NAMS
Novice to Advanced Marketing System

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Summary Checklist

Introduction: What Is a Brand?

- ✓ A brand is a perceived image that provokes an emotional response
- ✓ It's intangible
- ✓ The image attached to a name, design, symbol or other feature
- ✓ It's important to understand it has nothing to do with the product
- ✓ Brands are often confused with logos and identities
- ✓ A brand is bigger and more encompassing as it includes invoked feelings
- ✓ A brand should offer a unique perceived value
- ✓ Tells customers it offers the unique solution they're looking for
- ✓ It's the promise you make and precedes all of your marketing
- ✓ Branding is one of the most important considerations
- ✓ Brands outlive the products that they sell
- ✓ It takes a great deal of thought to create a winning brand

Elements of a Effective Brand

- ✓ A few common elements you'll find in all brands
- ✓ Clarity
    - It communicates the message clearly
- ✓ Memorability
    - It needs to stay in the customer's mind
- ✓ Uniqueness
    - Tell people what makes your offering unique among competitors
- ✓ Emotional Connection
    - People identify themselves through the brands they like

- ✓ Credibility
  - A good brand never strays from customer expectations
- ✓ Timeless
  - The best brands endure and stay relevant for years

Step One – Market Research

- ✓ In order to speak to your audience, you need to know and understand them
- ✓ Create a profile that describes them
- ✓ Conduct market research to create a profile of the ideal customer
- ✓ Information you're looking for includes:
    - Demographics
    - Psychographics
    - Shopping habits
    - Products/Services they'd like
- ✓ Start with your existing customers and identify features most share
- ✓ Use them to create your profile
- ✓ Ask them for any missing information
- ✓ If you don't have customers or want more data, conduct market research
- ✓ This is a good idea either way
- ✓ You can conduct research directly or indirectly
- ✓ Indirectly means being a fly on the wall
- ✓ Find out where they are and listen to them
- ✓ This is easy and cost-effective
- ✓ Ways to gather information include:
    - Online Forums
    - Blogs
    - Social Media
    - Keyword Tools
    - The Competition
    - Business Trends

- ✓ Direct market research methods include:
  - Interviews
  - Questionnaires
  - Focus Groups
- ✓ Both direct and indirect methods have their merits
- ✓ Direct research gives you straight answers to specific questions
- ✓ Indirect research may be more truthful
- ✓ It's good to do a little of both
- ✓ The more samples you gather data from, the clearer the picture
- ✓ You'll shape your brand to appeal to the customers defined in your profile

Step Two – Define Your Brand

- ✓ Defining your brand means clarifying exactly what it stands for
- ✓ What you want the customer to think when they encounter your brand
- ✓ Your brand should deliver a clear message that resonates with your target market
- ✓ You need a UVP; the promise you make to your customers
- ✓ A short statement that includes what makes you unique
- ✓ If you've conducted research this shouldn't be hard to create
- ✓ Otherwise, brainstorm your natural strengths
- ✓ Look for one particular strength that's highly valuable to your customers
- ✓ Set yourself apart from other similar companies
- ✓ Some questions to include in your brainstorming:
    - What do you do?
    - What do you really do?
    - What makes you different?
    - What do you do better than the competition?
    - Do you speak to parts of the market your competitors don't?
    - What do your customers think about you?
    - What are the goals of your business?
- ✓ Look at the competition in order to discover what your best qualities are
- ✓ Once you've discovered your unique natural strengths, write a simple statement
- ✓ This is the basis of every decision you'll make about your brand from here on

Step Three – Design Your Logo

- ✓ One of the most powerful ways you'll communicate your brand is your logo
- ✓ Your logo is your calling card
- ✓ It's instantly recognizable and as soon as someone sees it they make a connection
- ✓ Start by considering some of the logos you're familiar with
- ✓ Brainstorm recognizable logos and brands you regularly use
- ✓ Consider which you like and don't like

Three Types of Logos

- ✓ There are three types of logos
    - Text
    - Image
    - Abstract image
- ✓ Text Logos
    - Simple and presents the name of the company or an associated letter
- ✓ Image Logos
    - Shows an image associated with the company
- ✓ Abstract Symbol Logos
    - Doesn't say the company name or a related image, but somehow conveys the brand message

Logo Colors

- ✓ Most recognizable logos use only one or two colors
- ✓ Most used colors are red, blue and black or greyscale
- ✓ Many companies use other colors as well
- ✓ Colors needs to be carefully considered
- ✓ Each color sparks certain associations in the mind
- ✓ You want to spark the association you want to make and nothing else

- Blue
  - Dependability, strength, calm
- Red
  - Attention-grabbing, energetic
- Green
  - Security, reliability, honesty, nature
- Pink, Yellow and Orange
  - Excitement, youth, energy
- Brown
  - Dependable, simple, honest
- Black
  - Cool, sleek, high-tech
- White
  - Simple, pure

✓ You'll see patterns in other logos

✓ Certain colors are used for certain types of brands

Clean and Functional

✓ Simple logos are best

✓ Your logo should present a single image or word without any special effects

✓ Don't distract from your message

✓ Your logo also needs to be functional

✓ Make sure it's easy to reproduce in black and white

✓ Your logo is extremely important and worth the investment

Step Four – Your Identity System

- ✓ The image you're conveying to your customers
- ✓ The visual design elements you use consistently in all of your marketing
- ✓ The logo is arguably the most important, but there are others
- ✓ Visual elements are used in:
    - Marketing materials including books, pamphlets, flyers, websites, etc.
    - Products and packaging
    - Signs
    - Communications such as email newsletters
    - Clothing worn by employees, if applicable
    - Stationery or any other office supplies you use
- ✓ These visual elements should be included in everything your company does
- ✓ You can also include audio
- ✓ Test each of these elements against your UVP and brand promise
- ✓ Ask yourself whether they convey the right message
- ✓ Use your intuition, ask colleagues, test your market and get ideas from competitors
- ✓ The same guidelines apply to all of your branding design elements
- ✓ Keep them simple and relevant
- ✓ Make sure they communicate immediately with your market

Conclusion

- ✓ Remember that branding is not simple
- ✓ A good brand takes a great deal of time experimenting
- ✓ This is no small consideration
- ✓ Brand is everything
- ✓ Devote the time and resources you need to create a powerful brand

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