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**Brand strategy
toolkit**





Brand strategy toolkit

BRAND:

WELCOME!

First off, give yourself a pat on the back. You have made the first steps to consciously creating a better brand and a better business. This is something that not many people do, but those that do have much greater success, especially long-term.

WHAT THIS TOOLKIT WILL AND WON'T DO

Let's start by telling you what this kit won't do. It won't give you a comprehensive brand strategy and it won't be a strong guide through the process of creating a full brand strategy. But it will give you a great starting point. It will give you the tools needed to start building a stronger brand and it will give you pointers to get the most out of this possible.

I'M NOT GOING TO BORE YOU WITH WHAT A BRAND STRATEGY IS

By downloading this guide I'm going to assume you know the basics of what a brand strategy is and are committed to building a better brand. I've already told you this won't give you a full strategy but will give you the basic blocks to start building a brand. So what's the difference between this and a full brand strategy?

Depth and meaning.

This toolkit is a great guide to help you start communicating in a more effective and consistent way with your audience, but it lacks the depth to really give your brand meaning. That's what a full brand strategy will do, it helps you realise the power of every single input and output for your organisation. Thus it creates a brand and communications that really mean something to the audience and really engages with them on a personal level.

Don't get me wrong, using this toolkit will instantly put your comms on another level. But having a full strategy will make them cheat-level good.

So get stuck in and put the work in to making this as good as it can be then let me know how you got on!



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10 YEAR ROADMAP

Most companies focus on the now instead of looking to the future. Your brand will last a long time, so to get the most out of your project you need to look what your company might be doing 10 years from now.

Think about what you will be doing at each of these future dates. You might be wondering, what's the point of imagining we'll be doing 10 years from now? If you are wondering that, don't worry, we understand and so don't take this activity too seriously. Nobody will expect you to keep to this roadmap, the point of this is to get your team to start thinking about the lifetime of your brand and how this project can map in with that.

Now

+ 1 year

+ 2 years

+ 5 years

+ 10 years



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WHAT, HOW AND WHY

This exercise makes it super easy for you to communicate your value internally and externally. It is your guiding star for everything from comms to customer service and helps everyone understand what you are about.

What

Describe what you do right now. Make it very simple and to the point, we don't want any jargon in here. An example would be 'make toothpaste'

How

Now say how you do it. Again making it very simple and to the point. An example would be 'all natural ingredients'

Why

This is the core reason you do what you do, and the main reason people will be interested. An example would be 'to promote healthy living'



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VALUES

Now we need to talk about your values. Values are an incredibly powerful tool that help set the tone for all your communications with customers and employees. By understanding what you stand for and communicating that you can create stronger relationships with customers.

For this I want you to put down your top 3 values. Just single words that say what your company stands for. Examples would be, collaborative, fun, simple.

1

2

3



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AUDIENCE

Now you know what you do and why you do it, you need to understand your audience and why they would look for your solution.

We are going to create 3 simple customer personas for this. These can be used to help make sure that the messaging you're sending out, and where you're sending out, will reach them and make a connection with them.

1

Gender:

Occupation:

Income:

Where they live:

What they care about:

What they need:

2

Gender:

Occupation:

Income:

Where they live:

What they care about:

What they need:

3

Gender:

Occupation:

Income:

Where they live:

What they care about:

What they need:



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BRAND PERSONALITY

You need to think of your brand as a person. By setting the personality of the brand you can start to develop out your communications materials with this in mind.

This is going to make your communications consistent and in keeping with what your brand is all about. To do this, just select where you fall on these sliders.

