

BRAND STRATEGY *GUIDE*

TABLE OF CONTENTS

- 01* BRAND DISCOVERY
- 02* BRAND MESSAGING
- 03* BRAND VOICE AND TONE
- 04* TARGET AUDIENCE
- 05* COMPETITIVE ANALYSIS
- 06* VISUAL IDENTITY

CHAPTER ONE: Brand Discovery

In this chapter, we will explore the fundamentals of branding and its importance in the digital landscape.

The digital space is constantly evolving and becoming more crowded, which makes it essential to establish a strong brand that will stand out from the rest.

By having a well-defined brand, you can create a memorable identity that will help you connect with your target audience and establish a loyal customer base.

This chapter is designed to **help you identify and articulate your brand's unique value proposition, strengths, and values.**

We will explore how to create a **mission statement** that aligns with your brand's core values and helps communicate your message to your target audience.

Additionally, we will dive into the **SWOT analysis** and how it can help you identify areas of strength and opportunities for growth.

This chapter will provide you with the foundational tools to develop and establish a strong brand that will resonate with your audience.

So, let's get started and discover the power of branding in the digital space.

CHAPTER ONE: Brand Discovery

To create a meaningful brand purpose, you need to **understand your brand's values**.

Your brand values are the guiding principles that shape your brand's culture, behavior, and decision-making.

Ask yourself what your brand stands for and what you want to represent.

Consider your personal values and how they align with your business goals.

Once you have identified your brand values, you can use them to inform your brand's purpose.

When trying to identify their values, **a brand should ask themselves the following questions:**

1. What is important to our brand and what do we stand for?
2. What are our guiding principles and beliefs?
3. What motivates us and inspires us to do what we do?
4. How do we want to be perceived by our audience and stakeholders?
5. What are the benefits we want to deliver to our customers or clients?
6. What makes us unique and sets us apart from our competitors?
7. How do we want to make a positive impact on our community and the world?

By answering these questions, a brand can gain a clearer understanding of their values and use them as a foundation for their brand identity, messaging, and marketing efforts.

CHAPTER ONE: Brand Discovery

Define your brand's purpose:

Your brand's purpose statement should be a clear and concise statement that communicates the "why" behind your brand's existence.

It should capture the essence of what your brand stands for and why it's unique.

To create your purpose statement, start by answering the following questions:

- What inspired you to start your business?
- What problem are you trying to solve?
- What future do you want to create?
- How does your brand make a difference in the world?
- What are the core values that drive your brand?

Use your answers to these questions as a starting point for crafting your purpose statement. Keep it short and memorable, and make sure it aligns with your brand's values and mission.

Remember, your brand purpose is the foundation of your brand strategy.

It's what sets you apart from your competitors and gives your brand a unique identity.

Take the time to craft a powerful purpose statement, and use it to guide all of your branding and marketing efforts

CHAPTER ONE: Brand Discovery

Your **Unique Selling Proposition (USP)** is what sets your small business or brand apart from others in your industry. It's the value proposition that you bring to the table that nobody else can.

Here's a step-by-step guide on how to develop your USP:

1. **Review your strengths and values:** Start by reviewing your business's strengths and values. Consider what sets you apart from your competitors and what values drive your business. Identify the ones that are most important to you and that you believe are most valuable to your target audience.
2. **Identify your target audience:** Consider who you want to reach with your business or brand. Who are they, what are their needs and desires, and how can your strengths and values help them? Understanding your target audience is essential to creating a USP that resonates with them.
3. **Research your competition:** Look at other businesses and brands in your industry or field. What do they offer, and how can you differentiate yourself from them? Understanding your competition is crucial to creating a USP that stands out.
4. **Define your unique selling proposition:** Combine your strengths and values with what you've learned about your target audience and competition to create a clear and compelling statement that sets your business or brand apart. Your USP should communicate what makes you unique and valuable to your target audience.

For example, if you own a coffee shop that values sustainability and community, and your strengths are in creating unique and flavorful coffee blends and providing a welcoming atmosphere, your unique selling proposition could be something like:

"We're a sustainable coffee shop that creates unique and flavorful coffee blends, providing a welcoming space for the community to connect."

Refine and test your USP: Once you have developed your unique selling proposition, test it out with your target audience and see how they respond. If it doesn't resonate with them, refine it until you find a statement that truly sets your business or brand apart and connects with your audience.

CHAPTER ONE: Brand Discovery

What? Who? How?

Your Brand positioning statement tells your audience exactly what to expect from your brand.

Start crafting your brand positioning statement with this framework:

[your brand] is the **[your market/product]** for **[your audience]** that best delivers on **[your brand promise]**.

*Example: Mailchimp - “**Mailchimp** is an **all-in-one Marketing Platform** for **small business**. **We empower millions of customers** around the world **to start and grow their businesses** with **our smart marketing technology, award-winning support, and inspiring content**.”*

CHAPTER ONE: Brand Discovery

A brand mission statement is a concise statement that defines the purpose and values of your brand.

It's a clear declaration of what your brand stands for and what you hope to achieve through it.

Crafting a brand mission statement involves taking time to reflect on your brand's values, goals, and unique selling proposition. Utilize the information you have accumulated throughout your brand development process.

Review your answers to questions like:

- What motivates your brand to exist?
- What are your brand's core values and beliefs?
- Who is your target audience and what do they need or want from your brand?
- What sets your brand apart from others in your industry?

By answering these questions and analyzing your brand, you can create a mission statement that captures the essence of what your brand stands for.

Once you have a mission statement in place, it can serve as a guiding principle for all of your branding and marketing efforts. It helps you stay focused and consistent in your messaging, making it easier to build a strong and recognizable brand.

Start crafting your mission statement by filling in this statement: "We exist to _____ "

Example: Tesla - "To accelerate the world's transition to sustainable energy."

CHAPTER ONE: Brand Discovery

Your vision statement should be imaginative, creative, and forward thinking.

You brand's vision statement creates a cohesive and clear brand message, identifying where your brand is headed.

What future do you want to help create?

What does the future look like with the help that you offer others?

Your vision statement is an imaginative, creative, forward thinking statement.

Start drafting your vision statement by filling in the blank: "Our Brand will _____ "

Example: Microsoft - "Empower every person and every organization on the planet to achieve more."

Your vision statement will help create a cohesive and clear brand message, identifying where your brand is headed.

