



**α** feedalpha®



Creating Branding

**FOR YOUR**

**SMALL BUSINESS**

# Introduction

As a savvy businessperson or marketer, you're undoubtedly wondering: what can I do to set myself apart from an ever-growing list of ruthless competitors?

You could have the best product or service in the world, but if your target market doesn't know it exists, you're not going to make any headway. This is where branding comes into play.

Branding is essential for any business, big or small, but it can be especially critical for small businesses. Why? Because small businesses have a smaller customer base and less name recognition than large businesses. This means they need to work extra hard to build a strong brand identity that will resonate with their target market.



# What is branding?

**Branding is the process of creating a unique identity for your business. It includes everything from your company name and logo to your website design and marketing materials. Branding is about creating a cohesive look and feels for your business that will make you stand out from the competition.**

It's also important to note that branding is not just about creating a pretty logo. A strong brand identity goes much deeper than that. It's about creating an emotional connection with your customers and conveying what your business is all about. Brand identity is also about differentiating your business from your competitors. In a sea of businesses offering the same thing, you must find a way to make yours stand out. Your brand identity is what will help you do that.

**Think of branding as the personality of your business. Just like people, companies have unique characters that are made up of a variety of different factors.**

**Some businesses are serious and traditional, while others are fun and quirky. Your brand personality should be reflective of the overall personality of your business.**



# What is the relationship between brand and marketing?

**Many people think of branding and marketing as separate entities, but they are closely related. Your brand identity is the foundation of your marketing efforts. It's the starting point from which your marketing materials should flow.**

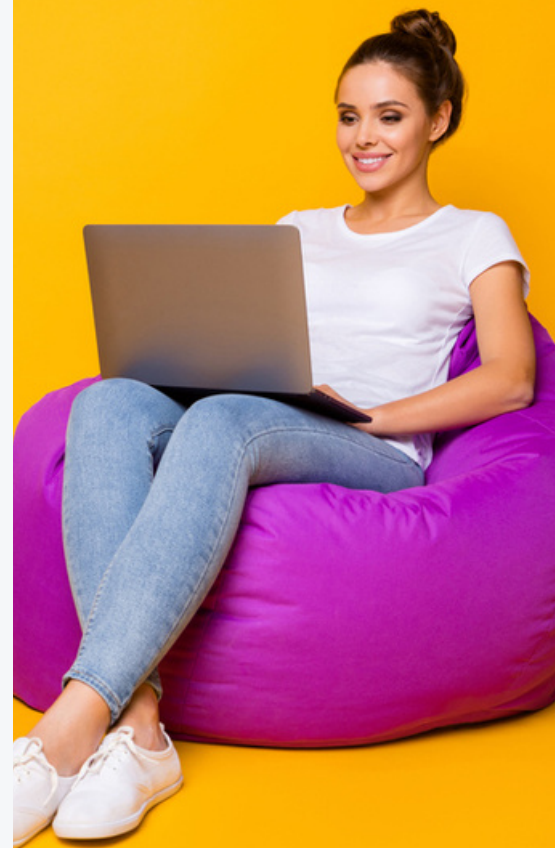
Marketing is all about getting your brand in front of as many people as possible. Once you've created a strong brand identity, you need to find ways to market it effectively. This can be done through various channels, such as advertising, public relations, and content marketing. The important thing is to make sure that all of your marketing efforts are cohesive and in line with your brand identity.

**Your brand identity should be reflected in everything you do, from how you answer customer service calls to the design of your website. Your brand identity should be at the heart of your business, and everything else should flow from there.**





# Why is branding important?





# Branding helps you stand out from the competition

As we mentioned before, one of the main reasons branding is so important is that it helps you stand out from the competition. In today's competitive business landscape, it's more important than ever to have a strong brand identity.

With so many businesses vying for attention, you need to find a way to make your business stand out. A strong brand identity is one of the best ways to do that. By creating a unique and recognisable brand, you'll be able to set yourself apart from the competition and attract more attention from potential customers.



