



Building Your Brand: Tools & Strategies to Come in First

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Agenda

- The importance of branding your business
- How to tell your story
- Lock down your design toolkit
- Putting your brand into action to grow your bottom line

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What does “brand” mean?

- Brand is a relationship between customers and the business
- It’s the name given to a product or service from a specific source
- A brand can also refer to the perception customers have about that product or service



What does “branding” mean?

- It is the process of giving a meaning to a specific organization, company, products or services
- It is achieved by creating and shaping how that business is perceived in consumers’ minds



What does “brand identity” mean?

- Brand identity is the visual representation of a brand, like a logo, colors, and other designs
- It distinguishes the brand from competitors in the minds of consumers



Why this matters

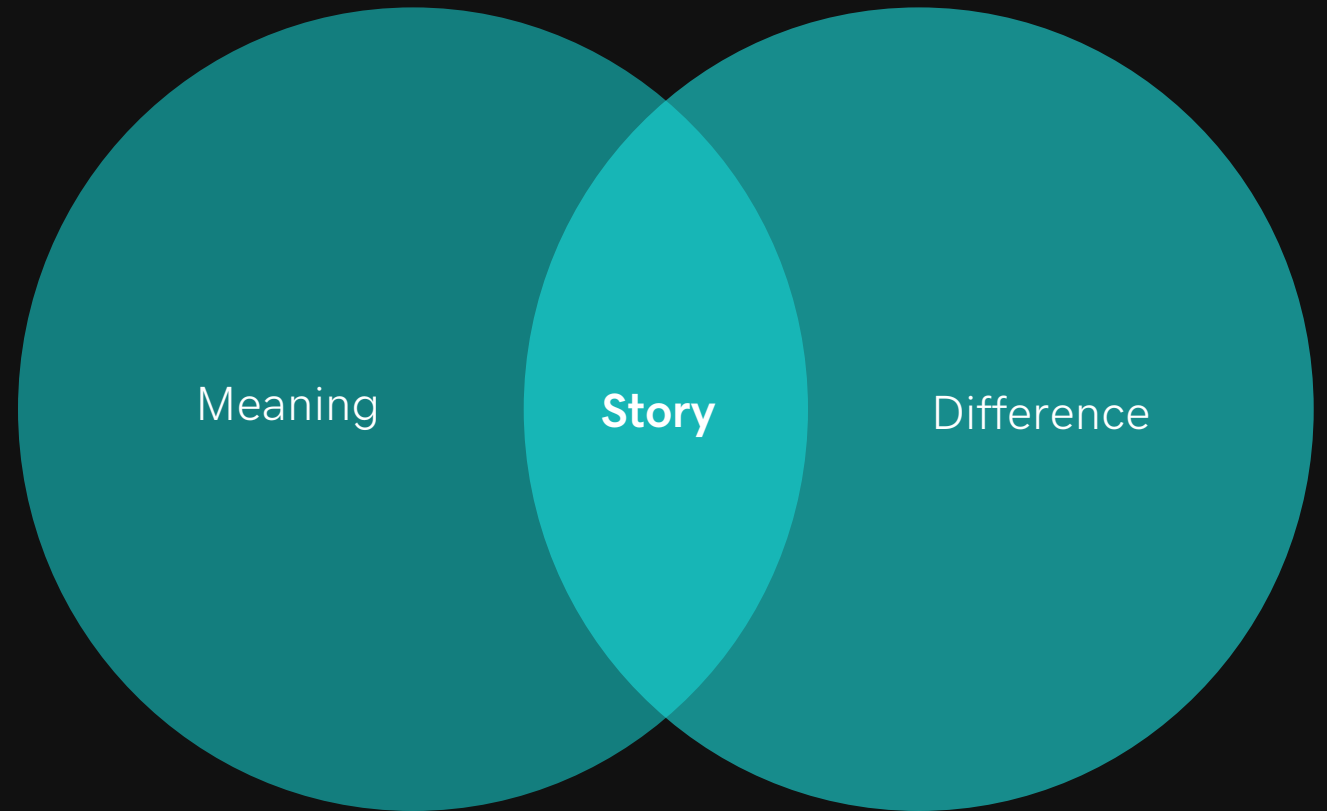
- A brand holds your story, vision, and purpose
- It can drive recognition and loyalty

