Building a brand-based business:

Ensuring Your Brand Is More Than Just A Striking Logo and A Clever Tagline

The Visionary Business Leader's Roadmap to Strategic Growth:

GROW FASTER
REACH FURTHER
INVEST SMARTER

A Lumiverse Publication

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In The Beginning

In the minds of consumers, brand are living, breathing entities, particularly on social media. Thus, the boundaries between brand and marketing are constantly being blurred, creating a behavioural minefield.

This is especially so in our increasingly always-on hyper-connected, 24/7 world. Digital disruption has fundamentally transformed the way we live, work and play. Inevitably this has revolutionised the way people buy and thus how we do business in this new millennium.

Traditional mass advertising is no longer as effective as it once was in reaching an audience. The advertising techniques that once proved so effective in the past simply aren't as potent for advertisers today. As marketing continues to evolve, methods that work today, probably won't work as effectively in five years' time!

More than ever, we are inundated with a dizzying number of ads everywhere we go. This exposure occurs every day, day in and day out. However, our audiences are becoming increasingly desensitised to this continuous advertising onslaught.

Hence, advertisers are turning to new forms of marketing in an effort to appeal to their target audiences. A sophisticated array of new digital marketing techniques, spanning everything from mobile-optimised websites to a bewildering array of apps and mobile video have arrived and are becoming the "new' marketing normal.

Their mobile phone is the first thing people look at in the morning and the last thing they check at night. Whilst just 36 percent of average daily users are on desktop computers, 64 percent are on mobile devices. Moreover, of the devices used to access social media, some 70 percent are smartphones.[1]

Rapidly changing technology and immediate connectivity have dramatically changed audience expectations and how they engage with brands and the organisations behind them. People are now able to interact with brands in ways that suit them. They quickly form impressions and opinions of your brand, your business and your competitors' well before they've connected with you directly.

Another element in the rapidly evolving consumer landscape is the voice they now have across their social networks. With the power and pervasiveness of social media, online opinions matter in deciding your brand's real-world reality. So, just how do brands cut-through all that clutter?

As we survey all that fizz and froth, one thing is clear, the marketing landscape has irrevocably changed. Power in many cases has shifted to the consumer.

Branding Surfs The Social Age

Google is front and centre in driving customer experience today. Customers can Google your website, look at online reviews on their laptop or iPhone, in their home, on their way to work, in their pyjamas, at 3:00 am in the morning! Your online presence now has a huge influence in shaping your offline reality. Your website has to be more than an online brochure, and your brand's presence on mobile has to bring your brand promise to life as consumers are more adept than ever at spotting gaps between a brand's promise and its delivery.

[1] Sensis, May 2015; Nielsen, April 2015

Undisputedly, your customers have a strong voice and vibrant influence through social media.

> *43% of social media users report buying a product after sharing or favoriting it on Facebook, Twitter, or Pinterest. Over half of purchases inspired by social media sharing occur within 1 week of sharing or favoriting, and 80% of purchases resulting from social media shares occur within 3 weeks of sharing.* ***Vision Critical***

Social media share-ability and "likes", create an amplification effect - it can just as quickly build a community of critics as a forum for evangelists around your brand. In turn, marketing itself is undergoing revolutionary change as it strives to keep pace with evolving customer needs and expectations. Social media has brought increased transparency and sharply shortened decision-making timeframes to marketing best practice.

In turn, cynicism about the role of marketing amongst consumers is growing. Businesses today need to be ready to engage in a two-way dialogue with customers. Increasingly, brands are being held to account and are now under constant scrutiny by customers, the public and the media. Building a brand-driven business is crucial in safeguarding your business' future against constant change, increasing complexity and market turbulence.

A Dynamic Brand Is Essential To Business Performance And Competitiveness

The challenges involved in growing a business in our increasingly turbulent and hyper-competitive are very real. The stakes are always high. In the growth stage of a business, there's such an intense focus on driving revenue that the idea of spending time and money on something as 'fluffy' as branding might not initially appear to make sense.