# Branding builds trust with your customers

Another important reason branding is so important is because it helps build trust with your customers.

Customers who are familiar with your brand are more likely to trust your business.

Think about it – when was the last time you bought a product from a company you'd never heard of? Probably not recently. We're all more likely to purchase products from brands we know and trust.

By building a solid brand identity, you'll be able to build trust with your target market and convince them to buy from you instead of your competitors.





# Branding helps you attract more customers

Not only does branding help you build trust with your existing customers, but it also helps you attract new ones. A strong brand identity can help you reach a wider audience and expand your customer base.

People are more likely to buy from brands they know, like and trust. By building a strong brand identity, you'll be able to reach a larger audience and convince more people to buy from you.





# Branding increases the value of your business

Another great reason to invest in branding is that it can increase the value of your business. A strong brand identity can make your business more valuable to potential customers and investors.

Strong brand identity will make it more attractive to potential buyers if you ever decide to sell your business. Branding can also help you attract more investors and get better funding for your business.



# Branding makes businesses more recognisable



Branding is so important because it makes your business more recognisable. A strong brand identity can help people remember your business and what it's all about.

Think about some of the most popular brands in the world – Coca-Cola, Nike, Apple, etc. These companies have built such strong brand identities that their names are now instantly recognisable worldwide.

You might not achieve that level of brand recognition, but you can still use branding to make your business more recognisable in your industry.



## Gain and retain employees

According to LinkedIn, companies with a strong employer brand will attract 50 per cent more competent applicants 1-2 times faster than those without one. They'll also recruit for half the cost per hire.





# Branding boosts your marketing efforts

Branding can boost your marketing efforts and help you get more bang for your buck. With a strong brand identity, you'll be able to reach your target market more effectively and connect with them on a deeper level.

A strong brand will also make your marketing materials more effective. Your website, business cards, and other marketing materials will be more impactful when they're branded.





## **Branding helps you weather the storm**

Lastly, branding is essential because it can help you weather the storm during tough times. If you ever find yourself in a difficult situation, your brand can help you get through it.

For example, let's say your business is going through a tough time and you're forced to make some cutbacks, if you have a strong brand identity, you'll be able to weather the storm and come out the other side stronger than ever.

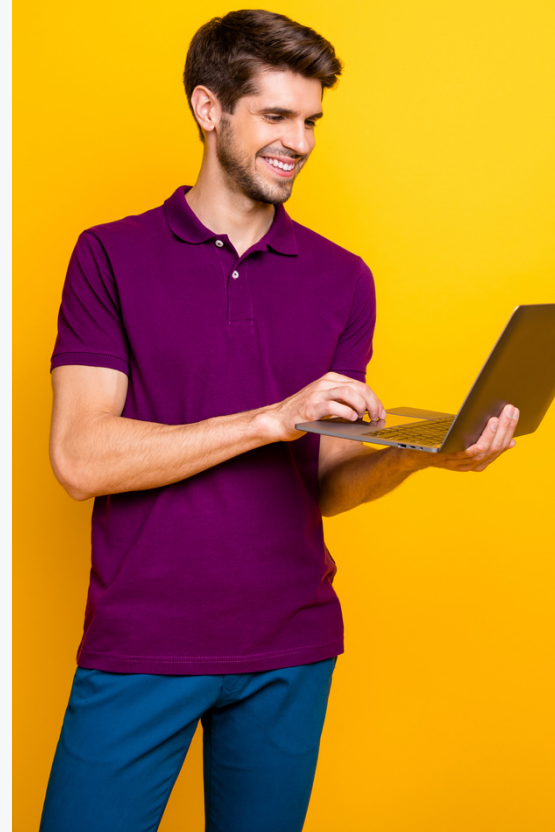


**PRODUCTS ARE  
MADE IN A  
FACTORY BUT  
BRANDS ARE  
CREATED IN THE  
MIND.**

Walter Landor



# How to Create a Brand Identity For Small Businesses



# Outline your brand's purpose



The first step is to outline your brand's purpose. What does your business do? What are you trying to achieve? Why do you exist? Answering these questions will help you figure out what your brand stands for and what it wants to achieve.

