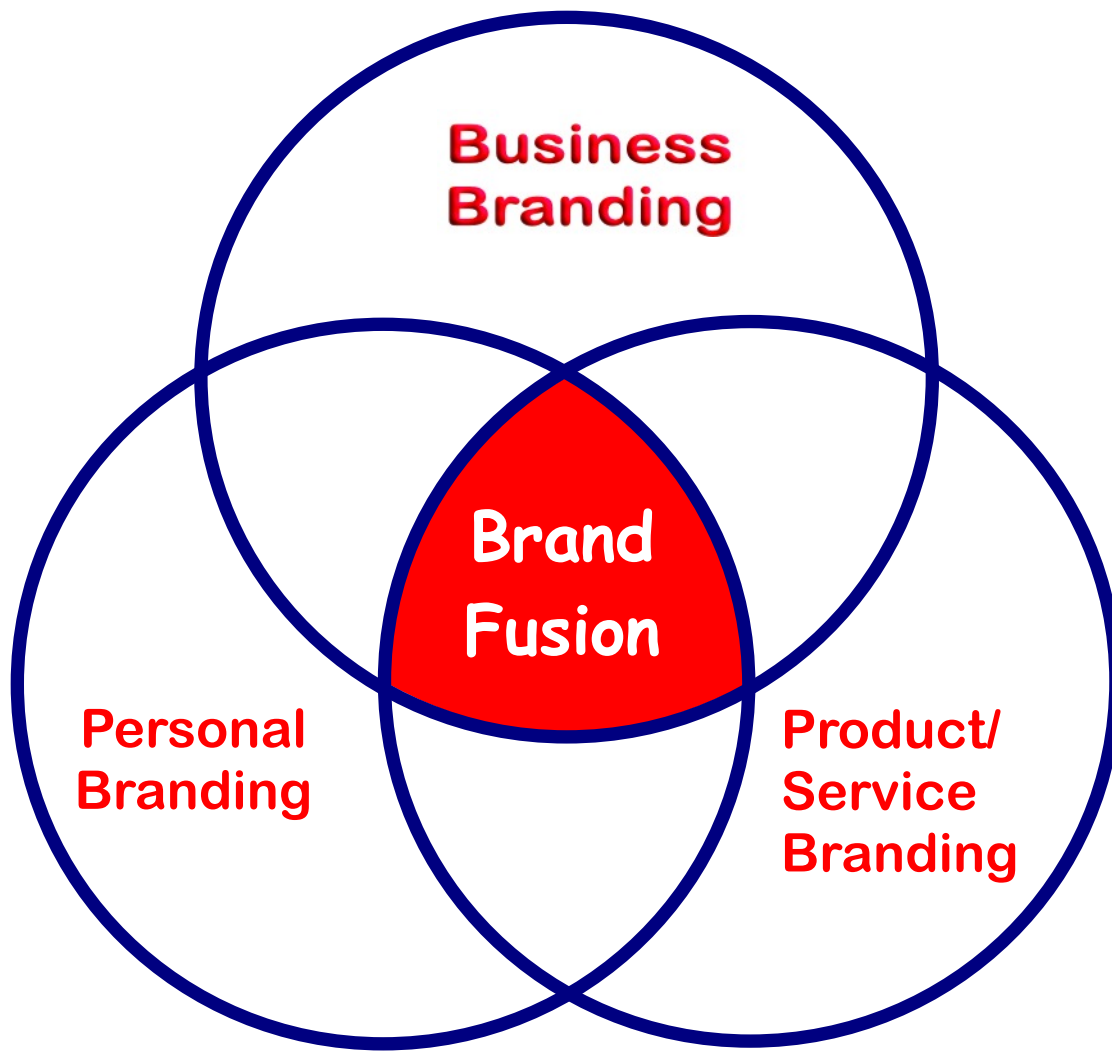


Build & Promote Your Business Brand

And Transform Into A Notable Industry Name

So that you don't have to chase the prospects instead they will



How Any Entrepreneur Or Business Owner Can Promote Their Products / Services By Building A Strong Brand With Ease And Make Lasting Positive Impression In The Minds Of Their Clients.

