

# Branding Your Business

HOW TO CAPTURE YOUR MARKET

# WHAT IS BRANDING?

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- Your companies identity that will be conveyed to your customers in every type of communication: written, printed, verbal, web, email, signage, **EVERYTHING**.
- Allows you to be recognized immediately

# UNDERSTANDING YOUR BRAND

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1. Who is your ideal customer?
2. Who is your target market?
3. What makes you unique?
4. Does it coincide with your mission statement?-if you don't have a mission statement you need to make one

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- ❑ Evaluate your existing brand
    - ❑ Is it what it should be?
    - ❑ Are your customers getting the message you want to portray consistently?
  - ❑ Everyone in your organization must understand your brand and know how to project it

BRANDING IS MULTIFACETED

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Brand Identity

Brand Messaging

Brand Service

# BRAND IDENTITY

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- The visual image of your business
- Represented foremost by your logo
  - Needs a great deal of thought
  - Should define what you do



# BRAND MESSAGING

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- The way you describe your business
- Your main message
- Centered around your mission statement
- Your “elevator speech”-later in presentation

# BRAND SERVICE

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- How you relate to your customers
- Customer service IS part of your brand, but is very often overlooked
- This is the perception you give your customers.

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# WAYS TO BRAND YOUR BUSINESS

Becky Thompson-TD Works: Embroidery, Screen Printing, Promotions & Graphics

# YOUR LOGO

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- Colors are so important-
  - Make sure your colors represent what you want to:  
[http://www.graphic-design.com/Web/web\\_color.html](http://www.graphic-design.com/Web/web_color.html)
- Professionally done by a graphic designer, on-line logo creators, do-it-yourself.
- Once created have it worked up artistically by a professional so you have it in a variety of graphic formats. Your logo should be in:
  - High & low resolution bitmap
  - Vector
  - Gif-for web
  - Make sure your professional is willing to convert if you need

# BUSINESS CARDS

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- ✘ <http://www.asipublications.com/Stitches> in the search box put in “business cards” and click on article about Top 10 tips for building the perfect business card.
- ✘ Remember your brand and make sure your logo is there
- ✘ Use the back
- ✘ Be creative-vertical vs. horizontal
- ✘ Readability
- ✘ Stick to the basics, but make sure it’s all there

# APPAREL

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- PUT YOUR LOGO ON EVERYTHING!!!!
- T-shirts are cheap
  - Employees, fundraisers, sponsor small events
- Polo's or oxfords for management
  - Tone on tone is popular now
- \*\*Employee dress code is vital-speaks to your brand image\*\*

# WEBSITE

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- Legitimizes your business
- This is all about your brand. Take time and do it right.
- Must be updated and current
- Web designer vs. Yourself
- Don't forget your color scheme

# SOCIAL FORUMS

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- Forums
- Face Book
- Linked In
- Be careful of photo tags your friends place on you! **MONITOR THE WEB**

# ELEVATOR PITCH

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- 150 words or shorter, 15-30 second pitch you use when you encounter a prospect
- Everyone in your company should have one.
- Employees will vary from management
- Speaks to Brand Message
- [http://www.dalekurow.com/elevator\\_speech](http://www.dalekurow.com/elevator_speech)

# BRANDING IS A CORNERSTONE

- Seen as a small speed bump in business planning, but is actually one of the cornerstone you should place first and build everything upon.
- It is the foundation of your marketing/advertising plan

# Thank You!

## QUESTIONS?



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