Introduction to
Branding
# & Marketing

Foxie Web Design

Introduction

Branding, graphic design, web design, video editing, SEO, marketing, all these skills take years to learn and perfect.

Often advertising / marketing agencies and graphic designers are used to help create your brand, logo, website, marketing strategies and materials.

If you need help with any of these things, please contact us; **Foxie Web Design**.

However, if you're in small business, and would rather do these tasks yourself, or at least some of them, this guide will show you how to start. This guide can only be an introduction or road map to what you'll need to create a successful brand. Just like "History of the World" style books can't ever be complete, this branding / marketing guide is aimed at giving you a bird's eye view of all the elements and skills you'll need to aquire, or look for when hiring.
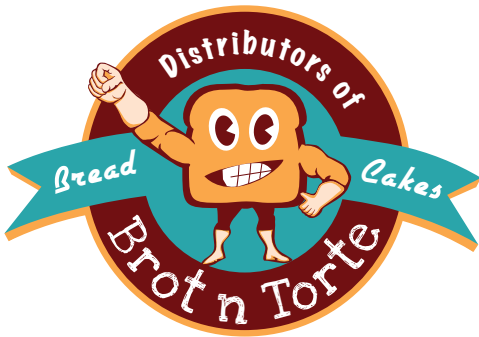
Logo design
by Foxie Web Design

Branding

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands should have a "*Point Of Difference*" that sets you apart from your competition.

Assessment of consumer desirability criteria for PODs:

- Relevance
- Distinctiveness
- Deliverability

When assessing the deliverability criteria for PODs look at their:

- Feasibility
- Communicability
- Sustainability

Your Point of Difference explains how your product solves problems and improves situations. It's a list of benefits for the customer and explains why people should buy from you instead of the competition.

For example, one can buy Nike because they want to be associated with the kind of people who wear Nike and with the values and attributes of that brand.

A distinguishing characteristic that consumers find both relevant and believable can become a strong, favourable, unique brand association, capable of distinguishing the brand from others.

When people connect with your philosophy, they may become advocates for your brand.

Mood Boards

Your brand should have it's own personality and tell a story.

When people see your brand it should be easily recognisable.

To create your brands profile, or Persona (page 6), it's useful to create a Mood Board. You may want to include other team members in this task and brainstorm it a bit. This will help you decide the visual style of your brand, and the brands personality.

Your Mood Board is basically a scrapbook of styles, colours, images, values, moods, that will help to build a personality for you brand. You can create a Mood Board online with copy & paste or by scrap booking using cut out magazine and newspaper images, etc.

Your brand's story is unique like you, and says who you are. Purchasing decisions are rational as well as emotional. Strong brands tap into customers' emotions, values and aspirations.

A very simple starter Mood Board, you will want to refine this over time by removing items that don't fit with the final vision.

What's in a Name?

Use your mood board to help create a personality for your brand and start keeping a list of possible names. Do market research and ask friends and / or customers which names they like.

Brand Names are generally best when they're short and memorable. Name's might have an origin story, that ties into the Brand Persona. Brand Names should be evocative, descriptive, invented or experiential, and can be amplified by taglines or positioning statements.

Some key steps include specifying the objectives of the branding, developing the product name itself, evaluating names through target market testing and focus groups, choosing a final product name, and finally identifying it as a trademark for protection.

Some qualities of brand names;

- They distinguish the brand from its competitors (POD)
- They hold appeal for the brand's target audience
- They refer to a brand's function, quality or benefit
- They help motivate customers to buy
- They can be legally acquired and developed

Names can be real and descriptive, made up, spelled differently, anagrams, amalgams, fun to say, rhyming, mascots or characters, shortened versions of owners names, nicknames, refer to geographical locations, etc.

Professional designers will often create a Brand Style Guide (depending on budget), which are specifications that help you present a consistent visual brand. Brand Style Guides usually contains colour palettes to use for all marketing material, as well as a font / typeface guide, and rules, such as the amount of space that is required around the logo, and how small it is allowed to be at a minimum. Brand Personas may also be part of a Brand Style Guide.

