

Pioneer

Startup Branding Map

WWW.PIONEERMADE.COM

MARCH 14, 2019

GET MORE CUSTOMERS · OWN MARKET TERRITORY · SHARE YOUR VISION

A guide built for entrepreneurs
to launch and scale their brand.

1

Learn The Value Of Brand

Why invest in brand?



“Better brands win with more customers, clear market territory, and happier cultures.”

— JOSH GRAEF

Customers

Marketing might offer lead opportunities, but brand is what captures attention, evokes emotions, and turns potential leads into loyal customers. Investing in brand builds more meaningful relationships with customers that inspire repeat and referral traffic — and essentially a higher ROI from marketing dollars.

Competition

Brand is how you claim and defend market territory. Even if you don't think you have competition right now, you do and it will be more competitive in the future. When product offerings and value propositions get muddy between companies, pulling the right strings with brand is where you differentiate and pull ahead.

Culture

Employees, cofounders, and investors will work more cohesively as they share and understand a common culture. Brand also discovers and guides your vision, mission, core values, beliefs, and personality that help ensure even small business decisions are in-line.

2

Avoid The Biggest Mistake

Being penny wise and pound foolish.

“We just need a logo to get started, we’ll invest more in brand later.”

Marketing is an extension of your brand. When you begin marketing with just a logo and no brand position, messaging platform, or visual toolkit, your marketing dollars will be flying out the window

and not churning any real returns. Rushing branding might feel like a smart decision, but **bad branding can cost far more than good branding.**



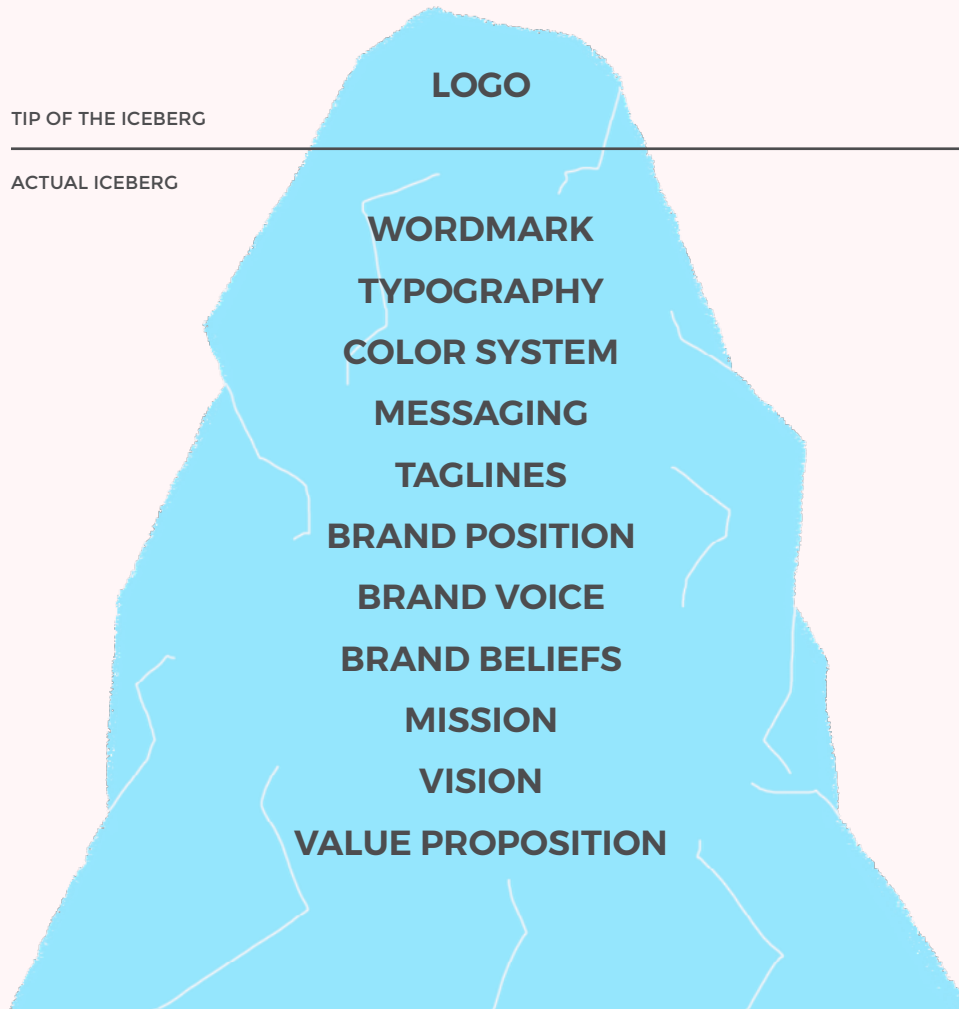
CASE STUDY

A large medical product company paid my previous employer \$50K+ annually to build digital ad marketing campaigns — but refused to have branding done even after years of failed marketing campaigns. Their appearance and messaging was not cohesive causing a lack of brand awareness and hurting customer retention. Investing in a \$30-50K brand would have paid for itself in the first year of marketing and avoided a \$150K+ disaster.

