

BRAND BUILDING



You will get to know...

Introduction to Branding

Brand Building & Management

Customer-centered Brand Management

- **Understanding Customer Psychology**
- **Customer Persona**

Brand Storytelling

Visual Identity

Brand Strategy

Brand Positioning

Thought Leadership

What is Branding?

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind. It covers multiple activities to increase brand value, reinforce brand recall, and market business through digital and traditional marketing.



Brand Building

Brand building is the strategic process of crafting a distinct identity, fostering recognition, loyalty, and trust through initiatives like identity creation, customer experiences, and audience connections. By prioritizing authenticity, consistency, and innovation, companies can effectively build enduring relationships and differentiate themselves in competitive markets.

Brand Management

Brand management is the process of building marketing strategies to increase the perceived value of a product line or brand over time. A strong brand management strategy helps to build and nurture closer relationships with its audience.

Customer-Centered Branding

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It takes months to find a customer and only seconds to lose one.



Understanding Customer Psychology

"Understanding Customer Psychology" delves into the intricate workings of consumer behavior in the digital realm. Understanding how people behave helps us explore the details of digital marketing.

Needs & Wants: Customers are driven by basic needs and influenced by personal desires.

Emotions & Friends: Emotions shape customer decisions, and recommendations from their social circle carry weight.

Perception Matters: How a customer view brand is more important than the objective reality.

Learning Never Stops: Customer preferences constantly evolve, requiring businesses to adapt accordingly.

Customer Persona

Customer persona is A fictional representation of an ideal customer used to guide marketing strategies. It includes:

Demographics: Age, gender, income, etc., of the customer.

Psychology: Values and motivations behind their behavior.

Goals and challenges: What they're trying to achieve and what's holding them back.

Online behavior: How they use the internet to find information and make decisions.

Brand Storytelling





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Storytelling will not only increase your brand favorability in your audience's eyes, it can also be up to 22 times more memorable than facts.

Brand Story telling

In the world of marketing, there's a secret sauce that transforms ordinary businesses into captivating forces that draw customers in: brand storytelling. When you weave narratives about your brand, products, mission, and values, something remarkable happens – people relate on a deeper level, forming connections that transcend mere transactions.

Brand storytelling helps in:

- Emotional resonance
- Memorable moments
- Value beyond features
- Customer engagement and trust
- Authentic connection

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People do not
buy Goods and
Services.
They buy
relations, stories
and magic.

Apple - Think Different

Steve Jobs famously said,

“it’s better to be a pirate than to join the navy,”

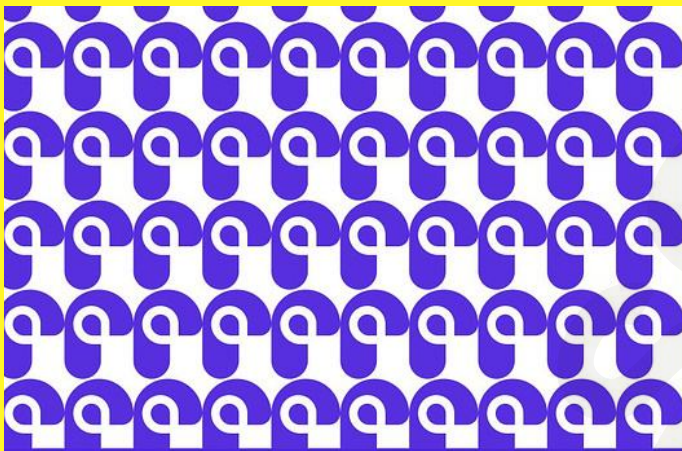
and that attitude permeated a lot of Apple’s most significant product launches. It doesn’t just say ‘we’re different,’ it says, “we’re revolutionary.”



Think different

They sell technology, but from the beginning, their audience needed to feel that it was okay (and even encouraged) to be brave, bold, and think differently from the crowd.

Visual Identity



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Design is the silent ambassador of your brand.

Visual Identity

Visual identity is much more than just what our brand looks like. It's the complete bundle that communicates key aspects of the brand's personality which sets a brand apart from the crowd, and builds lasting connections with audience. Now, let's breakdown the visual elements...

Logo – Primary brand symbol for instant recognition and trust.

Color Palette – Evokes emotions, enhances brand personality, ensures consistency.

Typography – Conveys tone, personality, and messaging through font style.

Imagery – Captivates, evokes emotions, communicates key messages effectively.

Icons – Provide quick, recognizable representations for enhanced usability.

Brand Strategy



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A satisfied customer is the best business strategy of all.

Brand Strategy

A brand strategy is a detailed plan that describes how an organization intends to create, develop, and market its brand in order to accomplish particular goals. It acts as a guide for developing a powerful and recognizable brand identity that appeals to the targeted market. A clearly defined brand strategy includes the entire perception and emotional bond that customers have with a company, not just the logo or tagline.

- Brand Purpose and Mission
- Brand identity
- Know your audience
- Competitive world
- Brand voice and message
- Brand experience

Brand Positioning



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**A Brand is no longer what we tell the consumer it is --
It is what consumers tell each other it is--**

Brand Positioning

Brand positioning is the act of establishing a distinctive place for a brand in the mind of customers. It's about differentiating your brand from the competition and communicating what makes your brand unique and valuable. Here are some key elements for brand positioning...

Target market: Who are you trying to reach with your brand?

Value proposition: What unique benefit does your brand offer?

Brand identity: What are the visual and emotional elements that represent your brand?

Competitive advantage: What sets you apart from your competitors?

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

- **Jeff Bezos**

Thought Leadership





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**A Thought Leader is one who knows the way,
goes the way & shows the way.**

Thought Leadership

Thought leadership is strategic positioning as authoritative experts and innovators within their industry or field.. It involves generating innovative ideas, insights, and opinions and sharing them with others to influence, inspire, and lead the industry or community.thought leadership is not just about what you know; it's about how you share what you know. It's the art of influencing, the science of building trust.

Importance of Thought Leadership

- Enhanced Visibility and Recognition
- Competitive Advantage
- Adaptability to Industry Trends
- Long-term Sustainability

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Products are
made in a
factory but
brands are
created in the
mind.