However, these days, building a strong brand foundation is not just about the visual identity component, – the logo, fonts, and colours that make up a brand's look and feel. It's not even about developing a website or acquiring Facebook fans and Instagram followers. It's also not restricted to SEO, PPC, or the myriad other marketing channels, which can be used to promote your brand or generate traffic to your website.

In fact, spending money on marketing is of limited value until you can build a solid brand architecture to support targeted, measurable marketing initiatives. In the face of limited resources, and conflicting priorities it is essential to focus on attracting your ideal customers and providing a tangible brand experience, to encourage repeat business.

Why?

Because well-crafted brands that mean something to your target audience create loyal customer relationships. These, in turn, generate higher revenue and a greater return on your marketing investment. This helps you focus your spend more cost-effectively on the right initiatives, rather than wasting money chasing the wrong prospects down a rabbit hole.

Ask yourself:

- Is your company customer-driven or product-driven?
- Does your company consider brand building to be a core business competency, or synonymous with marketing?
- Do your employees understand what your brand stands for?
- Does your customer experience typically reflect the brand promise?

Consider the brand as little more than an eye-catching logo and an attention-grabbing tagline at your peril.

A brand-driven business delivers significant organisational benefits. It can help you to:

1. Hit your revenue number faster
2. Ramp up revenue volumes for growth, or refocus when growth has hit a wall
3. Develop new marketing strategies, or adapt existing ones to meet new or existing business goals
4. Refine and fast-track marketing activities to drive brand awareness and purchase
5. Set a marketing budget which delivers a healthy return on investment
6. Embed a marketing structure, marketing project workflow, a marketing reporting dashboard, processes and disciplines
7. Build a competent marketing team, skilled at working cross-functionally across the business
8. Select the right marketing specialists to partner with
9. Keep up with ever-changing and increasingly confusing marketing jargon and channels – customer journey mapping, brand value proposition, UX, CX, inbound marketing, influencer outreach, pay-per-click, CAC, CRM, smarketing, *shmarketing!!*…

Confused yet?

If you're an entrepreneur, a start-up, a small business or a social enterprise on a fast track to growth; if you're a CEO, Marketing Manager or Business Development Manager with responsibility for attracting more customers, improving marketing results, and growing your business faster, then read on.

Over the following pages, you will learn how to begin building a brand-driven business, based on three important brand-building principles:

Principle 1: Brand Before Marketing. Always.

Isn't it kind of the same thing? No! It's not, and you'll soon discover why.

Principle 2: Brand-Centric Business Planning

OK. When does marketing come in? Relax, there's still one more step …

Chapter 3: Building A Brand's DNA. Everything, I mean EVERYTHING rests on this phase, it's that critical.

Right! I get it now! I have a roadmap to enhance my customer experience and guide my marketing spend wisely!

Our hope is that by putting these basic principles in place in your business, your perception will shift about the role a brand can and should play as a growth driver for your business. These principles have proven themselves as a path to faster growth through acquiring more customers, increasing your revenue, and making smarter marketing investments.

Key Lessons

1. The Internet and social media have changed the way people buy
2. A dynamic brand is essential to business performance and competitiveness
3. Well-crafted brands that resonate with your audience create loyal customer relationships

4. Consumers are more adept than ever at spotting gaps between a brand's promise and its delivery
5. No shortcuts!

About Lumiverse

We know how to drive brand-led business growth. We have the credentials to prove it:

Lumiverse Founder and Managing Director is Suzy Sotirias, an accomplished brand and marketing professional with more than 20 years' strategic and operational experience in developing brands, implementing marketing plans and delivering brand-led business growth.

Suzy brings to Lumiverse a track record of improving business performance in a unique range of businesses, from FMCG to pharmaceuticals, NGOs to start-ups, McDonald's to Médecins Sans Frontières.

Philosophically, Lumiverse is ideally suited to working hand-in-hand with clients who are experiencing growing pains, or who lack skilled in-house brand and marketing competencies, or where the value of brand development and marketing investment needs to be demonstrated.

We help to integrate brand strategy with marketing planning. We love working with visionary business owners in entrepreneurial-led businesses, start-ups and social enterprise. We're passionate about enabling scalable revenue growth, broader customer reach and strengthened market position.