Once you know your brand's purpose, you'll be able to start working on the other elements of your identity. Your branding is more than just a logo slapped onto a website, it's about who you are as a company—your values and mission, how you treat your consumers, and the look and feel of your visual brand assets.

## Top Tip


Before you can go into more detailed phases in your branding plan, you need to establish a clear brand identity for yourself - what makes 'you' as a business unique?





# Research

Once you know your brand's purpose, it's time to start researching your target audience and competitors. This research will help you figure out how to position your brand and what kind of messaging will resonate with your target market.




When you're doing your research, try to look at things from a variety of different angles. For example, in addition to looking at your target market's demographics, take a look at their psychographics as well. What are their values and beliefs? What motivates them?

# Name and slogan

When choosing a name for your business, try to pick something unique and memorable. You also want to ensure it's relevant to your brand and what you do.

Your slogan should be catchy and easy to remember. It should summarise what you're all about in a few short words.



# Create a persona



Once you've done your research, it's time to start creating personas. A persona is a semi-fictional character that represents your ideal customer.

Creating a persona will help you understand your target market better and figure out how to connect with them on a deeper level.

## Top Tip

Personas should be based on your target market research. They should include demographics, psychographics, values, beliefs, and motivations.



# Voice

Your identity is how you want people to perceive your brand. Your brand's identity should be based on things like your target market, your persona, your brand's purpose and your brand story.

For example, if you're a luxury fashion brand targeting wealthy consumers, your identity might be luxurious, high-end, and exclusive.

# Style Guide

Creating visuals for your brand includes your logo, colour scheme, typography, and iconography. When creating visuals for your brand, it's essential to be consistent. That means using the same colours, fonts, and style across your marketing materials. To ensure you're being consistent, creating a visual style guide is a good idea. This document outlines the specific visuals you should use for your brand.



# Online Presence



Your online presence is an important part of your brand identity. You want to make sure you're being consistent with the visuals and voice you use across all of your digital platforms.

Start by creating a social media strategy when mapping out your social media presence. This will help you figure out which platforms you should be active on and what kind of content you should be posting.

## Top Tip


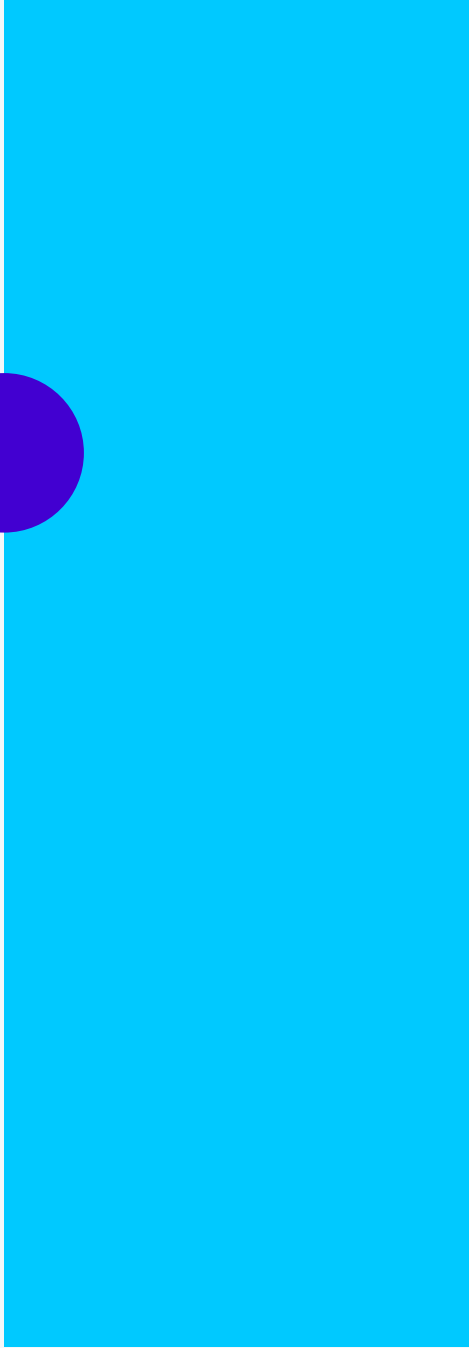
Once you have your social media brand strategy, you can start creating and scheduling your content.





