

1. A better way to build a brand: The Community flywheel
Today's fastest growing brands participate in digital communities to earn engagement and loyalty and do so with high return and low risk by harnessing agile test and learn.

- The big idea in marketing is community - reaching consumers in communities.
- Brands that excel this use 5 reinforcing techniques:
 - (i) Know your communities
 - (ii) Make your brand story talkable
 - (iii) Zoom in on hero products
 - (iv) Fuel conversation
 - (v) Make transaction effortless
- It thereby enables rapid growth, provides high return on investment at low risk.
- How brands have gained presence has evolved over time:
 - Era 1: Mass Media
 - Era 2: Personalization
 - Era 3: Community.

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Solve for reach
Solve for effectiveness
Solve for influence
- Companies such as Gymshark and Drunk pioneered the community flywheel.
Now, it is being used successfully across sectors, from DIY to fashion.

- Brands that have activated the community flywheel have put building community at the core of their strategies.
- Brands that get the flywheel spinning perform well across a number of metrics:
 - More than 75% of content about brand is user generated
 - The influencer engagement rate is greater than 2%
 - More than 4% of online traffic is converted to sales.

→ 5 self-reinforcing marketing strategies set flywheel in motion:

- (a) Community focus
- (b) Hero products
- (c) Talkable and credible brand story
- (d) Engaged community
- (e) Effortless transaction.

(1) **Community focus:** Step one is to identify the communities in which a brand wants to earn the right to participate.

This is an evolution from targeting consumer segment to targeting communities of people.

(2) **Hero products:** Saturating their communication channel with talk about the product.

→ Investing in experiential interaction such as pop up stores where customers can try out a product.

(3) **Talkable and Credible brand story:** Brand's target community should be specific, brand stories should be targeted, reflect the language community uses and be simple yet.

(4) Engaged and active community: When engaging with a brand's community, gauge feedback and ideas and be open to testing and trying new products based on those conversations.

(5) Effortless transactions: The capability to adept and quickly test new channels and options should be a core part of every conversion team.

→ Get Spinning: Companies will need to make an initial investment to first start the community, but this investment typically can decrease over time as community of advocates builds.

* Two ways of working are essential to get flywheel to spin:

- (a) Core marketing technology → Data management
→ Decision making
→ Distribution
→ Measurement

(b) Resetting profit and loss expectations

→ Branding is one of those marketing concepts that are a bit vague and can quickly become confusing

→ A product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, events.

→ A brand is a name, term, design, symbol that identifies one's

seller's good.

Who does it affect?

- (i) Consumers: A brand provides consumers with a decision-making shortcut when feeling indecisive about the same product from different companies.
- (ii) Employees / third parties: Successful branding strategies are also adding to a company's reputation.

In simple words, a product is what you sell, a brand is perceived image of product you sell and branding is the strategy to create that image.

Q What is brand identity?

- It refers to the unique characteristics that influence a brand's perceived personality, appearance, and behavior.
- It brings several benefits:-
- (a) Uniqueness
- (b) Personification and emotional connection
- (c) Consistency
- (d) Clarity,

GAP: is a well-known, well-established clothing, accessories retailer founded in 1969. It stands as one of the largest global specialty retailers due to its popularity amongst a broad demographic of consumers.

→ Gap changed its logo. Then it took the decision to revert back to its old 1990 logo after less than one week.

→ A Logo Redesign Failure: Gap's speedy return to the old logo signifies a failed rebranding strategy.

Q What can brands learn from Gap's mistake?

→ This case study has revealed that a company's logo plays a central role in connecting consumers with brands and therefore in enhancing brand equity. Here are four key lessons from Gap's error in rebranding judgment:

- (a) Customers care more than you think
- (b) Your logo represents who you are
- (c) Make your rebranding strategy make sense
- (d) Beware of social media

Conclusion: It is difficult to predict how people will react to a new branding strategy. This case study illustrates the power of a logo to define who you are and to act as a connector point between you and your customers. Making best-in-class changes to this connector point must be done in line with a wider branding and business strategy. Otherwise, brands risk facing the wrath of consumers whose opinions easily serve to damage their reputation.

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(a) →

Branding Techniques used by some of my favorite brands.

- First, brands try to build trust among customers for their company. Branding is all about building the trust for your product or service among your target customers.
- Honestly analyse their performance: To ensure that your brand values include credibility, honesty and authenticity. Keep analysing your performance in order to find out the weak spot.
- Evaluate their Social Media Strategy: it is important for businesses, especially startups. They offer wide range of opportunities to tap into a large pool of potential customers.

(b)

Thought process that the brand would have had while developing the strategy.

- Brand development is basically the process of creating and strengthening your professional service brands. We can divide it into three phases:
 - (i) First phase is getting your brand strategy right and aligned with your business objectives.
 - (ii) Second is developing all tools you will need to communicate the brand, such as logo, tagline.
 - (iii) Finally, there is a phase of strengthening your newly developed or updated brand.

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- (2) → As a user, what image the branding strategy creates in our mind.
- Brand image is the perception of brand in the mind of the customers. It is an aggregate of beliefs, ideas and impressions that a customer holds regarding the brands.
- An image is the set of beliefs, ideas and impression that a person holds regarding an object.
- It describes company's brand perception among both potential and loyal customers.