We're good at simplifying business complexity. We translate often confusing marketing concepts and jargon into easy-to-understand business principles. We present a strong business-driven rationale that unifies and guides your brand management and marketing investment decisions.

We bring a fearless commitment to critical thinking. Our MO includes challenging the status quo, the sacred cows and every other cliché standing in the way of competent, collaborative and healthy business performance. Most importantly, we offer straightforward, hype-free strategic advice and sound, results-driven individual mentoring and team coaching.

Principle 1: Brand Before Marketing

First things first! In today's complex environment of competing claims on consumer affection, what exactly is a brand?

> *"A brand is a set of expectations, memories, stories and relationships that, taken together, account for a customer's decision to choose on product or service over another".* ***Seth Godin – Author, Entrepreneur, Marketer & Public Speaker***

In other words, your brand comes to life in the minds of your customers. It's like a mental warehouse that holds everything your customers think, feel and know about your business. Their perceptions are based on a combination of your identity, your reputation and how their interactions and experiences with your business have built up a mental image of your brand in their subconscious.

If its long-term business success you are seeking, this is where the action is. Your brand needs to say more than just 'buy this stuff' or even 'buy more of this stuff'

Brand Unpacked

There are three key elements that combine to form a cohesive brand:

1. How you appear to the world is all about your visual identity, the image you are trying to project. This is your logo, brand colour palette and fonts, your website and your marketing collateral. This is where many start-ups begin *and end* their brand development.

2. How you sound to the world is all about your actual messaging, the brand personality and values that your messaging embodies, as well as your brand's tone of voice. Your messaging positions you to a defined audience. It establishes your brand promise by describing who you are, what you do, how you do it, and why it's of value to your audience.

3. How your brand feels facing the world is the cumulative experience customers receive across all touch points, from your website to your customer service operators, to your delivery and fulfilment services, to your shopping cart and cash register. This is the difference between the brand promise as encapsulated by your messaging and the brand reality as perceived by your customers.

A brand is so much more than the tangible products or services you sell, or your trademark. It's more than your logo, tagline or your promotional messages and marketing campaigns. There is a reason your brand is an intangible asset on your Balance Sheet.

Brand vs. Marketing

Brand and marketing are of course intrinsically joined at the hip. However, they're not interchangeable. Understanding the difference between the two is important if you want to grow your business successfully and sustain its growth trajectory.

> *Marketing unearths and activates buyers. Branding makes loyal customers, advocates, even evangelists, out of those who buy.* ***James Heaton, President & Creative Director, Tronvig Group***

According to Heaton, the brand is bigger than any single marketing campaign. The brand is what lingers in the consciousness of your customers after the marketing campaign has

swept through the room. Heaton believes that the level of brand affinity felt between a customer and your brand is what ultimately determines if your customers will become loyal brand advocates or not.

Heaton illustrates this point with an example of how branding is strategic and marketing is often tactical. Marketing may convince you to buy a particular model of Toyota. Perhaps that is the first foreign car you have ever owned. However, it is the brand that ultimately determines if you will become a rusted-on Toyota fan for the rest of your life.

Brand is about reputation and perception. Both take a long time and much effort to build. Brand drives loyalty, which in turn generates strong revenue expansion and stimulates growth through repeat business.

A dynamic brand is as critical to the long-term success and sustainability of a business as financial stability, a clear vision, and quality employees. Significantly, brand informs marketing. While, marketing may be a cost centre, well-researched and executed marketing is an investment with a discernable ROI yield. What is really costly to a business is substandard marketing. That is an opportunity cost that may never be recovered.

Why Build A Brand First?

When your brand is the preferred choice for your customers over and over again, this is what anchors higher revenue and drives a greater return on your marketing investment. A well-defined brand helps stave off the need for deep price discounting as a promotional strategy to drive incremental revenue.

A product is sold by a business, yet customers buy brands.