Brand Personas

Every communication you have with a customer (Touchpoints) tells them something about your brand. This is informed by your Brand Persona.

A Brand Persona includes personality traits and values that your brand exhibits and can be in the form of a person, character, mascot or idea.

"These representations should be based on qualitative and some quantitative user research and web analytics," according to www.usability.gov

Good Brand Personas are ones that you can almost recognise as a real person.

The easiest way to create a personality for your brand is to identify the type of person that would be most interested in your product. A good Brand Persona can help establish trust and loyalty with customers.

Create your Brand Persona:

- Is it a person, character, animal, mascot, symbol or other object?
- Create and recreate mood boards to focus
- List personality traits of your brand
- How does your Persona speak? List examples
- How does your Persona engage with others?

"Every great design begins with an even better story."

— Lorinda Mamo, Designer / Creative Director

Buyer Personas

Buyer Personas are similar to Brand Personas, except they define your average customer, what they look like, how old they are, their job, hobbies, values and interests. You may have several different Buyer Personas for your brand divided by demographics. Buyer Personas are based on market research and help you visualise who your brand is talking to.

Both your Brand Persona and Buyer Personas can be used by yourself, freelancers, your team or agency, to give them an understanding of who you are targeting and communicating to. These will also help you decide which mediums and channels to target, such as web, print, email, radio, social media, etc.

The Buyer Persona will help you understand what motivates your customers, what subjects they are interested in and what problems they want to solve.

When communicating via various Touchpoints (like social media, email, billboards, etc), your Buyer Personas help build marketing strategies for creating and distributing relevant content which attracts your target audiences.

Approximately 3% of people or less purchase a product immediately after reading a blog, social media post, or visiting a website. It takes several Touchpoints to generate a quality, sales-ready customer. Similarly you don't walk into a party and approach the first single person you see and say "marry me!". Intead, you try to establish rapport, hopefully have a laugh, and eventually establish trust.

Remember to always be personable and human, not a marketing robot, and treat people like people, not Personas.

Hubspot have an online tool to help you create Personas;

https://www.hubspot.com/make-my-persona

Buyer Persona Sample

Sally
Age: 38
Lives: Bondi, Sydney, Australia

About:
Married to male architect.
Has one daughter.
Home owner.
Took time off from corporate job to concentrate on parenting, but has started an online blog about parenting.

PERSONALTY | BUSY MUM | EDUCATED | RELIABLE |

Sally dropped a full time career as a production manager in the communications section of a corporate health care business.

Sally has family-first values, is environmentally conscious as well as health conscious, and reads all the labels on food packaging when shopping. She is somewhat brand conscious, Sally will trust brands if they exhibit commitment to healthy ingredients and the environment.

She's a busy mum managing the home, and also started her own online blog about parenting. She uses the internet for a lot, from cooking and recipes to online shopping for clothes, books, etc.

GOALS
- Keeping herself & family healthy
- Creating a revenue stream from her website

PAIN-POINTS
- Having enough time to achieve all her goals and still keep in touch with friends and family

HOW WE HELP
- Sally trusts our brand especially because there are no preservatives or sugar
- Sally likes our recipes and food suggestions and have even linked to some on her blog

TOUCHPOINTS

	💻	📱	📝	👤
INSTORE				X
WEBSITE	X	X	X	
EMAIL	X	X		
SOCIAL MEDIA	X	X		
WORD OF MOUTH	X			X

UX — User Experience

Brand and Buyer Personas are part of a discipline known as UX (User Experience). There are agencies that specialise specifically in just UX, and schools that specialise in teaching it.

Good designers usually have at least a fundamental understanding of UX. Although the field of UX is vast and complex, at it's heart it's about making products or services usable, and can be used to make brands more appealing.

UX is the entire experience of a person using a product, website or service, especially in terms of how easy or pleasant it is to use. UX involves doing research, repeatedly, so ask for feedback, do surveys, and act on the results.

