



ByB Marketing

Brand yourself better.

50 WEEKS OF 50 MARKETING TOPICS

ONLINE LEARNING

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“Strong brands can improve customer loyalty and therefore generate higher revenues in the long-term.”

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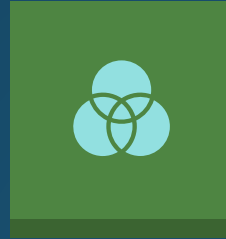
Keller, 2003

So, what is a brand? Many people associate a brand with a logo or a name... But it's so much more! Your brand defines everything about your company. It is your reputation and how people recognise and judge you.

The foundations of branding

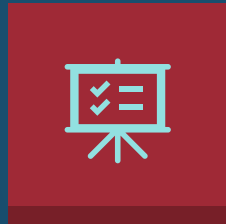
Brand Management

Branding should be carefully managed, as businesses need to deliver on their brand promise. Consistency across your branding



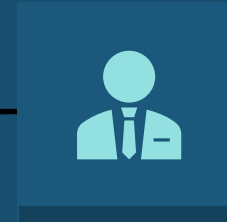
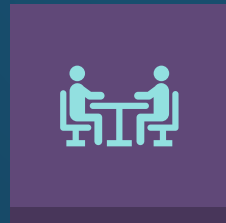
Your Value Proposition

Your brand must communicate your unique offering, that makes you different from everybody else. A promise of value you deliver.



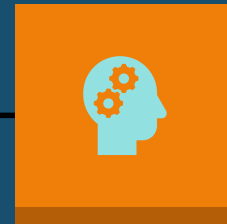
Relationship Marketing

A relationship increases customers' trust of invisible products, while helping them to better understand and visualise what they are buying.



Brand Image & Identity

Brand image is how you're perceived. Brand identity is marketing strategy with intent to nurture a certain image in consumers' minds.



Brand Associations

Brand associations anchor a person's assessments and opinions of a brand, and what it represents. These associations dictate the brand image.



Brand Equity

Brand equity is the influence brand knowledge has on consumer response to the marketing of the brand. The added value of a brand.



BRAND MANAGEMENT

- Branding should be carefully managed, as businesses need to deliver on their brand promise.
 - Your brand's promise and communication must be consistent at each brand contact point.
 - Your marketing influences perceptions of your brand and the quality. **If you produce rubbish content, people will probably think you're a little bit rubbish.**



BRAND IMAGE & IDENTITY



- **Brand image is how a brand is perceived.**
 - Comes in the form of a gut opinion or mental flash of recognition.
 - Cannot be controlled, you can only try to influence it.
- **Brand identity can be controlled.**
 - Marketing strategy with intent to nurture a certain image in consumers' minds.
 - Elements that make up a brand and its marketing, such as colour, design, and logo.
 - Personality of a brand, which can be communicated through a brand story.

VALUE PROPOSITION

What is your point of difference?

- What makes your brand any difference to the next one offering similar products?
- Why should consumers purchase your brand over your competitors?

Your brand must communicate your unique offering

*Three principals that help guide a value proposition are:
quality, innovation and reliability.*