CHAPTER ONE: Brand Discovery

A **SWOT analysis** is a strategic planning tool that can help you identify your brand's internal strengths and weaknesses, as well as external opportunities and threats. By conducting a SWOT analysis, you can gain valuable insights into your brand's position in the market and develop a strategy to improve your overall performance.

Step 1: Define Your Objective

Before you begin your SWOT analysis, you need to define your objective.

What do you want to achieve through this analysis?

Are you looking to launch a new product or enter a new market?

Or are you trying to improve your current position in the market?

Defining your objective will help you stay focused and ensure that your analysis is relevant to your goals.

Step 2: Identify Your Strengths Start by identifying your brand's internal strengths.

What are you good at?

What do you do better than your competitors?

Consider factors such as your brand's reputation, customer loyalty, unique selling proposition, and resources. Be honest and objective in your assessment, and try to be specific.

For example, if you're a small coffee shop, your strengths could be your prime location, your high-quality coffee, your friendly staff, and your cozy atmosphere.

CHAPTER ONE: Brand Discovery

Step 3: Identify Your Weaknesses

Next, identify your brand's internal weaknesses.

What areas do you need to improve?

What are your competitors doing better than you?

Consider factors such as your brand's reputation, customer service, marketing efforts, and resources. Be honest and objective in your assessment, and try to be specific.

For example, if you're a small coffee shop, your weaknesses could be your limited menu options, inconsistent customer service, lack of brand recognition, and outdated interior design.

Step 4: Identify Your Opportunities

Now, identify your brand's external opportunities.

What market trends or changes could benefit your brand?

Are there any gaps in the market that you could fill?

Consider factors such as changes in consumer behavior, new technologies, and emerging markets.

For example, if you're a small coffee shop, your opportunities could be the growing demand for organic and sustainable coffee, the trend of remote work leading to more customers seeking coffee shops as workspaces, and the availability of affordable technology to improve your business processes.

CHAPTER ONE: Brand Discovery

Step 5: Identify Your Threats

Finally, identify your brand's external threats.

What market trends or changes could pose a risk to your brand?

Are there any competitors or external factors that could harm your brand?

Consider factors such as changes in consumer behavior, economic factors, and new competitors entering the market.

For example, if you're a small coffee shop, your threats could be the rise of larger chains taking over the market, economic downturns affecting consumer spending, and customers switching to healthier beverage options.

Step 6: Analyze and Develop Strategies

Once you've identified your strengths, weaknesses, opportunities, and threats, it's time to analyze the information and develop strategies.

Use the information you've gathered to develop a plan to leverage your strengths and opportunities, and address your weaknesses and threats.

For example, if your strengths include your high-quality coffee and cozy atmosphere, and your opportunities include the growing demand for sustainable coffee, you could focus on sourcing more sustainable coffee beans and promoting your eco-friendly practices to differentiate yourself from your competitors.

In conclusion, conducting a SWOT analysis is a crucial step in developing a comprehensive brand strategy. It helps you identify your brand's internal strengths and weaknesses, as well as external opportunities and threats. By leveraging this information, you can develop a plan to improve your overall performance and position your brand for success.

SWOT ANALYSIS TEMPLATE

Internal	STRENGTHS What is it that your company does well? List qualities that separate you from your competitors. <div></div> <div></div> <div></div>	WEAKNESSES What could your company improve upon? These are the things that your competitors do better than you. <div></div> <div></div> <div></div>	Internal
	OPPORTUNITIES Is there a gap in the market that you could fill? Are there any trends that could lead to increased sales? <div></div> <div></div> <div></div>	THREATS Is there too much competition in your niche? Does your company have bad press coverage? <div></div> <div></div> <div></div>	

CHAPTER TWO: Brand Messaging

Now that you have identified your brand's values, strengths, and unique selling proposition, it's time to craft a message that resonates with your target audience.

In this chapter, we'll explore the **key components of a strong brand message**, including your brand story, tagline, and messaging pillars.

Your brand messaging is the foundation of your communication strategy, and it's important to get it right in order to build trust and credibility with your audience.

A strong brand message not only communicates what you do, but also why you do it, and what sets you apart from your competitors.

We'll provide you with practical tips and examples to help you develop a brand messaging strategy that connects with your audience and inspires action.

We'll cover the following topics:

- Creating a brand story that resonates with the target audience
- Developing a tagline that communicates the brand's key message
- Developing messaging pillars to guide content creation and communication

By the end of this chapter, you'll have a clear understanding of the key elements that make up a compelling brand message, and you'll be ready to develop your own messaging strategy that will set you apart from the competition.

CHAPTER TWO: Brand Messaging

Creating a Brand Story That Resonates with the Target Audience

One of the most powerful ways to connect with your target audience is through a compelling brand story. A brand story is the narrative that communicates who you are, what you stand for, and why you exist. It's the **emotional connection** between your brand and your audience that makes them care about your message.

To create a brand story that resonates with your target audience, start by understanding their pain points, desires, and motivations. Use this information to craft a narrative that speaks directly to them and their needs. Use storytelling techniques such as character development, plot structure, and conflict to create a narrative that captures their attention and engages them emotionally.

Your brand story should also be authentic and aligned with your brand's values and mission. It should be unique and differentiate your brand from your competitors.

A great brand story can help you stand out in a crowded marketplace and build a loyal following of customers who believe in your message.

CHAPTER TWO: Brand Messaging

Here is an example of a brand story and a step-by-step guide to creating one:

Brand Story Example:

Imagine you own a small coffee shop that prides itself on serving only the finest, sustainably-sourced coffee beans from around the world. Your brand story might go something like this:

"At our coffee shop, we believe that coffee is more than just a drink. It's a journey that begins with the farmers who carefully tend to the coffee plants, and ends with the baristas who skillfully prepare each cup. We're committed to sourcing only the highest quality, sustainably-grown coffee beans from around the world, and to ensuring that every cup we serve is a true reflection of the dedication and hard work of the people who make it possible. We believe that great coffee brings people together, and we're proud to be a part of that experience."

Step-by-Step Guide to Creating a Brand Story:

1. **Define your brand's unique value proposition:** What sets your brand apart from others in your industry? What makes you unique and valuable to your target audience?
2. **Identify your brand's core values:** What do you stand for? What principles guide your business decisions and operations?
3. **Consider your brand's history:** What inspired you to start your business? What challenges have you faced along the way, and how have you overcome them?
4. **Connect with your target audience:** Who are your ideal customers? What are their needs and desires, and how does your brand fulfill them?
5. **Develop a narrative that ties everything together:** Use the information you've gathered to craft a compelling story that communicates the essence of your brand. This narrative should be concise, clear, and memorable, and should be woven into all aspects of your branding and marketing efforts.

