NAMS

Novice to Advanced Marketing System

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Market Research

Define your target market by using the profile specifics in the tables below.

Target Demographics	
Age	
Gender	
Income Level	
Family Situation	
Location	
Other	

Target Psychographics	
Worries	
Fears	
Self-Image	
Attitudes	
Problems	
Other	

Target Shopping Habits	
What other brands do they use?	
Savers or Impulsive Shoppers?	
Big Spenders or Cautious?	
Other	

Target Hopes	
What products would they like to see?	
How are companies failing to meet their needs?	
Other	

Define Your Brand

Answer the following questions. Think about what your brand really encompasses, and how you can present it to your prospective clients.

UVP Questions	
What do you do?	
What do you really do (in other words, what is the benefit to your customers)?	
What makes you different?	
What do you do better than the competition?	
What parts of the market do you speak to but that your competitors don't?	
What parts of the market would you like to speak to that your competitors don't?	
What do your customers or clients think about you?	
What are the goals of your business?	

Your UVP Statement

Define your Unique Value Proposition…

Design Your Logo

List logos you've seen and liked. Why did you like them? What could have been done better in your opinion?

Logo	Medium	Colors Used	Shapes Used	Like	Dislike
i.e. Mcdonalds	*Signage*	✓ Yellow ✓ Red	✓ 'M' ✓ Square	*Memorable*	*Too Bright*

What elements would you like to incorporate into your logo? Why?

Logo Element	Relevance to Your Brand

Your Identity System

List the different elements that make up your marketing to convey your brand message. Compare them to your UVP. Are they in alignment?

Marketing Element	Use	How does it adhere to my UVP?	How could it be better?
i.e. tagline	✓ Logo ✓ Header paper ✓ Signage ✓ Website	*Encompasses mission of the company.*	*Consider font use – not very 'friendly'.*

Marketing Element	Use	How does it adhere to my UVP?	How could it be better?