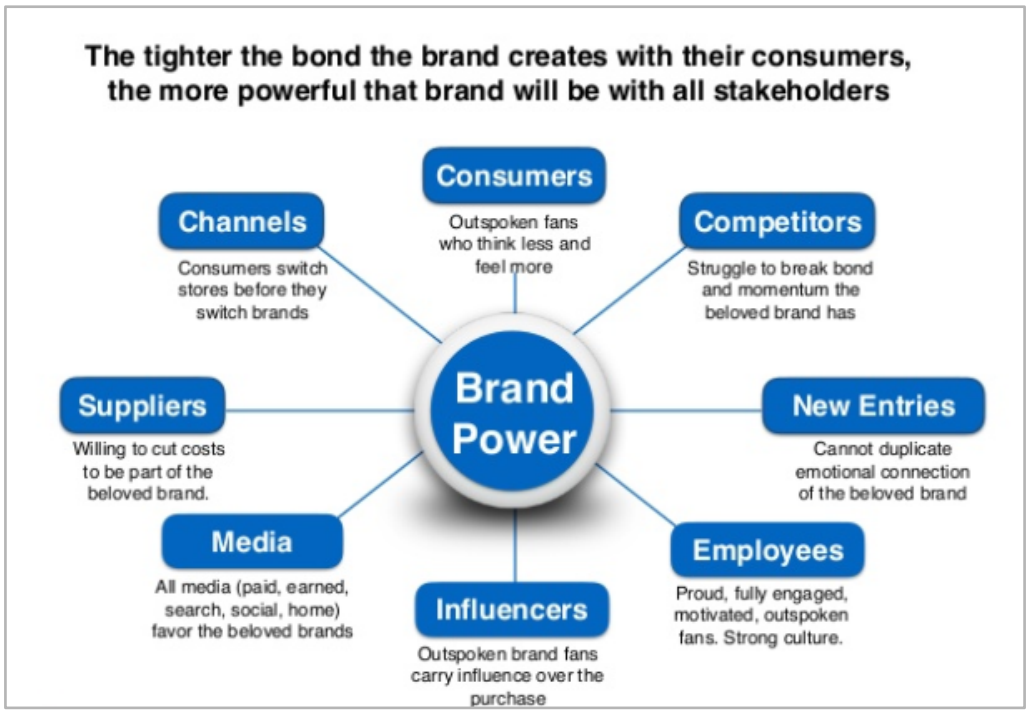
The brand defines a clear position in the marketplace and carves out the perceptual space amongst your target audience that you want your brand to occupy. It informs your audience why your brand is a better choice than your competitors.

The brand allows you to differentiate your business in a way that matters to customers, i.e. the hard or expensive attributes competitors can't or won't copy.

> *The role of brand is to create a bond with your customers, that must lead to a power and profit beyond what the product alone could achieve.* ***Graham Robertson, Founder & CMO, Beloved Brands Inc***

Brand is the difference between a soft drink and a Coke, a computer and a MacBook.

What's more, if there is a tight bond between the brand and its customers, the power of the brand to influence all stakeholders is strengthened, as depicted in the Beloved Brands diagram below.



A brand influences and informs every aspect of your business. If you deftly manage your brand in a way that unifies decision-making across your business' value chain, it can make the difference between long-term success and dismal failure.

A well-crafted brand architecture leads to consistent and integrated decisions, actions and communications, which combine to grow your business.

> *To plan for one year, grow sales. To plan for three years, grow channels. To plan for decades, grow a brand.* ***Idris Moutree, CEO Idea Couture.***

In the next chapter, we explore three strategic tools that can help you to fast track your brand development to support scalable, repeatable and sustainable business growth.

By integrating brand strategy and marketing decisions with your targeted business outcomes, you will see that marketing success in growing your audience is not about hefty marketing budgets.

It's about how clearly and consistently you communicate with your audiences and fulfil your brand promise to the right audience through every customer touch point with your brand. Rinse and repeat as needed.

Key Lessons

1. A brand is a set of expectations, memories, stories and relationships
2. A well positioned brand will linger in your customers consciousness long after an individual campaign has finished
3. Customers buy brands
4. A brand is an intangible asset on your Balance Sheet – treat it like one
5. Brand should influence and inform every aspect of your business!

Principle 2: Brand-Centric Business Planning

By now you should have an understanding of what a brand is, and how it can be used as a strategic platform to drive growth for your business.

