. If you think you are not good at clicking sharp images, make sure you use a tripod/mount. It also simplifies your process.

Identify a spot with good natural light

Yes! You don't always need a photo light. We believe products look great in natural light! Just ensure you don't pick the time of the day, when you get hard/black shadows. Work in soft early morning light or evening light.

**Don't shoot with the sun in the back [against the light].
Refer to the image in the next page.**

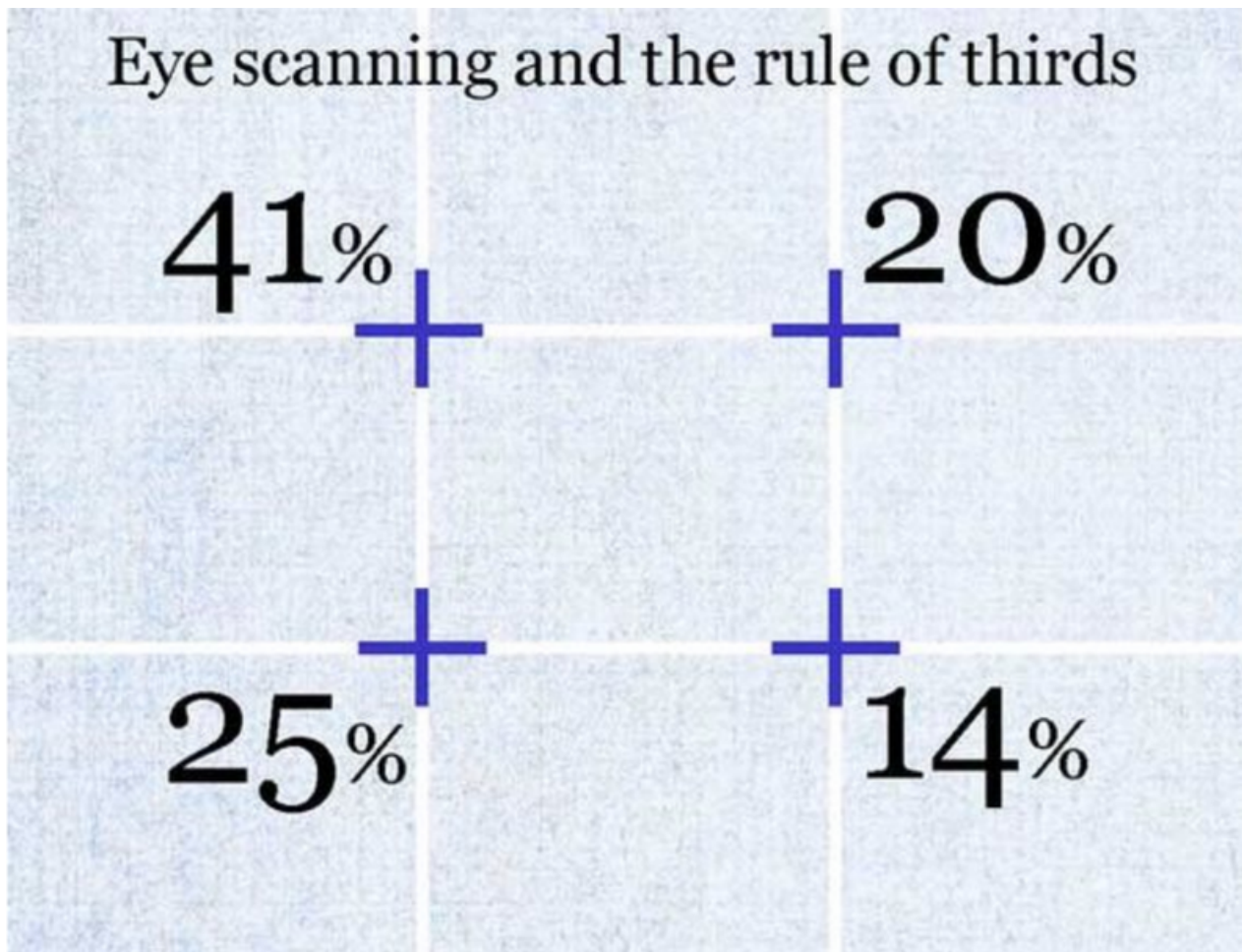


The most important - CLEAN YOUR LENS

If you're shooting with your phone, please clean your lens first. That's the most common mistake people make when shooting with your phone. Also, you can click high resolution, good quality pictures with your smartphone.