Remember By Doing This You Don't Have To Chase The Prospects Instead They Will.

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To All Who Are Into Business

Who wants to Build a Business Brand
and Require A Handy Tool To Draw
And Implement Their
Brand Building Strategies
On Their Own.

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Preface



In my 32+ years of experience in Marketing and Advertising I have seen many clients confused on Marketing, Promotion, Advertising and Branding. Among these things Branding is most confusing for them. Solopreneurs and Small businesses think Branding is only for Big businesses and it is out of reach for businesses like them. I wanted to clear their confusion and put more lights on Business Branding and Brand promotion. So I decided to write an actionable book on this subject which may help businesses to build their own brand which in turn help to promote their products or services with ease and minimal cost. With little bit of thinking and few hours of investment they can do it themselves without hiring a professional agency. This book is written for business people and they are always busy. So I have kept this book short while giving essentials to draw a Branding strategy for their Businesses. As Branding itself is an elaborate subject it is not possible to give more academic knowledge in this book. Though there are plenty of communication media to choose I have chosen only a few and if you want, you may add/delete as per your objectives and budget.

As Brand Building is an ongoing process, this book is also a 'work-in-progress' type. So visit my website www.webpromotionservices.net occasionally and see what's new on it. Also you may register yourself free on the site so that you will get email notification when the book is get updated and when similar books/reports/white papers are available. Apart from this you may participate in discussion actively on the website on different subjects which are useful for you.

In case you are in a hurry you may send in your thoughts / suggestions to bybb@webpromotionservices.net

Happy reading,

Sebastian Lobo



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Branding is the process of creating a clear, distinctive and durable perceptions in the minds of consumers. Branding is a way of identifying your business. It is how your customers recognise, perceive and experience your business.

There are mainly 3 types of Branding, viz; Business Branding, Product/Service Branding and Personal Branding. We will be focusing more on Business Branding.

Branding should be considered in the early stages of starting a business — launching a business with a strong brand will give you a greater chance of success. If you cannot be the first mover, then try to move the battlefield! Try to create a new and unique proposition that you can be the first, so that you avoid becoming an imitator.

A strong brand is more than just a logo — it is reflected in everything from your customer service style, staff uniforms, business cards and stationery, premises to your marketing materials and advertising. It is also not just about having a website with your business name on it, although that's certainly part of it. A business brand is much bigger and all-encompassing.

Your Business Brand is how you present your business, both online and offline, to your ideal audience. Your brand is the image you put forth. It's what your business stands for, your values, what you're all about. Your brand is your secret sauce – the thing that sets you apart from everyone else. It's what makes your Business unique.

Your brand should reflect what your business stands for and what sets it apart from your competitors — it expresses the qualities, strengths and 'personality' of your business. Your brand is how people perceive whenever they interact with your business - both the impressions you can control and the ones you can't.

Creating a strong brand involves in-depth market research to work out why customers should be attracted to your business. A strong brand will help customers to remember your business and feel greater confidence that your products or services will suit their needs. Customers tend to be loyal to a brand they trust.

Your brand includes your company's:

- Values
- Unique skills
- Experiences
- Stories
- Personality
- Image

And each of these must be presented in an authentic, honest way to your audience. It's about what your company bring to the table, the value that offer. It involves the specific ways that your company solve other businesses' deepest pain points and biggest frustrations. You may be tempted to think that only big companies are brands, but that's not true. Thanks to the internet and the power of social media.

- Every person can be their own brand.
- Everyone can constantly put themselves out in front of their audience.
- Everyone can add value to their audience.
- Everyone can communicate their message loud and clear.
- We all have the tools to build powerful brands.
- In fact, you might say that **every company is now a brand.**

The question is whether you are actively taking control of your brand. If you ignore building your brand, your company may have a brand image which developed over years organically. But it may develop without your control and the image you may not wish to develop. Everything you share online, every email you send to your audience, every blog post you write, every live event you host - they all are part of your brand. They all shape the way people think about your company and the image your company put forth.

