

Branding & Marketing Tips and Tricks

Sarah Saso
sarahasaso@gmail.com

BUSINESS  BRUCE



AGENDA

- Hi!
- 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 – March 10th– Writing for online and print



SaySo Who am I?



I am Sarah Saso and for more than twenty years, I have been working in the fields of Business Development, Corporate Branding, Marketing Communications and Social Impact. I am a connector, relationship builder and strategic brand marketer.



I 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?



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?



Government
of Canada

Gouvernement
du Canada

Canada 



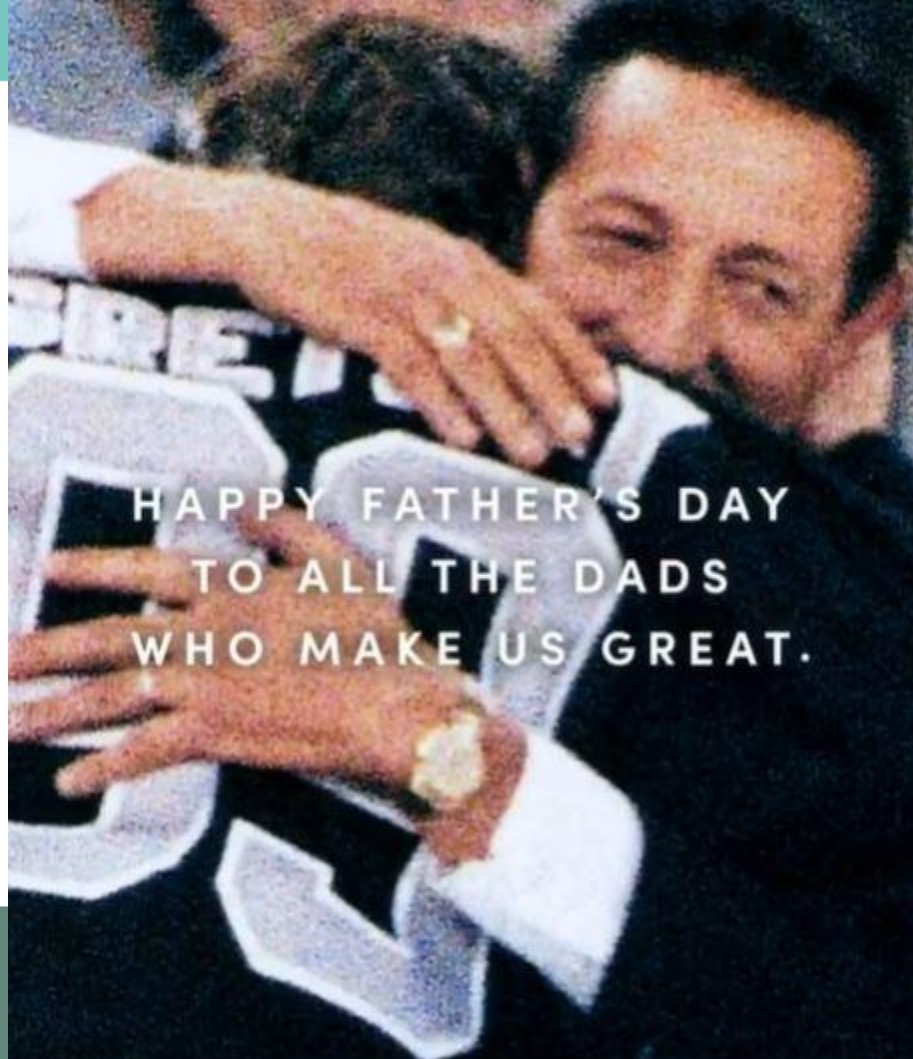
Ontario



MOLSON
CANADIAN



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?

Tim Hortons®



3 essential elements of a brand

Your vision statement

Your value proposition

Your positioning statement



Your Vision Statement

Example

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



Your Value Proposition

Example

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.”



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?



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?



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!

Selling only certified Ultra Premium Extra Virgin, our Olive Oil is the freshest and finest available in the world today!



“Selling only certified Ultra Premium Extra Virgin, our Olive Oil is the freshest and finest available in the world today!”