3

Brand Beneath The Logo

There's more to brand than a logo.



“What if I only have a \$3,000 branding budget?”

It's common to think that a logo *is* a brand because it's the most recognizable and unique visual element that we connect with as consumers. Combine that with a community of freelance designers eager to take your money and you're looking at an expensive head piece that isn't going to hold much value once you begin marketing.

If you have \$3,000 or less: trade the fancy icon for a simple wordmark with strategic positioning, messaging platform, and consistent visual toolkit. Your marketing will be effortless, have a higher ROI, and you'll be building real brand awareness. Then when you make some money, it's easy to add an icon to your brand.

4

Learn The Process

Designed for the unique needs of startups.

BRAND DEVELOPMENT



** Every brand agency has different (sometimes proprietary) methods for this process. Pioneer Brand Supply created this process based on the unique needs of entrepreneurs and growing startups.*

Successful brands go deeper than a creative front and even well-worded content — it's all based on a brand position strategically formed by a deep understanding of the market and leveraging a startups value proposition.

A thorough messaging platform ensures every word your company speaks feels cohesive and connects with the right people in the right ways. Finding the right words can be the difference between enticing or boring.

A picture is worth a thousand words, and your visual front is the first layer that reaches — and retains with — your customers. A cohesive visual presence is what people really remember you by.

5

Learn The Basic Elements

Understand your brand.

Brand Purpose

The reasoning for your existence, answer “why?” you do what you do.

Persona Profiles

Understand your target audience more clearly with intelligent archetypes.

Brand Narrative

Your captivating story you hope to share with customers.

Logo System

A cohesive set of flags that you proudly wave.

Brand Position

Define where your brand fits into the busy market landscape.

Brand Personality

Creates a cohesive brand style and tone of voice.

Brand Beliefs

The ideas that guide your actions and inspire your purpose.

Typography

The style and system for all of your written words.

Differentiators

Define how consumers will view your value proposition as unique.

Vision Statement

Guides your highest level decision-making.

Brand Promise

The everlasting promise you make to every one of your loyal customers.

Brand Bible

A representation of your entire brand, respected and followed closely.

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Outline Your Budget

How much are startups budgetting?

Brand Budget

I've seen startups invest 50% of their funding in branding and marketing. I've also seen startups launch without investing anything in brand. Most tend to budget 5-15% for branding. Do it right the first time and it will be a one-time payment that pays for itself in repeat and referral sales. Do it wrong, and you can find yourself spending more on revised branding annually and paying for poor marketing results.

BRANDING

MARKETING

5-15% + 12-20%

**“If you think good design is expensive,
you should look at the cost of bad design.”**

— RALF SPETH CEO OF JAGUAR



Select Your Partner

A long-term, trustworthy, reliable partner.

TIPS

1. Find someone that specializes in your needs — avoid the “full-service.”
2. Find a trusting partner that wants to invest in your long-term goals.
3. Hire intelligent people so they can tell *you* what to do, not so you can tell them what to do.

| | | |
|---------|----------|-----------------------------|
| | \$0-3K | DIY + Freelance Designer |
| Pioneer | \$3-12K | Brand Strategist/Designer |
| | \$12-24K | Small Design Team |
| | \$24-48K | Boutique Agency |
| | \$48K+ | Industry-specialized Agency |

8

Make A Timeline

Build a launch plan to scale smoothly.

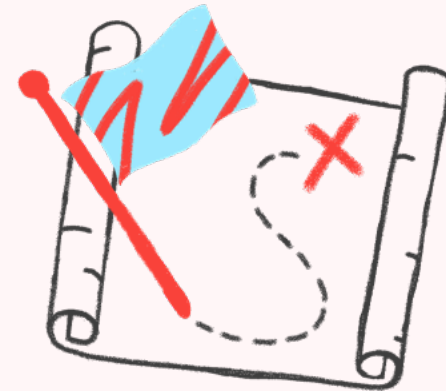
Branding can take anywhere from two weeks to two months.

BRANDING

- Brand Strategy
- Brand Messaging
- Brand Visuals

MARKETING

- Business Cards
- Website
- Product Packaging
- Promotional Items
- Facebook Ads
- Google Ads
- Marketing Campaign
- Flyers...



TIP

It's never too early to get a proposal and estimate.

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Get Started:

pioneermade.com/start

FREE CONSULTATION • FREE PROPOSALS • FREE ESTIMATES