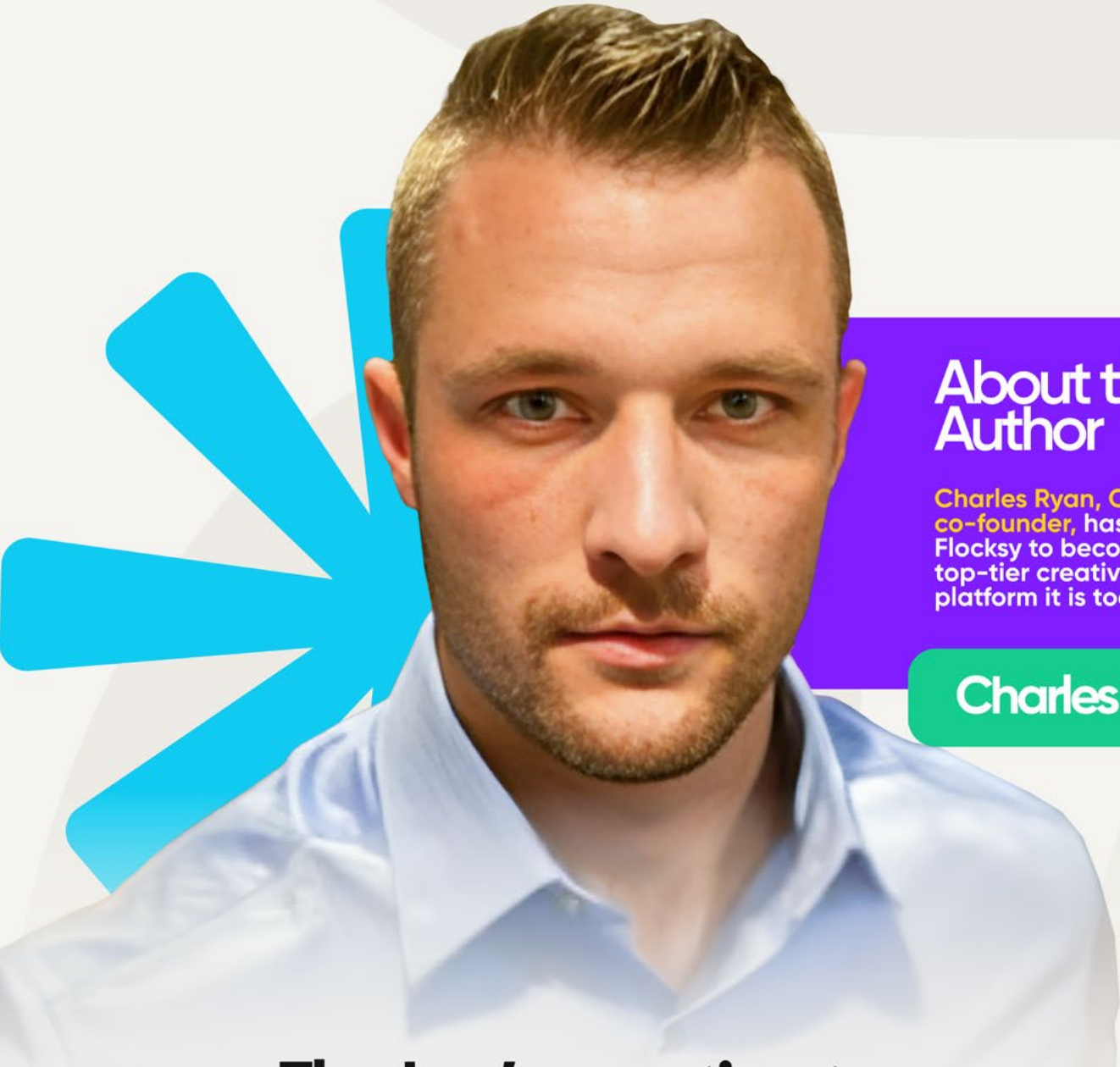


Branding Beyond the Logo: Crafting an Identity That Connects

Powerful Strategies to Make Your Brand Stand Out and Thrive



About the Author

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Charles Ryan

Flocksy's creative team can
upgrade your branding and
streamline your creative process

When you first started your business, you probably focused solely on your what; your product, service, or industry. Getting those details together seemed like the top priority, because without them, you'd have nothing to offer. In fact, if you're like the majority of business owners, you've devoted most of your time thus far to your offer without paying much attention to anything else.