The first step in creating the foundation of your brand is to identify the key internal and external impacts on your business. This step provides all the information you need to build your brand's DNA. Without it, you run the risk of spending way too much of your time herding marketing cats!

There are four strategic elements to consider in mapping out your brand's DNA:

1. SWOT Analysis – Organisational advantages
2. Customer profiles – Customer needs
3. Benefits ladder – Product benefits
4. Competitive factors

Let's explore some simple frameworks that can help you to identify the game plan required to fast track the brand and business integration process.

1. SWOT Analysis

The SWOT Analysis helps you to situate your brand within your current business context and market landscape. It helps you to prioritise your business options, as well as define the strength of the brand in supporting your business while pinpointing where marketing investment is required.

Strengths	**Weaknesses**
Description: Internal drivers that can accelerate our growth, because we're better or faster than competitors Action: Maintain, Build, Leverage	Description: Internal factors that slow us down and make us uncompetitive Action: Remedy, Remove
Opportunities	**Threats**
Description: External drivers we could take advantage of to help speed up our growth Action: Prioritise, Maximise	Description: External risks that may negatively affect our business Action: Counter
Examples:	Examples:

We're not looking for dozens of points under each heading. It's important to be realistic and discerning about what elements you include in particular under the Strengths section. The SWOT provides a simple snapshot to guide later business decisions on how best to:

- **Maintain, Build And Leverage Strengths:** Match strengths to opportunities and look for strategic fit. These elements should be easy to manage and can assist in gaining a strategic advantage over competitors quickly

- **Prioritise And Maximise Opportunities:** Address any gaps that emerge between current your strengths and future opportunities.

- **Counter:** How could you rephrase threats as opportunities?

- **Remedy Or Remove Weaknesses:** How could you remediate weaknesses so they become strengths? Or simply remove or neutralise them so they do not drain resources.

By providing you with useful insights about your competitive position, the SWOT helps you to anchor your brand within your business. It tells you how healthy your brand is currently, and it highlights where the most immediate gaps are.

2. Customer Profiles

You know from the previous section that a brand's power to drive business growth depends on one thing and one thing only: how connected that brand is to the customers it wants to attract.

The importance of understanding customer needs on a deeper, more intrinsic psychographic level rather than just relying on surface demographics is critical to your brand strategy. In turn, sound customer profiles will help you to refine your targeting to deliver your marketing strategy more cost-efficiently.

Needs-based customer profiles go far beyond a reliance on demographics. They identify several layers of need states, emotional and rational, explicit and implicit, and provide a much more realistic prediction of likely buying behaviour.

You can invest in research to develop buyer personas for your brand if you have the budget available. However, there is a simple, inexpensive and fun way to bring your customer to life, in a way, which can help to inform your brand and align it with business goals.

My Customer	Not My Customer
Images of my ideal customer	Images that are definitely NOT my ideal customer
Reasons why they are your customer?	Reasons why they are NOT your customer

Using the framework above, it's time to get into your customers' head, as if they're real people!

Look through a magazine or do a Google or Pinterest search. Choose four or five images that most closely resemble how you imagine your ideal customer would look like. Describe who this person is. Remember to go beyond the obvious:

- Are they male or female? How old are they? Where do they live? What work do they do?
- What do they do in their spare time? What are their interests or hobbies? How do they spend their weekends? What do they read? Watch on TV? Do online? Where do they hang out online? Where do they get their news and information? Where do they shop? How do they dress?
- What do they care about? What is important to them? What do they feel passionate about? What motivates their buying choices? What problems does your brand solve for them? What view of the world does your brand reflect?

Now find two or three pictures that most definitely do not represent your customer. Using a similar process, describe why they most definitely are not your ideal customers.

We often have a clearer idea of who is wrong for our brand. Are they too young, too old, too hipster, too corporate, too whatever? This can help us to know instinctively who the right customer is.

The clearer picture you can build, the more effective your marketing activities will be. Your customer profiles will help you immensely when it comes to targeting your marketing initiatives and developing marketing collateral.

If you are targeting the right people, you are optimising your investment. This is because you are reaching more of the people who are likely to be interested in purchasing your brand, rather than wasting money on a scattergun approach.

