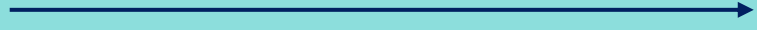


# WHAT IT TAKES TO



# BUILD A BRAND





**CUSTOMERS**

**MANAGEMENT**

**INNOVATIONS**

**TEAMWORK**

**STRATEGY**

**SEO**

**PLANNING**

**MONEY**

**CERTIFICATION**

**MARKETING**

**RESEARCH**

**TECHNOLOGY**

**JDCEXEC**

# TOP 5 DISCUSSION POINTS

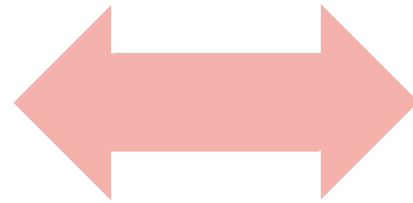
- 1. TRADITIONAL VS DIGITAL MARKETING**
- 2. WHAT IS A BRAND REALLY AND WHERE DOES IT ALL START?**
- 3. HOW TO SET UP A BUYERS PERSONA AND MOVE THROUGH THE BUYERS JOURNEY**
- 4. 3 MISTAKES TO AVOID**
- 5. ACTUAL MARKETING TOOLS YOU CAN USE**

# TRADITIONAL MARKETING VS DIGITAL MARKETING



## TRADITIONAL MARKETING

- Build awareness and interest



## WORKING TOGETHER YOU BLEND STYLE WITH SUBSTANCE



## DIGITAL MARKETING

- Drives action and creates brand evangelists.

Digital Marketing is not meant to replace and Traditional Marketing – they are meant to coexist in the customer journey

# COMPANY STRUCTURE

Refers to how a business is organized to **ACCOMPLISH ITS OBJECTIVES**.

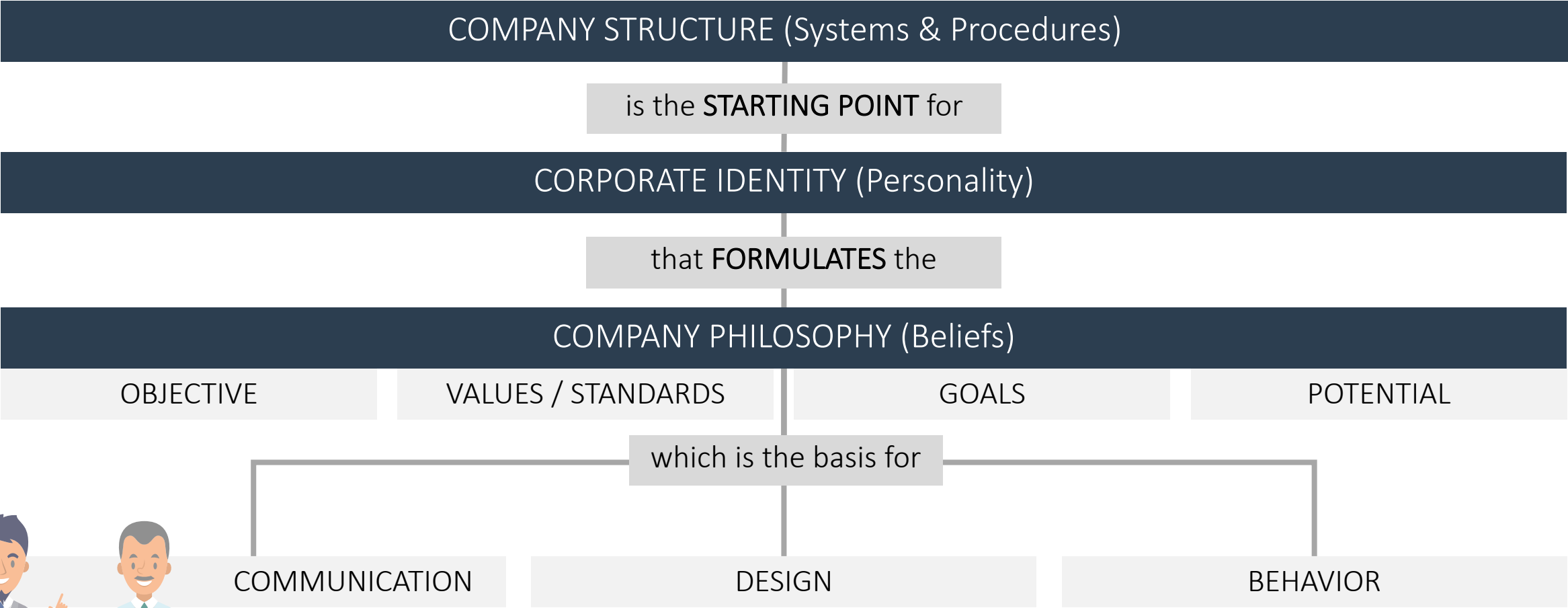
This determines the OWNERSHIP, CONTROL, & AUTHORITY over a company



SOQ:

Do you have the control over your businesses departments? Finances, Sales, Marketing, HR? Or do they have ownership over you? Are they organized to accomplish the overall business goals?

# COMPANY STRUCTURE



**Company Structure:** Refers to how a business is organized to accomplish its objectives.

**SOQ:**

Are you structured to achieve your objectives?

# CORPORATE OR COMPANY IDENTITY (CI)



EACH COMPANY HAS A **PERSONALITY** — THIS FORMS PART OFF THEIR **COMPETITIVE ADVANTAGE OR UNIQUE SELLING PROPOSITION.**

The CI for your company is used as a **STRATEGIC** and **OPERATIVE MANAGEMENT TOOL** to optimize the external perception of the company.

In other words, what is the personality of your company and how is it perceived by stakeholders?  
What makes you stand out above your customer?

**Corporate or Company Identity** is the comprehensive and consistent implementation of a company's individuality on all levels and communication channels

# THE CORPORATE OR COMPANY'S IDENTITY

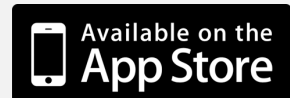
## CORPORATE or COMPANY IDENTITY

SELF-IMAGE, IDENTITY AND PERSONALITY OF A COMPANY

### COMPANY DESIGN

#### Look and Feel

Visual identity, Design, Industrial buildings, Uniforms, Stationary, Business cards, Brochures, Logos, Colors, and branding



### COMPANY COMMUNICATION

#### Internal Communication

Company culture,  
Behavior towards clients,  
Suppliers,  
Employees,  
Competitors,  
Publicity,  
Negotiation style,  
Conference style,  
Management style,  
Working style, Internal communication

### COMPANY BEHAVIOUR

#### External Communication

Total corporate communications,  
Sales talks,  
Correspondence,  
Telecommunications,  
Mailings,  
Public Relations,  
Print advertisements,  
Radio advertisements,  
Television commercials, Social media etc.

**Corporate or Company Identity** is the comprehensive and consistent implementation of a company's individuality on all levels and communication channels



# CHECKLIST TO BUILDING YOUR IDENTITY



**STRATEGY IMPLEMENTATION**

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**MARKETING STRATEGY**

---

**SALES STRATEGY**

---

**PRICE STRATEGY**

---

**COMPANY STRUCTURE AND OBJECTIVES**

---

# BUYER PERSONAS, CUSTOMER JOURNEY, MANAGEMENT & RETENTION



# BUYER PERSONA – GET TO KNOW YOUR IDEAL CLIENT

## 1. THE WHY?

TO FIND OUT EXACTLY WHO YOUR CUSTOMERS ARE & WHAT PROBLEM YOU ARE SOLVING FOR THEM.

## 2. THE HOW?

HOW WILL YOUR PRODUCT SUCCEED IN THE MARKET PLACE WHERE OTHERS HAVE FAILED? WHAT IS YOUR UNIQUE SELLING PROPOSITION?

**A buyer persona** is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.



# 7 Q'S TO BUILD A BUYER PERSONA – THE WHY

1. **WHAT IS YOUR IDEAL CUSTOMER AVATAR?** How does your ideal client look like?
2. **WHAT IS THEIR DEMOGRAPHIC TRAITS** Age and highest degree or level of school your persona has completed?
3. **WHAT IS THEIR BUSINESS** What industry do they work in? What is the size of the organization
4. **WHAT IS THEIR CAREER** What is their job title, how it is measured, who do they report to?
5. **WHAT IS THE CHARACTERISTICS OF THEIR JOB?** Biggest challenges and responsibilities
6. **WHAT TOOLS DO THEY NEED FOR EVERYDAY WORK?** CRM Software, Accounting and bookkeeping, email etc. how do they prefer to work with vendors, phone, email, text messaging, social media.
7. **THEIR CONSUMPTION HABITS?** What social media networks or online communities do they belong to?

**A buyer persona** is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.



# 7 MORE WAYS TO BUILD A PERSONA

1. QUORA.COM
2. FACEBOOK GROUPS
3. ONLINE MARKET PLACE AN REVIEW SITES (AMAZON, YELP, UDEMY, APP STORE ETC.)
4. GOOGLE ANALYTICS
5. FACEBOOK ANALYTICS
6. YOUTUBE ANALYTICS
7. WEB LANDING PAGES

## MOST IMPORTANT QUESTIONS TO ANSWER:

...who exactly are you selling to?

If you are the kind off person that (.....) and struggles with (.....)

Then this service/product is for you.

You will learn (.....) and then be able to (.....) to achieve (.....)

A buyer persona is a theory, test and revisit as your audience grows



GET UPDATED!

# LEARN SOCIAL MEDIA IS LAUNCHING SOON

LEARN HOW TO EFFECTIVELY USE SOCIAL MEDIA FOR BUSINESS

LEARN HOW TO SETUP & LAUNCH YOUR OWN AD CAMPAIGNS

AND SO MUCH MORE ...

First Name

Email

I agree to the privacy policy

Submit

GET UPDATED!

# LEARN SOCIAL MEDIA IS LAUNCHING SOON

LEARN HOW TO EFFECTIVELY USE SOCIAL MEDIA FOR BUSINESS

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AND SO MUCH MORE ...

First Name

Email

I agree to the privacy policy

Submit

# UNIQUE SELLING PROPOSITION – THE HOW

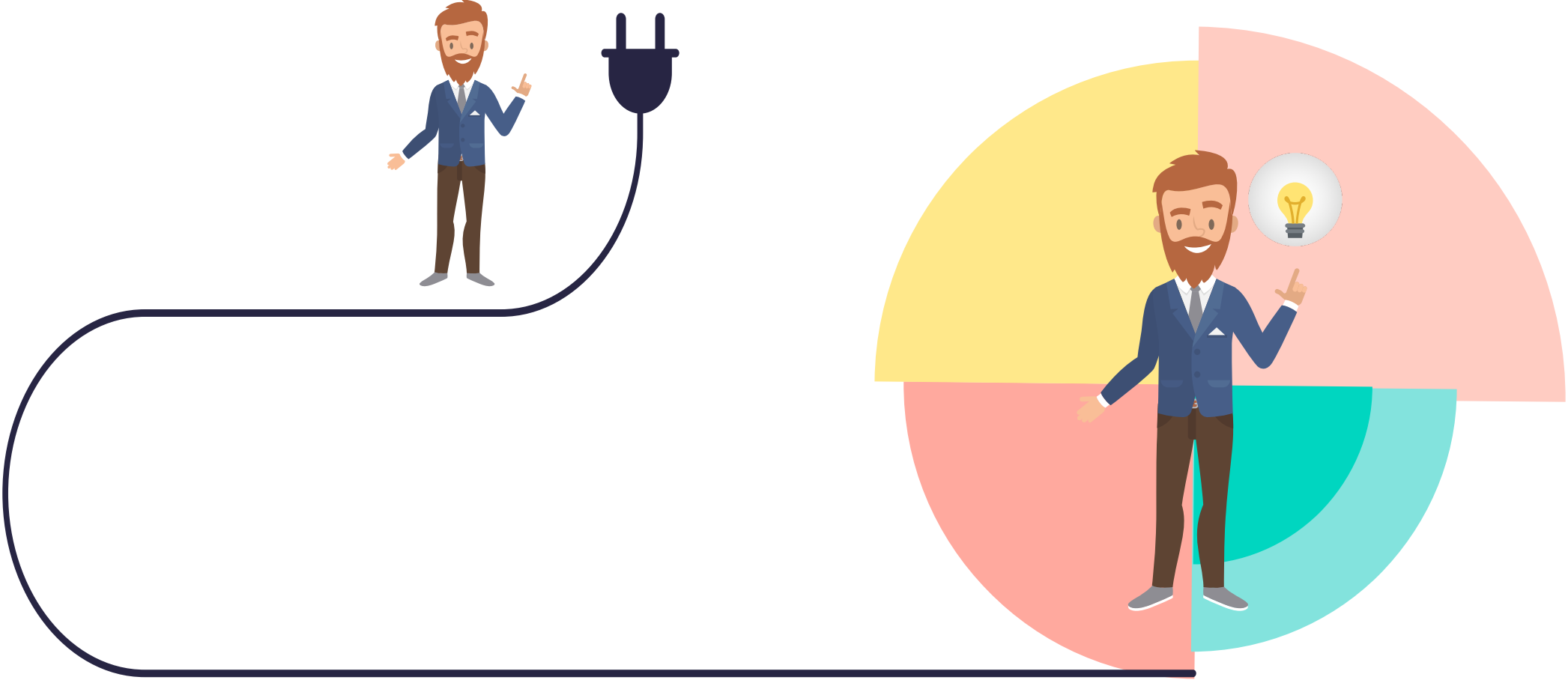
1. PRODUCT/SERVICE DESCRIPTION?
2. WHAT WILL YOU NOT BE DOING?
3. WHAT GAPS CAN YOU FILL THAT HAS BEEN LEFT OUT BY YOUR COMPETITORS?
4. WHAT WILL BE UNIQUE?
5. PROOF YOUR SOLUTION WORKS – CASE STUDIES AND TESTIMONIES ON A WEBSITE
6. HOW WILL YOU COMMUNICATE? SOCIAL, CHATBOTS, LIVE CHATS, IN PERSON?
7. PRICE STRATEGY – LOW PRICE, HIGH VOLUME? HIGH PRICE, LOW VOLUME?

**A unique selling proposition** define your position in the market and let's you stand out from competitors





# CREATING A CUSTOMER JOURNEY



# CUSTOMER JOURNEY

## SALES FUNNEL

Customers is an afterthought



## BUYERS FLYWHEEL

Customer at the center



3 ways to build your business: 1) Increase clients 2) Increase average transaction size 3) Increase frequency of purchase

# CUSTOMER JOURNEY

## PROCESS OF A BUYERS FLYWHEEL



# CUSTOMER JOURNEY

Determining your unique selling proposition



**THE MARKET SUPPLIES THE IDEAS  
COMPANIES COMMERCIALIZE THE IDEAS.**

Companies can be more competitive by connecting to and with communities of customers for **CO-CREATION**

And with competitors for **CO-OPETITION**

# INFLUENCING THE PURCHASE DECISION

Social conformity is on the rise globally and when making purchase decisions customers now focus on and make their decisions based on:

1. MARKETING COMMUNICATION THEY SAW
2. OPINIONS OF FRIENDS (THE F-FACTOR)
3. PERSONAL KNOWLEDGE AND ATTITUDE OF BRAND OVER TIME

**CREATE LOYAL BRAND EVANGELISTS**



# CUSTOMER JOURNEY

How to create your competitive advantage by making use of the F-factor and globalization

INTEREST

AWARENESS

DECISION

PURCHASE



Globalization creates a level playing field.  
**BUILDING CUSTOMER TRUST USING THE F-FACTOR:**

1. FRIENDS
2. FAMILIES
3. FOLLOWERS
4. FANS

Brands should be marketed from the **inside out** not the other way around and reveal its authentic character and be honest of its true value – only then will a brand be **TRULY TRUSTWORTHY**.

# HOW TO IMPLEMENT A SIMPLE DIGITAL STRATEGY



**Savvy businesses should be able to pivot when digital media makes a change**  
Let's consider your business goals.

# TRADITIONAL AND DIGITAL IS EVER CHANGING, SO SHOULD WE



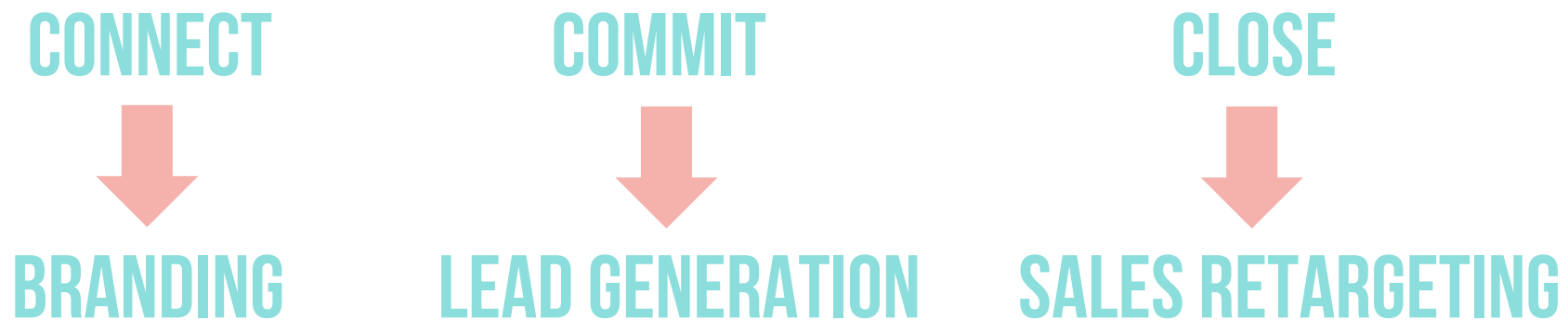


# 3 COMMON DIGITAL MARKETING MISTAKES TO AVOID



1. NOT KNOWING THE NUMBERS - KNOW YOUR STATS AND NUMBERS

2. CREATING ADS AND MATERIAL THAT FEELS RANDOM TO USERS. HAVE A STRATEGY & GUIDE CUSTOMERS THROUGH THE 3 PHASES



3. DO NOT MAX OUT YOUR AUDIENCE — EXPAND YOUR REACH TO NEW AUDIENCES

# THINGS TO CONSIDER WHEN DEVELOPING A DIGITAL STRATEGY



- BUSINESS GOALS
- HOW DO YOU PLAN TO USE YOUR DIGITAL MEDIA

**INSPIRE, SHARE CONTENT, BUILD A BRAND/COMMUNITY OR SELL A PRODUCT**

- DEFINE YOUR BUYER PERSONA
- DEFINING THE RIGHT ACTIONS FOR YOUR STAGES OF THE CUSTOMERS DECISION MAKING PROCESS
- HOW YOUR DIGITAL AND TRADITIONAL EFFORTS TIE INTO YOUR **LARGER MARKETING STRATEGIES**
- WHICH KPI'S YOU WANT TO TRACK FOR SUCCESS



SOQ: What KPI's have you established for your Social media plan? Or what organizational goals have you put in place to compliment your strategy?

# HOW TO USE THIS INFO TO NOW PUBLISH GREAT CONTENT



- PRIORITIZE **FAMILY AND FRIENDS, FOLLOWERS AND FANS**
- IMAGES NOT VIDEO HAS THE GREATEST REACH - DATA
- THE BEST POSTS ARE VISUALLY APPEALING TO THE EYE
- BLOG POST ARE GREAT CONTENT TYPES TO SHARE
- VIDEO IS A GREAT OPTION TO TELL STORIES **(5-10 SECS)**
- FACEBOOK LIVE AND STORIES ARE GREAT WAYS TO SHARE BEHIND THE SCENES CONTENT



JDC EXEC - Brand Professionals

Published by Janine Do Cabo [?] · Just now ·

9 Essential Color Tips to Help You Select the Best Hues for Your Business  
Learn how to use color to influence the way your clients and customers feel about your business with these simple tips and tricks.

<https://goo.gl/aGFC6U>



9 Essential Color Tips to Help You Select the Best Hues for Your Business

Learn how to use color to influence the way your clients and customers feel about your business with these simple tips and tricks.

Have you ever noticed how music is utilized in movie scores to make you feel a certain way? For example, a tender love scene is more likely to sweep you up and tug at your heartstrings when it's combined with a particularly moving ballad. On the flipside, a horror movie makes you feel dread and anticipation by building up to frightening scenes with intense music that often contains minor chords and clashing notes.

The main goal of a movie score is to make you feel certain emotions at specific times. When applied correctly, it is extremely effective. Marketing masters have learned how to utilize certain colors to achieve the same effect and make their audience feel a certain way.

Open in Messenger

Send Message

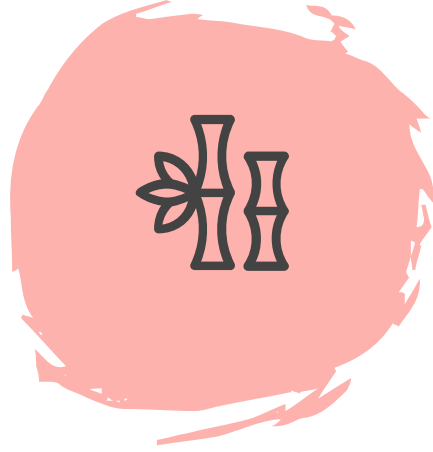
**SOQ: Was your preparation done in order to publish great content that will deliver result driven marketing?**

# CHECKLISTS AND NO GO'S



## EXPECTATIONS TOO HIGH

No control over the reactions of web users



## OUTDATED PAGE

Refers to poor service and lack of professionalism



## LIE/ COVER UP

Transparency and honesty are most important for customers



## OVERSTIMULATED ADVERTISING

Risk spam-feeling from customers that leads to quick reactance

# TOOLS:

1. WEBSITES: **WORDPRESS**
2. DESIGN: **RELAY THAT & CANVA**
3. VIDEO: **CAMTASIA VIDEO RECORDING**
4. PRESENTING: **VECTERA**
5. EMAIL MARKETING: **SENDFOX**
6. SOCIAL MEDIA MANAGEMENT PLATFORM: **CONTENT STUDIO OR POSTCRON**
7. FREE GIVE-AWAYS: **KING SUMO**
8. <https://www.jdcexec.com/8-software-tools-for-business-growth/>

## DID YOU KNOW:

Publishing a post on Facebook or Instagram and not creating an advert or boost is as good as designing an advertisement for the paper or magazine and never sending it to the magazine

# LET'S REVIEW:



1. DO YOU UNDERSTAND THE VALUE OF USING **DIGITAL AND TRADITIONAL MARKETING TOGETHER?**
2. HAVE YOU CONSIDERED YOUR OVERALL BUSINESS GOALS AND DO THEY TIE IN WITH YOUR **MARKETING STRATEGY?**
3. DO YOU KNOW WHAT YOUR **BUYER PERSONA** LOOKS LIKE?
4. ARE YOU WORKING THROUGH YOUR BUYERS FLYWHEEL TO **ATTRACT, ENGAGE, DELIGHT AND RETAIN?**
5. WAS YOUR PREPARATION DONE IN ORDER TO PUBLISH GREAT CONTENT THAT WILL DELIVER **RESULT DRIVEN MARKETING?**

# FREE DOWNLOADS:



<https://www.jdcexec.com/how-to-build-a-brand/>

<https://www.jdcexec.com/8-software-tools-for-business-growth/>

<https://learnsocialmedia.co.za/>