MASS APPEAL

ELITE



PLAYFUL

SERIOUS



REBEL

CONVENTIONAL



FRIEND

AUTHORITY



YOUNG

MATURE





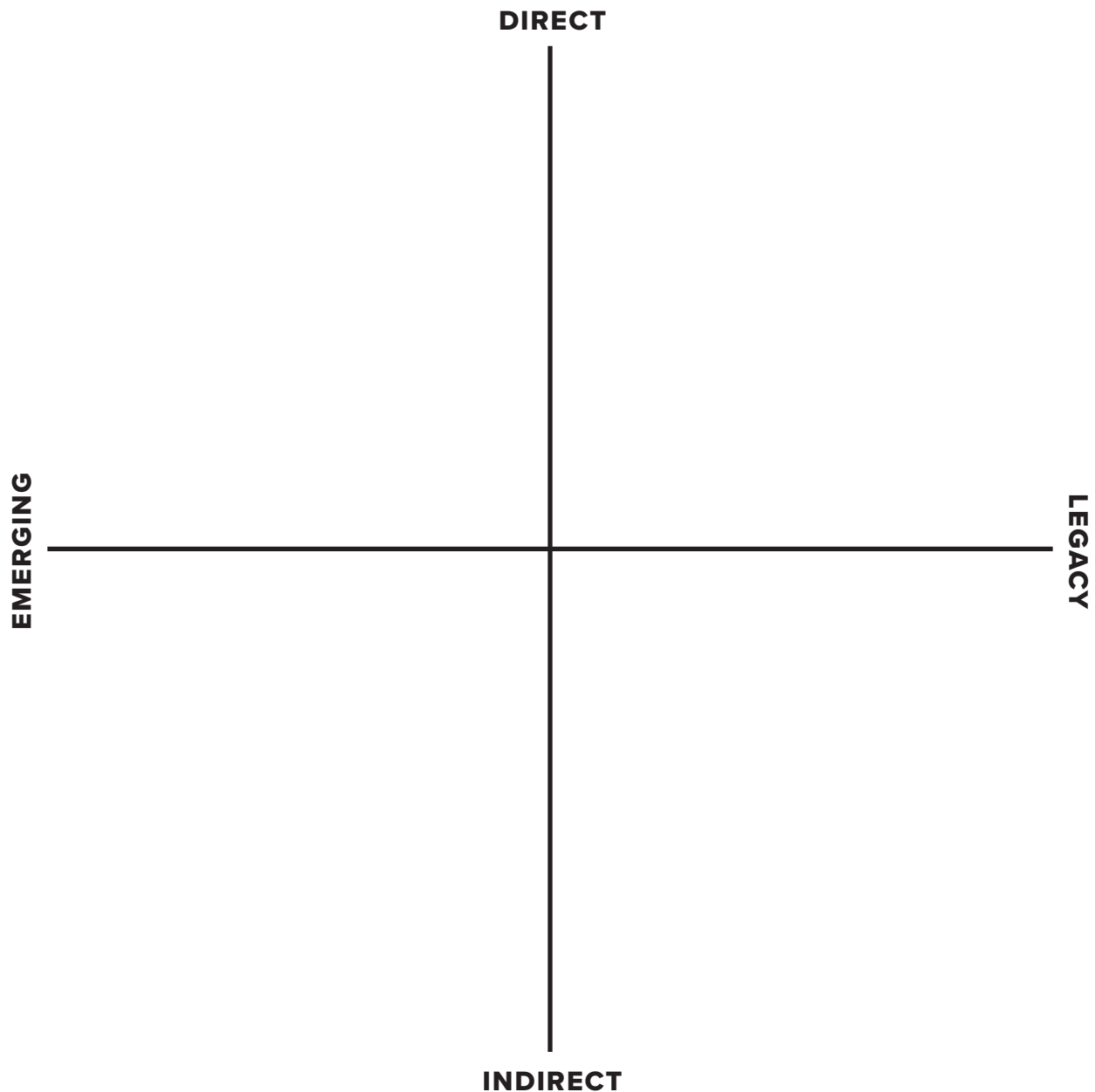
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BRAND:

COMPETITIVE LANDSCAPE

Mapping out where you sit in relation to your competitors is an essential part of brand strategy, it helps tie everything up together and allows you to see where there is room to grow.

All you need to do for this is place all of your competitors in this diagram. It will open up patterns you might not have seen before.





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BRAND:

CONGRATULATIONS!

Nice work! You have now completed the first steps to having a fully fleshed out brand strategy. Now you need to make sure you use this!

Send it around to everyone in your organisation and make sure they understand the vision and values that you want to uphold. This will make sure this strategy flows into every area and brings it to life.

WHAT'S NEXT?

This is just the beginning of a brand strategy and there is so much more detail that you can go into when developing yours.

So now you have a choice:

1. Hire a professional strategist to come in and help you flesh this out.

This involves a lot of work from everyone involved but will create a more thorough strategy, and ways to implement this within your organisation. The benefit of using a professional is that they can guide you through every step and help you understand your organisation in ways you never have thought of. They're like magicians basically.

2. Go through my DIY brand strategy course.

This will still involve a lot of work, even more so from your side, but the course guides you through the steps at your own pace. If you want to do it all in 2 days, you can, if you want to spend a couple of weeks on it, that's fine too.

At the end you will have a fleshed out strategy to help your brand succeed in the ever more competitive market. It's also cheaper than hiring a professional.