

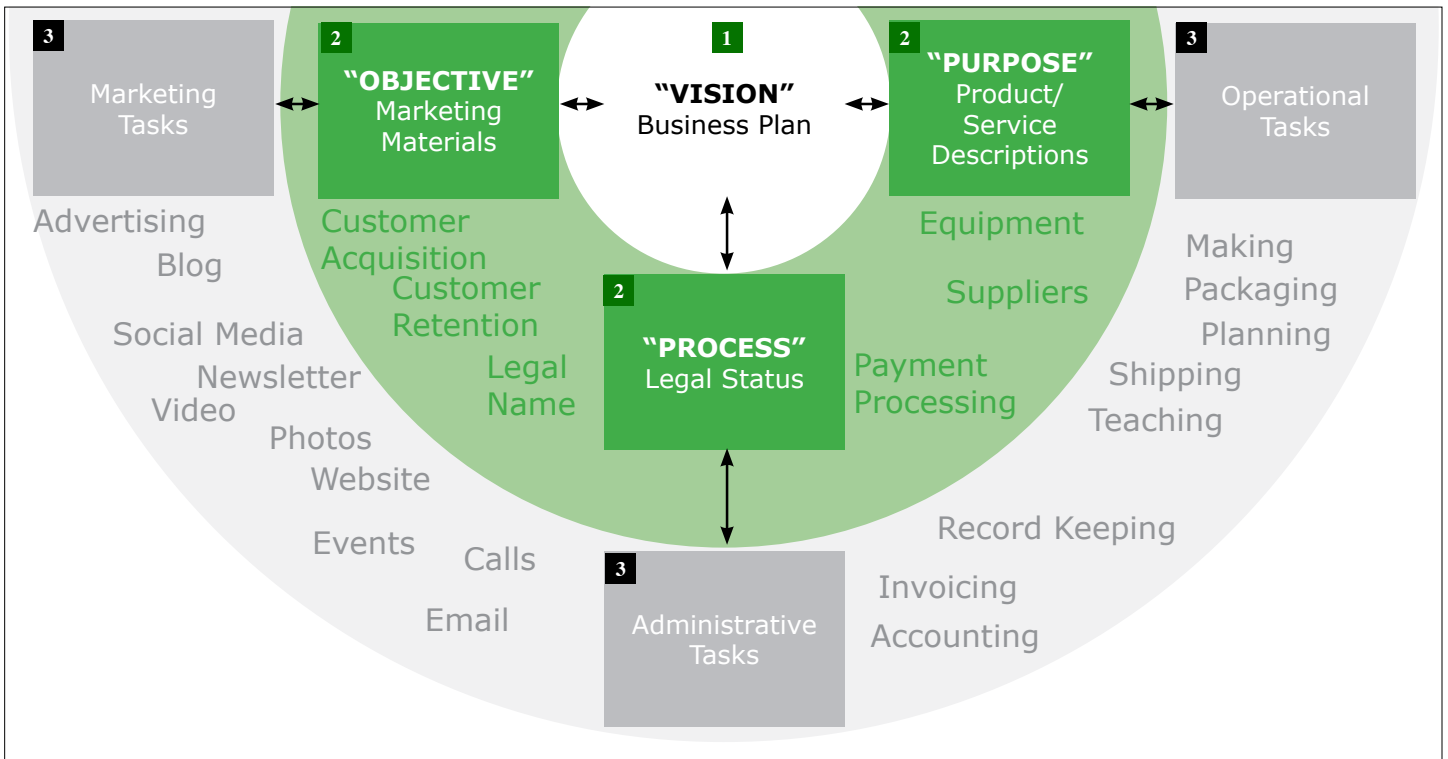
business image

tips on the process

This 4 page PDF includes notes on basic process recommendations for building a public business image, also known as branding. The process starts with taking time to review and look at the whole business (p2). The next step is to organize, update, or create a library of creative assets and basic marketing materials/templates(p3). Once the creative assets are complete it's time to focus on the content and marketing strategy.(p4)

This process is likely to be ongoing and revisited as market trends or business vision and direction change over time.