Say So

The Customer Journey

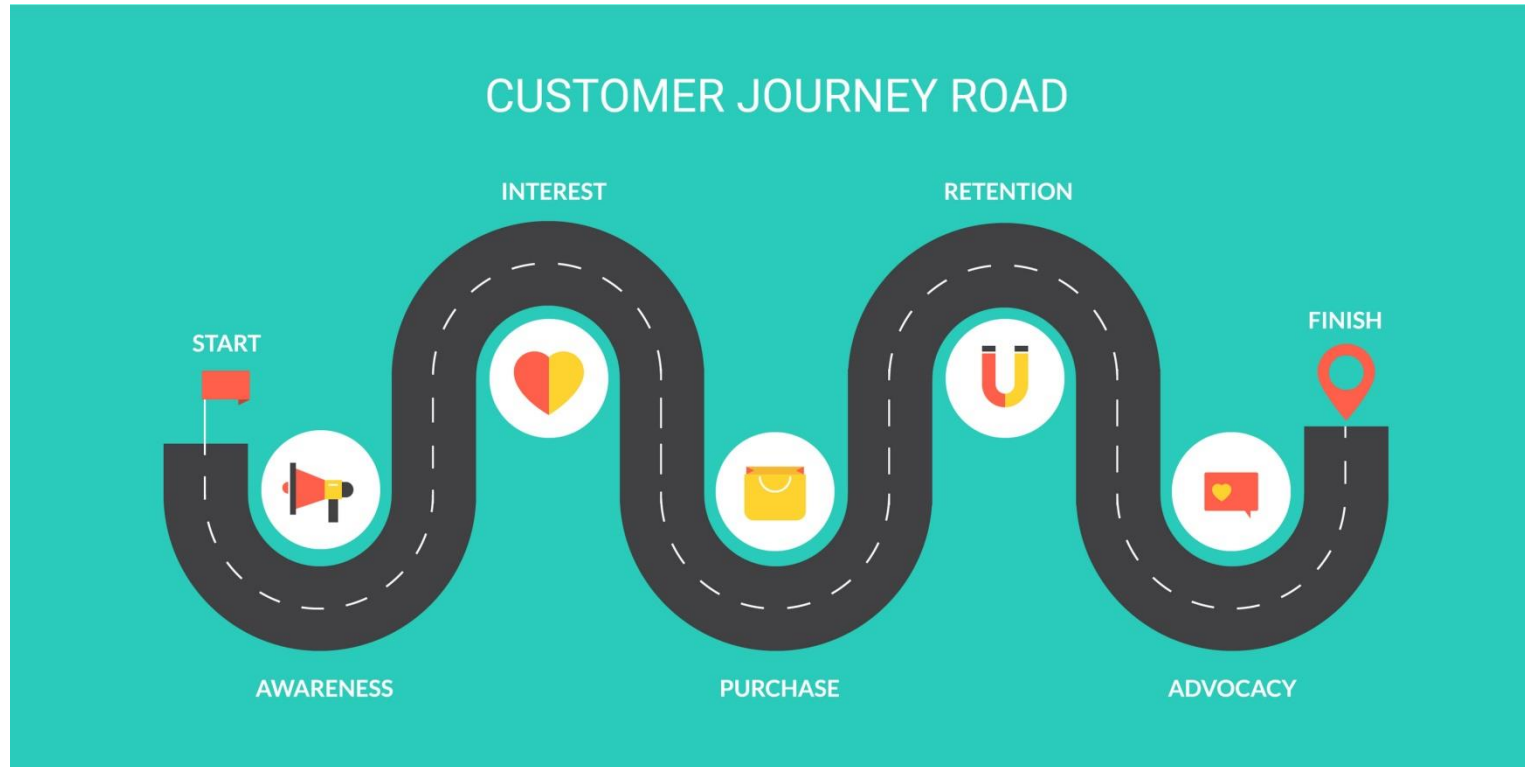
Your goal is to deliver the right messages, to the right people, at the right time.

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



YOUR WHY = WHY THEY BUY

Map your customers journey



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



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?



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



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?



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 cups and the 11th is free

10

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

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

Lonnydoherty.com



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.

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



Questions?

sarahasaso@gmail.com



Next Session

Writing for online and print

BUSINESS  BRUCE

Wednesday March 10, 2021, 12 – 1:30 pm

<https://bit.ly/3l0BKgj>

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

