

**course  
5**



**BRANDING**

# Introduction

In this course you will learn about how to create a long lasting impression for your product.

# Learning objectives

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Upon completion of this course you will be able to:

1. Make a lasting impression in market
2. Attract target market
3. Buy a customer's trust by image.

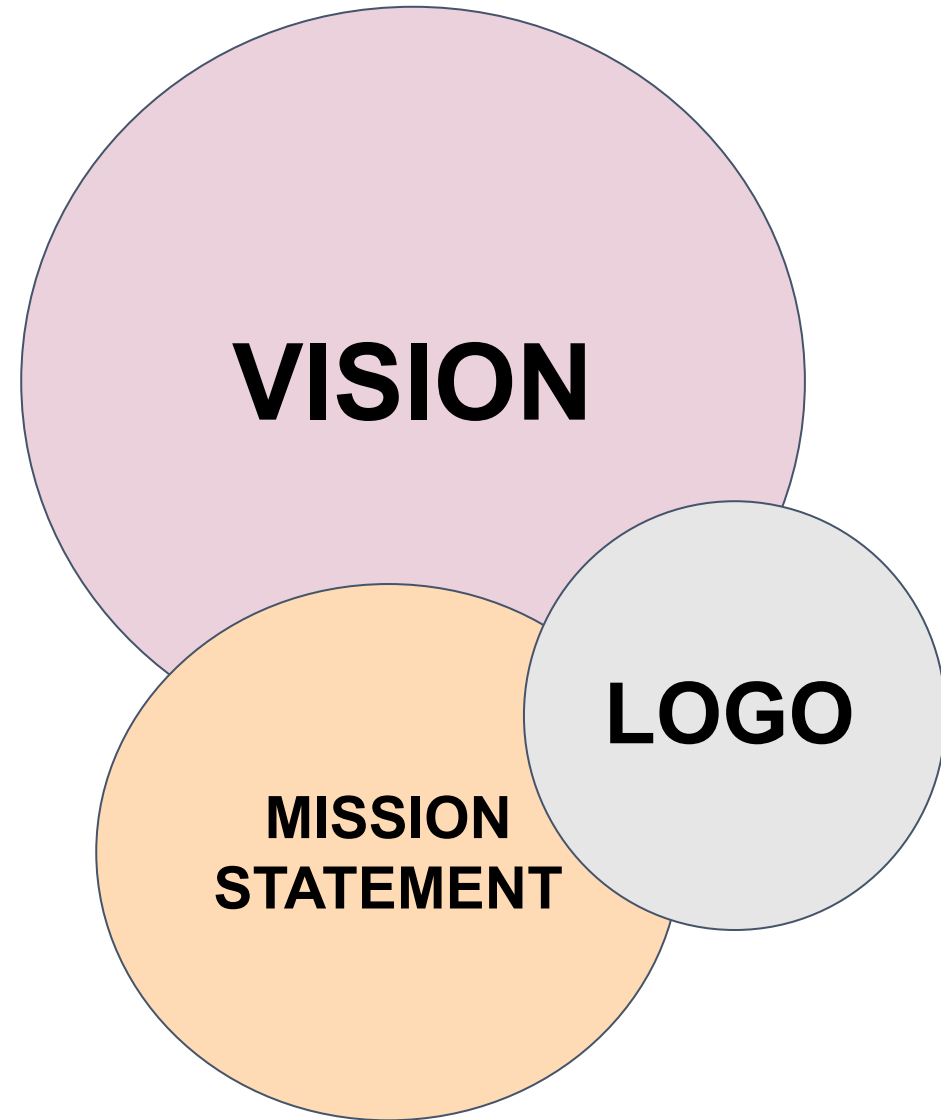
# Lesson 1: Branding



Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind.

Branding Combines elements like Logo design, mission statement and vision.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.





A brand exists only in the mind of your customers. It is the sum total of all impressions that your customer gets from all interactions with you, your product and your business.

Some of the common brands have the same logo, tagline and colors for most of their products. This helps their customers to find them easily.



Brand growth starts with a strong foundation, so the first step is to make your brand roots strong. As a business, you need to follow the below checklist to identify if your business is on the right track;

# **1. Get the basics right**

- What is the promise that the business is making to the customer?
- Is the logo unique and memorable?
- Do you have a better understanding of the brand equity?



## What is the promise that the business is making to the customer?

Promise is the expectation the customer has of the business, so put yourself in the shoes of your customer and try to evaluate the brand promise from that point of view before you start to market your product or service.

The brand promise should be genuine and it should be better than what your competitors are offering. A promise can be a one statement **tagline** that captures the essence of your brand.