The question is whether you want your brand to develop on its own, with no guidance from you, or whether you want to be actively in control of the process. **To state the obvious, it's always better when you're in control of the process.**

So how do you actively build a brand? How do you get in control of the process? How do you ensure that your brand is helping to build your business?

Your brand is built to be an accurate representation of who is as a business, and how your business wish to be perceived. Many areas are associated with brand development including advertising, customer service, promotional merchandise, reputation and logo. All of these elements work together to create one unique and attention-grabbing professional profile

Why your Business needs Branding?

Branding is critical to a business because of the overall impact it makes on your company.

Branding can change a business's perception and, it can drive new business and increase

brand awareness. **If you are trying to build a business of any sort, it's important to build your**

own brand. You don't need to be a large company or a celebrity in order to benefit from building

a brand. Let's discuss about some of the benefits of building a business brand.

Benefits of Business Branding



Branding Gets Recognition

The reason branding is vital to a business is because it is how a company gets recognition and becomes known to the consumers. The logo is the most important element of branding - especially when this factor is concerned, as it is necessarily the face of the company. This is why a professional logo design should be sturdy and easily memorable, making an impression on a person at first glance. Printed promotional products are a way of getting this across.

Branding Increases Business Value

Branding is essential when trying to generate future business, and a firmly established brand can increase a business' value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace.

Branding Allows You to Stand Out from the Competition

First and foremost, building a Business brand enables you to uniquely stand out from the competition. Your brand, values, expertise, and story all set you apart from your competitors.

Your competitors can't bring what you bring to the table. They simply don't have what you have to offer. You're unique. Only you are you.

You have unique:

- Experiences
- Strengths
- Beliefs
- Perspectives
- Skills
- Insights ...

These are incredibly valuable and distinguish you from your competitors. You offer unique value that no other person can offer.

that set you apart from everyone else. No one else can bring to the table what you can. No one else has your unique combination of skills, insights, and experiences.

Building your Business Brand allows you to highlight your uniqueness.

It allows you to capitalize on your strengths. It allows you to highlight the best parts of you. And as you work to highlight your company's strengths, it distinguishes your company from all of your competitors. It gives you a distinct competitive advantage. Think about Rolex and how they've set themselves apart from the competition. Because they've focused on being exclusively a luxury watch brand, they have set themselves apart from other watch companies, like Timex. Rolex is the brand for those who want a luxury watch, while Timex is the brand for those who want a sturdy, relatively inexpensive watch. By working relentlessly to build their brand, Rolex has distinguished themselves from every other watch company.

The more you work to build your Business brand, the greater edge you'll have over your competition. You'll stand out amidst the crowd.

Branding Generates New Customers

A good Business brand will have no trouble drumming up referral business. Strong branding generally means there is a favourable impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust.

Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique.

Branding Allows You to Charge a Premium Price

As noted, Business branding highlights just how unique you are and the incredible value that you offer. Because you bring unique value to the table - value that no one else offers - you can charge a premium price for your services. After all, you're offering something that can't be found anywhere else. Your services are only offered by you. When you craft a strong Business brand, you can charge a higher price for your products and services because they're exclusive to you. They can't be purchased at another store or from another person. **The stronger your brand, the more people want your services. The more people want your services, the higher the price you can charge.** This is exactly why Nike is able to charge so much for their shoes.

They've spent years building their brand into a powerhouse. Nike shoes have become a status symbol, and wearing Nikes says something about who you are. This allows Nike to charge exorbitant amounts of money for their shoes. The Nike brand automatically equals higher prices for shoes. You can take a page from Nike's book. By working hard to build your Business Brand and showing how much value you bring to the table, you too can charge a premium price.

Branding Highlights Your Expertise

Remember, your Business brand is how you present yourself to the world. This means that a significant amount of Business branding involves the content that you share with the world.

