



Branding Basics 101

Sarah Saso & Genny Smith

BUSINESS  BRUCE

www.saysmithcoaching.com

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BRAND COACHING

AGENDA

- About your hosts
- What is a brand?
- Three essential elements of a successful brand
- Identify and understand your customer
- Understand your competitors
- Analyze your business – SWOT
- Define your difference (USP)
- Your elevator pitch
- Questions
- Next session – November 9th – Branding and Marketing your existing business



SaySmith Who We Are



Sarah Saso
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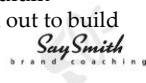
Genny Smith
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At SaySmith we work with you to get
YOUR WORD OUT.



We're Sarah Saso and Genny Smith and for more than twenty years, we have each been working in the fields of Business Development, Corporate Branding, Marketing Communications and Social Impact. We are connectors, relationship builders and strategic brand marketers.

We coach start-ups, entrepreneurs, women-owned businesses, nonprofits and small to medium enterprises to help them get their word out to build a successful business.



What is a brand?



Let's start with what is it not?

- A brand is not a logo
- A brand is not a product
- A brand is not a promise
- A brand is not the sum of all the impressions it makes on an audience.



A Brand is...

- The feeling you associate with it, and if it's memorable
- A brand is a result
- A person's gut feeling about a product, service or company
- A brand is your reputation.



How do you feel about these brands?



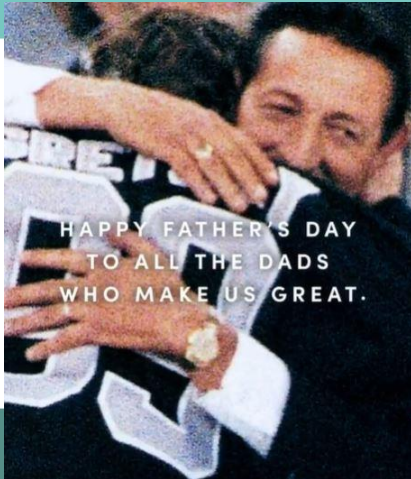
A Strong Brand...

A strong brand is the foundation for your company's success. To build a great brand you need to articulate your why?

Your why = why they buy



It's a feeling in their heads and hearts



[TIM HORTONS FATHERS DAY](#)

<https://youtu.be/0G075Cm8cPs>

HOW DOES THIS AD MAKE YOU FEEL?



The story you tell to connect a customer to you, your product or service a feeling in their heads and hearts
How does this Advertisement make you feel?

3 essential elements of a brand

Your vision statement
Your value proposition
Your positioning statement



Who has done a business plan?

This is part of it of that plan and essential to developing your brand

Great templates that can be found here:

1. Futurepreneur Business Plan Writer - <https://www.futurepreneur.ca/en/resources/start-up-business-planning/tips-tools/business-plan-writer/>
2. Libro Business Planner - <https://www.libro.ca/application/files/4314/9971/3158/LibroBusinessPlanner.pdf>
3. Community Futures Huron - <https://cfhuron.ca/resources/business-plan-writing/>

Your Vision Statement

Typically two or three sentences that explain what you want to achieve, your core values and how your brand reflects them.



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If you are coffee shop near a school, you might be going after students, parents of young children and the local business crowd.

Your Vision Statement

Example

“To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time.”



From the [vision statement](#) it is evident that Starbucks emphasizes on building meaningful human relationships. It is a glimpse of the warmth of the company culture.

As we can see, there are two clear portions of this statement. The first one is about inspiring and nurturing the human spirit.

The second portion of the statement, “one person, one cup and one neighbourhood at a time”, shows a strong organizational objective.

Starbucks made it clear that they want to expand while making every customer feel valued.

The gradual growth will include the finest quality. Every coffee, every idea, and every Starbucks store will be dedicated to creating a distinct presence in the mind of the public.

Your Value Proposition

What value does your organization provide to customers that no one else can?



What do you think Starbucks provides to customers that no one else does?

HOMEWORK: WHAT IS YOUR VALUE PROPOSITION?

Your Value Proposition

Example

It's a little daily splurge that most people can afford



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It's important to remember that brand value is built by consistently delivering a quality product or service. Without quality coffee choices a logo is a poor gimmick at best.

Starbucks has created an experience around the consumption of coffee in high-traffic, high visibility settings such as retail Centres, office buildings and colleges.

Psychologists believe a big part of Starbucks' success comes from the desire to reward yourself. Before a long day of work, you deserve to treat yourself to a nice *Grande Cappuccino*. *It's a little daily splurge that most people can afford.*

Your Positioning Statement

How do you want to be perceived in the marketplace?

1. Keep it brief.
2. Make it unique and memorable.
3. Remain true to your business' core values.
4. Include a credible concept of what the brand delivers to consumers.
5. Communicate how your business is different from the competition.