CHAPTER TWO: Brand Messaging

Developing a Tagline That Communicates the Brand's Key Message

A tagline is a short, memorable phrase that communicates the key message of your brand. It's a powerful tool that can help differentiate your brand and create a lasting impression in the minds of your audience.

When developing a tagline, it's important to focus on your brand's unique selling proposition and the value you bring to your customers.

Think about what makes your brand different and how you solve your audience's problems.

Your tagline should communicate this message in a concise and memorable way.

Think of your tagline as your logo, in writing.

Your tagline will give your brand personality.

Your tagline will be your most client facing message. Make it meaningful. Make it easy to understand.

Example: Nike - "Just do it."

CHAPTER TWO: Brand Messaging

Developing messaging pillars is a crucial step in creating a cohesive and effective brand message.

Messaging pillars are a set of key themes or topics that capture the essence of your brand and serve as a guide for creating content and communicating with your audience.

Here are the steps to develop messaging pillars for your brand:

1. **Identify your brand's core values and key messages:** Start by reviewing your brand mission statement and identifying the core values and key messages that you want to communicate to your audience.
2. **Analyze your audience:** Consider who your target audience is, what they care about, and what type of messaging will resonate with them. Understanding your audience is critical to creating messaging that will connect with them.
3. **Brainstorm themes and topics:** Based on your brand's values and key messages and your audience analysis, brainstorm a list of themes and topics that align with your brand and will resonate with your audience.
4. **Narrow down your list:** Review your list of themes and topics and narrow it down to a set of 3-5 messaging pillars that are the most important and relevant to your brand and audience.
5. **Develop key messages for each pillar:** For each messaging pillar, develop a set of key messages that communicate the theme or topic in a clear and compelling way. These key messages should be concise and easy to remember, and they should align with your brand's core values and mission.
6. **Use messaging pillars to guide content creation and communication:** Incorporate your messaging pillars into all of your brand messaging, including your website, social media channels, and marketing materials. Use them as a guide for creating content and communicating with your audience, ensuring that all messaging is consistent and on-brand.

CHAPTER TWO: Brand Messaging

For example, if you are a health and wellness brand, your messaging pillars could be:

- Empowering individuals to take control of their health
- Encouraging healthy lifestyle choices and habits
- Providing education and resources to support a healthy lifestyle

Using these messaging pillars, you can **develop key messages** that communicate each theme, such as:

- "Take control of your health and achieve your goals with our personalized wellness plans"
- "Make healthy choices easy with our delicious and nutritious meal delivery service"
- "Get the information and support you need to live your healthiest life with our expert resources and community"

By developing messaging pillars and key messages that align with your brand and resonate with your audience, you can create a cohesive and effective brand message that connects with your target market.

CHAPTER THREE: Brand Voice & Tone

In today's crowded digital landscape, developing a consistent **brand voice and tone** is crucial to stand out and build a strong and recognizable brand. Your brand's voice and tone should reflect your brand's personality, values, and mission statement, and should also resonate with your target audience. Moreover, it should be consistent across all channels and communications to create a cohesive brand experience.

So, how do you develop a brand voice and tone that accurately represents your brand and speaks to your audience? Consider your brand's personality, values, mission statement, target audience, and industry. Your brand voice should reflect your brand's personality, which may be friendly, authoritative, or humorous, while your tone should reflect the emotional aspect of your brand, such as being serious, playful, or empathetic.

In this chapter, we will guide you through the process of identifying your brand's voice and tone, developing a brand style guide to ensure consistency, and defining your brand's personality. By the end of this chapter, you'll have a clear understanding of how to create a strong and consistent brand voice and tone that resonates with your audience and sets your brand apart.

CHAPTER THREE: Brand Voice & Tone

Define your brand voice: Your brand voice is the tone, style, and language you use in all of your communication channels. It's how you communicate your brand messaging to your audience.

To define your brand voice, consider your brand personality and ask yourself:

- What tone and language best reflect my brand's personality and messaging?
- How do I want my brand to be perceived by my audience?
- What other personal brands' voice do you love? Why do you follow them?
- What content do you engage with? How/Why do you engage with it?
- What kind of relationship do I want to build with my audience?
- How can I use my brand voice to connect with my audience on a personal level?

Your brand voice should be authentic, consistent, and aligned with your brand personality and messaging. This helps to create a strong and recognizable brand identity that resonates with your audience.

CHAPTER THREE: Brand Voice & Tone

To craft your brand tone, start by considering the emotions you want to evoke in your audience.

Do you want to be seen as playful and fun, or more serious and professional?

Should your tone be optimistic, motivational, or empathetic?

Once you've identified the emotions you want to convey, think about the specific language and phrasing that will help you achieve that tone. For example, if you want to come across as lighthearted, you might use puns and humor in your messaging. If you want to be more serious, you might use data and statistics to support your arguments.

It's also important to consider the context in which your messaging will be delivered. Different platforms and communication channels require different tones to be effective.

For example, the tone you use on Twitter may be different than the tone you use in a newsletter or on your website.

Overall, your brand tone should be consistent with your brand personality and values, while also adapting to the needs of your audience and the communication channels you use. By crafting a compelling brand tone, you can create an emotional connection with your audience that goes beyond your products or services.

CHAPTER THREE: Brand Voice & Tone

Sit down and think about how you want your brand to be perceived. Use this spectrum to identify the core attributes you want your brand to communicate.

Do you want your audience to perceive your brand as Serious or Playful? Or maybe more neutral?

Place an X on each line to give yourself a visual indication of each attribute. Feel Free to add more if you think of others!

Exclusive

Accessible

Traditional

Progressive

Corporate

Friendly

Serious

Playful

Understated

Bold

Simple

Complex

Urban

Natural

Familiar

Disruptive

Stable

Dynamic

Realistic

Idealistic

CHAPTER FOUR: Target Audience

Your personal brand is not just about you, it's also about the audience you're trying to reach. In this chapter, we will explore how to define your target audience, so you can create content that resonates with them and build a stronger connection with your followers.

Let's dive into the steps you need to take to create a buyer persona that helps you focus your efforts and build a loyal following.

