

MAXIMIZE YOUR MARKETING 1.4

BRAND IDENTITY

BRAND BASICS

Logo ≠ Brand - the visual component of your brand is only one aspect

Your personality ≠ Your Brand: your brand has its own values and beliefs and persona. The company brand should stand on its own, separate from you as the owner.

BRAND IDENTITY

How you define your brand will inform all the written words you use, how you sell your product or service, and the way you speak to your customers.

Your brand identity includes:

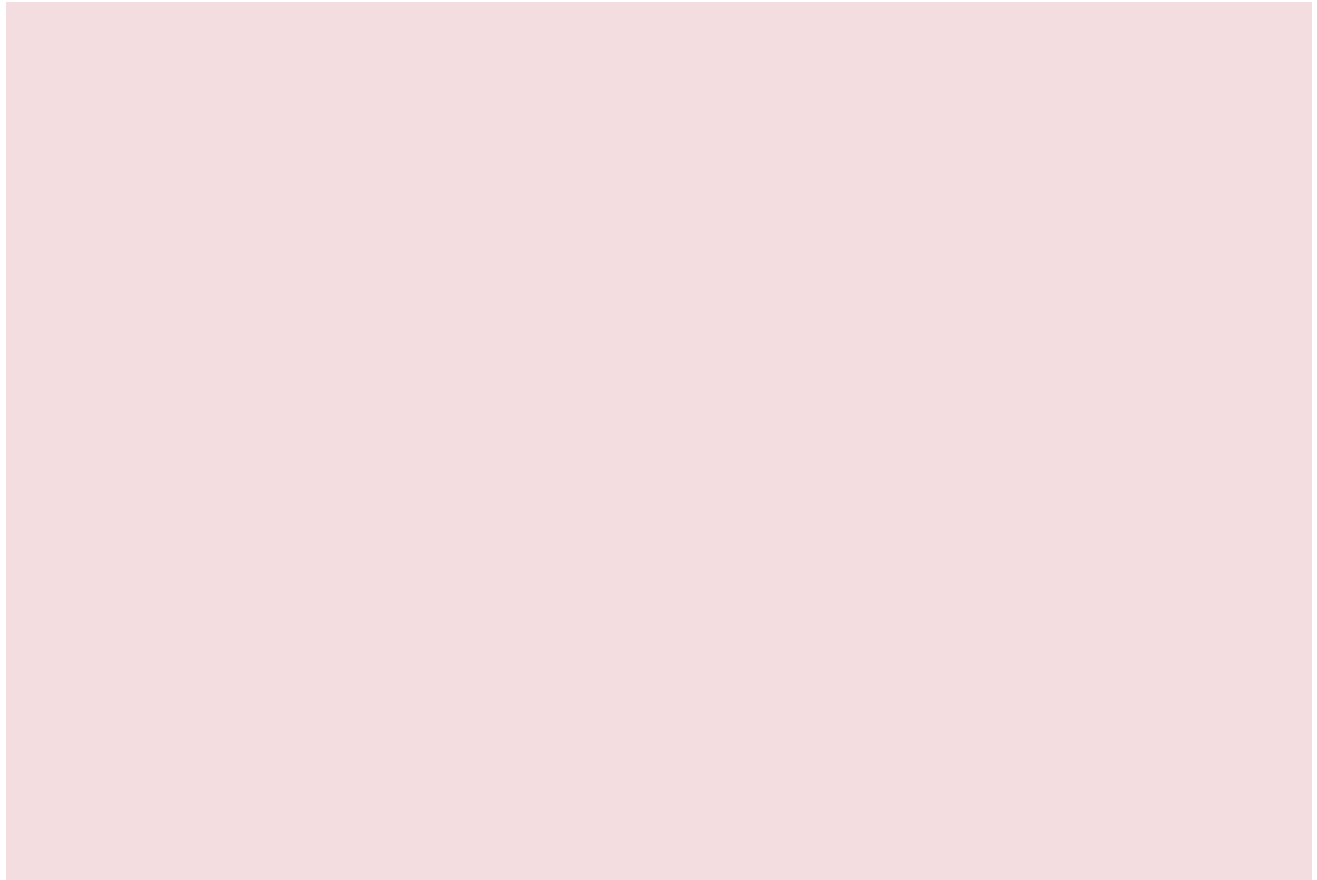
- Social media profiles
- Logo, website, printed materials, sales pieces
- Tone of voice and words you use
- The way you're connected in your community or give back

Consistency is important for brand authenticity and that cohesive brand presentation is in the details of the customer experience.



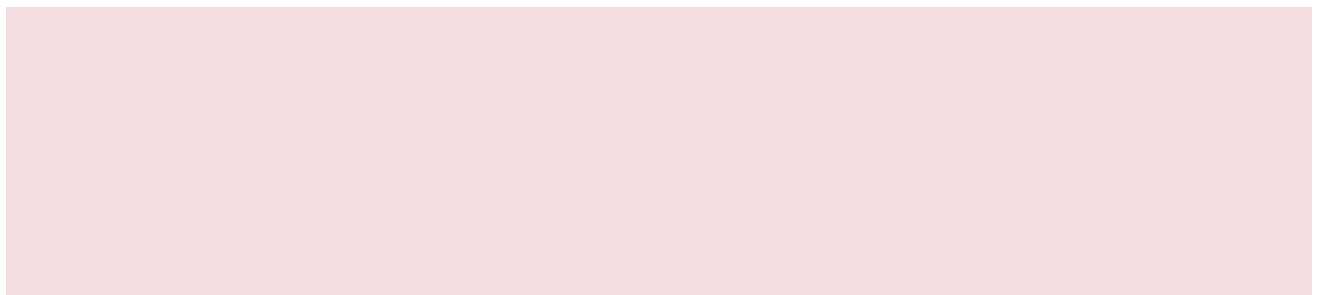
LET'S PUT IT INTO PRACTICE

If your brand walked into the room and sat down, what is it like? What is it interested in? What's important to your brand? What does your brand love? What does your brand hate?



BONUS: BRAND AUDIT

Where in the customer experience is your brand great at showing up? Where is it not so great? (Think about the customer experience from start to finish.)



Take the time to do this exercise. This work sets the foundation for future work in this course and the success of your business.