Enable grid lines

On your phone's camera, go to settings and enable grid lines. It will guide you in defining your frames with the products. These grids will also help you follow the rule of third.



Don't use manual zoom on your phone

If you need to take a closer shot, take your phone closer to the object instead of using manual zoom. Manual zoom on your phone, spoils the quality of your photographs

Finally edit your photographs, do not over edit them but ensure you crop the unnecessary elements, straighten or correct brightness and contrast.



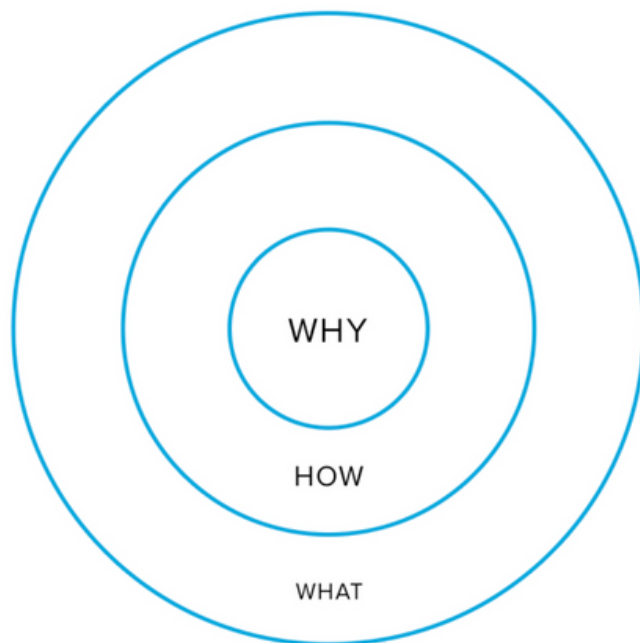
Branding + Packaging Basics

Before you begin the long, complex process of Brand Building. Let's focus on the simple steps to get clarity on what we would like to achieve in the process.

There are four questions you should ask yourself,

- Why do you exist?
- What differentiates you?
- What problem do you solve?
- Why should people care?

The Golden Circle concept can help in identifying the purpose behind anything in business.



The Golden Circle

People don't buy what you do;
they buy why you do it.

The goal is not to do business
with everybody that needs
what you have.

The goal is to do business
with people who believe what
you believe.

SIMON SINEK

The 3 Parts to The Golden Circle:

What – the products or services you offer to your customers
How – the things that differentiate you from the competition
Why – the reason you are passionate and why you exist

Watch this, <https://www.youtube.com/watch?v=qp0HIF3SfI4>



Research competitor brands within your industry.

Why should customers buy from you and not your competitors?

Do not skip this step. Follow the simple template for competitor analysis.

COMPETITOR	MESSAGE & VISUALS	QUALITY OF PRODUCTS OR SERVICES	REVIEW & MENTIONS	MARKETING EFFORTS
01				
02				
03				

Then, answer these fundamental questions.

- Is the competitor consistent with messaging and visual identity across channels?
- What is the quality of the competitor's products or services?
- Does the competitor have customer reviews or social mentions you can read about them?
- In what ways does the competitor market their business, both online and offline?

Outline the key qualities & benefits your brand offers

It's important to note that this is not just a laundry list of the features your product or services offer to the customer or client. But it is about the benefits these features offer! (outcomes or results that are experienced)