The more *valuable* content you share, the more you demonstrate that your company is an expert which should be trusted.

With every piece of content that you share in...

- Social media posts • Blog posts • Articles in print media • Emails • Videos • Ebooks
- Audiobooks • Podcasts • Interviews • Inspirational graphics

...you establish your company as an expert in your field. You're proving just how much value your company offer and that your company is looked upon when the time come to making business deals.

The more you demonstrate your expertise, the more your audience will trust you and come to you to solve their problems. The more value you share, the more it shows people that you know exactly what you're talking about and should be looked at as an expert.



Branding Allows You to Attract Your Ideal Audience

Being known as an expert in your field brings unique benefits with it. When your company known as the expert in your industry:

- It attracts your ideal audience - the people who need your products/services the most
- You get more referrals from others in your industry and related industries.
- You can charge a premium price - the kind of price that only an expert can charge.

Branding Puts You in Charge of the Narrative

When your business:

- Uses social media
- Uses an email list
- Starts blogging
- Speaks to groups
- Record and share videos...

...then your business is already building your business brand. As said earlier everything your company put out into the world is part of your brand. The question is whether you're *intentionally* shaping the narrative of your brand. In other words, are you carefully determining exactly what your brand is all about, or are you letting it happen in an ad-hoc manner? Are you thoughtfully curating your brand or are you letting your brand "evolve" on its own? Are you the one crafting people's opinions about your or are you sort of just letting things happen? With every social media post you share, every blog post you put up, every email you send, you're shaping the narrative of who your business are. You're in control of the story.

The beauty of branding is that it ensures that you're actively shaping your own narrative. You're determining what others think about your business, rather than simply letting them form their own opinions.

Branding Increases Your Visibility

The more you build your brand, the more visible your business becomes.

- Your Business will attract more fans on social media.
- Those fans will share your content with their tribes.
- The more your content gets shared, the more fans you'll attract.
- And repeat. It's a powerful cycle.

As your company's fan base grows, your company can expect to be featured in the media. Media companies are always looking for Industry news. The more you're featured in media, the more opportunities your company have in front of your target market. Conference organizers are always looking for personalities from well-known companies to speak. [The truth is, building your Business brand and building your platform go hand-in-hand. As your brand grows stronger, your platform will get bigger, which will then make your brand stronger.](#)

Building your brand is a virtuous cycle that brings greater and greater results the more you do it.

Branding Shapes What Content You Share If you don't have a strong Business brand, then you don't have any guidelines as to what content you should share with your audience. And so you end up sharing either nothing at all or whatever catches your fancy at any given moment. Neither of these strategies contributes to your Business brand. When you have a strong brand, it guides you toward exactly what kinds of content you should share. A meme might be funny, but if it doesn't add to your brand, you shouldn't share it.

Simply put, you should only share content that aligns with and promotes the values of your Business brand.

Building your brand connects your business with potential customers and clients

The more you work to build your Business brand, the more individuals will want to connect with your company, both in-person and online. People will be attracted to your company values, personality, convictions, and the insights your company has to offer. The more connected your Business is, the more business opportunities will present themselves to your company which then builds your business.

Branding Creates trust within the marketplace

A professional appearance and well-strategised branding will help the company build trust with consumers, potential clients and customers. People are more likely to do business with a company that has a polished and professional portrayal. Being properly branded gives the impression of being industry experts and makes the public feel as though they can trust your company, the products and services it offers and the way it handles its business.

Branding supports your marketing efforts

Marketing is an essential component of your brand. The mediums and channels are chosen as well as the demographic targeted helps to build your brand. Be careful of too narrow of a marketing focus, or you'll risk being "pigeon-holed" and lose your ability to expand into new markets.

Then again, too broad of a marketing focus could lead to an inability to create a definite impression of your company in consumers' minds.

Branding Improves Employee Pride and Satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do. Working for a reputable brand and help in high regard amongst the public makes working for that company more enjoyable and fulfilling. Having a branded office, which can often help employees feel more satisfied and have a sense of belonging to the company, can be achieved by using promotional merchandise.

