

Build your brand Increase your resilience

The why, how and what of brand development, so you can make better decisions for your business: now and in the future

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Build your brand

Increase your resilience

“The why, how and what of brand development, so you can make better decisions for your business: now and in the future.”

Jo Cowper
Communications Specialist
Six Degrees East



Workshop agenda

Three parts; questions at the end

1. What is 'brand' anyway?
2. Why do strong brands make resilient businesses?
3. How to review and build your resilience
4. Your questions



Part 1: What is 'brand' anyway?

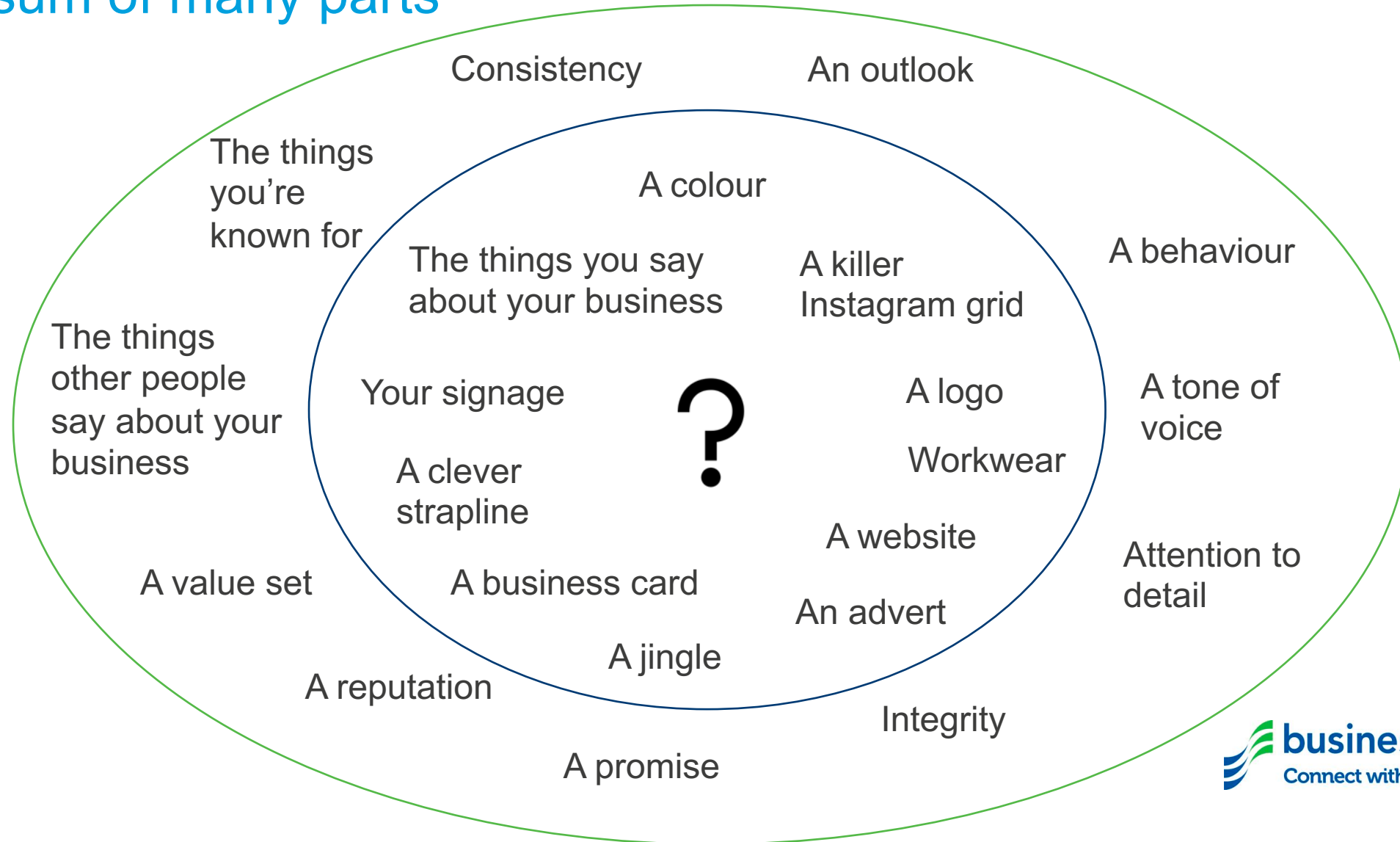
Part 1: What is brand anyway


Myths and misconceptions

- You need a big budget to build a brand
- Brands are for big businesses
- You don't really need a brand
- Branding is a graphic design or web developer's job
- Branding is all about what you say about yourself/your business
- Branding is just marketing jargon
- Brands only work for B2C businesses
- There's a right and a wrong time to work on your brand strategy
- You only need to develop your brand once
- Once you've launched your brand, it's too late to change it

Part 1: What is brand anyway?