Form a strong, unique brand voice

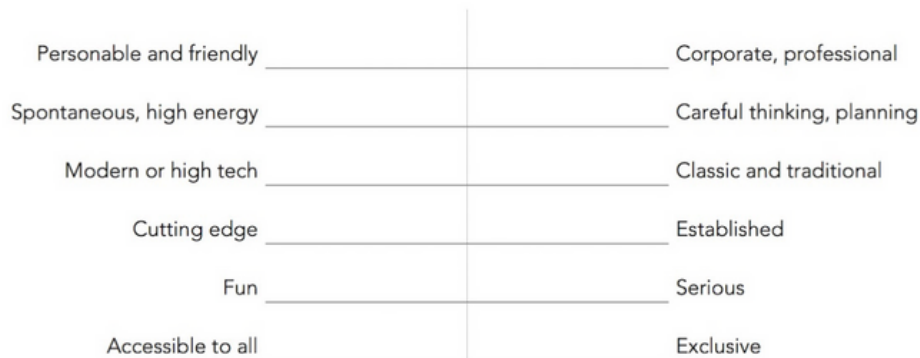


Let your brand personality shine

Customers are looking for an experience tailored to their needs, backed by genuine personal interaction.

Brand Personality Spectrum

What is the personality of your brand?



It can be as simple as:

- A conversational voice in communication (using “I”, and “you”)
- Sharing behind-the-scenes content
- Telling stories about real experiences
- Describing your products/services in a quirky manner

Create a brand logo, tagline that resonates with you and your ideal customers

This is the step where you may want to hire a professional agency. It is the most important element of the entire brand-building process. Your logo will be present in all sorts of brand communication, it’s going to be one of the most important things when it comes to connecting with your customers.

Any brand guideline should have the following elements,

- Logo size and placement
- Color palette
- Typography and fonts
- Iconography
- Photography/image style
- Web elements

Bonus: Be your brand’s biggest advocate.

No one knows your brand better than you, so it’s up to you to spread the word. Give your loyal customers a voice. Encourage them to post reviews, or share your content.

Moving onto packaging.



Packaging is an important part of customer experience, branding and so much more but it need not be very expensive, jazzy to be appreciated. It can be simple, yet can have a good recall.

Now there are certain things that should be considered,

- What is the product?
- Who is buying the product?
- Where are they buying the product?
- What should be the highlight of the packaging?
- Are there any industrial guidelines?
- What's my budget?
- What are the minimum printing quantities needed?

Once you have answered all the questions, you will know exactly what needs to be done. Now, at this point, you may want to hire professional help.

Tips to grow your Online Presence



Now that you have finished the basics - you may want to start growing your reach. Here are a few simplified things you can do,

Collaborate with other brands (complementary brands) - Identify brands, platforms, or influencers who can help us spread the word and boost our reach without spending any money. There are so many accounts, influencers and platforms that feature products and brands - identify these platforms or accounts and reach out to them.

Various things you can do with complementary brands,

- Photoshoot (jewelry brands can collaborate with fashion brands)
- Giveaways
- Campaigns
- Collab Sale

Whatever you pick, do it consistently keeping in mind the budget.



Reach out to Influencers (the right ones)

When working with influencers, ensure the following things,

- Do they have your target audience?
- Will they carry the right brand image?
- Share a list of dos and don'ts with influencers
- Don't rely on just one, but shortlist and line up a few to keep up the momentum
- Set campaign goals

Host contests, giveaways, sales

A lot of these contests and giveaways can be structured in a manner that addresses our goals. So before you brainstorm, jot down your goals. Are we looking at increasing our followers? Do we want more reviews, likes, comments?

Once you define your goals, you can brainstorm a strategic plan to host a contest or giveaway.