## **Is the logo unique and memorable?**

Color increases brand recognition by up to 80% – which means that your brand must have a colorful, powerful and memorable logo. The colors used in your logo should be different than your competitors.

## **Do you have a better understanding of the brand equity?**

Study your competitors and analyze all the current marketing materials. This will help you to align your goals in the right direction.



## 2. Earn the trust of your customers

- ❖ Do not mislead people with false advertisements. Always be authentic to the brand's mission.
- ❖ Be consistently available for customers when they need you.
- ❖ Find ways to bring value to your target audience. Create short videos or other content pieces that educate people. If you are constantly offering value, then consumers will surely remember you.
- ❖ Believe in doing rather than telling. Do not just tell the customer why you are the best; show them. Make your customers believe that you really care for them and your prospects wish that they were your customer.
- ❖ Customer service is extremely crucial for the success of brands. Make sure that customer support is always available, via phone, email and live chat.

### **3. Develop a voice for your company**

- ❖ Define the personality of the voice you want for your brand. For example, if your product or service targets young hipsters, your tone should match that.
- ❖ Analyze your competitors' voice to study what makes them stand out and figure out how to differentiate your tone from theirs.
- ❖ Listen to the tone of your customers and try to mimic it in your brand voice. If your audience likes casual conversation and you are too formal, then you might want to rethink your tone.
- ❖ Your brand voice must inspire people to take actions.
- ❖ Let the brand voice evolve gradually. You can't have a perfect brand voice right from the start! Give time and let your brand voice evolve slowly.

# Your brand voice can take the following forms:

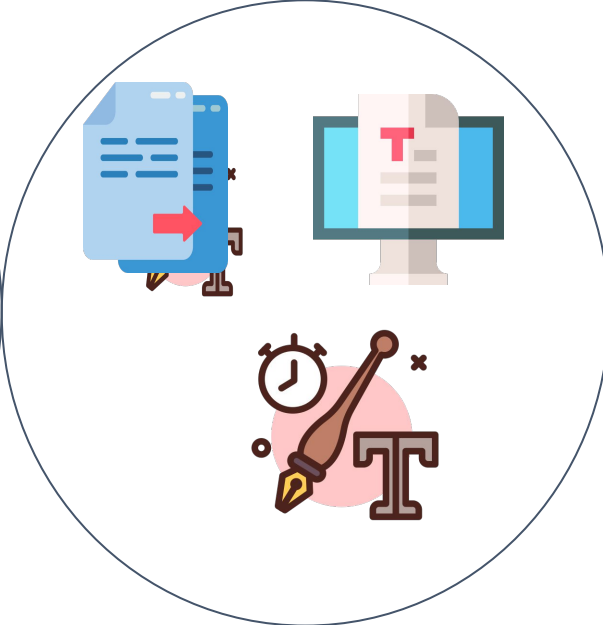
## • Picture content



## • Video content



## • Text content



# Lesson 2: Importance of Branding

- **Helps you stand out from the competition.**  
Branding helps you establish the ways in which you're different, special, and unique. And it shows your customers why they should work with you instead of your competitors.
- **Builds brand recognition.**  
The right branding (including designing an impactful logo, website, and other brand assets) helps you carve out a distinct style, and it increases your product recognition in the market.

- **Creates a consistent brand experience for your customers.**

Branding allows you to control how people perceive and experience your brand—and you can ensure that perception and experience stays consistent across all your brand touchstones.

- **Sparks a connection with your audience and turns that**  
The most successful businesses are the ones that foster an emotional connection with their audience. That emotional connection is what transforms a prospect into a customer and a customer into a brand enthusiast.

# Activity

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1. What's your vision?
2. What's your Mission and tagline?
3. Using the links below, design a business logo for your business

[www.freelogodesign.org](http://www.freelogodesign.org)

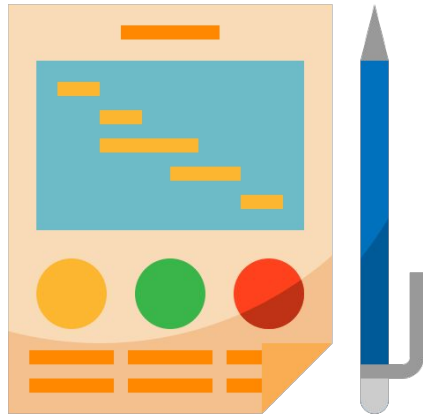
[www.brandcrowd.com](http://www.brandcrowd.com)

[www.freelogoservices.com](http://www.freelogoservices.com)

[www.tailorbrands.com](http://www.tailorbrands.com)



# Course Summary



**Good job, well done on course 5!**

In very simple words, a product is what you sell, a brand is the perceived image of the product you sell, and branding is the strategy to create that image.