The sum of many parts



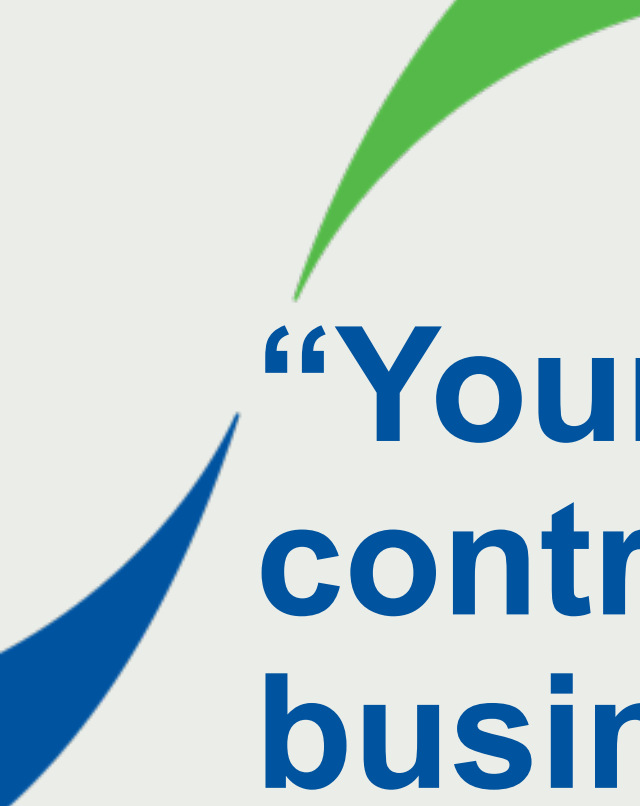


“A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.” – Scott Cook

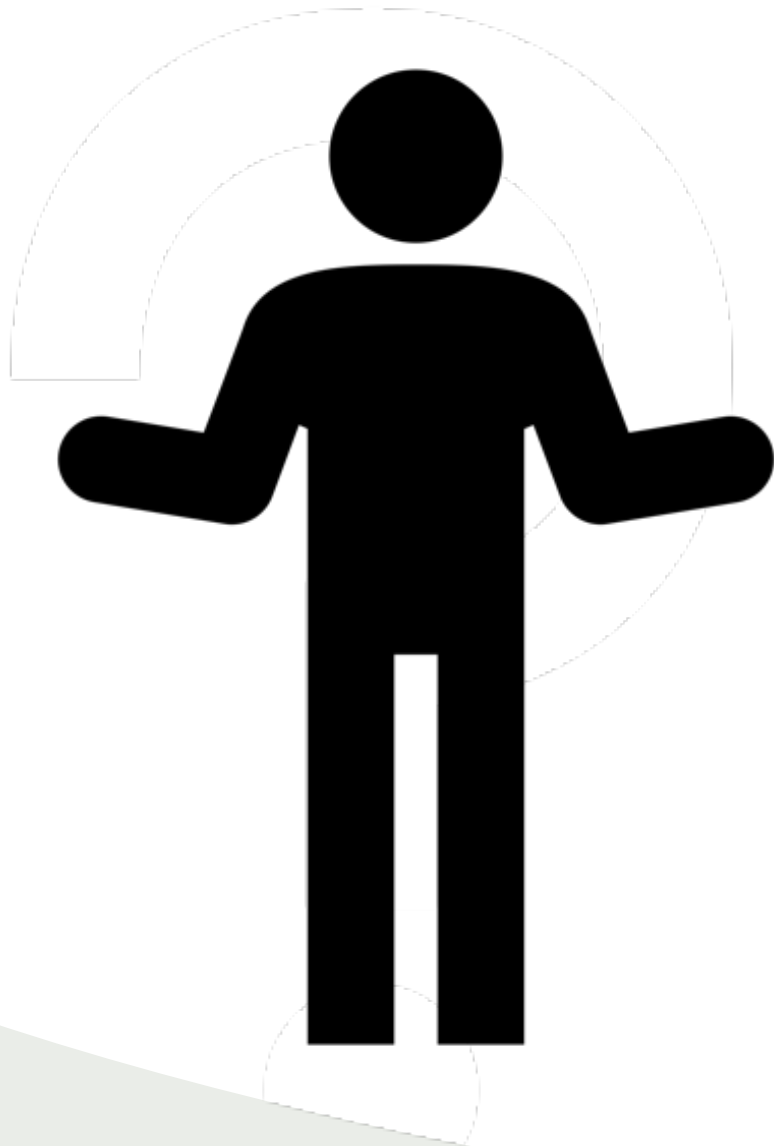
Part 1: What is brand anyway?

So you've got a business. Do you really need a brand?

Business	Brand
Transactions Revenues	Transactions Revenues
Convenience Price	Positive choice Value Differentiation Loyalty Sense of affinity Relationships Reputation Referrals



“Your brand is the unwritten contract between your business and your clients. Your logo is the signature.”



Part 2: Why do strong brands make resilient businesses?




“Brand fame”

**People are more likely to
buy something if they
remember it**

“If you’re the brand that everyone talks about then ... you are always an obvious answer to the question of what to buy.”

“Being the ‘no-brainer’ option has great value. It maximises the efficiency of your marketing, strengthens your pricing and increases your profitability.”




“Your business is defined by its brand, in the same way that you are defined by your personality: it’s fundamental”

Part 2: Why do strong brands make resilient businesses?

