



Developing Your Brand Strategy

The term “brand” encompasses the entire experience that customers and prospects have with your business or product. In short, your brand is what you stand for; the promise you make; the personality you convey.

Most businesses don’t initially focus on brand strategy, but rather choose to concentrate on sales and distribution. In our opinion, that is a critical error, as a sound brand strategy will help you:

- Stand out from the competition
- Enable your competitive position and value proposition emerge
- Position you as a specific value in the minds of prospects and customers
- Grow faster than similar brands
- Gain market growth faster

If you have an existing brand in operation, you may need to review your brand strategy if:

- Your current brand doesn’t successfully reinforce your value proposition or your competitive strategy, or you simply don’t have an existing brand architecture or strategy
- Sales has to continually discount pricing in order to secure orders
- Customers and Prospects are experiencing trouble differentiating you in the marketplace
- Your lead acquisition costs are increasing

Large corporations often pay extensive fees to define their brand strategy. They know from experience that strong business brands will generate more leads, rapidly accelerate their sales cycle, and create solid returns to their bottom line in faster timeframes.

SmartBrand’s strategy team can help you achieve similar results at a far more affordable investment, in part by conducting these important steps with you:

- **1 Hour - Pre-session orientation:** Review current needs and challenges with client core team. Set planning dates, finalize agreement.
- **1 Hour - Pre-session preparation:** Research competition and prepare materials for Brand Summit session. Engage/invite all stakeholders if required.



- **2 hours, “Brand Summit” / Create Your Brand Architecture:**
Invite all the current stakeholders (management level) to establish communication base and positioning, includes:
 - SWOT analysis overview
 - Competitive market review
 - “Brand Pillar” language development
 - Key positioning statement development
 - Tag line (optional)
- **2-3 Hours - Results Reporting** – including a compilation of Brand Summit findings, and SmartBrand team review on the report results.
- **1 Hour – Develop 90 Day Marketing Launch Plan:** After completing your brand architecture, we’ll define strategic recommendations for your marketing outreach for a 90 day period from the conclusion of the Brand Summit.
- **1 Hour – Develop 90 Day Marketing Launch Budget:** Budget suggestions will also be provided in tandem with the marketing launch plan submitted for your consideration.
- **1 Hour – Review:** From selecting colors, typestyles and logo characteristics, we’ll visually reinforce your brand. Or, if you already have a company logo, we’ll match our recommendations to an existing logo to determine it’s overall effectiveness, and if needed, create recommendations to define a new logo (priced separately).

TOTAL: 9-10 Hours, Including Brand Summit Session

For more information, please contact:

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