Step 1: Identify Demographic Information

The first step in defining your target audience is to identify their demographic information. This includes their age, gender, location, income level, and education level. You can use research and data to gather this information, such as:

- Conducting surveys or polls on social media to gather information from your audience
- Analyzing your social media followers to see who is engaging with your content
- Using social media listening tools to gather data on your audience's demographics

Once you have this information, create a profile of your ideal follower. This will help you understand who your audience is and what they need from you.

Step 2: Identify Psychographic Information

In addition to demographic information, you also need to understand your audience's psychographic information. This includes their interests, values, and beliefs.

To gather this information, you can use social media listening tools, conduct surveys or polls, or engage with your audience directly. Understanding your audience's psychographic information will help you create content and messaging that resonates with them and speaks to their needs.

CHAPTER FOUR: Target Audience

Step 3: Identify Pain Points and Needs

The next step is to identify your audience's pain points and needs. What challenges do they face, and how can your personal brand help solve those challenges? To gather this information, you can:

- Engage with your audience directly and ask them about their challenges
- Analyze the comments and messages you receive from your audience to identify common themes
- Use social media listening tools to gather data on your audience's pain points and needs

By understanding your audience's pain points and needs, you can create content and messaging that speaks directly to them and helps you build a loyal following.

Step 4: Develop a Follower Persona

Finally, you need to create a follower persona. A follower persona is a fictional representation of your ideal customer. This includes all of the demographic and psychographic information you gathered in steps 1 and 2, as well as their pain points and needs.

Use this follower persona to guide your content and messaging. By understanding who your ideal customer is and what they need, you can create content that resonates with them and helps you build a strong personal brand.

CHAPTER FOUR: Target Audience

Let's get started building your customer / follower persona profile:

A. Demographics

This subsection focuses on gathering information about your target audience's age, gender, location, income, education level, occupation, and other relevant demographic factors. Understanding these characteristics will help you tailor your content to their specific needs and interests.

B. Psychographics

In this subsection, we dive deeper into your target audience's personality traits, values, attitudes, interests, and lifestyle. These factors can play a significant role in shaping their behaviors and decision-making processes.

C. Pain Points and Challenges

Identifying your target audience's pain points and challenges can help you create content that addresses their specific needs and offers solutions to their problems. By understanding their struggles, you can position your brand as a helpful resource and build trust with your audience.

D. Goals and Aspirations

Understanding your target audience's goals and aspirations can help you create content that inspires and motivates them. By aligning your brand messaging with their desired outcomes, you can position your brand as a partner in helping them achieve their dreams.

E. Media Consumption Habits

This subsection focuses on understanding how your target audience consumes media, including the channels and platforms they prefer. This information can help you optimize your content distribution strategy and reach your audience where they are most likely to engage with your brand.

F. Purchase Behavior

Identifying your target audience's purchase behavior can help you create content that addresses their decision-making process and encourages them to take action. Understanding their buying habits and preferences can also help you tailor your marketing messages and increase your conversion rates.

CHAPTER FOUR: Target Audience

What is your persona *demographic*?

Start by answering these questions:

1. What is the age range of your target audience?
2. What is the gender identity of your target audience?
3. What is the average income of your target audience?
4. What is the education level of your target audience?
5. What is the occupation of your target audience?
6. Where does your target audience live?
7. What is the marital status of your target audience?
8. What is the ethnicity or cultural background of your target audience?
9. What is the language spoken by your target audience?
10. What is the family size of your target audience?

Answering these questions can help you build a more complete understanding of your target audience's demographics and how these demographics can impact their behaviors and decision-making processes.

CHAPTER FOUR: Target Audience

Understanding your audience's **psychographics**, including their personality traits, values, attitudes, interests, and lifestyle, is equally important.

These factors can play a significant role in shaping their behaviors and decision-making processes.

For example, if your target audience values environmental sustainability, creating content that highlights your brand's eco-friendly practices and initiatives can be an effective way to connect with them. Or, if your audience is interested in fitness and health, developing content that aligns with their interests, such as healthy recipes or workout tips, can help build a strong connection.

Here are some questions you can ask to identify your target audience's psychographics:

1. What are their personality traits?
2. What are their values and beliefs?
3. What are their attitudes towards your brand and industry?
4. What are their interests and hobbies?
5. What are their spending habits and purchasing behaviors?
6. What are their media consumption habits?
7. What are their daily routines and lifestyle?
8. What are their pain points and challenges in life?
9. What are their aspirations and goals?
10. What motivates them to take action or make a purchase?

These questions can help you understand your target audience on a deeper level and craft a persona profile that is more accurate and effective in guiding your brand strategy.

CHAPTER FOUR: Target Audience

What are your audience's pain points or motivation?

Here are some questions that can help identify your audience's pain points and motivations:

1. What challenges or problems does your audience face in their daily lives?
2. What frustrates your audience about their current situation?
3. What are the biggest obstacles your audience faces in achieving their goals?
4. What motivates your audience to take action and make changes in their lives?
5. What fears or anxieties does your audience have that your product or service can alleviate?
6. What goals or aspirations does your audience have that your product or service can help them achieve?
7. What are the values and beliefs that drive your audience's decision-making process?
8. What do your audience members prioritize in their lives and how can your product or service align with those priorities?
9. What kind of content does your audience consume to help them with their pain points or motivate them towards their goals?
10. What kind of language or messaging resonates with your audience when addressing their pain points or motivations?

CHAPTER FOUR: Target Audience

What are your audience's goals or aspirations?

Here are some questions that can help a brand, company or creator identify their audience's goals and aspirations:

1. What are your audience's short-term and long-term goals?
2. What motivates your audience to achieve these goals?
3. What are their career aspirations or personal interests?
4. What are their biggest aspirations in life?
5. What kind of lifestyle do they aspire to have?
6. What kind of content or products would help them achieve their goals?
7. What obstacles stand in the way of achieving their goals?
8. What kind of support or resources do they need to reach their goals?
9. How can your brand or product help them achieve their goals?
10. What are some common goals among your audience that your brand can address through content or products?

CHAPTER FOUR: Target Audience

Audience behavior and media preferences:

1. How does your audience typically consume content (e.g. social media, blogs, video, podcasts, etc.)?
2. How frequently does your audience engage with content in your industry or niche?
3. What are the preferred types of content for your audience (e.g. informative, entertaining, educational, etc.)?
4. What topics or themes interest your audience the most?
5. Where does your audience go for information on your industry or niche?
6. How does your audience typically interact with content (e.g. commenting, sharing, liking, etc.)?
7. What are the common pain points or challenges your audience faces in your industry or niche?
8. What motivates your audience to engage with content in your industry or niche?
9. Are there any specific formats or styles that your audience responds well to (e.g. storytelling, humor, infographics, etc.)?

