

DIGITAL MARKETING

MODULE 2: BRANDING STRATEGY

- 1. DESCRIBE THE COMPONENTS OF EVERY BRAND, INCLUDING PERSONALITY, MISSION, VALUES AND PROMISE.**
- 2. ANALYZE HOW POPULAR BRANDS DEFINE THESE COMPONENTS.**
- 3. CLEARLY ARTICULATE YOUR BRAND'S COMPONENT TO CREATE A BRAND BRIEF.**
- 4. DEFINE YOUR BRAND'S MINIMUM VIABLE PERSONALITY.**

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YOUR BRAND ISN'T UP TO YOU.

IT'S NOT WHAT YOU THINK IT IS.

IT'S WHAT YOUR CUSTOMERS SAY IT IS.

A **BRAND** is a person's gut feeling about a product, service, or organization.

It's **a person's** gut feeling, because brands are defined by individuals - not companies or markets.

It's a **gut feeling** because people are emotional, intuitive beings.

It's not what you say it is, **it's what they say it is.**

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.

“If the consumer (whether it’s a business, buyer, voter or donor) doesn’t pay a premium, make a selection or spread the word, then no brand value exists for that consumer.”

- *define:Brand* by Seth Godin

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WHY DO BRANDS EVEN MATTER?

- 1. PEOPLE HAVE TOO MANY CHOICES AND TOO LITTLE TIME.**
- 2. MOST OFFERINGS HAVE SIMILAR QUALITY AND FEATURES.**
- 3. WE TEND TO BASE OUR BUYING CHOICES ON TRUST.**



Watch now:

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

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WHAT DO GOOD BRANDS LOOK LIKE?

What comes to mind when think of...?

- New York Times**
- W Hotel**
- Disney**
- Apple**

A company's branding strategy succeeds when their customers describe their brand similar to or exactly how they would wish to be described.

What comes to mind when think of...?

- Time Warner Cable**
- AT&T**
- J.C. Penney**
- Blackberry**

A company's branding strategy fails when their customers describe their brand differently or opposite to how they would wish to be described.

A misaligned brand perception is not only harmful, but also very difficult to reverse.

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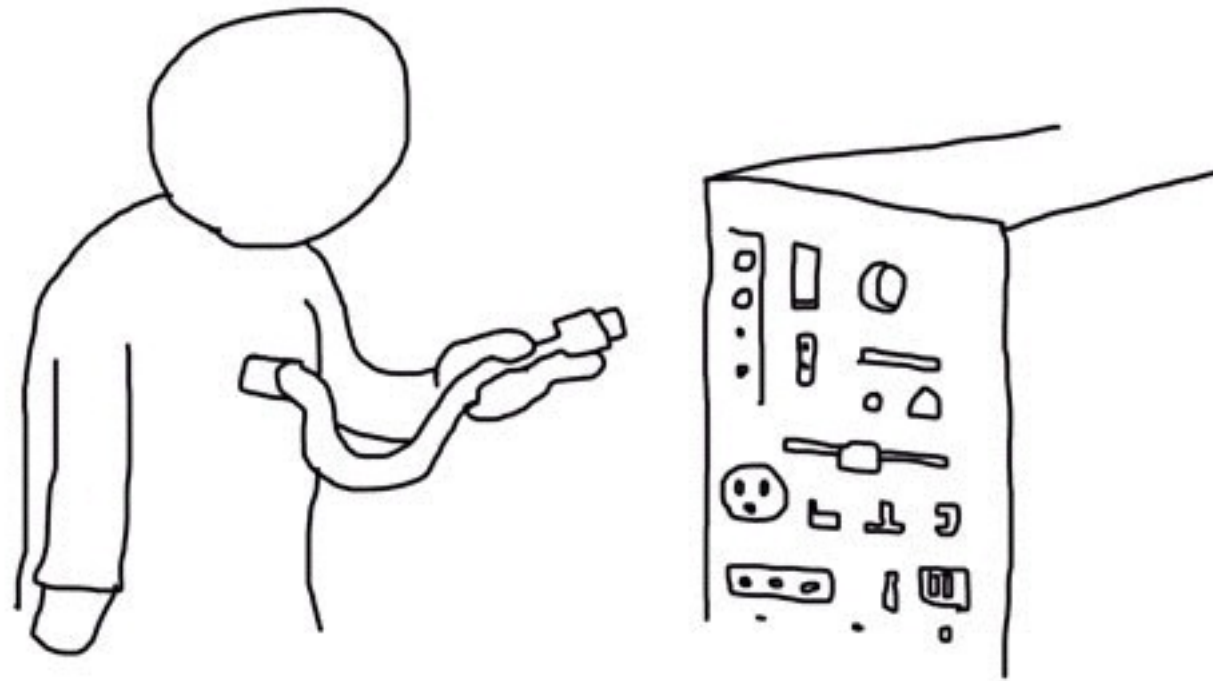
MINIMUM VIABLE PERSONALITY

HAVE A PERSONALITY EASY.
ANSWER THREE QUESTIONS:
1.How can you change customer's life?
2.What you stand for?
3.Who or what you hate?