# Be the expert

You can be an expert by creating high-quality content that educates, informs, and entertains your target market. You can create:

- Blog posts: You can use your blog to share your thoughts and opinions on industry news, trends, and more.
  - Infographics: These are a great way to provide information in a visually appealing way.
  - Videos: Videos are a great way to engage with your audience and show them who you are.
  - eBooks: You can use eBooks to share in-depth information about your industry, your products, or your services.
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# Superhero Service

Your customers are the most crucial part of your business, so you want to make sure you're giving them the best possible experience. To do this, you must be responsive to their needs and concerns. You also want to go above and beyond to give them a fantastic experience.



# Partnership



One of the best ways to build your brand is by partnering with other brands.

To find partnership opportunities, start by thinking about who your ideal partner would be. Then, reach out to them and see if they're interested in working together.

## Top Tip

Some partnership ideas include co-hosting an event, cross-promoting each other's products or services, or guest blogging on each other's websites.

CHECKLIST FOR

# Creating a brand identity

- Outline your brand proposal
- Research your target audience and your competitors
- Create a persona to understand your audience
- Choose your brand name and slogan
- Develop an identity and voice for your brand
- Create a visual style guide

CHECKLIST FOR

# Creating a brand identity

- Design your website and other marketing materials
- Begin to map out a consistent social media presence
- Establish yourself as a subject matter expert
- Be a superhero for your customers
- Look for partnership opportunities
- Apply your branding across your business



# 4 Branding Tips for Small Businesses to Stand Out



# Be memorable, not modern



When it comes to branding, it's important to be memorable, not modern. You want your brand to stand out from the crowd, and that means you can't blend in with everyone else. Think about some of the most successful brands out there. They're not necessarily the newest or most modern brands, but they're the most memorable.



# Clarity is essential to a strong brand

Clarity is the line between strong and faint brands. A tangled brand not only fails to entice target customers but also reduces the impact of your business. Because consumer experience is part of your overall brand, you must ensure that your brand improves every customer encounter. Clarity takes time, but developing a clear and concise brand is worth the effort. Strong brands have a distinct brand voice and message that they communicate consistently to their target audience.



# Focus on your customers



Your customers are the most important part of your business, so you need to focus on them when you're branding your business. Think about who your ideal customer is and what they're looking for. Then, make sure your branding reflects that. For example, if you're targeting young mothers, you want to use visuals and language that appeal to them. Customer care is also an important part of branding. You want to make sure your customers have a positive experience with your brand, so focus on customer service and making things easy for your customers.





# Get customers and influencers to work on your brand's behalf

Ensure you're getting customers and influencers to help you with your branding. Customer testimonials and reviews can be beneficial, so make sure you're collecting them and using them in your marketing. Similarly, social media influencers can also help you reach a wider audience and build your brand. Find influencers who align with your brand and see if they're willing to promote your business.

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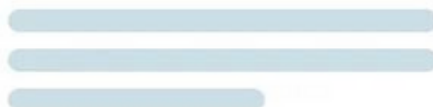
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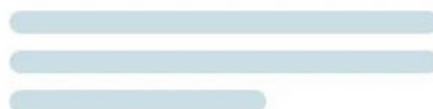
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### 10 Social Media Marketing Tips for Health Coaches



### Why is Social Media Important for Growing Your Health Coaching Business?



# Round Up



Branding is important for any business, but it's especially important for small businesses. Why? Because small businesses have to work hard to stand out from the crowd.

Be memorable, not modern. Clarity is essential to a strong brand. Focus on your customers. Get customers and influencers to help you with your branding.

Have fun with it! Remember, branding is supposed to be fun! So have fun with it and enjoy the process.

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