CHAPTER FOUR: Target Audience

Audience purchasing habits

1. What factors influence their purchasing decisions?
2. Do they prefer to shop online or in-store?
3. How much research do they typically do before making a purchase?
4. Do they prefer to buy from established brands or are they open to new and emerging brands?
5. What is their budget for the product or service you are offering?
6. Are they influenced by sales, discounts or promotions?
7. Do they have any loyalty to specific brands or retailers?
8. What payment methods do they prefer to use?
9. Do they prefer one-time purchases or subscription-based models?
10. Do they value quality over quantity or vice versa?

CHAPTER FOUR: Target Audience

<i>Name</i>	
<i>Age</i>	
<i>Gender</i>	
<i>Relationship Status</i>	
<i>Job title</i>	
<i>Location</i>	
<i>Salary</i>	
<i>Budget</i>	
<i>Enemies</i>	
<i>Heroes</i>	

<i>Work Goals</i>	
<i>Favorite Drink</i>	
<i>Favorite Music</i>	
<i>Podcasts</i>	
<i>Favorite TV/movies</i>	
<i>Favorite Books</i>	
<i>Clothes</i>	
<i>Transportation</i>	
<i>Interest/Hobbies</i>	
<i>News/websites</i>	

CHAPTER FOUR: Target Audience

<i>Mentality</i>	
<i>Pain Points</i>	
<i>How would they hear about your product/brand?</i>	
<i>How do they think your product or services provide value or solves their problems?</i>	
<i>What might make them hesitant to purchase your product or service?</i>	

CHAPTER FOUR: Target Audience

How to conduct research for persona analysis:

Using surveys, interviews, and focus groups to gather information: One effective way to gather information for persona analysis is to conduct surveys, interviews, and focus groups. Surveys can be distributed online, through email, or through social media channels to collect data on demographics, psychographics, behaviors, and preferences. Interviews and focus groups can provide more detailed insights on a smaller scale, allowing you to ask follow-up questions and get a deeper understanding of your audience's needs and motivations. It's important to carefully craft your questions and select participants that are representative of your target audience to ensure accurate and useful data.

Analyzing website and social media analytics to understand audience behavior: Website and social media analytics provide valuable data on audience behavior and engagement with your content. By analyzing metrics such as page views, bounce rates, time spent on page, and social media engagement (likes, comments, shares), you can gain insights into which types of content are resonating with your audience and adjust your content strategy accordingly. Additionally, analytics can provide information on audience demographics, allowing you to further refine your persona analysis.

Using market research to understand industry trends and competitive landscape: Market research can provide important insights into industry trends, competitive landscape, and customer behavior. This can include analyzing industry reports and data, researching competitor content and strategies, and conducting surveys or focus groups with customers in the industry. By understanding these broader trends and competitive factors, you can better position your content and tailor it to meet the needs and preferences of your audience while differentiating yourself from competitors.

CHAPTER FOUR: Target Audience

Example Persona profile:

Name: Rachel E.

Age: 28

Occupation: Marketing Manager

Location: Urban city

Demographics: Single, no children

Education: Bachelor's degree in marketing

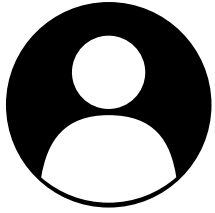
Goals: Wants to have clear and glowing skin, interested in natural and organic skincare products, prefers a simple skincare routine

Challenges: Has a busy work schedule and struggles to find time for self-care, has combination skin that can be oily in some areas and dry in others, has occasional breakouts and is looking for solutions

Values: Values natural and organic products, believes in the importance of self-care and taking care of her skin, is willing to invest in quality skincare products

Personality: Outgoing, loves trying new things, social media savvy, values authenticity and transparency in brands

Persona Profile Example



Rachael E.

Values natural and organic products, believes in the importance of self-care and taking care of her skin, is willing to invest in quality skincare products

PERSONA INSIGHTS

External Struggles:

- Finding the right skincare routine that works for her skin type
- Sorting through the overwhelming amount of skincare products on the market
- Balancing her busy schedule with maintaining a consistent skincare routine
- Managing her budget while still investing in quality skincare products
- Dealing with environmental factors that affect her skin, such as pollution or weather changes

Internal Struggles:

- Feeling self-conscious about her skin's appearance
- Struggling with feelings of anxiety or overwhelm when trying to choose skincare products
- Being unsure about which sources of skincare advice to trust
- Feeling guilty or indulgent for spending money on skincare products
- Feeling pressure to have "perfect" skin in order to meet societal beauty standards

ACTION DRIVERS

- Seeking out new skincare products and routines that align with her values and concerns.
- Sharing her own skincare journey and experiences with others to build connections and community.
- Learning more about the science behind skincare and staying up to date on the latest research and trends.
- Investing time and resources into self-care practices that make her feel good both physically and mentally.
- Supporting brands and influencers who prioritize transparency, sustainability, and inclusivity in the beauty industry.

GOALS

- **Achieving clear, glowing skin:** Rachel may be looking for skincare products and routines that can help her achieve her desired skin look and texture.
- **Saving money on skincare:** Rachel may be interested in cost-effective solutions that can help her maintain a good skincare routine without breaking the bank.
- **Learning more about skincare:** Rachel may be curious about the science and ingredients behind skincare products and interested in expanding her knowledge.
- **Feeling confident in her appearance:** Rachel may be looking for ways to boost her confidence through improved skincare and overall self-care.
- **Finding a trusted source of skincare advice:** Rachel may be looking for a reliable influencer or brand to provide her with expert skincare advice and recommendations

DECISION PROCESS

Thought process: Rachel is interested in improving her skin care routine but wants to ensure that she invests in products that are effective and worth the cost.

Pre-purchase considerations: Rachel will likely research products and read reviews before making a purchase. She may also want to try a sample or get a recommendation from a trusted source before committing to a full-size product.

Worries regarding the new solution: Rachel may be hesitant to try a new product due to concerns about potential negative reactions or side effects. She may also worry about the cost and whether the product will be worth the investment.

Allegiance to current product/solution: Rachel may be loyal to certain skin care brands or products that she has used in the past. She may be hesitant to switch to a new product if she is already satisfied with her current routine.

BARRIERS

Price: Rachel may have a limited budget for skincare products and may find some products or services too expensive to consider.