HOMEWORK: WHAT IS YOUR POSITIONING STATEMENT?

Your Positioning Statement

Example

“To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”



Starbucks is a prestigious experience

Identify and understand your customer

Create personas for three of your customers related to

1. Location
2. Demographics
3. Values
4. How do they like to do business?
5. Why would they do business with you?



HOMEWORK: IDENTIFY 3 OF YOUR CUSTOMERS BASED ON

1. Location
2. What is their demographic profile? (Age, sex, profession, income, education, etc.)
3. What are their values, attitudes, interests, needs and lifestyle choices? (what is important to them?)
4. How do they like to do business?
 - Online or face to face
 - How much do they spend
 - What kind of products do they buy
 - What do they want in terms of product features, functionality and costs
5. Why would they do business with you?

Identify and understand your competitors

Think about your three different competitors and figure out

1. Where are they located?
2. How long have they been in business?
3. What are their target markets?
4. What are their unique selling points? Differentiators?
5. What are their strengths and weaknesses?



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Having done all this work...now conduct a SWOT

Now its time to take a good hard look at your business. You do this with a SWOT which stands for strengths, weaknesses, opportunities and threats

- Strengths – what characteristics does your business possess that give it an advantage over others?
- Weaknesses – what places your business at a disadvantage vs others?
- Opportunities – what conditions or situations in the marketplace could you exploit to your advantage?
- Threats – what conditions or situations in the marketplace could work against you?



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Define your difference - USP

- What is your USP? (unique selling proposition)
- Articulate a USP that gives you a decisive advantage over the competition
- Consider the “only statement”
We are the “only” business in Bruce County that does X.
- USP Should align with your vision, values and positioning statement.



Local Company example

Southampton Olive Oil Company

Home Buy Learn More Recipes About Us

For more information:
See our Facebook page or call us at 519-483-6457 during business hours
or email: info@southamptonoliveoil.com

BUY ONLINE NOW
CLICK HERE

Family Owned & Operated

Since 2015, our family run business has been serving shoppers online and those who have visited our pretty little shop in the beautiful lakeside town of Southampton, Ontario. Whether we are helping customers in person at the store or online from anywhere in Canada, we still appreciate every single sale we make and believe in backing it up with small town personal customer service. We also continuously strive to find, develop and research new recipes and cooking techniques that showcase our products and make you the most popular 'home chef' or entertainer in town!

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Here is a local example Southampton Olive Oil Company

Think in terms of your elevator pitch

Succinctly explain who you are and what you bring to the market that no one else does



Think in terms of your elevator pitch – you've got 30-60 seconds to tell people your why=why they should buy
Succinctly explain who you are and what you bring to the market that no one else does

Your elevator pitch



Example

Starbucks is considered the largest coffeehouse company in the world with 23,305 stores in 65 countries and territories. With a focus on taste, everyone likes it young or old. In our shops, we also put some relaxing music, so our customers can go there to study or work, and for others it can also be a place where they go to take a break and it can also be called a "Second home"



Here is Starbucks Elevator Pitch

Put it all together and that's your brand!

Your goal is to deliver the right messages, to the right people, at the right time.

- Communicate your brand consistently throughout the customer journey
- From discovery, to purchase, after purchase, support and repeat business



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YOUR WHY = WHY THEY BUY

What Starbucks personal touch meant to a customer who wrote this on instagram

It seems like a small and inconsequential thing to write a positive message on a coffee lid; But, with so much depressive and disheartening daily occurrences this year, it could very well mean a whole lot of difference to one person's day. Just to see that on the lid could cheer up a depressed person or even make them feel better about themselves and the world around them and can encourage even more positivity. I got an unexpected, hits-home, such message earlier this year. The person that wrote it had no idea of what I was going through or thinking that day or what profound impact it would have. They merely wrote a complimentary message. That message changed my whole mood and day. So, before we think that our words do not matter or say something negative instead of positive

Questions?

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Next Session

Branding and marketing for your existing business.

November 9, 2020 – 10 am

This session will help you look at your brand and help you understand how to target the right markets and engage with the tools that will help you reach your ideal customer



Branding and marketing for your existing business.

November 11, 2020

We will help you look at your brand and help you understand how to target the right markets and engage with the tools that will help you reach your ideal customer

Other Sessions

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>

BUSINESS to BRUCE

11/9/2020	Branding & Marketing for your existing business
11/10/2020	Writing for online & print
11/16/2020	Websites and E-commerce
11/18/2020	Social Media - Platforms
11/23/2020	Social Media - Content Development
11/25/2020	Video Marketing

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Other webinars we will be offering throughout November thanks to Business to Bruce – You can find them on Eventbrite

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>