Making your life easier

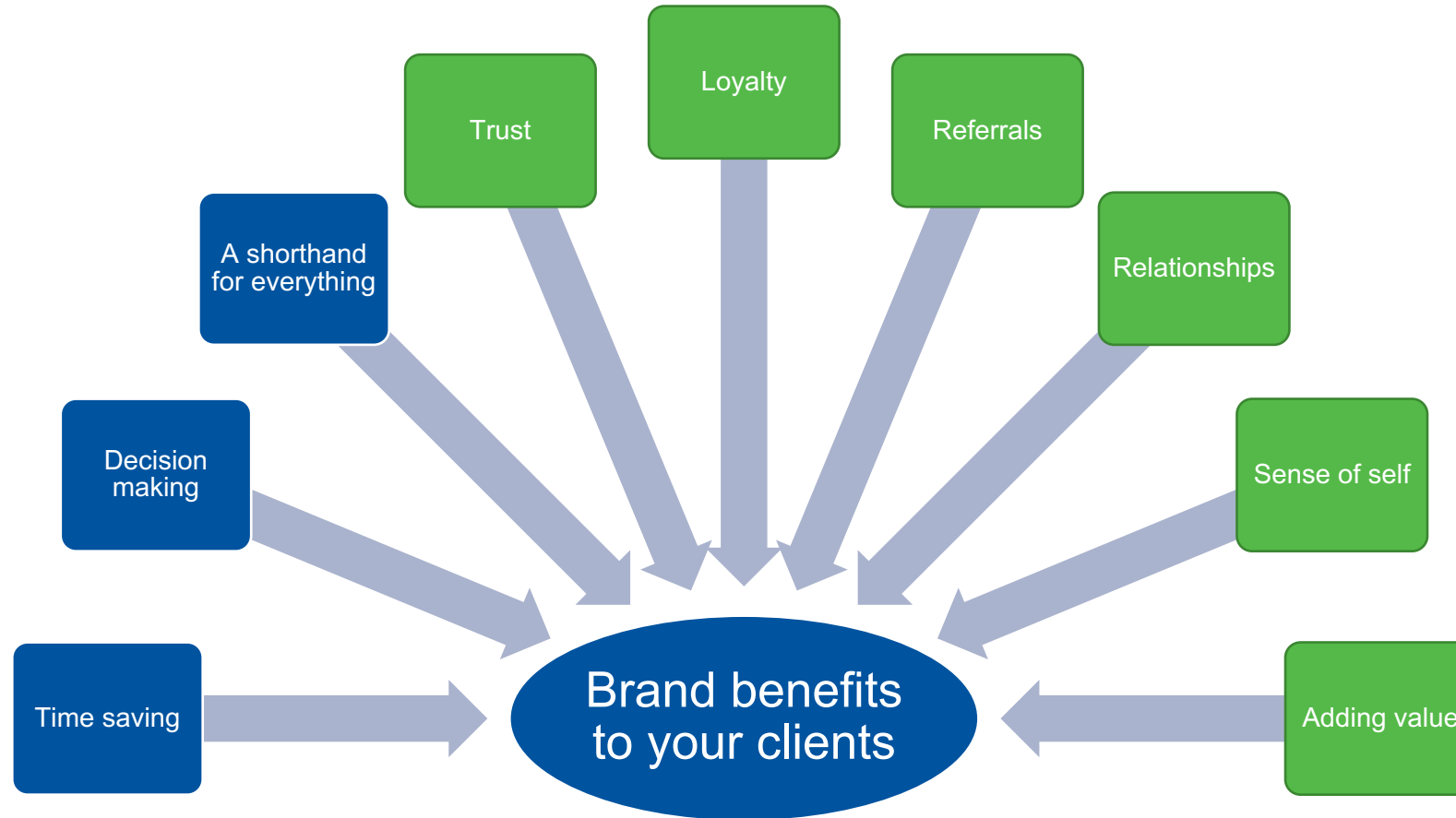


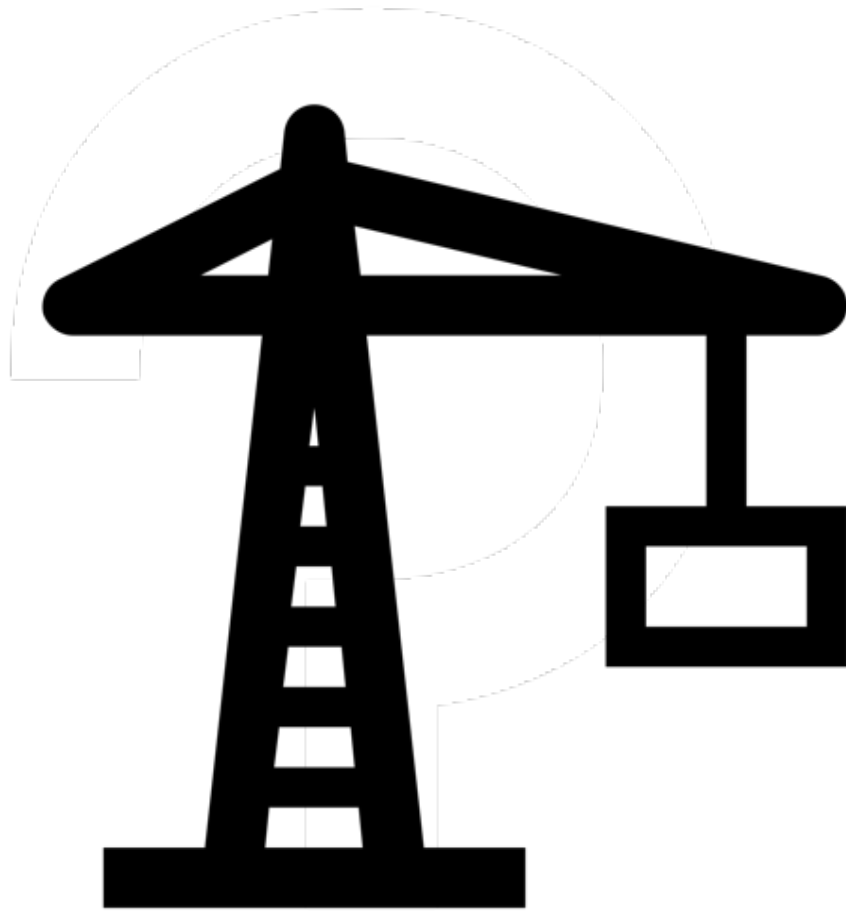