Business Identity Audit

Your business has a personality. What’s the first impression customers have of your business? What kind of relationship does your business offer its customers?

Optimize the interrelated customer touch points(3) of your business to attract and keep the customers that best match your target audience. Maintain a specific and consistent experience to manage customer expectations and make a strong lasting impression(1). After completing the tasks outlined below, you will have a clear picture of your current business identity.

The next step is to review and plan a strategy(2) to update the customer touch points(3) to be in alignment with the overall vision(1).

4 tasks for business identity audit:
*In no specific order, start with what seems most attractive to you.
 Keep your audit sample materials organized in a binder, portfolio, or folder for future reference.*

Vision	Create a vision board for your business. Include images, text, and any objects that represent the essence of your business personality.
Objective	Collect past marketing materials used to attract customers to buy or inform them about your product or service. Example materials include: posters, newsletters, coupons, advertisements, business cards, brochures, packaging, T-shirts, promotional items, web site, logo, and any other materials used to promote the awareness of your business.
Process	Collect the legal and administrative information about your business. Fictitious business name, business licence, tax information, invoices, and any other documentation that related to official business communications.
Purpose	Collect all the materials related to your product or service. These materials should be the items for purchase or examples of the actual content to be provided as a service.

Brand Creative Resources

Logo: Scale and Variation (optional other brand, additional graphic elements, standard marketing copy)



Logo



Logo - Vector (yes)



Logo - Image (no)



Logo - 1 color



Logo - Variation

Brand Style Guidelines

Theme, Specific Colors, Specific Fonts

THEME

- Graphic
- Modern
- Bold

Print:

Century Gothic

Web:

Verdana

Black

White

GREEN

C=75

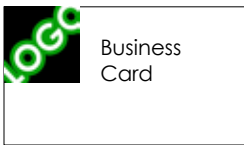
M=5

Y=100

K=0

Branded Print Marketing Materials

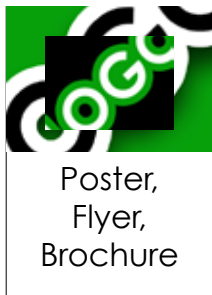
Networking Events, Mailings: Discounts, Invitations, Holiday Cards, Invoices, Local in store flyer placement



Business Card



Letterhead



Poster, Flyer, Brochure



Postcard Reminders, Invitations, Thanks

Branded Digital Marketing Materials

Newsletter/Blog, Web/Mobi Site, Social Media



Marketing/Advertising Process Overview

Customer Acquisition and Customer Retention

Step 1:

Print Marketing Materials

- Person to Person via conversation hands out a business card or brochure
- Person seeking product/service notices a printed advertisement

Digital Marketing Materials

- Person to Person via social sharing of web site or newsletter via Email, Facebook, Youtube, or Twitter
- Person seeking product/service finds information or advertisement online via search. Web site or social media or other.

Step 1:

Be easy to find

Step 2: **Marketing Offers**

- Coupons or Discounts
- Raffle tickets or free give away

Step 2:

Create incentives for customers to choose your business.

Step 3a: Customer makes a purchase and signs up for list options

- Phone Calls
- Print Mailing
- Email Newsletters
- Twitter Feed
- Facebook Feed
- RSS feed

Step 3b: Customer signs up to list for reminders and future purchases.

- Phone Calls
- Print Mailing
- Email Newsletters
- Twitter Feed
- Facebook Feed
- RSS feed

Step 3:

Build business contact lists

Step 4:

Marketing to customers

- Weekly blog posts with content of interest
- Exclusive offers, rewards for customer participation/loyalty. Rate us, comment, etc.

Step 4:

Keep existing customers engaged



email: mitracline@gmail.com

Personal Portfolio: foreverbird.com
Professional Resume: re.vu/mitracline