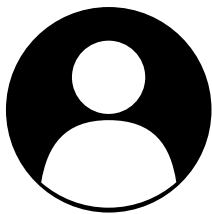
Trust: As a discerning consumer, Rachel may be wary of trying new products or following a creator without strong recommendations or reviews from trusted sources.

Time: With a busy schedule, Rachel may not have much time to invest in a new skincare routine or to engage with creators on social media.

Availability: Rachel may not be able to find certain products in her local stores or online, which may make it difficult for her to try out new brands or products.

Brand loyalty: Rachel may be loyal to a particular brand or product and may be hesitant to try out something new that may not live up to her expectations.

Persona Profile Example



PERSONA INSIGHTS	ACTION DRIVERS	GOALS	DECISION PROCESS	BARRIERS

CHAPTER FIVE: Competitive Analysis

Competitive analysis is an essential step for any business or brand looking to succeed in a crowded market. By analyzing your competition, you can gain insights into what works and what doesn't, and develop a strategy to differentiate yourself and stand out in the marketplace. In this section, we'll explore the steps you can take to conduct a thorough competitive analysis and develop a unique positioning strategy for your brand.

Identifying Direct and Indirect Competitors:

The first step in a competitive analysis is to identify both direct and indirect competitors. Direct competitors are those that offer similar products or services to your brand. For example, if you're a coffee shop, your direct competitors might be other coffee shops in your area. Indirect competitors, on the other hand, offer different products or services but may still compete for your target audience's attention or money. For example, a bakery might be an indirect competitor to a coffee shop, as they both offer food and drink options that could appeal to the same audience.

To identify your competitors, start with a simple Google search for keywords related to your brand. Take note of the top-ranking websites and their offerings. You can also look at industry publications and directories, as well as social media profiles of businesses in your industry.

Analyzing the Competition's Strengths and Weaknesses:

Once you have identified your competitors, the next step is to analyze their strengths and weaknesses. Look at their branding, messaging, product offerings, customer experience, and pricing strategy. This will help you identify areas where your competition is excelling and areas where they may be falling short.

To gather this information, you can visit their website, social media pages, and online reviews. Take note of what customers are saying about their experience with the brand and their products or services. Look for patterns or common themes in both positive and negative reviews.

Conducting a Gap Analysis:

Finally, conducting a gap analysis can help you identify areas where your brand can differentiate itself further. A gap analysis involves looking at what your competition is offering and identifying areas where they may be missing the mark. This can help you identify opportunities for innovation and differentiation.

To conduct a gap analysis, look for areas where your competitors are falling short or not meeting the needs of your target audience. Then, brainstorm ways your brand could fill that gap and provide a better solution. For example, if your competitors are all offering subscription-based services, you might differentiate your brand by offering a one-time purchase option.

CHAPTER FIVE: Competitive Analysis

Use this template to start identifying and researching your competitors:

<i>Competing Brands</i>	
<i>Brand Discovery</i>	
<i>Brand look/feel</i>	
<i>Value Proposition</i>	
<i>Tagline</i>	
<i>Products/services</i>	
<i>How do they talk about their customers?</i>	

CHAPTER FIVE: Competitive Analysis

Marketing channels	
Advertising Channels	
Revenue	
Strengths	
Weaknesses	
Similarities	
Differences	
Customer Aquisition	

CHAPTER FIVE: Competitive Analysis

This visual will help you conduct a Gap Analysis:



WHERE DOES YOUR BRAND FALL ON THIS GRAPH?

CHAPTER SIX: Visual Identity

Visual identity is an essential part of building brand recognition and establishing a brand's identity.

A well-designed visual identity goes beyond just creating a visually appealing logo or selecting the right color palette. It's about ensuring consistency in all visual elements and communications to make your brand easily recognizable and differentiate it from competitors.

Ben Mathews, branding expert responsible for brands like Ebay, LG and Adobe says

"If brands were people, then visual identity is the walk, the talk, the clothes, and the hair. Does your brand strut down the street, flinging long blonde hair and rocking a peacock feather jacket, or does it somberly stroll in a well-tailored suit? Maybe you decided—instantly—that the peacock persona was wild and fun, while the well-tailored suit was competent and mature. That's a first impression working its magic."

In this chapter, we will explore the key components of a brand's visual identity, including color, typography, and graphic elements such, and discuss how to create a brand mood board to ensure consistency in all visual communications.

CHAPTER SIX: Visual Identity

COLOR:

Branding is all about building a connection with your customers, and one of the most powerful tools in your branding toolbox is your choice of colors.

As neuroscientist Antonio Damasio explains, emotions play a larger role in consumer behavior than rational thought.

This means that the colors you choose for your branding have the potential to impact your sales and performance even more than the quality of your products or services. But it's not just a matter of picking a color at random.

Different colors evoke different emotions, and the way you use them in your branding can make all the difference. In this section, we will explore the psychology of color and how it can be used to create a strong emotional connection with your target audience. We will also discuss the importance of color combinations and design in creating an effective brand identity.

Resources:

- Understanding Color Theory: <https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/>
- How Color Impacts Emotions and Behaviors: <https://99designs.com/blog/tips/how-color-impacts-emotions-and-behaviors/>

CHAPTER SIX: Visual Identity

Let's look at brand color meanings and the effect that different branding colors can have on people:

- Red – Red stands for passion, excitement and anger. It can signify importance and command attention.
- Orange – Orange stands for playfulness, vitality and friendliness. It is invigorating and evokes energy.
- Yellow – Yellow evokes happiness, youth and optimism, but can also seem attention-grabbing or affordable.
- Green – Green evokes stability, prosperity, growth and a connection to nature.
- Light Blue – A light shade of blue exudes tranquility, trust, openness. It can also signify innocence.
- Dark Blue – Dark blue stands for professionalism, security and formality. It is mature and trustworthy.
- Purple – Purple can signify royalty, creativity and luxury.
- Pink – Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.
- Brown – Brown creates a rugged, earthy, old-fashioned look or mood.
- White – White evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end.
- Gray – Gray stands for neutrality. It can look subdued, classic, serious, mysterious or mature.
- Black – Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling

Resource: Use **COOLORS.CO** to test out different color palettes and get inspiration

CHAPTER SIX: Visual Identity

TYPOGRAPHY:

Brand typography is a visual element of brand style guide, or brand book, that arranges your brand's written copy in a legible way and aligns your messaging with your brand personality. When creating graphics for your brand, using consistent typography will help your audience immediately identify your content or associate content with your personal brand.

