

spea**k**

**THE FIRST 90 DAYS: EVERYTHING YOU
NEED TO KNOW TO BUILD YOUR BRAND**

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INTRODUCTION

Light bulb! You have a great idea for a business. Your marketing plan suggests you have a strong target market. You're excited and ready to get started. Now what?

It's time to roll up your sleeves and build your brand. You may think a marketing kit is just for the big leagues. But it's not. Companies of all shapes and sizes need a strong brand identity to stand out and be successful.

Why you need a marketing kit now

You're new. Your target audience isn't going to magically discover you, much less know who you are once they do. A brand helps you communicate with your audience; it reflects the value your company brings to the market. As you build your marketing kit, it will help:

- Shape how the world thinks about your business.
- Showcase your company's product or services.
- Communicate the one thing that makes you better than the rest.
- Attract new customers and educate existing ones.
- Enable partnerships.



"You can't sell anything if you can't tell anything."

Beth Comstock, Vice Chair of General Electric

"Marketing is no longer about the stuff you make, but about the stories you tell."

Seth Godin, author, entrepreneur, marketer

GETTING STARTED: DAYS 1-15

CHOOSE A NAME. CHOOSE IT WISELY.

It's the first thing your customers will hear and perhaps the one thing they'll remember about you. As a new business, you want your name to set your business apart and be a true representation of what you do or sell.

Don't overlook the importance of your name. It's the cornerstone you'll build the rest of your brand around. Do your due diligence to ensure the name you select is not only available, but is strong enough to make a positive and lasting impact on your market.

What's in a name?

Strong brands wield vast power. They usher prospects to your business, empower sales people to sell your product, and foster fierce customer loyalty.

Here are some tips to help you through the naming process:

- 1. Consider how it sounds.** Think about credibility before you go with anything that's too cute.
- 2. Pick something between 5-10 letters.** Short, simple, one or two syllable names are the best if you can.
- 3. Don't pigeonhole yourself by using your name for the business.** As you grow, you might not want to come across as a one-person shop.
- 4. Use linguistic tricks to stand out.** For example, pick a name that lends itself to wordplay but don't be too cute. And definitely don't be a copycat.
- 5. Avoid using location in the name.** It could hinder future growth.
- 6. Don't be too obscure or make up names with weird spellings.** Those require big advertising dollars to back them up.
- 7. Do your trademark search now.** Search the [U.S. trademark database](#) to make sure you won't infringe on another company name to avoid problems down the road.
- 8. Check name availability.** While you're at it, check to make sure domain names and social profiles are available. Some of the key social media platforms you should secure include Facebook, LinkedIn, Twitter, Instagram, Google+, YouTube, and Pinterest.

BUILDING YOUR VISUAL BRAND IDENTITY: DAYS 16-30

IT'S ALL ABOUT THE LOOK.

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We've all heard the saying, "You only get one chance to make a first impression." A great logo is your chance to make that all-important first impact on audience's perception of, and attitude toward, your business.

A recent article from Entrepreneur states, "Ideally, your company logo enhances potential customers and partners' crucial first impression of your business. A good logo can build loyalty between your business and your customers, establish a brand identity, and provide the professional look of an established enterprise."

You should aim to build brand experiences that are appealing, clear, and consistent. Start with logo design and then add complementary colors, fonts, and iconography to solidify your image. Consider these best practices when building your visual brand identity:

1. Your visual identity should complement your business name.
2. Choose brand elements wisely—each component matters and should work together to convey a clear message.
3. Don't be too trendy with logo design.
4. Establish a clean design that can be used anywhere and everywhere.
5. Your logo and visual identity should express your brand's essence and illustrate the main benefit your business offers.
6. Don't settle for a cheap logo creation service. They often result in generic or copycat logos that are impossible to trademark and reflect poorly on the quality of your brand.

Audiences interpret
a whopping 93% of
messages non-verbally.

DEVELOP MESSAGING AND CONTENT: DAYS 31-50

TIME TO STRATEGIZE.

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Inspire. Persuade. Motivate. Purchase. These are the actions you want your audience to take when you communicate your company's value proposition. Pragmatic Marketing explains, "The best positioning clearly states how the product will solve specific customer problems."

We at Speak! believe that everything starts with strategy and strategy starts with discovery. To develop breakthrough creative, we dig. Then we dig some more. We don't stop until we uncover what drives an organization and what makes it better than the rest. We do this with old-fashioned detective work, thoughtful ideation and fine-tuned business sense.

As you develop your positioning and messaging framework, you should:

- 1. Be clear and sincere.** Don't try to hide behind jargon and buzzwords. Your messaging should be honest and meaningful to your audience.
- 2. Solve problems.** Find out your customers' pain points and then share how you can help them.
- 3. Speak human.** Talk to your audience in terms that resonate with their situation. Don't be too technical. It works even better when you can tailor messages to specific buyer profiles.
- 4. Be consistent.** Use your positioning framework to ensure all business messages work together—from overall company brand down to your product and/or service offering.

Positioning and messaging is more than just a tagline

Audience discovery
Buyer Journal
Personas
Market analysis
Competitive analysis
Content strategy

Source: Pragmatic Marketing

MAKE YOUR BRAND ENGAGING: DAYS 51-70

BUILD YOUR ONLINE PRESENCE. BE SOCIAL.