Good UX design means putting the user first. Any aspect of a product, brand, website, or social media profile that doesn't consider the customer's needs will not engage them. Creating a successful brand is about getting to know your customer, their goals, challenges and motivations.

Designing isn't just about making things, it's also a way to solve problems. UX can also help you solve business problems. This huge topic is beyond the scope of this introduction to branding and marketing, however, if you're interested in learning more, do a search online for terms like UX, Design Thinking or Double Diamond. Here's a good introduction to why UX is important for business; *forbes.com*

For larger organisations, there is a discipline called Social Design which can transform large scale corporate culture, the services and products they offer, or even government policy. For help with this we recommend our colleagues at *Sticky Design*.

"People ignore design that ignores people."

— Frank Chimero, Designer

Logos

If you're good with graphic design software, you'll be able to create a logo. If you're creative you might already have a great idea for a logo but just need somebody to create it for you as finished art.

If you still want to do it yourself, but haven't used graphic design software before, software like Canva might be helpful for you;
canva.com

If you are more time poor than money poor and would rather a professional create your visual design, speak with us;
foxiewebdesign.com

If you would prefer to shop around for a graphic designer, there are several market places where you might find the right fit such as;

fiverr.com

airtasker.com

taskrabbit.com

upwork.com

Professional graphic designers usually have a library of fonts they have paid to use in their designs. This can make a difference in the market place to help stand out from the crowd. Alternatively, you can use free fonts, and some of them are great, although often overused in the market place. For free fonts, start with places like;

fonts.google.com

dafont.com

fontsquirrel.com

Tips: Don't use too many colours. Don't use too many fonts.
Make your design readable.
It's OK to break rules, but it's best to know the rules first.

Packaging

Most packaging is designed to reflect the Brand Persona and highlight the brand concept and storytelling.

Decide what the Point of Difference for your product is, and use your Mood Board and Personas to sketch out ideas.

Once again, limit the amount of colours and fonts, these should reinforce or compliment your logo or follow your brand style guide.

Often in marketing you hear the term "stay on brand", or "stay on message", and this is because visual consistency gives the subconscious message that the brand is reliable and self-aware, something you can trust.

Smaller brands will probably buy existing packaging solutions, and apply labels. Larger brands will be able to design original packaging from the ground up.

Your brand will probably be competing with other brands on the store shelf, so you'll need to make sure your brand is readable and instantly recognisable. You might even want to try mocking up your packaging and taking it down to your local supermarket to see what it looks like on the shelves.

Do market research to compare different ideas to see which are the most popular.

"If you think good design is expensive, you should look at the cost of bad design."
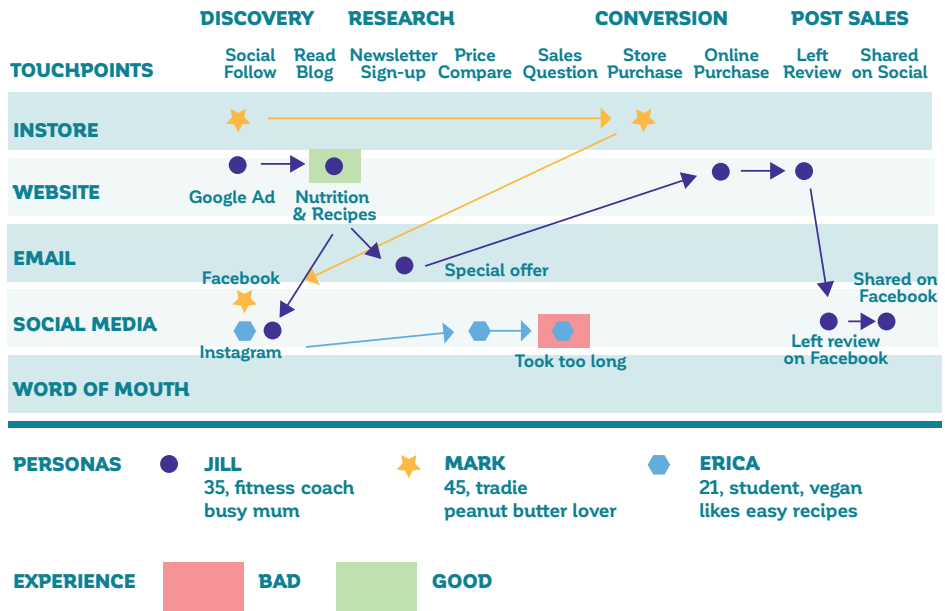
— Dr. Ralf Speth, Chief Executive Officer, Jaguar Land Rover

