

# Branding & Marketing Your Existing Business

Sarah Saso & Genny Smith

**BUSINESS**to**BRUCE**

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# AGENDA

- Who are we?
- Recap of branding basics 101
- Map your customers journey
- Create your marketing action plan
- Identify the tools you'll need
- Some low cost marketing strategies you can implement now
- How to keep your customers
- Measuring and improving your tools
- Questions
- Next session – November 10<sup>th</sup> – Writing for online and print



# SaySmith WHO WE ARE?



Sarah Saso  
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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?



What is a brand? These slides are a repeat of our webinar brand basics of last week.

Realizing that not everyone on the call was in that session we will go through these fairly quickly

# 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.



# 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



How do you feel about these brands?



Question in the Chat

How do you feel about these brands?

# It's a feeling in their heads and hearts



[TIM HORTONS FATHERS DAY](https://youtu.be/0G075Cm8cPs)

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

HOW DOES THIS AD MAKE YOU FEEL?



HOME WORK TO WATCH THIS VIDEO



# 3 essential elements of a brand

Your vision statement  
Your value proposition  
Your positioning statement



**Ask the question in the chat who has a business plan. ?**

This is part of it.

There is a really sample 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/>

Paul McGrath Mentioned Sharing Business to Bruce **Lean Canvas & Financial Template**

# 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

## 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

## Example

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



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It's a prestigious experience

# Identify and understand your customer

Create personas for three of your customers related to

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?



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# 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?



Question in the Chat Do you have a Business Plan?

IF so then you know you need to identify your competitors and figure out the following

# 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.



Now you're ready to craft a unique selling point (USP) a description of what make your distinct in the marketplace. You USP must articulate a compelling, and decisive advantage you have over the competition. Consider starting with the “only” statement. We are the “only” business in Bruce County that does X. Should align with your vision, values and positioning statement.

# Local Company example



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# The Customer Journey

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

## A customer wrote 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*

# Map your customers journey



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Remember those customer persona's we just talked about?

Now clarify what their expectations of your company is from the moment they discover you to their purchase and after purchase to support repeat business

The key is to understand what your customers want at every stage of their journey with you and then identify what marketing activities are necessary to create a loyal customer.

How will potential customers find you?

Why should they be interested in you (your USP)

How do we create a desire for them to purchase from you?

How do we get them to take action?

How do we make them a repeat customer

# Now create your action plan

- How much can you spend?
- Do you need help to do this?
- Schedule a time or assign your marketing to someone each week
- How do you make a customer them a repeat customer



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Consider what will resonate with the customer personas you created then consider the budget you have to attract and keep those customers.

How much can you afford to spend on marketing (website, social media ads, etc)

Do you need someone to help you? (what is the cost for that)

# What tools will you need to reach your customer

- Website
- Search Engine Optimization
- Social Media
- Email strategy
- Do you want pay for advertising on social media or elsewhere?
- Can you connect with local media?



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Website? Do you need one? Have one but it needs an overhaul?

Search Engine Optimization – How does your product or service get found?

Social Media (what tools does your audience use)

Email strategy (how do you connect with your customers and how often)

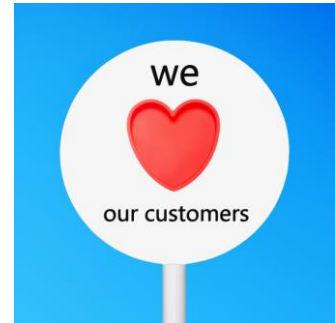
Do you want pay for advertising on social media or elsewhere

(radio, social media, print)

Media relations to get local journalists to cover your business

# Low cost marketing techniques to implement right now

- Connect don't neglect your existing customers
- Engage in online marketing (6-8 hours a week)
- Connect your socials to your website
- If you have storefront, reach your market there
- Build a relationship with local newspaper or social media influencer?
- Employees are your brand ambassadors
- Give back – it must be authentic



Connect don't neglect refers to the fact that it's five times more expensive to make a new sale than a sale to an existing customer. You could personally write to your top ten customers, to thank them or if you have a loyalty program invite them to have a sneak peak of your latest product, or let them in on a virtual product release party where they get access to items first.