BRAND ASSOCIATIONS

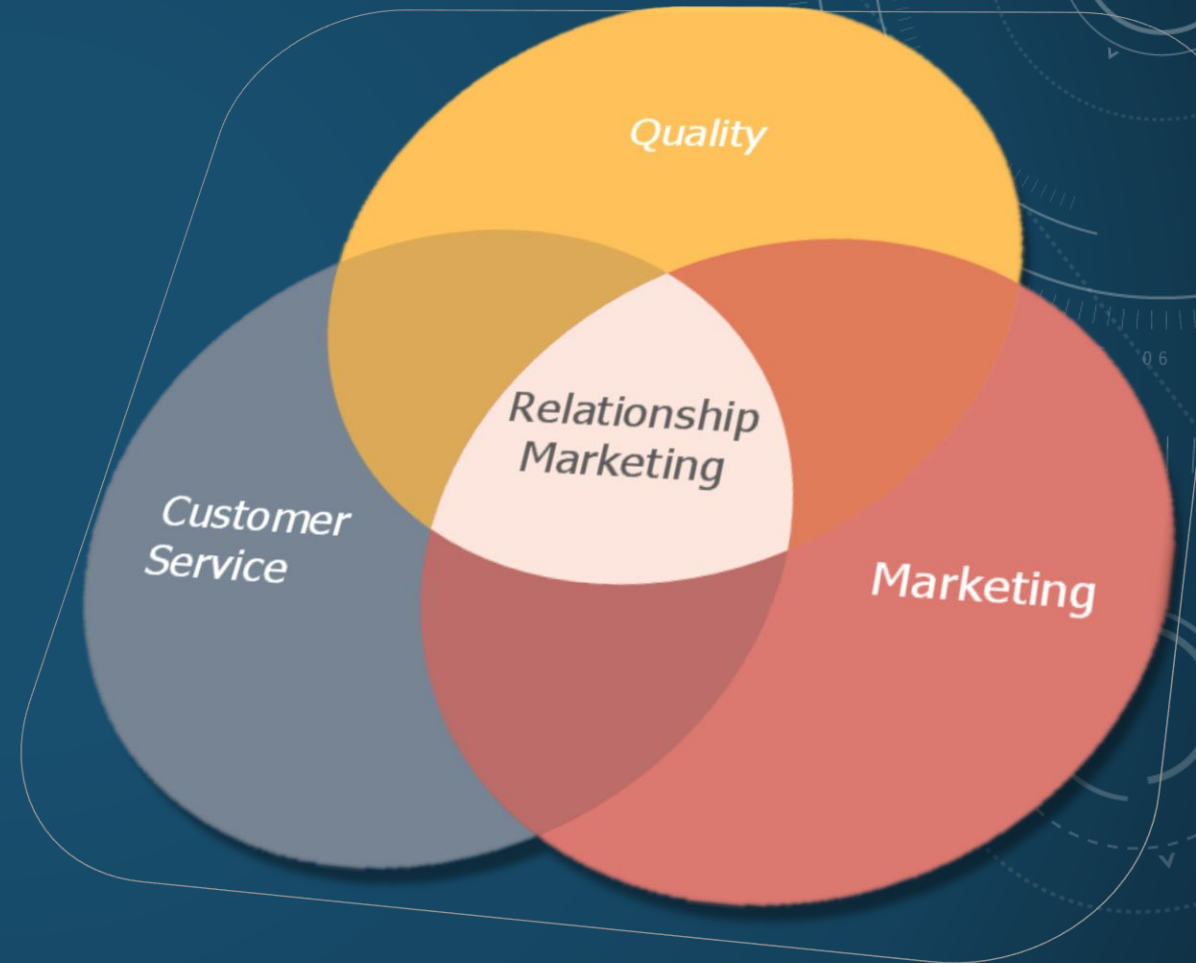


- **Brand associations are the anchor for customer assessments and opinions of a brand, and what it represents.**
- New associations are continuously made with brands, simultaneously with each interaction. These assessments are evaluated against a consumer's personal values and lifestyle.
- **Customers subconsciously ask questions about brands such as:**
 - ☞ What are the perceived benefits?
 - ☞ Do we share similar beliefs and values? and
 - ☞ Do I trust them?

RELATIONSHIP MARKETING



- A fundamental of marketing is forming relationships with a group of customers or segment of the market that likes and trusts you.
- A relationship increases customers' trust of invisible products, while helping them to better understand and visualise what they are buying.
- Customers want to relate to brands in the same way they relate to people. If customers believe you're authentic, it increases your credibility.



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Creating a successful relationship contributes to the “equity” residing in a brand.

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Blackston, 2000

Brand equity can be explained as the influence brand knowledge has on consumer response to the marketing of the brand. It is the added value of a product in a customer’s mind, that attracts (or repulses) consumers to (from) a particular product, service or company.



50 weeks of 50 marketing topics

Understand marketing to brand yourself better.

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@BrandYourself Better