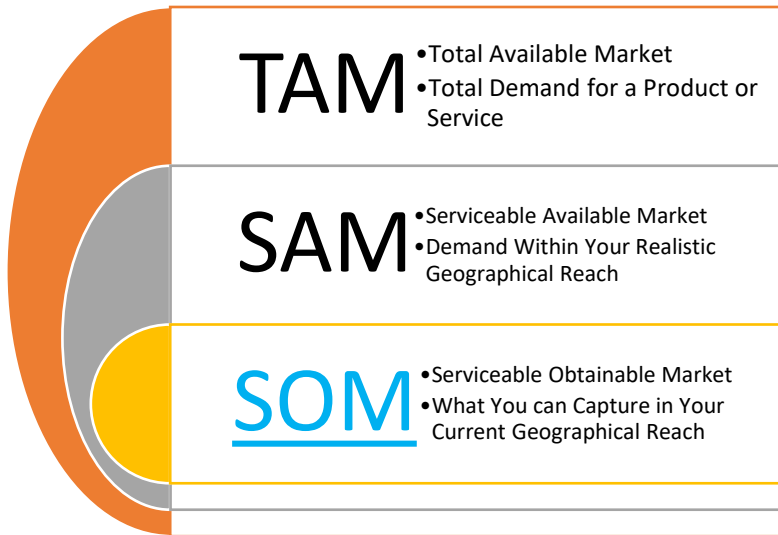


## BRANDING

### KNOW YOUR AUDIENCE:



Is my goal to expand through a County, a State, a nation, or International?

What is my *complete, total market potential*?

What is the total demand for my product/service in the distribution area I *want to cover* within my 2-Year or 5-Year Plan?

What is the total demand for my product/service in my *current* marketing areas?

1. What percentage of the SOM do I have? What percentage is still available to me?
2. Have I exhausted all marketing efforts to saturate this SOM market?
3. Is it time to expand to the SAM or TAM?

### TO PUT A BRAND STRATEGY IN PLACE, ASK YOURSELF:

1. DOES MY COMPANY LOOK AND FEEL UP TO DATE?
2. WHAT IS MY MISSION, WHAT AM I TRYING TO ACCOMPLISH?
3. WHAT IS MY VISION AND WHAT ARE MY VALUES PERTAINING TO THIS PARTICULAR BUSINESS?
4. WHAT IS MY GOAL? THINK OF 5 GOALS YOU WANT TO ACHIEVE WITHIN THIS QUARTER, WITHIN THIS YEAR, AND WITHIN A 5 YEAR PLAN. ALWAYS WORK TOWARDS A GOAL!!!
5. AM I USING ALL THE PLATFORMS I HAVE ACCESS TO, AND IF SO, AM I USING THEM CORRECTLY AND CONSISTENTLY WITH APPROPRIATE CONTENT?

## MARKET RESEARCH

1. What percent share of the market will you have? (This is important only if you think you will be a major factor in the market.)
2. Current demand in target market.
3. Trends in target market—growth trends, trends in consumer preferences, and trends in product development.
4. Growth potential and opportunity for a business of your size.
5. What barriers to entry do you face in entering this market with your new company? Some typical barriers are:
  - a. Capital costs
  - b. Production costs
  - c. Marketing costs
  - d. Consumer acceptance and brand recognition
  - e. Training and skills
  - f. Unique technology and patents
  - g. Unions/OSEA
  - h. Shipping costs
  - i. Tariff barriers and quotas
6. And of course, how will you overcome the barriers?
7. How could the following affect your company?
  - a. Change in technology
  - b. Change in government regulations
  - c. Change in the economy
  - d. Change in your industry

8. Demographic Profile

a. The Individual

- i. Age
- ii. Gender
- iii. Location
- iv. Income level
- v. Social class and occupation
- vi. Education
- vii. Other (specific to your industry)
- viii. Other (specific to your industry)

b. For business customers, the demographic factors are:

- i. Industry (or portion of an industry)
- ii. Location
- iii. Size of firm
- iv. Quality, technology, and price preferences
- v. Other (specific to your industry)
- vi. Other (specific to your industry)

# THE FACTORS OF *M* MULTI MEDIA MARKETING & BUSINESS SERVICES

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## ARE YOU USING THE RIGHT COLORS FOR YOUR BUSINESS?

DEPENDABLE, FLEXIBLE, BORING, CONSERVATIVE	SECURITY, RELIABILITY, INTELLIGENCE	HEALING, PROTECTION, FEMININITY
GOODNESS, INNOCENCE, PURITY. CLEAN	BALANCE, NEUTRAL, GLAMOURUS. HIGH TECH.	WEALTH, PROSPERITY, TRADITIONAL
FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE	PROTECTION, FORMAL, DRAMATIC	

### Red

Excitement, youthful, active, leader, passion, powerful, radical excited, bold, energy, confident, hot, energy, youthful, pioneering, urgency

### Pink

Calm, respectful, romantic, feminine, caring, warmth, sensitive, modern, assertive

### Orange

Warmth, cheerful, inviting, friendly, approachable, clarity, social, extrovert, fun, mellow, retro

### Purple

Calm, imaginative, elegant, individual, sooth, modest, creative, decadent, stylish, royal, mystical, eclectic, romantic, mystical, respectable



### Yellow

Optimistic, youthful, happy, cheerful, summer, fun, energetic, jubilant, optimistic

### Blue

Confident, secure, trust, loyal, cleanliness, progress, powerful, calm, masculine, success, responsible

### Green

Environmental, positive, natural, peaceful, organic, grow, trust, earthly, balance, sanctuary, nature, stable, health, wealth.

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## BRANDING STRATEGY CHECKLIST FOR BUSINESSES

- ☐ WHO IS YOUR AUDIENCE?
  - SOM, SAM, TAM
- ☐ WHAT ARE THEIR INTERESTS
- ☐ WHO ARE YOUR COMPETITORS
- ☐ WHAT ARE YOUR STRENGTHS AND WEAKNESSES IN COMPARISON
- ☐ COST ANALYSIS (COMPETITORS/YOU)
- ☐ IDENTIFY YOUR VISION, MISSION, AND VALUES
- ☐ WHAT COLORS BEST FIT YOUR AUDIENCE AND YOUR IDENTITY
- ☐ DESIGN A LOGO ACCORDINGLY
- ☐ BUILD A WEBSITE TO FIT WITHIN YOUR BRAND
  - WHAT IS THE GOAL OF THE WEBSITE
- ☐ CREATE YOUR WEBSITE SEO
- ☐ CREATE YOUR DIRECTORY SEO STRATEGY (INCLUDING GOOGLE MY BUSINESS)
- ☐ SOCIAL MEDIA
- ☐ SELECT BEST ADVERTISING PRACTICES BASED ON GOALS
  - SOCIAL
  - PAID SEARCH ENGINES
  - PRINT ADS
  - MAILERS
  - LOYALTY PROGRAM
  - REFERRAL PROGRAM
  - FREE INTRO CLASSES/DAY PASSES
  - CROSS-BRANDING OPPORTUNITIES
  - NETWORKING