Customer Journey Maps

Customer Journey Maps show the journey a customer takes from their first encounter with your brand, and all subsequent ones, showing exit points or continued loyalty. The Customer Journey shows all the Touchpoints which are the places of communication between a customer and your brand.

Being able to visualise the Customer Journey phase by phase, and connecting each Touchpoint with a goal, are important steps towards success. Mapping the customer journey will help you restructure your touchpoints to help put the customer first and solve their problems.

A typical Customer Journey Map would look like this (extremely) simplified version.

	DISCOVERY		RESEARCH			CONVERSION		POST SALES	
TOUCHPOINTS	Social Follow	Read Blog	Newsletter Sign-up	Price Compare	Sales Question	Store Purchase	Online Purchase	Left Review	Shared on Social
INSTORE									
WEBSITE	Google Ad	Nutrition & Recipes							
EMAIL	Facebook				Special offer				Shared on Facebook
SOCIAL MEDIA	Instagram					Took too long			Left review on Facebook
WORD OF MOUTH									

PERSONAS
- **JILL** 35, fitness coach busy mum
- **MARK** 45, tradie peanut butter lover
- **ERICA** 21, student, vegan likes easy recipes

EXPERIENCE — BAD — GOOD

Your Channels

Once your brand style is ready, it's time to consider your communication channels. Smaller brands can't dominate every channel, so it's important to strategically select which channels you will focus on and commit time to each week.

Online Channels

- Website
- Social Media
  - Facebook
  - Instagram
  - YouTube
  - Twitter
  - Pinterest
  - LinkedIn
  - Others
- Email newsletters
- Email transactions
  - Invoices
  - Correspondence
- Advertising
  - Google Ads
  - Facebook Ads
  - Instagram Ads
  - Youtube Ads
  - Other social media ads

Offline Channels

- Stationery
  - Business Cards
  - Letterheads
  - With Compliments Slips
- Marketing Materials
  - Brochures
  - Flyers
  - Guides
    (such as recipes or help guides like this one)
  - Stickers
  - Postcards
  - Posters
- Packaging
- Loyalty Cards
- Advertising
  - Magazine, Newspaper
  - Radio
  - Paid Signs, Posters, Billboards

Websites & eCommerce

A good website is almost obligatory for most businesses, if you want to sell online you'll need an eCommerce website.

There are many options available for building websites, from the traditional HTML websites, through to CMS (Content Management Systems) such as Wordpress.

The author of this book, **_Foxie Web Design,_** started creating HTML websites in 1999, but ten years ago decided to specialise in Wordpress websites which power more than 33% of the internet. Wordpress comes with several eCommerce options, one of the most popular is WooCommerce. But we are not platform-centric, we strongly believe that the right website platform for your brand is the one you enjoy using, or makes sense for your business.

Learning how to build a website is beyond the scope of this starter guide for brand style and marketing. This is a task that is best suited to a professional, whether an outside service or a skilled team member. However, if you're determined to do this yourself, make sure you have a lot of free time to learn from the wealth of information that is available on the internet and YouTube, etc. You"ll want to get your head around SEO as well (Search Engine Optimisation).

Website platforms

- Traditional HTML
- Some Content Management Systems (CMS)
  - Wordpress
  - Shopify
  - Joomla
  - Drupal
  - Squarespace
  - Wix, etc

SEO

SEO (Search Engine Optimisation) is making your website rank well for search engines such as Google, Bing, Yahoo, etc. Similarly you use SEO to create content on social media, such as using hashtags.