“The key is, no matter what story you tell, make your buyer the hero.” – Chris Brogan


Part 2: Why do strong brands make resilient businesses?

Making your customers' lives richer





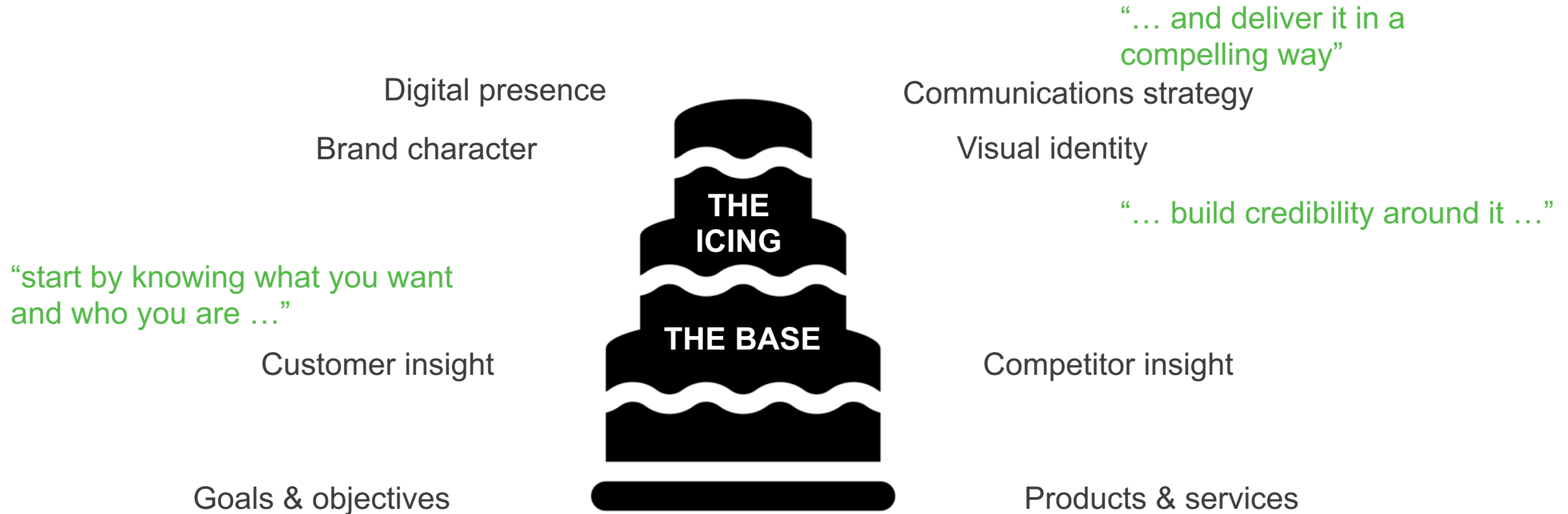
Part 3: How to review and build your resilience