Branding Motivates Employees

Anyone can hire employees, but only a strong brand can hire motivated employees that are inspired to carry your vision and mission forward. When your brand feels pride, your employees do as well. Having a strong brand is essential for employee morale and productivity.

Next is...

How to Build Your Business Brand ?

For that you have to go to next page...



Building Your Business Brand

Now that you know why you should build a Business Brand, let's talk about how to actually do it. Let's break down the individual strategies you can use to build your own incredibly powerful brand.

1. Determine what you're branding and whether your brand will be your only or one of several brands in your organisation.

2. Purpose of branding - Determine What You Want to Accomplish. If you want to achieve only one thing, what would it be?

3. Define your brand by stating what it stands for, what unique benefit it provides, what value it promises to deliver, and the image that will permeate everything from your marketing communications to your product design, business character, and consumer experience.

4. Conduct market research - Research everything there is to know about your products / services and the market in which it will compete.

4.a. Identify Your Target Market, and your niche.

4.b. Understand customer expectations, needs and aspirations.

4.c. Assess competitive offering including substitutes

4.d. Determine your competitive advantage

5. Your Unique Value Proposition: Position your brand by defining what makes it unique and how it will slot into available space in the market and your customers' minds.

6. Think about successful brands : Think about brands for products or services that you instantly recognise and why they are successful.

7. Develop your brand elements:

- Brand Name,
- Logo,
- Tagline,
- Business Cards
- Marketing Materials
- Customer Service Style
- Staff Uniforms
- Premises
- Shape
- Graphics
- Distinctive Colors
- Slogan
- Musical jingle
- Sound
- Movement
- Smell
- Taste
- Quality
- Pricing
- Packaging
- Distribution
- Mascots
- Website
- Reputation

8. Building customer confidence by :

- * customizing the product.
- * establishing key image of the brand.
- * dealer support-easy availability and push.
- * innovative communication and promotion schemes, and elegant packaging .

Next is the most important part :

Creating Brand awareness / Promoting Your Brand

Let me show you how you can do this in the next page...



Creating Brand awareness / Promoting Your Brand:

Once you have developed a brand, you can work on ways to build awareness of it through your marketing plans. You should have a well-developed brand before you begin using it in advertising, sales and marketing activities.

Do you know, one thing that separates successful businesses from the unsuccessful ones? It is a Great Promotional Plan. You may use Blue Heaven's **Effective Promotional Blueprint -**

Promotion in 7 steps methodology.

In this we will be covering:

1. Situation Analysis

1.1 Target (end user/Segmentation)

- a. Define your target market [end user]
- b. Divide a broad target market in to subsets of consumers/businesses.
- c. Who is your ideal client?
- d. What are the problems (pain points) they face?

1.2 Product/Service Analysis

- a. Explain how your products/services solve their problem?
- b. What are the features of your products/services?
- c. What are the benefits of your products/services?
- d. What is your **product USP**

1.3 Competition Analysis

- a. Briefly explain your competitor (Company).
- b. Briefly explain your competitor's Product/Service
- c. Briefly explain your competitor's Price
- d. How do your competitors position their brands?
- e. What is your main competitors's marketing message?

1.4 Yourcompany USP

Why clients should purchase from you rather than your competitor

1.5 Buying Habits of clients

1.6 Your Offer - Product itself and includes elements that represent additional value to your customers, such as availability, convenient delivery, technical support or quality of service.

2. Setting up of Promotional Objectives

- a. To Increase Brand Awareness
- b. To Improve the Brand Image
- c. To Increase Brand Preference
- d. To increase Product Knowledge
- e. To increase Brand Trial Purchase (please mention any other)

3. Allocation of Funds

You may allocate funds as a fixed amount, a percentage of previous year's sales turnover, according to the competitors spending or any plan suitable to you.

4. Selection and Implementation of Promotional Elements

(Advertising, Personal selling, Sales Promotion, Public Relations & Publicity, Direct Marketing)

We will be covering both **traditional media** and **digital media** including **social media**.