3. Benefits Ladder

Identifying the most compelling benefits to communicate in your messaging is critical to attracting the customers you want. As part of this process, we need to carefully differentiate between product features and brand benefits. *A feature is something your product does. A benefit is an outcome for your customer*.

(Note also that a benefit does not have to be something tangible that you can see and touch. It can be a perception you create through communicating your brand promise in a way that is believable and credible).

Expected Benefit	**Value-Add Benefit**	**Reason To Buy Benefit**
Most benefits fit here	Some benefits here	1 – 3 benefits that will be the focus of your messaging

Once we have a list of benefits that are attributable your brand, they can be ranked according to the following descriptors. The aim is to crystallize a few compelling benefits that will be the focus of your messaging across all mediums:

- **Expected Benefit:** All competitors in your market offer this benefit. This is a core "cost of entry" benefit and most customers wouldn't buy without this benefit
- **Value Add Benefit:** A benefit that differentiates your brand and sets it apart from the pack in some way either tangible or intangible. These benefits may not be enough to sway a potential customer. Most customers probably wouldn't buy based on this benefit alone
- **Reason To Buy Benefit:** A compelling benefit(s) that definitely sets you apart from your competitors, either because they don't offer it, or they don't offer it as effectively as you do. It's the most important reason for customers to choose your brand over those of your competitors.

4. Competitor Profiles

Choose three to five key competitors in your market and conduct some desk research by looking at their websites, videos and blogs.

Where are those competitors positioned, relative to the opportunity you see for your brand? Is anyone occupying the positioning you are targeting? Is it likely that others will also try to enter this space?

As you have already completed your SWOT Analysis, Customer Profiles and Brand Ladder, you will now be in an informed position to build a highly nuanced picture of your competitors.

This picture should go beyond what they say about themselves in their marketing messaging, but more importantly, hone in on how their strengths and weaknesses may represent opportunities or threats for your brand, your business and your customers.

	Competitor A	**Competitor B**	**Competitor C**
Who are they targeting?			
What is the key message/ point of difference/ brand promise?			
What are their strengths?			
What are their weaknesses?			
Why might they pose a threat to your business?			

These four simple tools have enabled you to generate basic but valuable strategic planning insights for your business. Congratulations! You have done the necessary preliminary work to construct your Brand's DNA.

In the next chapter, we explore the building blocks that can help you to create your brand DNA.

Note that while this work appears simple enough, it is not easy. A team of trusted staff should be tasked with delivering this input. Ensure the team brings differing opinions and

perspectives to be integrated into the preliminary assessments, debated, and refined along the way. Avoiding the trap of “group think” will generate richer outputs from this process.

Key Lessons

1. Focus on four strategic elements when mapping your brand’s DNA
2. A SWOT situates your brand within your current business context
3. Powerful brands know their desired customers inside out
4. Always differentiate between your product’s features and brand’s benefits
5. To understand your competitors is to take your first step on the path to vanquish them!

Download Strategic Brand Planning Workbook here.

Principle 3: Building The Brand DNA

There are many versions of a brand DNA, also sometimes referred to as a brand pyramid or a brand onion, amongst other names. There are also many variations in what is included in a brand DNA.

This version of a Brand DNA allows you to distil your brand into a single value proposition that aligns with the definition of the brand as described in Chapter 1, and the brand as business insights created by the strategic analysis tools in Chapter 2.

What Is A Brand DNA?

Simply put, a brand DNA comprises the building blocks that make up the brand. It defines a brand's position in the market and is a summary of what the brand stands for.

A brand DNA is not a substitute for the vision or mission, although it does build on both of these elements. It's not a marketing communications strategy. It's also not a tagline or campaign slogan. And it's not published externally, e.g. in the Annual Report.

A brand DNA is a navigational tool used to guide internal actions and external communications, ensuring they are aligned to deliver a consistent brand promise. It helps you to see whether you are moving towards the brand and building loyal customers, or moving away from the brand and losing customers.