“Start by knowing what you want and who you are, build credibility around it and deliver it ... in a compelling way.” – Krista Neher

Part 3: How to review and build your resilience

Your recipe for a strong brand



Goals & objectives

Part 3: How to review and build your resilience

Start by knowing what you want and who you are



You cannot build a successful brand, if you're not clear about what success will look like.

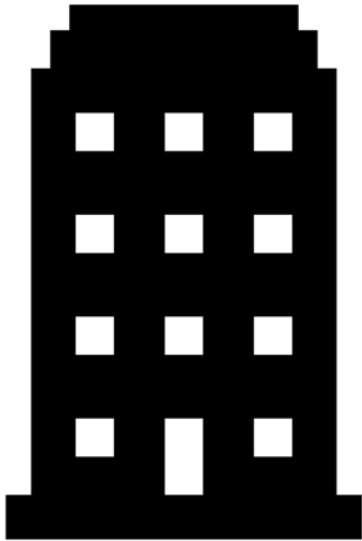
- What will your finish line look like?
- What milestones will tell you that you are on track?
- What SMART objectives will help you get there?
- How will you know if you're on track?

Check your resilience: do your objectives fit your current reality?

Products & services

Part 3: How to review and build your resilience

Start by knowing what you want and who you are



A strong brand needs strong foundations

- How well do your products or services fulfil your customers' needs or lifestyles?
- How well do they fulfil your needs?
- Could you productise your services?
- Could you simplify your products?

Check your resilience: how easy is it to describe or understand your product or service list?

Customer insight

Part 3: How to review and build your resilience

Start by knowing what you want and who you are



A powerful brand begins with powerful relationships

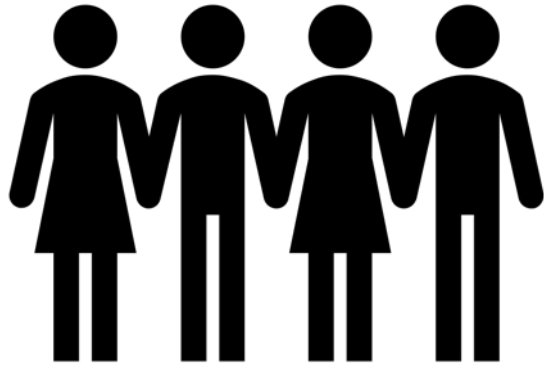
- Do you know why your customers choose you?
- Do you know what they are saying about you: the good AND the bad?
- Do you know what keeps them away?

Check your resilience: ‘test-drive’ your brand from a new customer’s perspective. Does it stack up?

Competitor insight

Part 3: How to review and build your resilience

Start by knowing what you want and who you are



A strong brand can stand out from the crowd

- Do you know who your competitors are?
- Do you know who your customers think your competitors are?
- Do you know what your competitors are saying to your customers?

Check your resilience: are your USPs really unique *in the experience of your target customers?*



Brand character

Part 3: How to review and build your resilience

... build credibility around your brand ...



A strong brand is consistent and unique

- What are the values that define your brand?
- How can you prove that?
- What are your brand's character traits?
- What words would you *never* use to describe your brand?