4-1) Advertising

4-1-1) Media vehicle

A) Print Media – Relevant magazines

B) Digital Media – Relevant Websites – Email Marketing

C) Digital Media – Relevant Websites – Banner or display ads

D) Social Media

E) Pay per click advertising

F) Relevant Directory advertising

G) Search engine optimization

4-1-2) Selection of Advertising Media

While selecting the Advertising media, media characteristics such as reach, credibility, and suitability to company's product/copy strategy; media availability; media cost; and competitors' media-mix, may be considered.

4-1-3) Message creation

Create message according to your Marketing | Promotional objectives. Create integrated messages so that all departments communicate in a single tone with the target market. The design of your message needs to appeal to your target market, so use the Brand Elements efficiently and effectively.

4-1-4) Message Implementation

Knowing your target market and its buying habits helps you decide on the best time to implement your promotion.

4-2) Personal Selling (You will be doing as per your Management's direction)

4-3) Sales Promotion

Motivating the purchaser – Free product trial at their premise or company premise. Free training for their operator and replacement warranty for one year for manufacturing defects. Discounts, etc.

4-4) Public Relations & Publicity

Get editorial coverage for products and company in industry related magazines and websites. For brand promotion, Publicity is the most effective method.

4-5) Direct Marketing

Using surface mail – communicate with your target market directly.

5. Coordination and Integration of Promotional Efforts

For the success of campaign coordination and integration between all departments of company as well as between all elements of promotional elements are required.

6. Measurement of Effectiveness

The effectiveness of campaign may be measured against the objectives laid down.

7. Evaluation and Follow up

At this stage, marketers have to evaluate implementation and efforts of the promotional strategy; identify the gaps between its objectives and results; and plan action for its follow up. This way, chances of making the same mistakes again and again, can be avoided. It also ensures that lessons are learnt from deficiencies. Finally, notwithstanding the presence of subjective perceptions in evaluation, accountability needs to be fixed for doing both right and wrong things in the promotion strategy. For this reason alone, the evaluation and follow up of promotional strategy is inescapable.

8) Rinse and repeat

After evaluation you will find whether your strategy worked or not. If worked, ask yourself, is there any room for improvement? If yes, improve; if your strategy did not work as you wished, find out the reason, rectify it and implement again. Remember like marketing strategy, promotion strategy also is an ongoing process. **Repeat only that strategy which works.**

Conclusion:

Promoting your brand through advertising, signs and marketing can help customers recognise your business. It is important that you are consistent in the way you use your brand so that customers easily recognise your business in your advertising, marketing material and premises. Consistent use of your brand also helps customers remember your business, and can help improve customer loyalty.

If your brand doesn't attract customers the way you wished it would, you may need to consider reworking, or 'rebranding'. In these cases, you need to revisit your business plan and research your market again to see what changes have taken place and you have to take similar steps to rebrand as you did to develop your brand, including looking at your whole business and your customers, and working out the vision for your business.

Launch your brand, internally first, get feed back and improve if necessary. After the internal launch, go to public.

Remember like Marketing Strategy and Promotion Strategy, Brand Building is also an ongoing process. Manage your brand by understanding and leveraging your brand's value, by protecting your brand through usage rules and legal rights, and by delivering an unfailingly consistent and positive brand experience that creates allegiance among those who represent, choose, and remain loyal to your brand. Monitor, evaluate, and update your brand to keep it relevant and credible in light of changes to your business, your customers, or your marketplace.

