

VIBRANT DESIGN GROUP

Branding from the Inside Out™

Workshop: Marketing Strategies for Your Business

What is Branding?

Branding is the public's perception
of your product or service, i.e.
YOUR REPUTATION.

What are the ingredients of a great brand?

- Promise
- Personality/Tone
- Purpose
- Position/USP
- Vision

Great brands don't happen overnight...



Building Your Brand from the Inside Out

What does that mean?

Your brand should:

1. Be Memorable
2. Be Compelling
3. Be Authentic
4. Be Consistent
5. Connect

How does this translate to your personal brand?



Components of a Brand

1. Logo
2. Web site
3. Phone greeting
4. Brochure
5. Advertising
6. Business premises, etc.

Branding is the “What.”

Marketing is the “How.”

What is Marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, 2007)

Original 4 P's of Marketing?

1. Product
2. Price
3. Place
4. Promotion

VDG's 4 P's of Marketing?

1. People
2. Persistence
3. Passion
4. Partners

Marketing Your Brand

1. Advertising (Print & Broadcast)
2. Public Relations
3. Social Media
4. Events
5. Networking
6. Online (SEO, GoogleAdWords, Blog)
7. Mobile Apps
8. Publish Articles
9. Speaking Engagements
10. Direct Mail

Marketing Your Brand

1. Public Relations
2. Articles
3. Advertising
4. Speaking Engagements

Investing in Your Brand

1. When does it become an investment instead of an expense?
2. How much should you spend?
3. What should you look for in a firm?

What to look for in a marketing/ branding firm

1. Experienced
2. Knowledgeable
3. Accessible
4. Ask you questions
5. Good track record
6. Look at themselves as a partner
in your success

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