While your product or service is one of the most important parts of your business, branding plays a necessary supporting role.

New businesses can have trouble understanding the importance of branding, as it often seems like it's all about a visual component that represents the company. Colors, logos, fonts, and packaging are all basic aspects of the aesthetic part of branding. While these are important parts of branding, they only make up a portion.

It may seem counterintuitive to put a ton of time, effort, and money into branding at the beginning of your business. However, new businesses just like yours gain the most from intentional, strong branding efforts.

Through branding, your small business or startup has the ability to make an impact on consumers before they have even decided whether or not to buy.

Your branding can offer direction and vision, helping potential customers understand your business' values, goals, and mission, as well as what to expect as a customer.

Branding helps you stand out among other businesses in your industry and is key for building a base of loyal customers.

Getting your business off the ground isn't simply about creating an outstanding, one-of-a-kind offer. While your offer is essential, it won't matter very much if you're unable to reach the people that would benefit from it the most. Getting your business started is also about crafting a top-notch, relevant, attention-grabbing brand that draws your target market in, leading to conversion and customer retention.

This book shares everything you need to know about branding, including what it is, why you need it, and how to effectively brand your business.

What is **BRANDING?**

Contrary to common belief, branding isn't just visual. It's much more than colors and logos. It's far greater than the little pictures consumers see that remind them of that particular business. Branding is an accumulation of everything that makes your business exactly what it is.

It's your business:

1. Personality
2. Values
3. Experience
4. Perception
5. Mission
6. Culture

Your branding is everything that makes your business unique. It's the heart, soul, and face of your company and has the power to draw people in or push them away.

Everything that you present to the world is part of your branding.

This includes:

1. The tone of your emails
2. Social media content
3. Your message and values
4. Your marketing.



To put it simply, your branding is your business's identity, and **your identity is what brings people to your door instead of your neighbor's door.**

Why Your Business **NEEDS BRANDING**



Think of some of the most popular brands out there; **Nike, Adidas, Starbucks, Disney, Ikea.**

You can probably close your eyes and picture the logos of each of these companies. You might even know their slogans, their causes, and their values.

The reason you can think about and visualize the various elements of these businesses is because of effective branding. When branding your business, you strategically craft the experience and feelings that you want your customers to have.

This is accomplished by thinking through every aspect of your business in order to design a comprehensive customer experience, including website, social media, customer service, visual components, and more.

Business success depends on building a strong base of loyal customers that requires long-term, focused, strategic branding.

Through branding, you can reach your business goals by ensuring awareness and recognition, differentiation, relatable values, and connection.



Awareness and Recognition THROUGH BRANDING

Brand awareness is key for gaining leads, reaching people, and helping them get started on their customer journey. Without awareness, consumers don't know that your business exists. Branding enables you to create content and visuals that grab the attention of your target market, making them aware of your company.



Branding also paves the way for future recognition. Every time people see or hear your message, slogan, or logo, they'll think of your business. It's said that people typically make contact with a business at least seven times before they become a customer. Whenever consumers recognize something from your company, it's another contact.

The more recognizable your business is, the more contact you have with your leads, which draws you closer to gaining customers.

Differentiate Your Business THROUGH BRANDING

Today's market is saturated. People tend to have multiple options when it comes to buying certain products or services. Every business needs a way to set themselves apart from others. Branding is all about creating a customer experience that helps you stand out from your competition.

With branding, you are telling the story of your business.

1. Who are you?
2. Why do you exist?
3. What are your values?
4. What is your message?
5. What makes your business unique?
6. What kind of culture do you create in your company?

These are the things that matter and draw people to your business, encouraging them to choose you over others.

Most people value connection and authenticity over everything else. When they're able to find the same offering in multiple places, their concern isn't about the product or service itself, but the soul behind it.

The way you brand your business is key for standing out from other businesses and showing your soul to your target market.

Connect with Your Audience THROUGH BRANDING

Through branding, you can engage with your audience. By showcasing your values, mission, and heart, you transition from a product or service provider to a relational business. Your business' branding tells people about your company and what you stand for.