Here is the Brand DNA structure:

<table>
<tr><td colspan="3">Vision</td></tr>
<tr><td colspan="2">Target Audience</td><td>Competitive Environment</td></tr>
<tr><td colspan="2">Products & Services</td><td>Benefits</td></tr>
<tr><td colspan="3">Value Proposition</td></tr>
<tr><td colspan="3">Positioning</td></tr>
<tr><td>Values</td><td>Personality</td><td>Tone of Voice</td></tr>
<tr><td colspan="3">Mission</td></tr>
</table>

The value of the brand DNA is in its simplicity and clarity. The language used should be clear, brief and sharp. Less is more, avoiding try-hard or ambiguous generic words without specific dimension, e.g. “making a difference”. Most importantly, the strategic intent of the brand DNA is to focus on what you intend to build over the next 3 to 5 years, rather than the current position.

Let’s now take a look at each building block in more detail. You should have enough information from your strategic planning analysis to flesh out each building block.

Vision

A definition of the impact and role you want to create in the world. It’s inspirational and future-looking. It is the core reason why your organisation exists above all else (Note: making money is not a vision, it’s an outcome!)

Mission

Describes what the business aspires to do on a day-to-day basis. It should describe the nature of the business you’re in, i.e. what you do and how you do it.

Target audience

Describes the situation or person for which your brand represents the best choice. It paints a clear, unambiguous portrait of your target audience.

Competitive environment

The alternative choice set as perceived by your customers. Identifies which competitor stands to lose customers when we expand our customer base?

Products & Services

This is what you do and how you do it, your “secret sauce”. The products or services you sell, and how you provide those products or services in a way that speaks directly to buyers’ pain points and needs.

Benefits

These are the key differentiating points that motivate buyers to choose your brand over your competitors. This information succinctly proves and supports the point of differentiation

V**alues, Personality, Tone of Voice:**

- **Values:** what the brand stands for
- **Personality:** how the brand behaves
- **Tone of voice:** how the brand speaks

Click here for a neat sheet with a list of adjectives to help you define your brand’s values, personality and tone of voice. You customer profiling analysis should also provide some direction.

Choose five adjectives that describe that attributes of your brand, and five adjectives that are totally wrong for your brand. As with the customer profiling exercise, we explore who is and who is not your ideal customer.

This exercise allows you to eliminate selected attributes and substitute their opposites if relevant. This exercise helps you bring your brand to life. This input critical when you are creating marketing content and choosing images and video for marketing collateral.

Positioning and Value Proposition

Good positioning reflects sound strategic thinking. It should lead to the brand owning a "high ground" value proposition that is meaningful for customers yet not dominated by a competitive brand.

Whilst positioning guides all elements of your marketing, it isn't advertising copy. It succinctly expresses the way you want customers to think and feel about your brand. It's the "perceptual spot" that you want to occupy in the customer's mind relative to the competition.

- **Positioning:** a clear definition of how the brand will be perceived by the target audience we wish to attract. The brand positioning must be *important* to your customers, *credible* for the brand to claim, and *different* to competitors.

Here is a well-known framework for developing positioning statements. The format for the statement is important because it covers the four most important things that customers want to know about a brand:

To…	Description of target market *(who uses the brand?)*
Brand is the…	Competitive frame of reference *(the group of products/ market segment that the brand is a part of)*
That…	Point of difference *(what is unique about the brand that distinguishes it from its competition?)*
Because…	The proof substantiating your benefit *(why is it believable?)*

- **Value Proposition:** distils the brand's value into one clear thought – the brand essence. It should be easy to recognise in every aspect and activity of the brand. Review your value proposition against this simple checklist:

    1. Does it substantiate your competitive advantage?
    2. Does it resonate emotionally?
    3. If the brand disappeared tomorrow, what would people remember about it, and what would they miss most?

You now have a complete brand DNA, unique to your business. These are all the building blocks required to help you create a compelling brand story. Now the challenge is to consistently communicate your story via well thought-out messaging for your company, brand and products or services.

Key Lessons

1. A brand DNA distils your brand into a single value proposition
2. Use brief, clear and sharp language to define your brand DNA

3. Benefits are the key differentiating points that motivate buyers
4. Savvy positioning reflects sound strategic thinking and ensures your brand occupies a “high ground” value proposition
5. Positioning provides a clear definition of how the brand will be perceived by the target audience

Finally, you are now ready for marketing!