When people search for something on the internet, search engines want to return relevant, quality content. However, search engines are not as smart as you (yet). Search engines cannot understand quality of information, pictures, videos or music, so they have to rely on other signals. Search engines use lists of ranking factors, to judge how good or relevant your website is. Ranking factors are known as algorithms, some of these are known while others can only be guessed.

Search engines judge your website by;

- How popular it is,
  - how many visits
  - how many links from other quality sites

- Words they use, important ones are called "key words" and "key phrases", use these in your titles especially.
  - quantity of information that is unique

- Where you are located, this is geographic SEO, IE customers may be searching for "Peanut Butter in Sydney"

- Technical SEO is more about the code and hosting of the website
  - how fast your website loads
  - Alt tags for images to describe what the picture is
  - mobile friendly

This is just the tip of the iceberg, and is just to let you know SEO is a thing. The main thing to remember is that content is king so focus on creating a good quality website and you're half way there. Learn what your target customers are searching for and use those key words and phrases frequently, IE "Best Peanut Butter in Sydney".

Advertising

Social media channels offer paid advertising such as Facebook, YouTube, and others. Some popular websites or social influencers will offer paid advertising. One of the most popular forms of online advertising is Google Ads. Google has an advertising system known as Cost per Click (CPC). With this approach, the most popular keywords and phrases are charged at a premium, so like with SEO, finding niche keywords is part of the art of online advertising.

CTA's & Funnels

When advertising it's important to have a Call To Action (CTA). This is the thing that you would like the user to do, whether that's to buy your product, sign up to a newsletter, or follow your social media channel. When you know your CTA it will help you design your advertisement.

Ads often lead to Marketing Funnels on specialised pages of your website (Landing Pages). Each Landing Page targets a specific audience with a specific CTA which will then trigger a specific sequence of events. For instance you might target people in your local area searching for "peanut butter recipes". If people click on your advertisement, it might lead to a Landing Page that offers a free peanut butter recipe book if people sign up to your newsletter. The next part of this Marketing Funnel would obviously be to email them a copy of the recipe book, at which point you may want to cross-sell some peanut butter, and use your Points of Difference on why your peanut butter is better.

Many Email Marketing systems such as MailChimp or Campaign Monitor (there are dozens more) will allow you to build a sequence of emails and triggers to serve relevant, quality content and information about your business to customers and potential customers.

Social Media

Social Media can be very time consuming, so it's important especially at the beginning to decide which channel (or platform) is right for you. A good rule of thumb is to try to work out which channel your customers are using. Obviously Facebook is the most popular social channel so it might be a good idea to start there, however Facebook is completely saturated with competition so you might find better leverage on other channels. Doing some market research with potential and existing customers will really help you decide on this, add this information to your Buyer Personas.

Using your Brand Style Guide / Brand Persona, create your social media page on your chosen platform/s. You may choose an outside supplier or skilled team members to do this time consuming task. Some businesses get a professional to get the ball rolling, then take over themselves once they get used to how things work or after being trained by their support team.

You'll need to start posting content, this can either be original posts that you create, or curated content. An example of curated content might be a funny meme or a recipe, something that relates to your brand, this is useful to create engagement, and keep your brand in front of people, it's also quicker than creating something from scratch. However, original content is more powerful as you are the source of the post, if the post gets shared, your brand will always be seen, and if the post is originally hosted on your website you will increase traffic to your website, which is one of your main marketing goals. Having a good website blog is a very good way to create content which can then be shared as a social media post.

Create content that engages your target audience and helps solve their problems (like this guide, made for you!) A rule of thumb in social media is to have several human interest posts for each advertising post. If you have too much pure advertising you run the risk of losing your audience.

