



veLOCITY
Accelerating Brand Performance!



BUILDING THE BRAND

BRAND:

Abundance Starts Here!



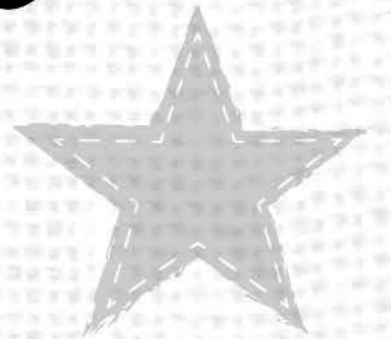
THE

GOAL:

- 1 UNDERSTAND THE CHANGES**
you need to make in your
BRANDING & MARKETING
S T R A T E G I E S
to increase your sales
- 2 Learn how to manage an**
effective **BRANDING PLAN**



TO
BRAND or **NOT**
?
BRAND to



That's not really a question!



BRANDING

THEN





BRANDING today

“A consistent *promise* wrapped in a consistent *experience*.”

– Phil Atkinson





QUESTION:

In the mind's of your clients, what makes your company different than the rest?



MICRO CARBON TECHNOLOGY®



THE **brand** PROMISE

A Differentiating Statement

that defines **who you really are**
and **what it is that you do best.**





THE brand PROMISE



YOUR

COMPETITIVE
ADVANTAGE



**BRAND
PROMISE**

- Design & Innovation
- Ease & Simplicity
- Quality



SOUTHWEST[®]

**BRAND
PROMISE**

- Low Fares
- Exceptional Customer Service



WHY INVEST IN BRANDING?



Branding compels your customer to use your product.

~ It assists your sales force in selling your product.

~ It stimulates brand equity and bottom line profits.



BRAND ACCELERATION

- 1 RESEARCH:**
Validate your position
- 2 STRATEGIZE:**
Create the Marketing Plan
- 3 BUILD AN IDENTITY:**
Define the experience
- 4 CREATE THE CULTURE:**
Make your brand a way of life
- 5 DELIVER THE MESSAGE:**
Get the right message to the right people



THE **BRAND ACCELERATION** *process*

STEP 1:

RESEARCH **MARKET SEGMENTATION**



- **Quantitative Data**
(Big Data)
- **Qualitative Data**
(surveys, focus groups, etc)
- **Evaluate segments to determine meaningful marketing strategies**



STEP 2: STRATEGIZE

- **Refine Target Markets**
- **Create Personas**
- **Develop Positioning**
 - Brand Promise
 - Values
 - Mission
 - Vision
- **Branding Plan**
- **Marketing Plan**
- **Analytics Plan**



DETAILS



VS.

VISION



BUILD IDENTITY

STEP 3: AN

- establish a voice/tone for your content
- create a face that reflects your brand promise

YOUR IDENTITY INCLUDES EVERY TOUCH POINT THAT A CLIENT WILL HAVE WITH YOUR BRAND ~ NOT JUST YOUR LOGO!

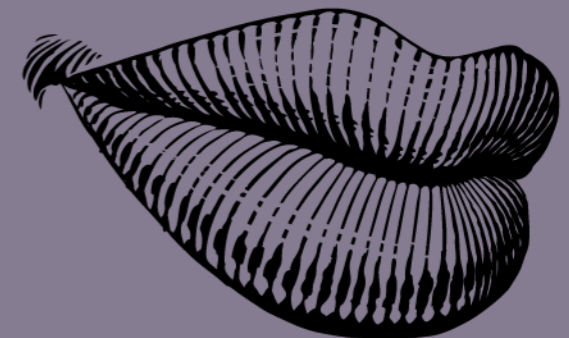
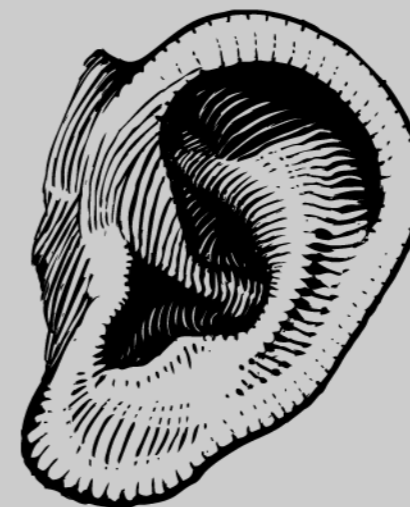




Your **IDENTITY**

is the sensorial exclamation point to your brand.

It is important to consider every experience that a customer can have with your brand.







i'm lovin' it[®]





Step 4: Refine the

CULTURE

within your organization!

LIVE THE LIFE OF ABUNDANCE!





Step 5

MARKETING

DELIVERING THE MESSAGE

- ▶ get the *right* message,
to the *right* people



**BRAND
TOUCHPOINTS**



BRAND ACCELERATION

REVIEW

- 1 RESEARCH:**
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THE

ESSENTIALS

- 1 Do the research**
*study every aspect of the business
- focus on your brand promise*
- 2 Make a plan**
*be sure it involves creating a complete identity,
a culture and a marketing plan that
consistently fulfills the brand promise*
- 3 Execute the plan step-by-step**
*regardless of the budget, start at the beginning,
and do what you can - stick to the plan*



DON'T **BE A**
VICTIM
of **BAD** ★★
BRANDING



Make a plan and begin!



velocitybrand.com