Run sponsored ads

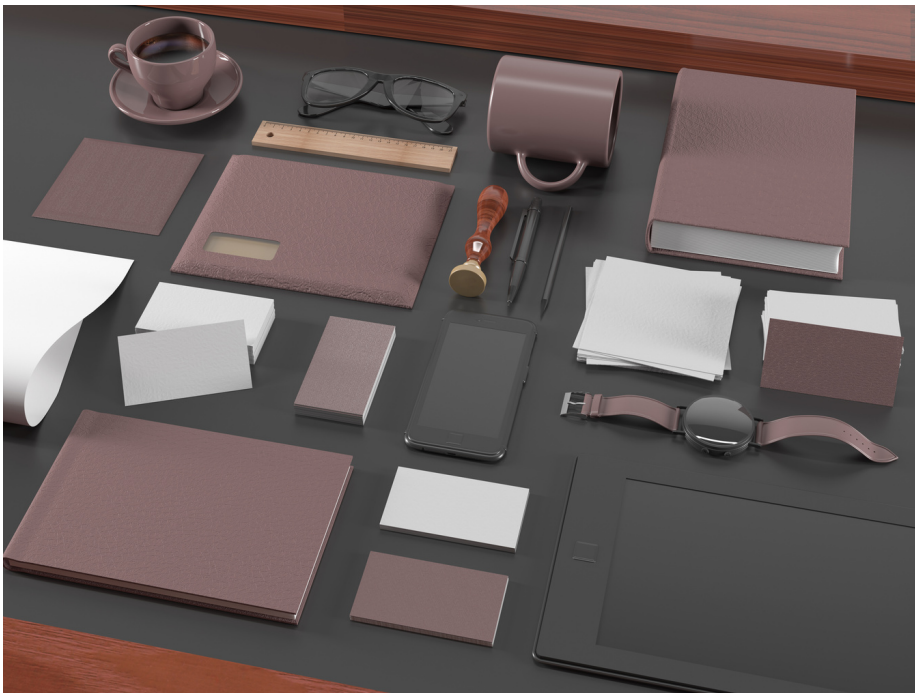
One of the easiest ways to boost your reach, engagement, sales is by running sponsored ads. Learn the basics of Instagram and Facebook Ads and get started by experimenting with what works for you.

Go Live on Instagram / IGTV series

Start a value addition series - educate or entertain. Use IGTV videos to create a series of videos on a topic where you feel you can provide value.

Branding & Marketing Tools

Corporate Identity Tools/Branding Tools



- YES / NO Company Name, Tagline, Slogan
- YES / NO Logo
- YES / NO Visiting Card
- YES / NO Letterhead, Envelops, Bill Books etc... (Stationery)
- YES / NO Presentation (CD + USB + hard copies)
- YES / NO Website + Co. Email address with disclaimer
- YES / NO Signage/Sign Board

Sales tools

- YES / NO Flip Charts
- YES / NO 3D Model
- YES / NO Brochure, Leaflets, etc... (Presentation)
- YES / NO Illustration - Walk Through
- YES / NO FAQs

MARKETING - Modern / Online Methods



YES / NO Social media marketing

YES / NO Whatsapp marketing

YES / NO Google AdWords

YES / NO Affiliate marketing

YES / NO Blog

YES / NO SEO / SEM

YES / NO Digital marketing

YES / NO Email marketing

YES / NO Web/banners ads

YES / NO Application advertising

YES / NO YouTube Advertising

YES / NO E-commerce

MARKETING - Traditional / Offline Methods



- YES / NO Opening Ceremony
- YES / NO Mailing to Clubs
- YES / NO Advertise on Portals
- YES / NO Advertise on Radio Stations
- YES / NO Advertise in Newspapers
- YES / NO Advertise in Magazines
- YES / NO Advertise in Club Magazines
- YES / NO Participation in Events / Exhibitions / Fairs
- YES / NO Advertise in Cinema – Slides in Multiplexes
- YES / NO Hoardings – Big & Small – Still and Motion (dividers, cinemas, etc...)
- YES / NO Meet the People in the Field
- YES / NO Public Transports
- YES / NO Posters/catalogs/leaflets at important locations or complementary fields
- YES / NO Media Coverage / Press Conference / PR
- YES / NO Interview on Radio
- YES / NO Past Customers' Opinion / Testimonials
- YES / NO Hiring for Direct Marketing / Commission basis

Traditional / Offline Methods



- YES / NO Bulk SMS Contracts
- YES / NO SMS to existing contacts
- YES / NO Sending flyers - Newspaper
- YES / NO Sending flyers - Clubs
- YES / NO Sending flyers / CD - existing contacts
- YES / NO Posters at Reputed Locations
- YES / NO Email to existing contacts
- YES / NO Bulk Email Contracts
- YES / NO Cinema marketing - Standees, Elevators, Advertise
before the movie, in the interval
- YES / NO KIDS
- YES / NO Advertise in TV - local and national