NOW HAVE MISSION, VALUES,
ENEMY.
THAT ENOUGH FOR
MINIMUM VIABLE PERSONALITY.



PERSONALITY IS API FOR LOYALTY.



NO FORGET LOYALTY PORT

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BRAND BRIEF

**THE BRAND BRIEF IS A TOOL THAT
GUIDES A BRAND INTERNALLY.**

**IT ARTICULATES THE BRAND, IT'S
STORIES AND VALUES.**

Each element of a brand brief represents a dimension of the brand and how its perceived.

Once defined, your challenge is to position the brand in such a way that the customer can easily perceive the intended identity.

Ultimately, you're trying to cut through the noise!

Personality

Who are you (see: Minimum Viable Personality)

Values

How do you conduct business

Mission

Start with why

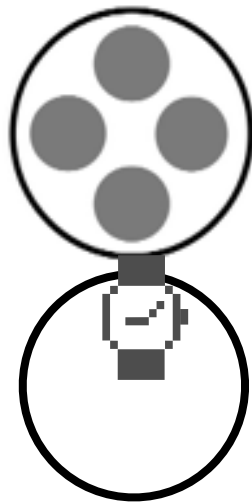
Promise

Customer commitment

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ACTIVITY

STRUCTURE



**INDIVIDUALLY,
THEN IN PAIRS**

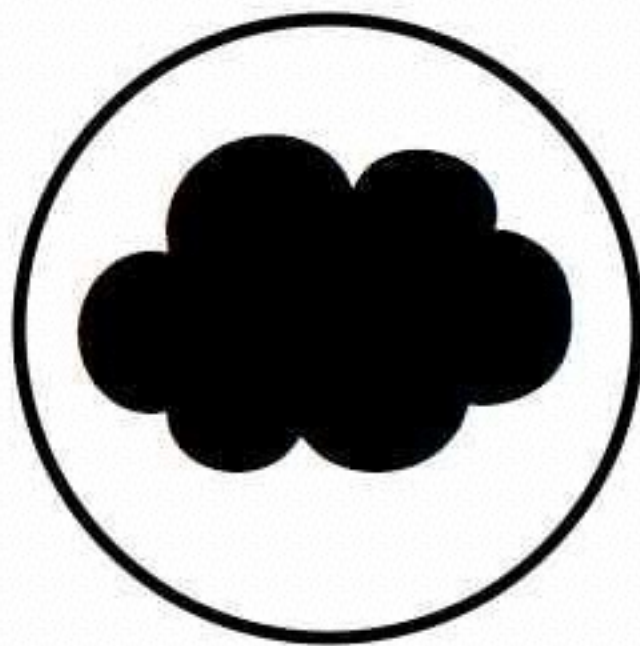
25 MINS

OBJECTIVES

Take 15 minutes to create a brand brief for your final project company.

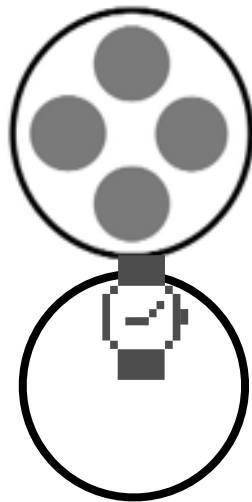
Your brand briefs should accurately describe and defend your brand's personality, values, mission and promise.

After 15 minutes, pair up and share your briefs with each other to give and receive feedback.



LET'S TAKE A BREAK.
5 MINUTES

STRUCTURE



INDIVIDUALLY

**45-60
MINS**

OBJECTIVES

Present your brand brief and elevator pitch (from HW) to the class.

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RECAP

- 1. How to describe the components of every brand, including personality, mission, value and promise.**
- 2. The purpose of a brand. The value of a great brand, and the danger of a poor brand.**
- 3. Articulate your final project brand's components.**

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Q&A

- Email the instructors about your final project status.
 - What company will you be working on?
 - Are you open to partnering?
- Set up Google Analytics on your company's site or get access to a Google Analytics account.
- Read: <http://www.sterlingbrands.com/blog/2012/03/brand-is-a-four-letter-word/>

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EXIT TICKETS

[HTTP://GA.CO/DGMTICKET](http://ga.co/dgmticket)