Brand typography is not quite the same as brand font or typeface, although they are all closely related.

- Typography is the collection of traits that support the design, brand voice and personality of a business on all digital and traditional channels
- A typeface is the name of a family of related fonts
- Fonts are the elements that constitute one typeface, such as weights, widths, and styles.
- A memorable typeface is instantly recognizable - think of widely admired brands like Coca Cola or Disney that have even created and registered their own typeface as a way of making it a part of their identity. Think about your own business and audit typography across all touchpoints by asking:
 - How does my brand's typography make me feel?
 - How good of an experience is it creating?
 - Is it recognizable and memorable?
 - What tone does it set?

CHAPTER SIX: Visual Identity

Choosing the appropriate typography requires knowledge of their associated personalities:

Serif Fonts - Serif fonts are typically seen as traditional and sophisticated, with a strong sense of authority and professionalism.

Examples of serif fonts include Times New Roman and Georgia.

Sans-Serif Fonts - Sans-serif fonts are typically seen as modern and sleek, with a clean and simple aesthetic. They are often used to convey a sense of minimalism and clarity.

Examples of sans-serif fonts include Helvetica and Arial.

Script Fonts - *Script fonts are often used to convey a sense of elegance and femininity.*

They are seen as romantic and whimsical, and are often used in branding for products and services aimed at women.

Examples of script fonts include Brush Script and Lobster.

DISPLAY FONTS : DISPLAY FONTS ARE TYPICALLY USED FOR HEADLINES AND TITLES, AND ARE MEANT TO BE ATTENTION-GRABBING AND BOLD.

THEY COME IN A VARIETY OF STYLES, FROM VINTAGE AND RETRO TO FUTURISTIC AND MODERN.

EXAMPLES OF DISPLAY FONTS INCLUDE BEBAS NEUE AND FUTURA.

Handwritten Fonts - Handwritten fonts are often used to convey a sense of informality and creativity.

They are seen as personal and approachable, and are often used in branding for products and services aimed at younger audiences.

Examples of handwritten fonts include Pacifico and Comic Sans.

CHAPTER SIX: Visual Identity

Choose fonts that fit your Brand Personality

- Minimal sans-serif font makes for a professional and corporate look
- Bold serif headers + nondescript sans-serif subheader conveys a trustworthy feel.
- Thick and rounded sans-serif fonts create a youthful and friendly feel
- Traditional serif font conveys a conservative corporate feel
- Thin sans-serif fonts can be used to make an elegant, high-end feel

Make sure your typography is flexible across all platforms.

It's a crucial part of your brand identity, so it needs to be adaptable to different formats such as print, product packaging, social media content and website copy. Your typefaces should contrast each other, creating harmony in their differences.

Choosing two fonts with one thing in common but differences in other areas is the rule of thumb for an effective brand typeface.

Your brand fonts should be easily legible and readable, whether in large or small letters, uppercase or lowercase. Even header text can be slightly less legible than main text, but it should still be clear and understandable at first glance.

CHAPTER SIX: Visual Identity

Font hierarchy is the arrangement of different fonts in a design to convey information and create visual interest. It's an important aspect of typography that helps guide the viewer's eye and creates a sense of order in a design.

The most important factor in font hierarchy is contrast. Contrast can be achieved through differences in size, weight, style, and color. The most important information should be emphasized with the most contrast.

Here are some tips for creating an effective font hierarchy:

1. Choose your primary font carefully: This should be the font that represents your brand's personality and is most legible at small sizes. It should be used for headings, subheadings, and any other large pieces of text.
2. Use font weights to create contrast: Within your primary font, use different weights (bold, regular, light) to create contrast between different levels of hierarchy.
3. Choose a secondary font: This font should complement your primary font and be used for body text, captions, and other smaller text.
4. Use size to create hierarchy: Use larger font sizes for headings and subheadings to create contrast with body text.
5. Consider using a third font for emphasis: This can be used sparingly to draw attention to important information, such as a call to action or a quote.
6. Use color to create contrast: Use color to create contrast and hierarchy between different elements of your design.

Overall, font hierarchy is an important tool for creating a visual hierarchy and organizing information in your design. By choosing fonts carefully and using size, weight, style, and color to create contrast, you can guide the viewer's eye and create a more effective design.

CHAPTER SIX: Visual Identity

Your Logo may be one of the most important aspects of your visual identity.

Without a solid logo, your brand will struggle to capture the attention, recognition, and loyalty of your target audience. Your logo is the visual cue that triggers your customers' memories of your brand and helps them connect with it on a deeper level.

Resources:

Free AI powered Logo Maker : **LOOKA**

Adobe Logo Guide & Free Templates:

<https://www.adobe.com/express/learn/blog/5-creative-ideas-for-logos-you-can-make-right-now>