Branding includes:

1. The look and flow of your website
2. Your logo
3. The colors in your logo and name
4. How you respond to your audience
5. Customer service representative tone of voice
6. Newsletters and social media posts

Effective branding opens a doorway to connect with your audience and will flow through everything you do. It shows your target market what you stand for and gives them the opportunity to get to know you.

Gain Loyal Customers and New Leads THROUGH BRANDING

Great branding helps to create loyal customers through relationship, experience, trust, and value. You can show that your business is an expert in your industry by offering an engaging, relevant presence and creating an incredible customer experience.

Everything that you offer should be filled with immense value, ensuring that your customers know they are right where they should be. Any issues need to be addressed efficiently and with a desirable resolution. Your customers should feel comfortable, at ease, and valuable. They should have confidence in your business and will continuously return as your customer. Even when they're not actively making a purchase, they will remain engaged with your business by following you on social media and staying subscribed to your emails.

Not only do you need loyal customers as a way to increase retention, you also need them to gain new customers.

When you build a high-quality brand, you can count on retaining loyal customers who bring you new leads by simply sharing your name and wearing your logo.

How to Brand **YOUR BUSINESS**



Name YOUR PURPOSE

The purpose of your business is its driving factor and the foundation of your branding. Your purpose will shine through all of your brand components, such as your slogan, logo, message, and marketing.

Your purpose will answer the question WHY?

1. Why do you exist?
2. Why are you offering these products or services?
3. Why do you care about this industry?
4. Why do you have these values?

When you answer why, you are discovering the purpose of your business. When you know your purpose, you're ready to brand your business.



Learn About **YOUR COMPETITION**

To differentiate yourself from your competition, you need to know your competition. Learn about different companies in your industry. Research local and online businesses that sell similar products or services.

A great way to learn about your competitors is to keep a notebook with information about each business. Take note of the quality of their offerings, reviews from customers, whether their voice/message is consistent, and how they market themselves. With this information, you'll know what you're up against and what you need to do to stand out.



Find Your TARGET MARKET



To effectively brand your business, you need to know **WHO** you're trying to reach. The best way to reach the people most likely to become your customer is to uniquely design your brand to stand out to them.

This means that you need to be clear about who you want to market to.

1. What is your ideal demographic?
2. Is there a certain age you're trying to reach?
3. People in a specific location or occupation?
4. Are there particular hobbies or interests your potential customers might have?
5. What are their values?
6. What social media platforms do they use?

**Discovering
your target
market gives
you focus and
helps you care-
fully craft your
brand in order
to reach them.**

Create YOUR VOICE

Your brand voice is an essential part of your brand because it encompasses the way you communicate to your target market. Your brand voice should reflect your company's purpose and should be designed to spark the interest of your target market.

There are multiple voices you can use for branding, including:

1. Natural and friendly
2. Professional
3. Educational
4. Relaxed
5. Informative
6. Technical
7. Sales-oriented

Make sure the voice you choose will be accepted by your target market. Through this voice, you'll connect with them, show them what you have to offer, answer their questions, and help them through the customer journey.



You will also need to ensure that your voice is consistent everywhere, **including your website, emails, social media, phone calls, and more.**



Write YOUR STORY

Using your brand voice, you will want to write your company story. This story should be designed to reach your target market and will explain who you are, what you do, and why you do it. Your story should spark interest and show your audience how you can solve their problem. This is your opportunity to really connect with your audience and make them feel something.

Your story sets apart your business and showcases your humanity. It tells your audience **WHY**.

When writing your story, follow this template:

1. Who is your audience?
2. What is their problem?
3. What do they need to solve the problem?
4. Who are you?
5. What do you have to offer?
6. How can your offer solve their problem?
7. Why do you want to help them?

With your story you can reach to the heart of your audience, showing them who you are and what you care about.

You can build trust, demonstrate your authenticity, and help them see why they should become your customer.





In CONCLUSION

Your branding is your key to reaching people. It's your key to connecting with them and showing them who you are, what you're all about, and that they can trust you. It's your key to gaining and keeping customers. It's your key to continuing.

Don't gloss over branding. Take the time to discover your story and make it the heart of all you do. **Your customers, and your business, will thank you.**