Social Proof

Social Proof is the name for creating trust in a brand because other people or the customers peers recommend it. You often see this in action on social platforms like Facebook, where a paid promotion gains tractions because other friends are also engaging with that brand. The easiest form of social proof comes in the form of reviews and testimonials. Video testimonials are very powerful, so try to get some of these for your brand. Say for instance you are instore and a customer says something nice about your brand, ask them if it would be OK to do a quick video of them explaining how they feel about your product, mobile phones are great for this.

Another form of Social Proof is written reviews, whether on review websites, or on the product page of your website. There is also software that will display the number of page visits or purchases which can sometimes be useful.

Also consider the use of paid social influencers to help spread the word, but finding the right fit for your brand is important. This is a fast growing way to promote your product and is helpful in a market that is now saturated with paid promotions and your competitors who are using SEO and social media. Consider asking popular bloggers to mention and link to your brand, and if you're not paying them directly, you could offer to promote them in return, or offer free merchandise.

Co-marketing or Cross-branding, is when two companies collaborate on marketing to promote content or products that share the results, and tap into each others' audience.

One of the most powerful way to grow your brand organically is turning loyal customers into brand ambassadors. You might reward these customers with affiliate commissions, or free product or swag such as T-shirts or aprons.

Give aways

You've got to give it away to get it.

Give away free samples, give products to food bloggers and reviewers, and do giveaways competitions for people to share your promotions.

There are software tools that allow you to run competitions, and people get more entries in the competition the more they share your promotion on social media and email. Give away a brand treasure pack, for instance one of each blend in your range and some swag, or for a really big promotion give away a year's worth of your product.

Remarketing

Remarketing, also known as retargeting, is a type of online advertising that seeks the audience who left your website without buying anything. Maybe they weren't ready to buy when they first found you, or maybe they got distracted. (What, distracted on the internet?)

Roughly 97% of people who visit your website the first time leave without buying, remarketing seeks to bring them back.

There is software that emails people when they put something in their shopping cart, but didn't complete the purchase.

According to Google, combining remarketing with the other advertising can help you sell 50% more. Remarketing is a way to reach people who previously visited your website. It allows you to put your ads in front of these audiences when they visit Google or any of its partner websites, which helps increase your brand awareness or remind those audiences to make a purchase.

Resources

As you've probably gathered, doing all the branding and marketing yourself is a mammoth task. You may have an internal team that can help with this or you may choose external support. Heres a list of resources and skills you'll need.

Copywriter
Editor

Art
Director

SEO
Google Analytics

Designer
Web Designer

**Branding
Marketing**

Marketing
Advertising
Manager

Video
Producer

PR
Distribution

Producers
Project
Managers

You'll probably need outside help with your branding and / or marketing. Choosing a creative partner who understands your brand is crucial. Switching vendors for different projects is usually inefficient, as each vendor must learn your brand. Creating a relationship with a vendor who can provide your services helps you produce quality branding and marketing at scale.

Conclusion

As we said at the beginning of this guide, it is only an introduction to some of the things you'll need to create a successful brand.

In summary, the amount of online traffic you get is related to;

1. Your ability to find niche keywords and phrases, for your website, social channels and paid promotions. Especially for small business, geographical keywords will be lower competition than competing with a world market.

2. Your ability to create engaging and quality content around those keywords, that's good enough for people to share.

Less than 3% of people generally are in "buying mode". The goal is to capture the remaining 97% of customers. By creating quality content and a loyal audience, you'll be engaging with the 97% of customers when they are ready to buy.

For a small business, start with one channel (SEO, Google Ads, Facebook, Instagram, YouTube, etc.). Once you create an offer that converts profitably, you can start to add extra channels.

Every tiny chapter in this book could be expanded into a huge book in itself, and of course there are hundreds of books on all these subjects. In reality this tiny guide is just a glossary of terms. Use those terms to research any of the ideas presented here further on the internet. We haven't covered some important concepts such as Google Analytics, which helps youf refine your content and measure the success of your website.

We plan to expand and revise this ebook over time, so keep coming back to our website to see if you need to update, and also catch up with our latest news and recipes of course! We welcome all feedback.

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