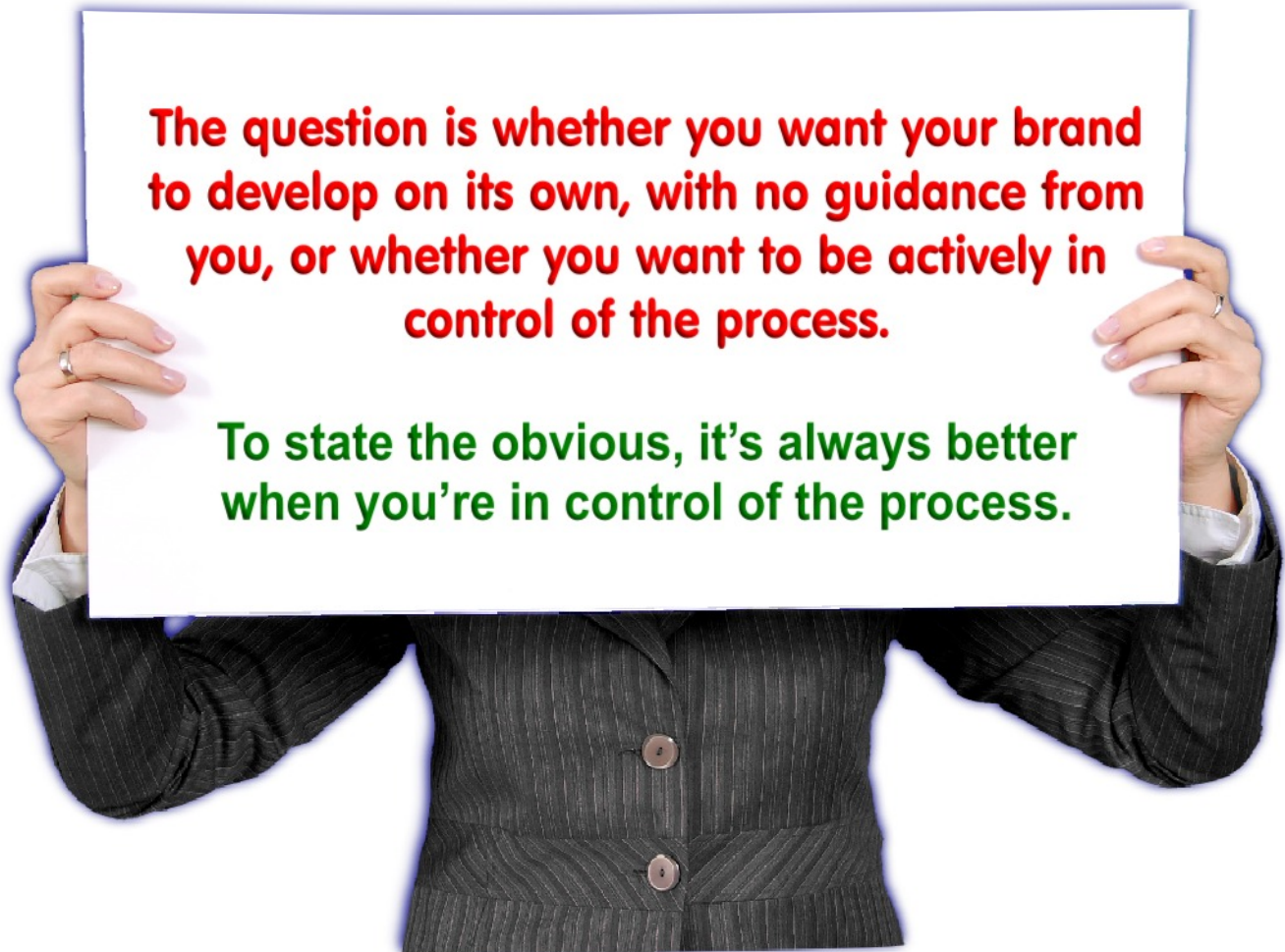
Thanks for Reading

P.S. Your feedback is vital. Kindly share your thoughts about this book by sending an email to:

bybb@webpromotionservices.net

What Next ?...

Book knowledge will only be effective when you put it in to action.



If you want our support in your Brand Building process kindly send a mail to sales@webpromotionservices.net giving your **Objectives** (what you want to achieve) so that we may go through it and offer a **Strategy** (how to achieve your Objectives) and together we will set a **Goal** (a time frame to achieve your objectives) and work towards achieving your well laid Objectives within the time frame.