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Find your voice

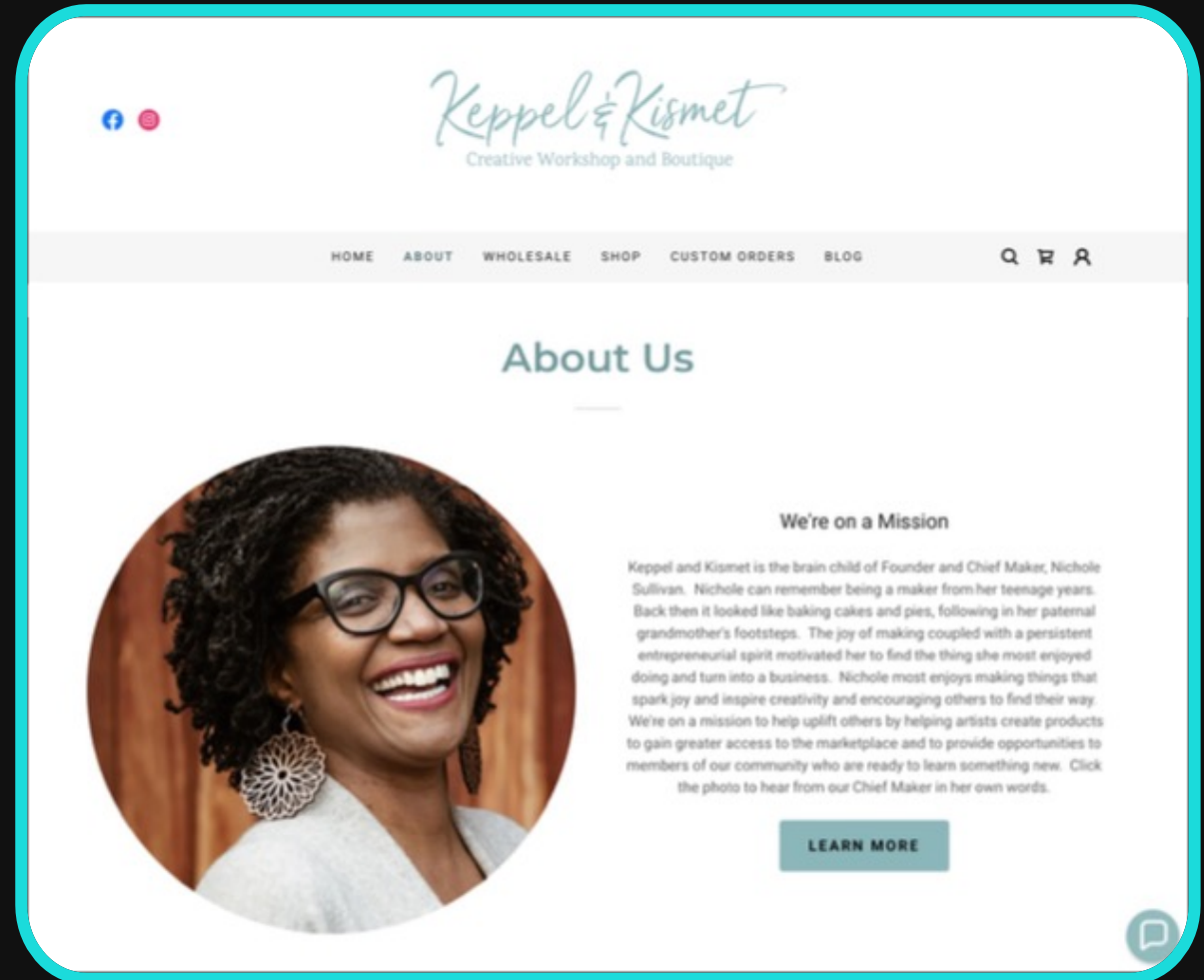
Meaning: Why are you doing what you're doing and what value does it add to the world?

Difference: How are you unique to your audience and why should they choose you from all the options they have?



Develop your brand's truths

1. Your truth
2. Audience truth
3. Truth of the moment
4. Truth of your mission



Establish brand identity

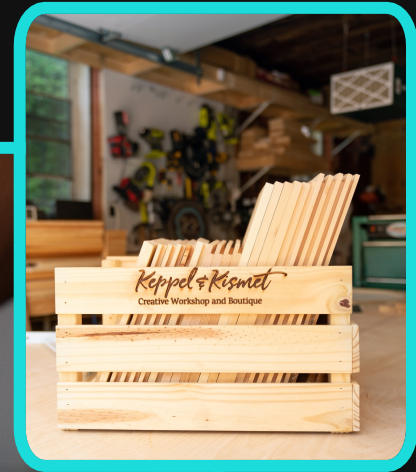
- Authentic
- Consistent
- Cohesive
- Considerate of your audience



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Make a visual storyboard

- Colors
- Images
- Graphics
- Fonts



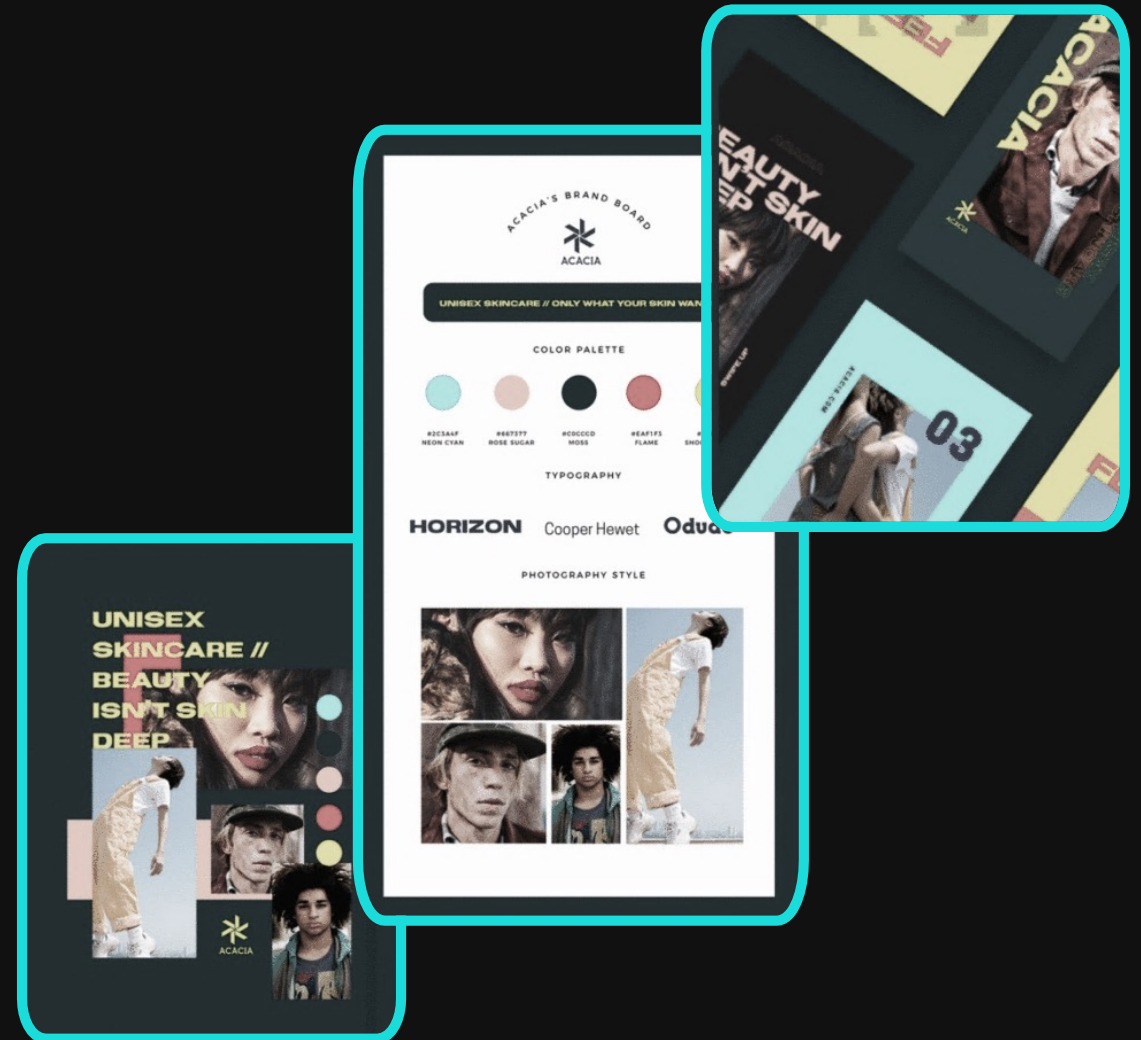
Always use brand colors

- Tones
- Shades
- *Some* holiday colors



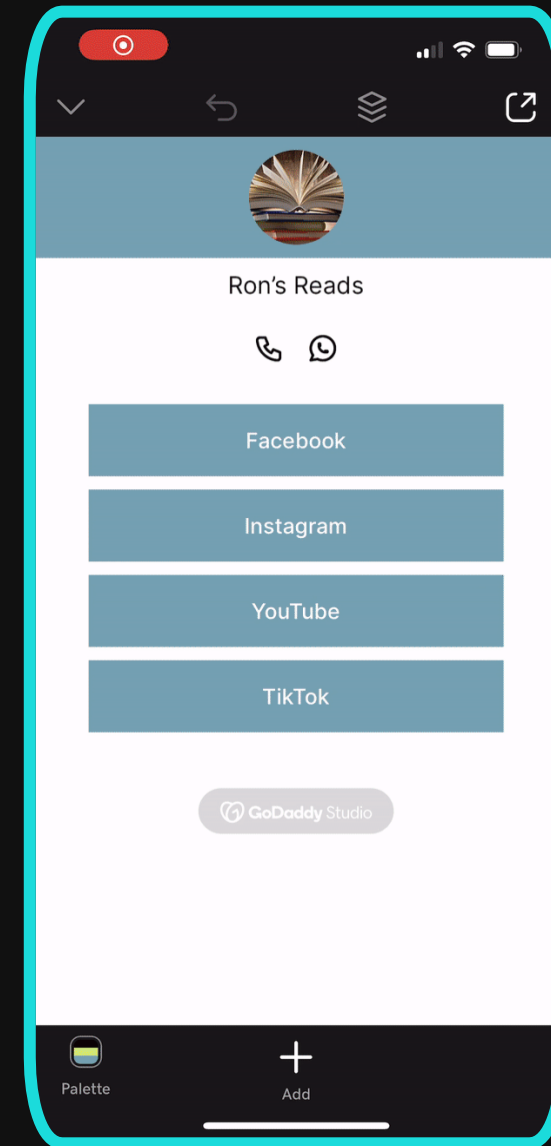
Explore and customize templates

- Use an app like GoDaddy Studio to create a few templates
- Easily and quickly create content
- Stay on brand with minimal effort



Create a color palette

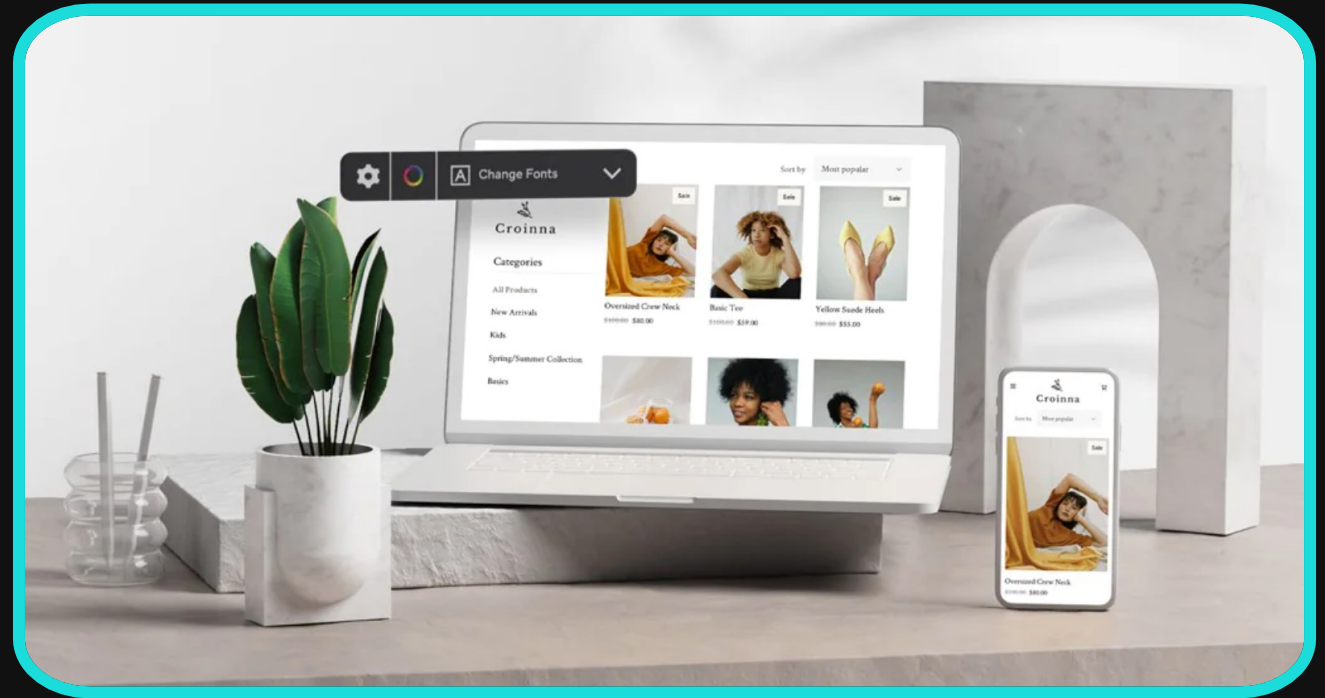
- Easily access it across your projects
- Update any template to reflect your brand
- Minimal time and effort for creating content



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Lean on suite of marketing tools

- Easily build and manage
- Know how you're doing
- Be everywhere
- Build relationships



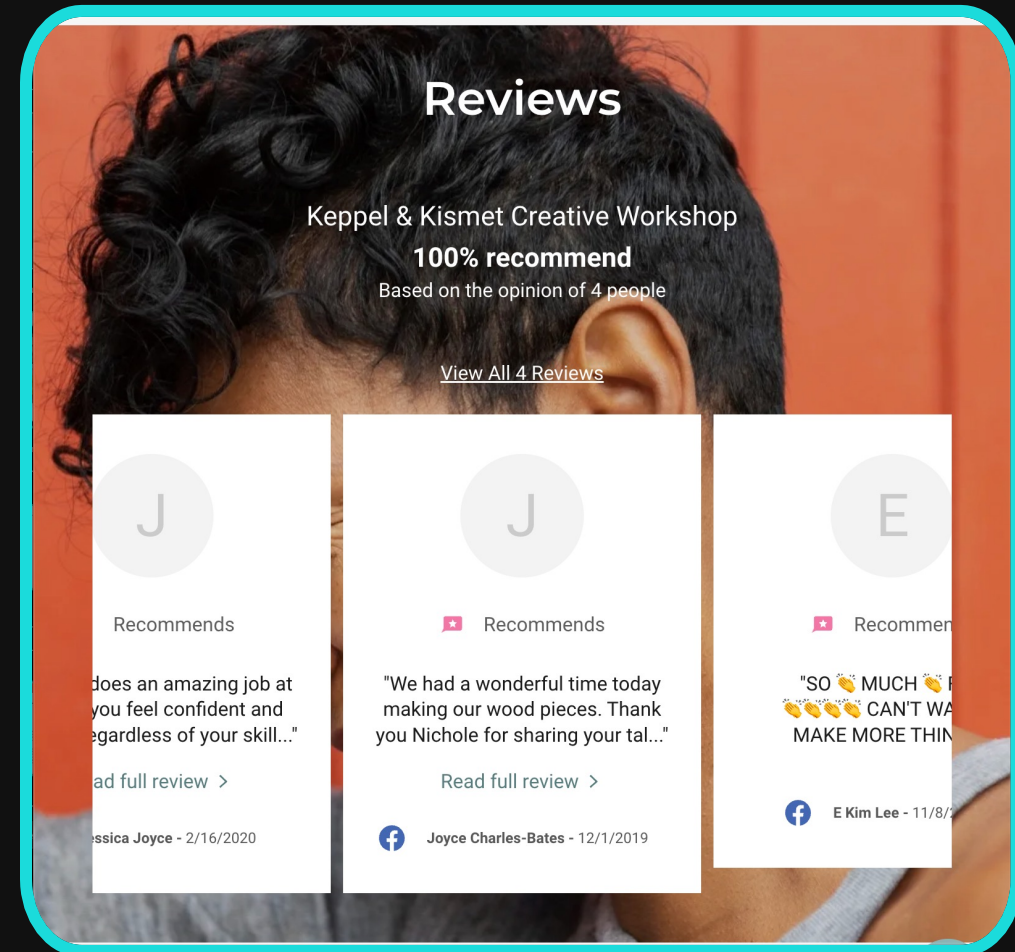
Brand trust is more important than ever

- Impacts customer buying decisions
- Builds brand advocacy
- Strengthens brand loyalty



Take advantage of customer testimonials

- Add them to your site
- Always respond with transparency



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Q&A



Thank You.