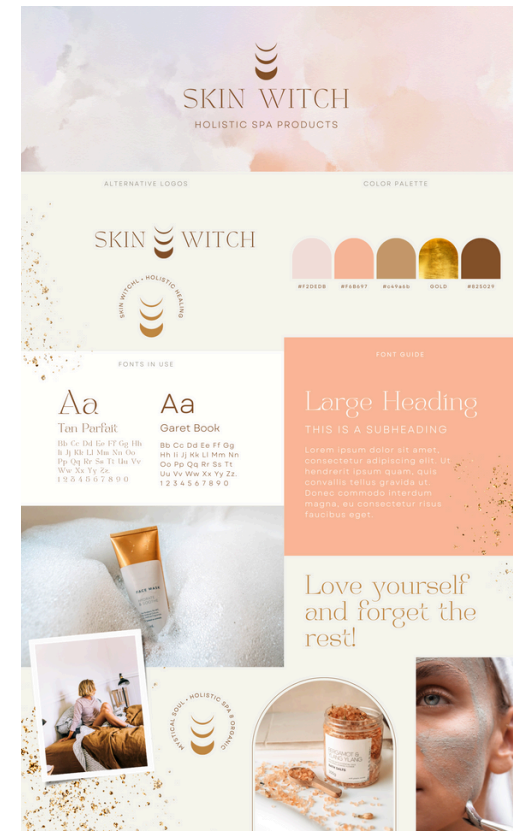
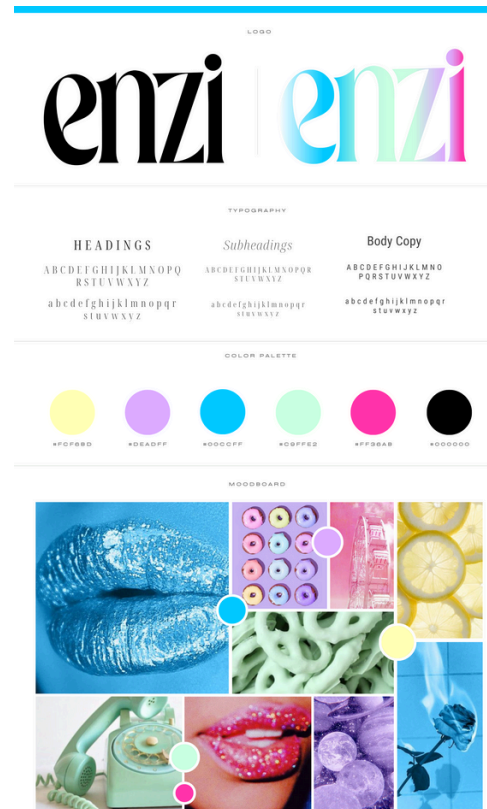
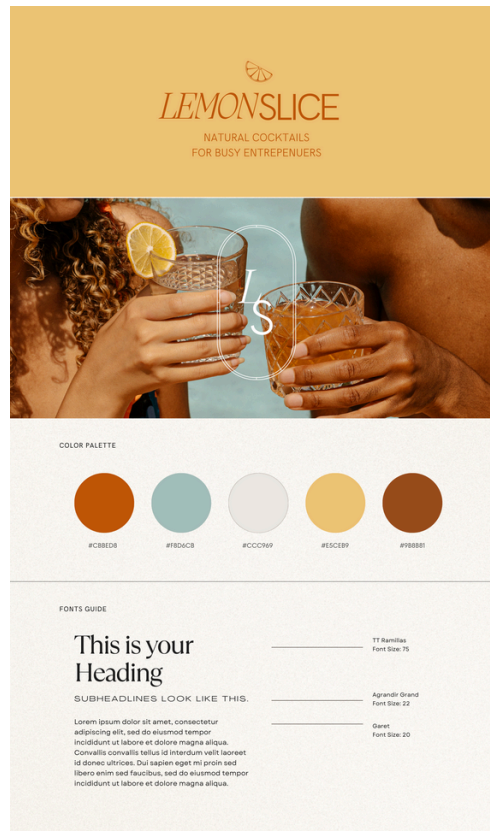
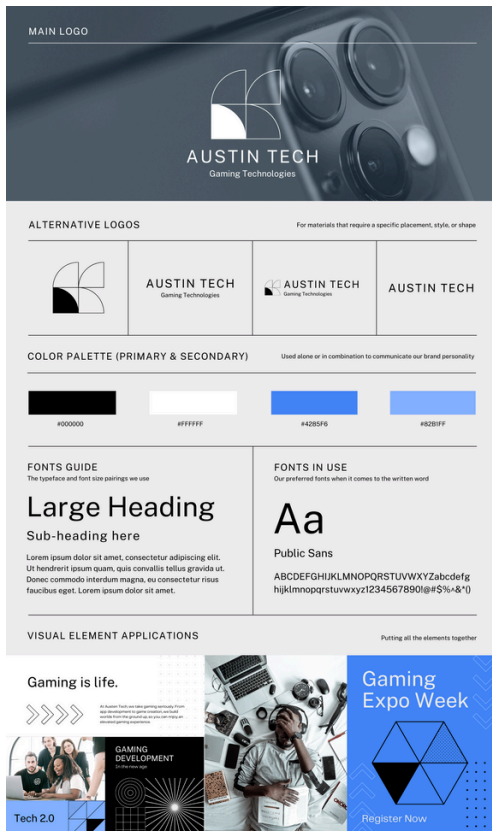
CHAPTER SIX: Visual Identity

Examples of Brands with a distinct visual identity:

- Apple - Apple's visual identity is clean, modern, and minimalist, with a focus on white space and a limited color palette. Their typography is simple and straightforward, with the use of the San Francisco font across all platforms. This gives Apple a sleek and sophisticated look that is instantly recognizable.
- Coca-Cola - Coca-Cola's visual identity is bright, bold, and classic. The use of the signature red and white color scheme, along with the iconic cursive font, makes the brand instantly recognizable. This visual identity has been consistent for over 100 years, helping to establish Coca-Cola as one of the most recognizable brands in the world.
- Nike - Nike's visual identity is athletic, energetic, and bold. The use of the iconic "swoosh" logo, along with a limited color palette of black, white, and red, gives Nike a strong and recognizable visual identity. Their typography is simple and straightforward, with a focus on bold, uppercase lettering that conveys a sense of strength and power.
- Airbnb - Airbnb's visual identity is playful, whimsical, and welcoming. The use of bright, cheerful colors and whimsical illustrations helps to create a sense of warmth and hospitality. Their typography is modern and sleek, with a focus on sans-serif fonts that are easy to read and convey a sense of simplicity and ease.
- FedEx - FedEx's visual identity is simple, straightforward, and iconic. The use of a bold purple and orange color scheme, along with the iconic "hidden arrow" logo, makes the brand instantly recognizable. Their typography is simple and straightforward, with a focus on bold, uppercase lettering that conveys a sense of speed and efficiency.

CHAPTER SIX: Visual Identity

A **brand mood board** is a collage of visual elements that capture the look and feel of a brand. It's a tool that can help you define and refine your brand's visual identity. Creating a brand mood board involves selecting and compiling visual elements that reflect the brand's personality, values, and aesthetic. Here are some examples for inspiration:

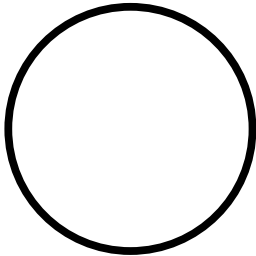


Brand Name:

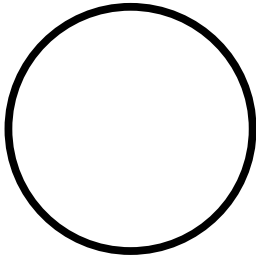
MAIN LOGO

SUB MARK

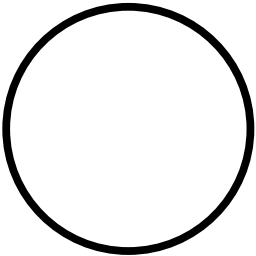
COLORS



#



#



#

FONTS

Primary Font Name:

Secondary Font Name: