

Logo + Branding

**Introductory Principles of Marketing
for Emerging Small Business Owners**

A Blended Cultures, LLC Workshop

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Learning Objectives

- By the end of this workshop, students will be able to do the following:
- Define the differences between marketing, branding, and using a logo.
- Create a market base appropriate for marketing.
- Outline a tentative marketing plan.

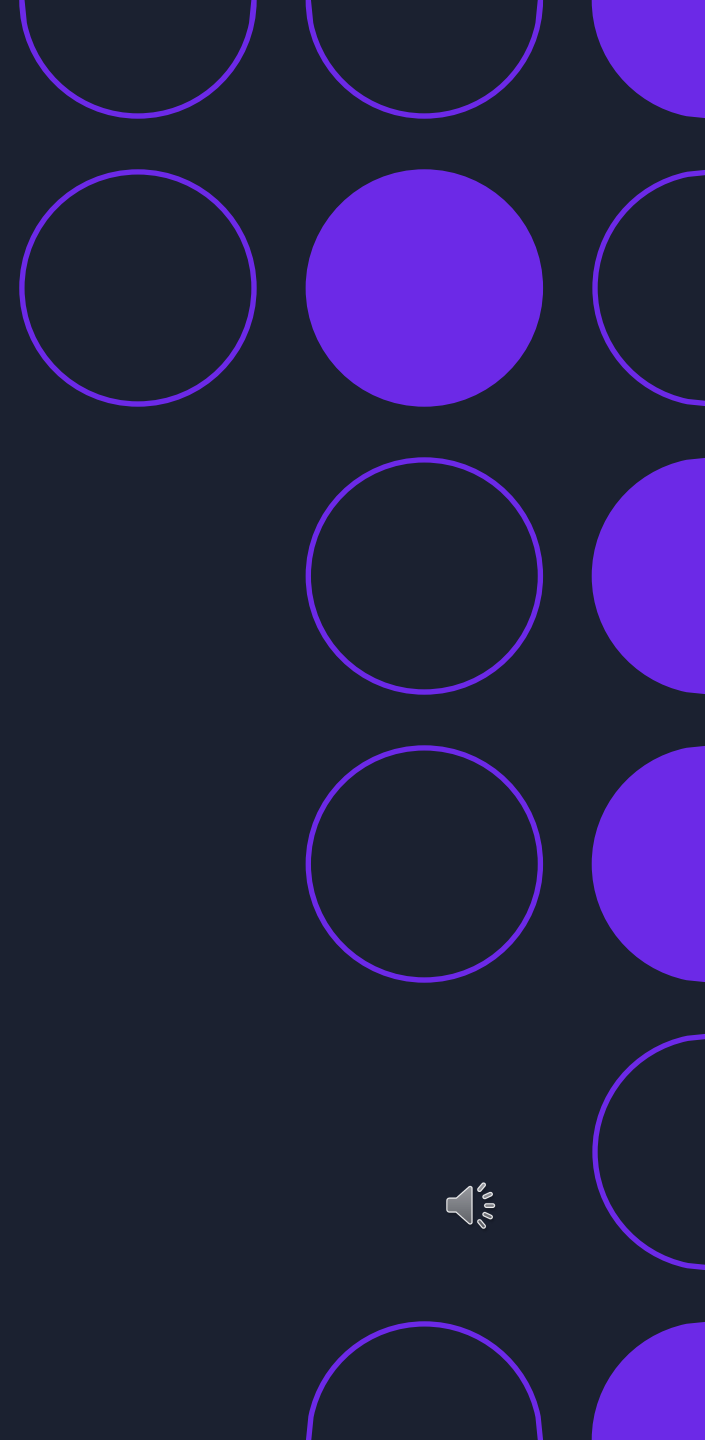


Introduction

- Understanding basic marketing principles is central to connecting your logo to the branding message of your company, service offering, and marketing objectives.
- The logo is key to establishing a place in the market. At the same time, sustaining the message requires understanding your promise to the consumer.
- The logo + brand permits appropriate marketing. This workshop introduces you to these marketing concepts.



Blended Cultures, LLC



Mission



What is Blended Cultures, LLC?

- Blended Cultures, LLC is a Marketing, Promotion, and Community Events & Entertainment company.
- Based in Southwest Florida, Blended Cultures, LLC utilizes marketing strategies to help local businesses expand their reach, build their audience, and find success in gaining greater online exposure.
- As a professional marketing agency, Blended Cultures, LLC helps clients and the community design effective marketing strategies to market their brand.



What Blended Cultures, LLC Does

- Blended Cultures is a platform that uses different channels to broadcast what a person is doing.
- Blended Cultures represents the blending of different industry cultures to help clients magnify and expand their reach.
- Blended Cultures partners with additional platforms to help clients broadcast their message.



Why Choose Blended Cultures?

- Once Blended Cultures receives your marketing materials, marketing and communicating your brand appropriately becomes our assignment.
- It must succeed and meet expectations.
- Marketing your brand is now our responsibility.
- We do not, however, guarantee sales.



Our Mission

- The Blended Cultures, LLC symbolic mission is to create a quality preview to your quality movie using our marketing strategies, network, and referral strategies.
- The growth of the small business is dear to us, and it is our purpose to contribute marketing skills, strategies, and expertise.



Introduction to Marketing

Basic Concepts



What is Marketing?

- Marketing is the act of selling the logo + product to the consumer.
- Marketing represents the “how” of selling the brand (message, character, promise) using the logo.
- The logo is the shortened version that explains who I am and what I am doing.



Sample Logo + Brand

Have a Coke and a Smile is the best representation of logo attached to the character and promise of the brand.

Coca Cola expects that when you hold a Coke in hand and drink its contents that you will also smile!

It is the purpose of Coke to not only push the smile, but also contribute to your life.



The Cattle Herder

When the cattle herder brands the cow, it reveals the who, what, where, how, when. We know:

Where the cow lives

Who the owner is

How the cow is guarded

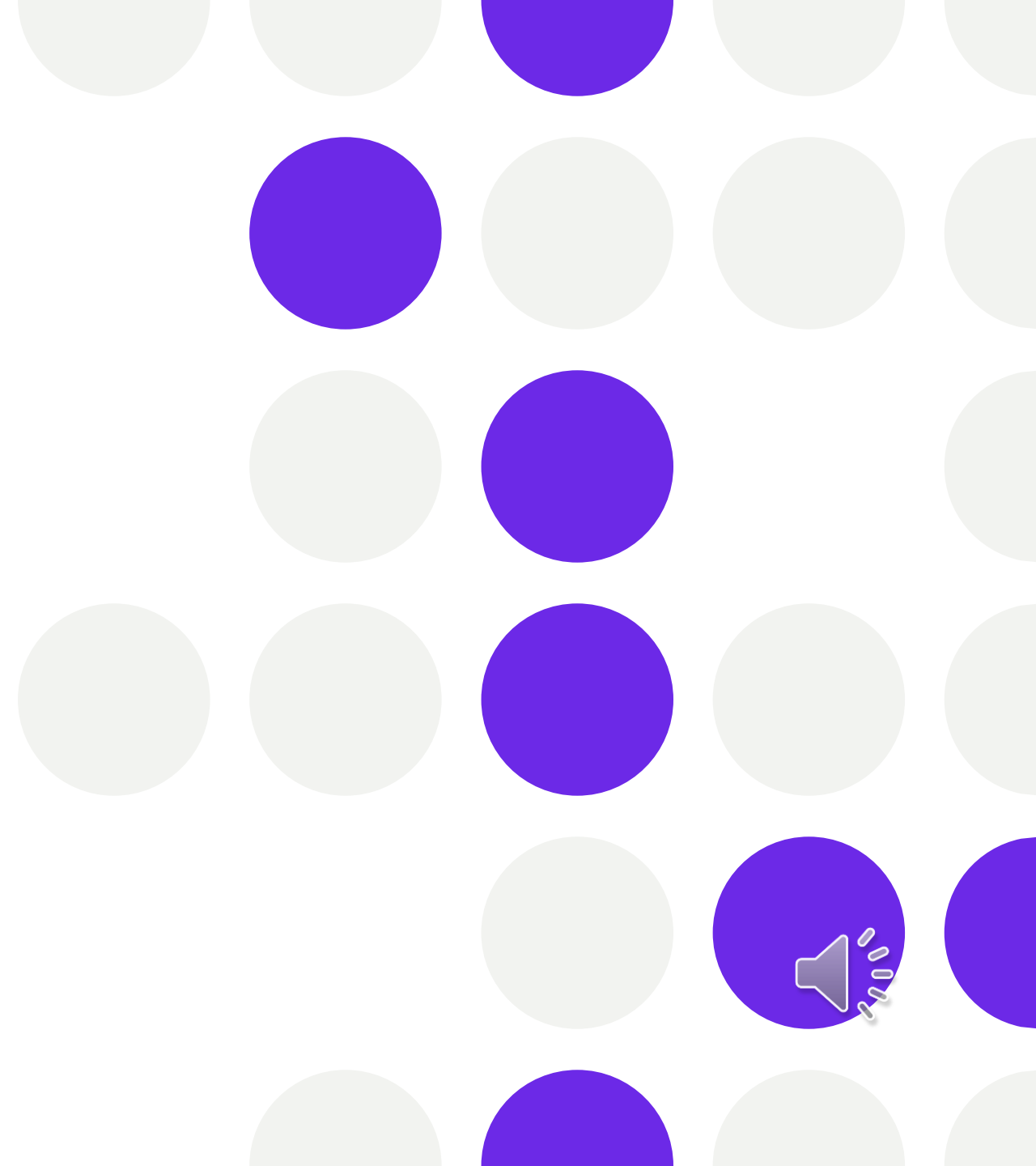
When the cow is sold and to whom

Pic Source: Farmersweekly.co.za



Principles

How to Prepare Yourself



Principle #1: Know the Difference

- Marketing = act of market, the way you market
- Branding = act of brand, character/promise
- Logo = logo is logo, attached to brand



Principle #2: Detach Emotions

- Detach emotions from professional logo.
- Projected emotions tarnishes and reshapes the character of the brand.
- Money does not protect you from tarnishing the brand.



Principle #3: Right/Wrong Way to Market

Understand the audience you are attempting to reach.

You cannot appeal to a Nascar audience while selling basketball game tickets.

You must understand the message you are trying to communicate to a specific audience.

Marketing must be beneficial to the brand and clients.



Pic Source: Blog.hubspot.com



Principle #4: Understand the Waiting Game

- The first month of any marketing strategy regardless of target audience is characterized as planning and procrastination.
- You are dealing with humans who are busy, who work, who are content developers, and who are constantly marketing their work using various strategies.





Principle #5: Agreement is Relative

- Bringing everyone into agreement concerning marketing objectives requires planning and foresight.
- You must allow time for clients and event sponsors to send logo, marketing materials, press releases, images, sound, and new content.



Principle #6: Follow Protocol

- Formal letters to different agencies, organizations, security professionals, and property managers represent industry standards.
- The goal is always to create an environment conducive for success.
- Vendors expect a quality event to get a return on their investments.





Principle #7: Know Your Budget

A budget for any marketing and promotions event will always include the following considerations:

- Insurance
- Security/Fire Department
- Marketing
- Point of entry
- COVID Precautions
- Proposals
- Waste Management
- Personnel Costs
- Pic Source: InCharge Debt Solutions



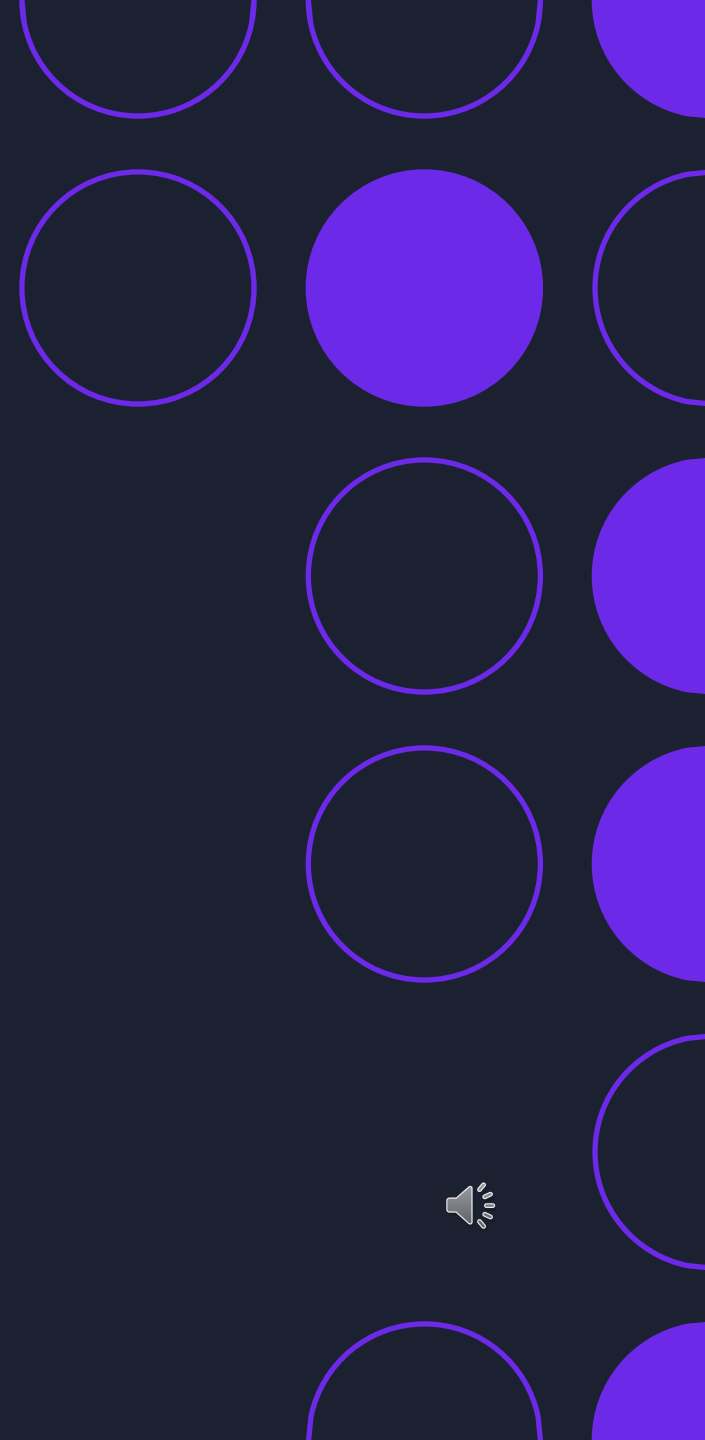


Principle #8: Establish Marketing Goals

- The development of your marketing goals must consider the following:
- Branding
- Technology
- Social Media
- Consumer/Product Base
- Buyers
- Testimonials
- Return Customers



Sample Marketing Goals



Preparing a Tentative Plan



Sample Marketing Goals

- XYZ Company has established the following marketing goals:
 - Build brand awareness.
 - Drive traffic to website.
 - Create targeted consumer base.
 - Create consumers who purchase products.
 - Send emails encouraging testimonials.
 - Assess returning customers.
- The information should help clients prepare a tentative marketing plan with a specific marketing product.





Marketing Goals

An online business directory can help XYZ Company do the following:

- Build brand awareness.
- Drive traffic to website.
- Create targeted consumer base.
- Create consumers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.

• Pic Source: Trinibiz.com



Blended Cultures, LLC

Vendor Catalog

- An online vendor catalog or business directory is an example of a specific marketing product to help clients create a tentative marketing plan.
- The Blended Cultures online vendor catalog houses qualified, talented, trustworthy businesses, organizations, and creative people that offer solutions, products, and services.
- The vendor catalog is the first step towards establishing, meeting, and measuring marketing goal objectives.
- It offers an annual membership with a custom-designed social media ad branded with your logo and works in conjunction with your current marketing campaign.
- The website receives over 8,000 visitors.



Tentative Marketing Plan

Writing Workshop: Using the Marketing Goals



Tentative Marketing Plan

Writing the tentative marketing plan requires multiple steps. The information here is not all-inclusive:

Step #1: Create the logo.

Step #2: Establish the promise.

Step #3: Create the marketing goals.

Step #4: Design the marketing strategy.

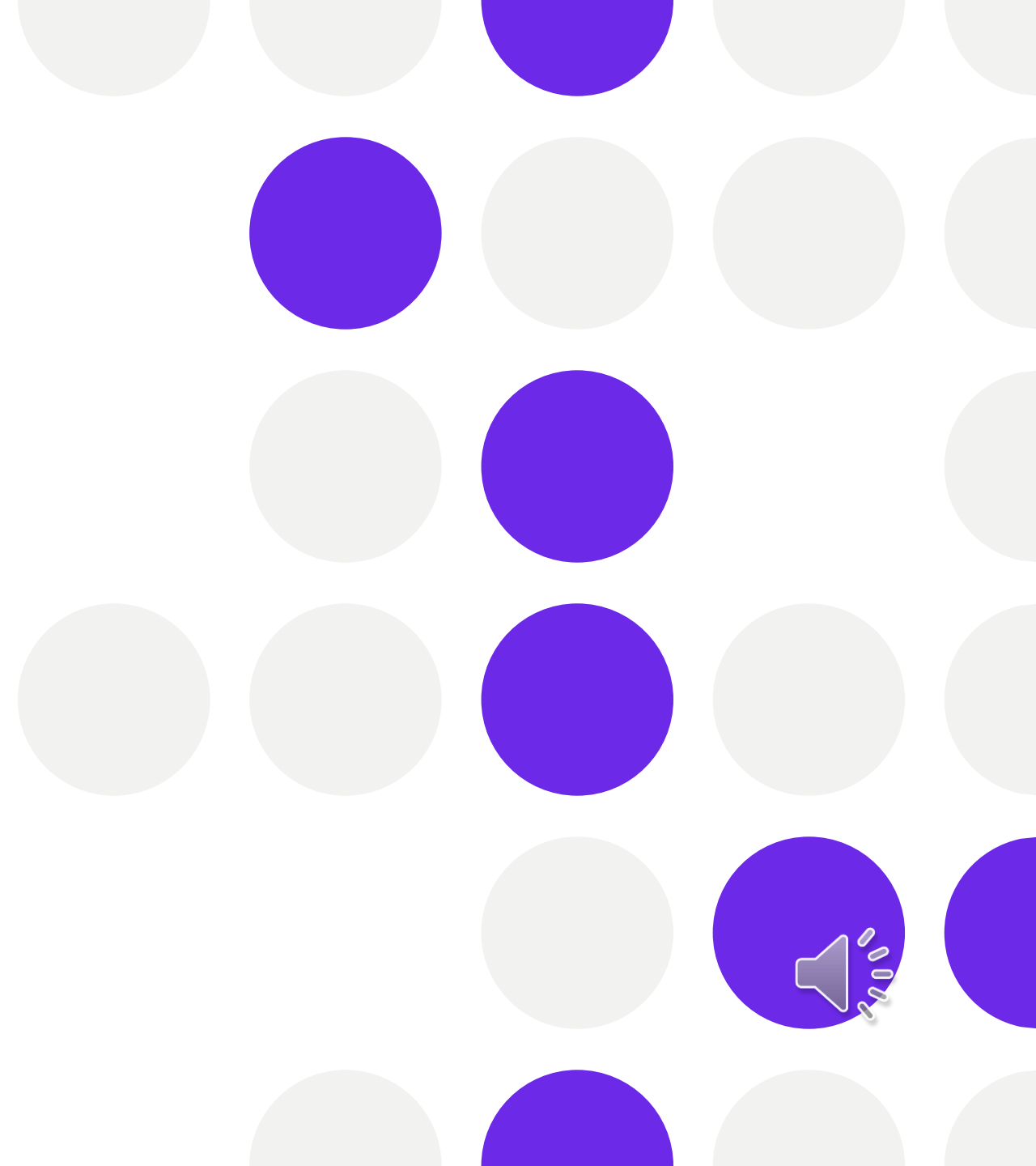
Step #5: Write the marketing plan.



Pic Source: CopyPress

Steps

How to Prepare Your Strategy



Step #1: Create the Logo

- The first part of the branding and marketing processes is the creation of a logo.
- Without a logo, potential customers would not be able to connect the promise of the brand to the logo.



Step #2: Establish the Promise

- Branding requires that you understand your own promise.
- What do you promise the consumers if they access and/or purchase your products?
- What will they get in holding/experiencing your product?



Step #3: Create the Marketing Goals

- Build brand awareness.
- Drive traffic to website.
- Create targeted consumer base.
- Create consumers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.
- Establish a timeline for each marketing goal. **(New)**



Step #4:

Design the Marketing Strategy

- Since marketing is the act of market, then it is important to do the following:
- Know your market.
- Know your marketing engines.
- Know your marketing tools/resources.
- Know your marketing strategies.
- Know your marketing budget.



Step #5: Write the Marketing Plan

The marketing plan is tentative in the beginning until you can create and sustain a solid consumer base. Standard marketing plans include the following headings:

Business Summary

Business Initiatives

Customer/Consumer Analysis

Competitor Analysis

SWOT Analysis

Market Strategy

Budget

Marketing Channels

Financial Projections

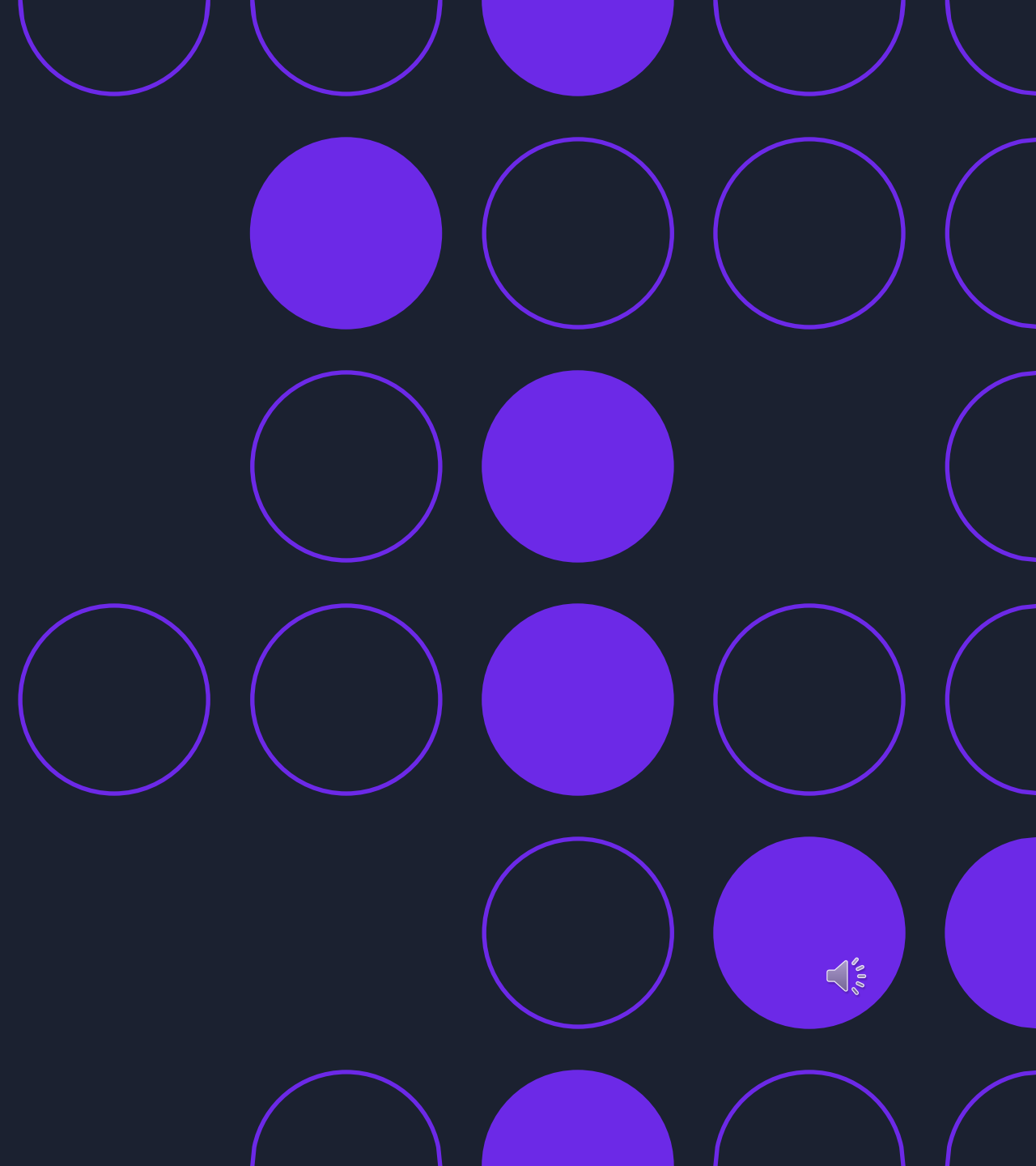
Information Source: Blog.hubspot.com

Pic Source: Spring Marketing



Tentative Marketing Plan

Elements



Please Note

- The following information is summarized from various websites but primarily synthesized from the blog of Hubspot.com.
- See the References section of this workshop presentation for more information.
- Summarizing is subject to Fair Use.



Business Summary

- The business summary essentially summarizes the business name, company formation, and mission statement.
- It is important to understand your business formation and mission statement so that you can coordinate the logo + brand to create an effective marketing strategy.



Business Initiatives

- The business initiatives establish priorities for the project. Trying to do too many things might hinder the marketing strategy.
- Focusing on developing a specific marketing plan for a specific product or collection of products under one theme might allow for a better marketing strategy and thereby increase investment returns.



Customer Analysis

- Establishing the primary and secondary customer bases is arguably the most important step in developing the marketing plan.
- This means that you should know the age range and character of your customer to ensure your logo + brand cooperate, for lack of a better word.
- Once you understand “your customer base,” it makes it easier to analyze the marketplace for your product.
- It might be helpful to develop a “buyer’s persona.”

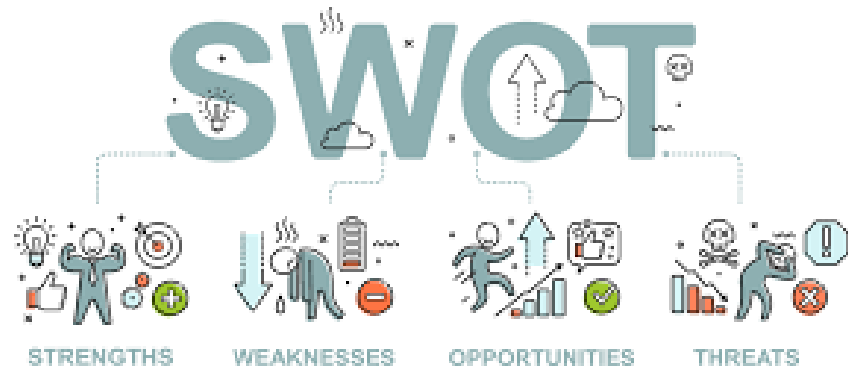


Competitive Analysis

- For most marketplace products within most industries, there are clear competitors.
- If you are creating a niche product, it would be difficult to establish a competitive analysis.
- However, based on your buyer's persona, i.e., who your customer is, what your customer likes, and when your customer is likely to purchase might help you to create the competitive analysis for your product.



SWOT Analysis



A SWOT Analysis is the most effective way of determining not only the strength or value of your product, but also whether YOU can create and endure a marketing strategy. Ask yourself the following questions before even considering the SWOT for your products.

- What are your market planning strengths?
- What are your market planning weaknesses?
- What are your market planning opportunities?
- What are your market planning threats?

• Pic Source: Searchenginejournal.com



Market Strategy

- Market Strategy falls under the popular 7 “Ps” of marketing:
 - Product
 - Price
 - Place
 - Promotion
 - People
 - Process
 - Physical Evidence



Budget

- The Budget is a very important component of the marketing plan.
- There are some areas of your marketing plan that might be complementary, but you will need money at some point to market and promote products.
- What you spend your budget on reveals the true nature of your marketing plan and contributes to the effectiveness of your logo + brand.



Marketing Channels

- In a technology-driven and social media influencing marketplace, utilizing the appropriate marketing channels will help you to measure whether your marketing strategy is effective, your products are selling, and whether consumers are connecting the logo to the brand.
- To be effective using social media, you will need to create a solid, separate, but coordinated social media plan.
- Take some time to search the Internet for social media marketing templates for more information.



Financial Projections

- The Financial Projections are predicated on the budget you set for the marketing plan.
- You may or may not achieve return on investment (ROI). Regardless, it is important to set financial projections.
- This means that you should have some accounting exposure to determine what might be your income potential, expenses, and breakeven.



Conclusion

Considering SMART



What is SMART?

As you consider your logo + brand and develop the marketing strategy, always be sure to establish SMART business goals.

- S: Specific
- M: Measurable
- A: Actionable
- R: Relevant
- T: Time Bound



Specific

- The logo + brand marketing goal you set must be specific.
- ***Specific Goal:***
- Using Facebook digital ads, the goal is to create brand awareness of Product A and drive traffic to the site and/or Facebook Store.



Measurable

- The logo + brand marketing goal you set must be measurable.
- ***Measurable Goal:***
- Using Facebook digital ads, the goal is to create a targeted consumer base for Product A and create consumers who purchase Product A.



Actionable

- The logo + brand marketing goal you set must be actionable.
- ***Actionable Goal:***
- Using Facebook digital ads, the goal is to create consumers who purchase Product A and who respond to email and/or website requests for testimonials.



Relevant

- The logo + brand marketing goal you set must be relevant.
- ***Relevant Goal:***
- Using Facebook digital ads, the goal is to assess customer testimonials for Product A.



Time Bound

- The logo + brand marketing goal you set must be time bound.
- ***Time Bound Goal:***
- Using Facebook digital ads, the goal is to assess the purchasing decisions for returning customers for Product A.



Recap of Marketing Goals

- Build brand awareness. **Specific**
- Drive traffic to website. **Specific**
- Create targeted consumer base. **Measurable**
- Create consumers who purchase products. **Measurable/Actionable**
- Send emails encouraging testimonials. **Relevant/Actionable**
- Assess returning customers. **Time Bound**
- Establish a timeline for each marketing goal. **(New)**



References

- Riserbato, R. (n.d.). 5 steps to create an outstanding marketing plan [free templates]. Hubspot. Retrieved from <https://blog.hubspot.com/marketing/marketing-plan-template-generator>



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