Click here to download a Brand Communications Brief which can be used with any marketing suppliers from website developers, logo designers, SEO analysts, Facebook ad campaigns, etc.

Conclusion

In our fast-paced, 24/7 digital world, the need for strategic brand building and marketing planning is more important than ever before. No longer is marketing confined to pushing interruptive messages to mass audiences.

Today, effective marketing demands highly targeted communications and effective interactions with customers based on a compelling brand story.

A brand strategy helps you to carve out a clearly defined and readily defended position in the market. Brand messaging defines who you are, what you're selling, and to whom. Most importantly, it defines why you're a superior choice than your competitors, by bringing to life how you create unique value for your customers.

A brand strategy that successfully gains traction in its ecosystem will help your brand to stand out in our turbulent, constantly changing and fast-moving environment.

Brand and marketing remain of course intrinsically joined at the hip. However, they're not interchangeable. Understanding the distinction is important if you want to successfully grow your business.

Marketing today is about communicating what you are selling in a way that encourages customers to buy. In other words, *the job of marketing is to increase the level of awareness required to attract new customers*. Your brand is what remains when the marketing is done. *Your brand creates loyal customers and provides the basis for a sustainable business model*.

A brand-driven business is in a more sustainable competitive position to take advantage of emerging opportunities and to skilfully navigate the challenges posed by our 21st-century economy and society on a seemingly daily basis.

Brand management is centred on crafting a sustainable brand through repeatedly delivering brand value. The job of the organisation is to consistently deliver on the brand promise in everything it does. The result is brand loyalty. The reward is repeat business and sustainable revenue flows.

A Roadmap For Your Brand And Marketing Initiatives

An effective brand and marketing roadmap can:

1. Provide a framework to unify and guide brand management and marketing spending decisions
2. Introduce structure and process to support scalable, repeatable and sustainable business growth
3. Align brand and marketing decisions to deliver effective business outcomes
4. Expand the customer base, increase brand awareness levels and secure future profitability
5. Measure the right things, identify what to do more of and what to do less of that isn't working

Brand Checklist

In summary, here are the six strategic tools you require to map out your brand's DNA unique to your business:

- SWOT Analysis
- Customer profiles
- Benefits ladder
- Competitive factors
- Brand DNA structure
- Positioning and Value Proposition

Congratulations you now have your roadmap to strategic growth.

Key Learnings

Any savvy entrepreneur understands a strong brand is vital to the success and sustainability of their business. A great brand separates your brand from your competitors. It enables you to premium price your products or services and allows you to easily add new products to your portfolio. A great brand makes people feel proud to buy from you and increases their brand loyalty.

However, many people are not sure how to create an outstanding brand. Here are the five elements involved in building a great brand:

1. They own a clearly defined space in the mind of consumer's
2. They are effectively differentiated from their competition.
3. They live their message.
4. They deeply understand their customers and prospects
5. They nurture and sustain a community around them

Leverage your brand as a strategic growth driver, and reap the revenue rewards of smarter marketing investment.

On a final note, I'll leave you with an interesting quote that encapsulates the ideas articulated in this eBook simply and uniquely:

> *Marketing when done well is (a) the strategy of the business – it value proposition, go-to market strategy, and brand positioning and image to the world. Marketing when not done well is (b) an endless checklist of advertising and promotional to-dos that can never be completed. Marketing in the 21st century must be (c) largely, but not entirely, measurable and accountable around driving business goals. Marketing when done brilliantly is driven by (a) includes a small, disciplined subset of (b), and is steeped in a culture of (c).* ***Matt Blumberg, Chairman & CEO of Return Path, Inc.***

SIGNATURE SYSTEM DIAGRAM GOES HERE

Is your business ready for the sustainable growth that comes from powerful branding and smarter marketing investment?

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free Brand DNA Consultation now

Lumiverse
BRAND NEW WORLD MARKETING

We help businesses scale through strategic brand building and smarter marketing investment which expands customer reach and creates sustainable revenue growth