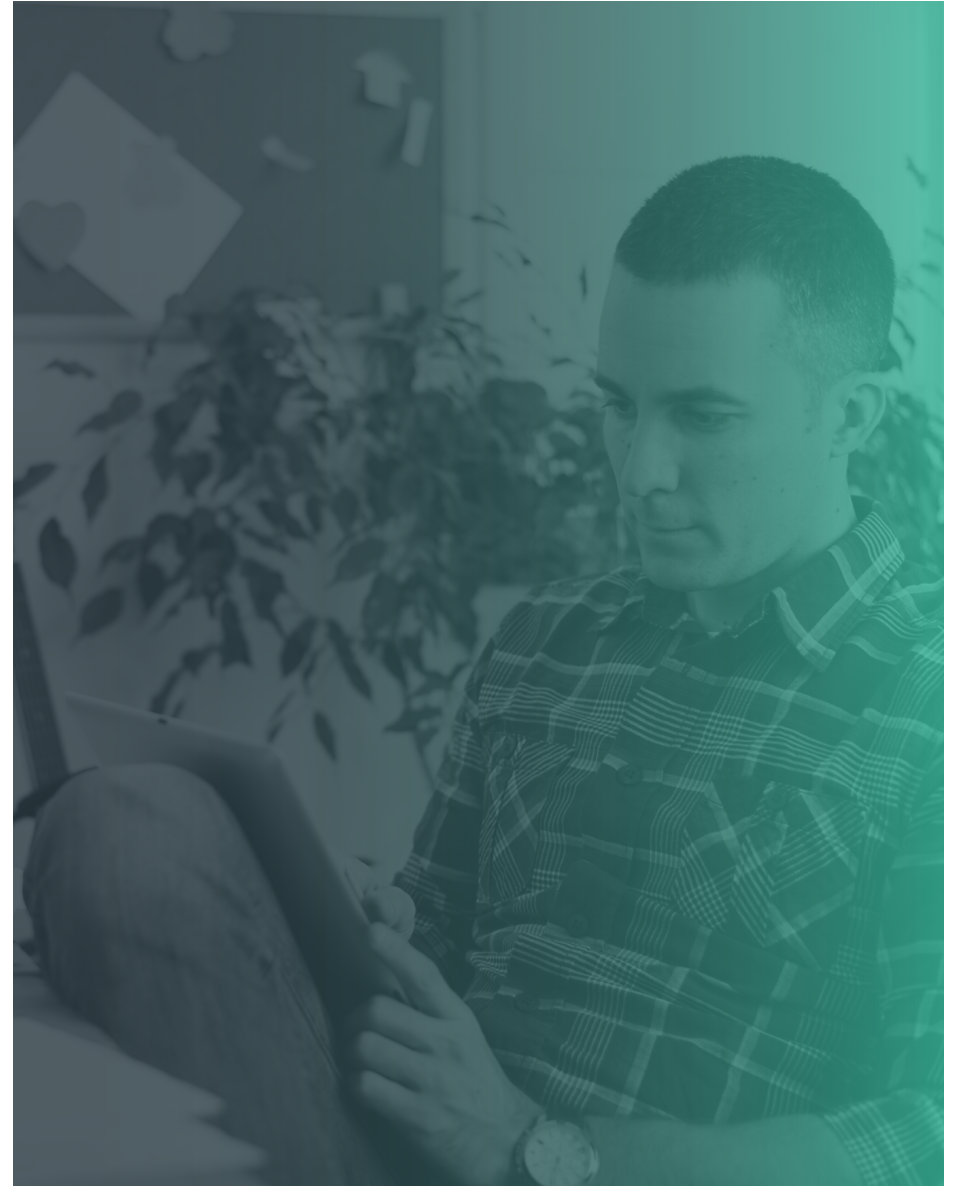
In today's tech-savvy world, it seems like a no-brainer to set up a website. But, according to a recent [survey](#) from Clutch, nearly half of small businesses don't have one. And of those that do, 23% aren't mobile-friendly. That's astounding when you consider that [Adweek](#) reports more than 80% of U.S. consumers do online research before making a purchase.

It's critical that you build an online presence to help customers not only identify who you are, but also give you a place to showcase your expertise, increase credibility, and grow relationships. This is one area where you can really ramp up your marketing efforts, even with a limited budget.

Use your online presence to meet overall business goals

- Build a website that's both easy to use and easy to find.
- Include keywords needed for search engine optimization (SEO).
- Always provide value.
- Be social—maintain at least 2 or 3 social profiles where you regularly post information and engage with your audience.
- Demonstrate your expertise with thought leadership content including guest blogs, articles, newsletters, and more.
- Create a community where you can engage your audience. For example, create a LinkedIn group, YouTube channel, or other source.
- Produce and post viral videos or other creative marketing content that helps you stand out from the competition.
- Track your progress.

Sources: EOfire and Entrepreneur



DEVELOP A MARKETING PLAN: DAYS 71-90

BRINGING IN THE BUSINESS.

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Time to bring in the sales. To be successful and reach your revenue goals, you need to build campaigns that are meaningful, memorable, and measurable. To get started, follow these steps:

- 1. Analyze your market.** Who is your competition and what are they doing? Figure out how you can set your business apart.
- 2. Understand your target audience.** Where do they go for information? What is their biggest pain point right now?
- 3. List your goals.** How many leads do you hope to get? How many sales?
- 4. Choose the marketing strategies that will work best.** Will an e-mail campaign work for your audience or does your audience respond better to a sales rep armed with collateral?
- 5. Set a budget.**
- 6. Execute your plan using the brand identity, online presence, and messaging platforms you've created.**

At Speak!, we believe that a great campaign does more than just grab attention; it drives action. It inspires the world to click, share, like, schedule an appointment, buy and believe. We expertly craft integrated campaigns and always ask ourselves, "Would I forward this to a friend?" or "Would my boss forward this to me?"

Source: Entrepreneur



Generate demand
with a well-crafted
marketing plan

Advertising
In-bound campaigns
Infographics
Interactive + motion
E-books
E-mail
Sales enablement

Need help building your brand?
Want to develop content that
helps your target market find you?

Give us a holler.

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