The internet is a 24 hour virtual store. You can build a brand presence and personality online that connect with your customers and potential customers . If you can't do social media and commit to it 6-8 hours a week then you're better off going with a well designed website to connect to your customers

Work at Public relations. Build a relationship with influencers or local newspapers, invite them to product launches, send them product and tell them why you are different.

Employees as ambassadors. Your employees are part of the community and have all kinds of influence you didn't know about. How about inviting your employees and their families to something special related to your business. Your team will feel respected and energized

Give back – can you participate in a local charity drive or event or support a local sports team? It has to be authentic and you should only promote it to raise awareness of the organization your supporting because if it's authentic you will get a halo effect.

# Low cost marketing techniques

## The customer survey

- Q. Why did you initially choose us?
- Q. What can my company do to better serve your needs?
- Q. What would you like to see us keep (and/or stop) doing?
- Q. What do you wish we could do that we don't currently?
- Q. Share an example of how you have been delighted/wowed by our product or service and why?
- Q. Are you willing to recommend us? Do a review on our facebook page?
- Q. Why do you remain a customer?



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How do you currently engage with your customers?

A good way to gain a better understanding of your customers is to conduct a survey about your products or services. If you can't afford to hire a research company, do it yourself by creating a short questionnaire and recruiting existing and prospective customers to participate.

# What is your after sale strategy?

- How will you ensure your customers remain with you for the long term?
- Is there value in creating a loyalty program?
- Connect at check out in store or after purchase online
- It doesn't have to be high cost – think coffee company that offers buy 10 cups and the 11<sup>th</sup> is free

## THE ROLE OF MARKETING

### IDENTIFY CUSTOMERS

- Understand customer wants and needs
- Identify whom to target and how to reach them

### SATISFY CUSTOMERS

- Make the right product or service available to the right people at the right time
- Make everyone feel better off from the exchange

### RETAIN CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business

• Keeping an existing customer costs up to five times less than winning a new one.

• It's easier to persuade a customer who already knows you to buy again and/or buy more from you.

Before developing a customer loyalty program, you need to know whether this will be a useful tactic for your business.

Don't forget at check Checkout – say

- do you have our online app?
- Are you on our mailing list?
- You get 10% off if you connect with us
- Doesn't have to be high cost – think coffee company that says buy 10 cups and the 11<sup>th</sup> is free

# Measuring and Improving your tools

- Measuring what it costs you to get customers
- What tools work best to get those customers and keep those customers
- If something is not working you should stop it and investigate trying something else





## Brand it, Build it, Budget it, Timeline



This is Sarah Saso's Husband's Brand – Lonnydoherty.com

Primary purpose showcase products, not selling online, linking to licensing agents, Promote the brand

Outline how you look – Lonny's retail Customers women aged 45+ Canada and US. Art carried in 150 stores, Pillows carried on Wayfair. Key words - Award Winning Canadian Artist.

We refined the brand over time, redid the website and now with licensing we don't sell direct to consumer unless somebody wants to buy a painting they contact us directly

Links to facebook and instagram on the site market directly to his ideal customer.

Added a blog, Added a unique # #naturetherapyguy (on instagram)

# Put it all together and that's your marketing mix!

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

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# Questions?

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# Next Session

## **Writing for online and print**

November 10, 2020, 10 am

This session will help you understand the differences between writing for online platforms and writing for print. We will show you how to create engaging content that gives your brand a voice and a personality



This session will help you understand the differences between writing for online platforms and writing for print. We will show you how to create engaging content that gives your brand a voice and a personality

# Other Sessions

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

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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



**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>