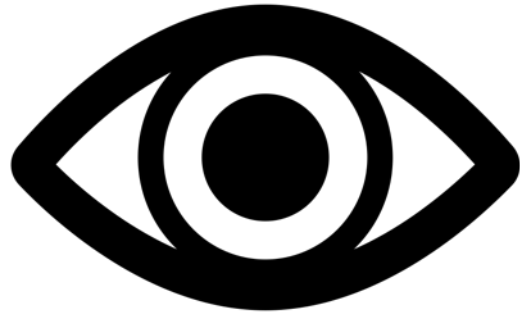
Check your resilience: do your actions fit your values? Do your communications match your character?



Visual identity

Part 3: How to review and build your resilience

... build credibility around your brand ...



A strong brand is easy to recognize and hard to forget.

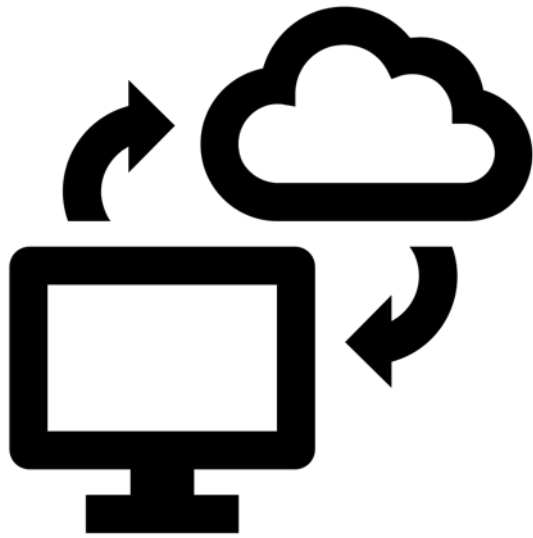
- What does your visual identity say about you?
- What does it not say?
- Is it unique and authentic?
- Does it stand out from the crowd?
- Does it match your vision for your brand?

Check your resilience: is your visual identity scrupulously consistent?

Digital presence

Part 3: How to review and build your resilience

... and deliver it in a compelling way



Your website is the digital ‘bricks and mortar’ of your brand

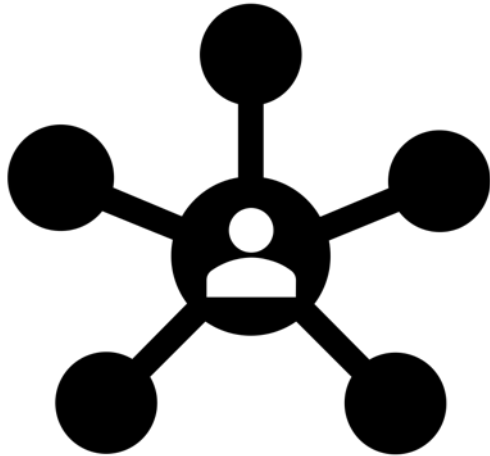
- How closely does your website portray your brand ‘experience’?
- Is it clear and easy to navigate?
- Are your customer journeys all in place?
- Can you measure its effects?

Check your resilience: does your website do justice to your brand?

Communications strategy

Part 3: How to review and build your resilience

... and deliver it in a compelling way



Brand strength relies on reach and reputation

- It's not enough to be present: are you present *with purpose*?
- Can your target customers find you ...
- ... in the places they are most likely to look?
- Are you listening as well as speaking?

Check your resilience: can you measure the impact of your communications activities?

Part 3: How to review and build your resilience

Build your brand resilience action plan

1. Do your objectives fit your current reality?
2. How easy is it to describe or understand your product or service list?
3. 'Test-drive' your brand from a new customer's perspective. Does it stack up?
4. Are your USPs really unique *in the experience of your target customers*?
5. Do your actions fit your values? Do your communications match your character?
6. Is your visual identity scrupulously consistent?
7. Does your website do justice to your brand?
8. Can you measure the impact of your communications activities?



“A resilient brand is consistent through and through. If anything doesn’t fit, your aspirations must change, or your actions.”

Workshop agenda

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Thank you

Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to support both people planning on setting up their own business and existing companies within East Dunbartonshire
- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser