



BRANDING YOUR SMALL BUSINESS

Basic But Life Saver

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BRAND MANAGEMENT IS A BIG THING. I AM A SMALL BUSINESS.

No matter who you are and what you are
doing, you ARE dealing with a “brand”

And If you don't manage your Brand
consciously, you create a Brand Image which
you may not like...

So get on with it and learn how to manage
your Brand

NOW!!!

WHAT IS A BRAND

- Perception of your business
 - How you want people to “perceive” you
 - You can not be everything for everyone. So you should choose what you want to be perceived as.
- Emotional relationship/Value proposition
 - To make the product appealing to the target segment
 - To make it “differentiated” enough
- Setting expectations
 - So people expect what you want them to expect And more importantly, don't, what you don't want them to.

BENEFITS OF BRANDING

- ◉ Stand out in crowd, Carve a niche
- ◉ Name recall, Repeat customers, referrals
- ◉ Give a sense of Reliability, Seriousness & render confidence in purchase
- ◉ Focus shifts from product to Customer experience, pride of owning the product
- ◉ Justification - price, packaging, service
- ◉ No decision dilemma
- ◉ Better chances of getting a higher funding from banks
- ◉ Better acceptability for shop-in-shop arrangements
- ◉ Better value if you need to sell your business

THE BRANDING PROCESS - IDEATION

- ◉ **Determine what you're branding**
 - Product, experience, service - aspect that you want to stress
- ◉ **Research**
 - Investigate everything there is to know about your product and the market in which it will compete.
- ◉ **Position your brand**
 - Define what makes your brand unique and how it will slot into an available space in the market and in your customers' minds.
- ◉ **Define your brand**
 - State what your brand stands for, what unique benefit it provides, what it promises to consumers and associates, and the image that will permeate everything from your marketing communications to your product design, business character, and consumer experience.

THE BRANDING PROCESS - EXECUTION

- ◉ **Develop your brand identifiers**
 - Include all possible elements in your brand – brand name, logo, tagline, and other brand signature elements.
- ◉ **Launch your brand**
 - Introduce your brand, announcing it via publicity, advertising, promotions, and presentations.
- ◉ **Manage your brand**
 - Deliver a consistent brand experience, understand your brand's value, leverage your brand's reputation – with caution, and protect your brand
- ◉ **Monitor, evaluate, and update your brand**
 - Keep your brand relevant and credible in light of changes to your business. Take feedbacks, talk to customers, read industry and community news. Change product, market or marketing policies as per need - or REBRAND

HOW TO DEFINE THE BRAND

◉ Choose right Image

- If you chose to project image very different from what you are or your product is, it can get stressful to carry
- Image Can't be Hollow. It should go with the value proposition
- You should be able to deliver that value proposition consistently

◉ Product <-> Customer <-> Competition

- What may appeal to the target customers
- What your product can deliver
- What competition does not deliver

BRAND FIRST

⦿ Then

- Logo, color scheme
- Business cards, brochures
- Website
- Marketing

⦿ 3 ways

- DIY free resources on internet
- DIY with software - little bit technical knowledge, learning required
- Hire someone to do it - but learn how to maintain/change

TRUTHS ABOUT BRANDING

- ◉ CUSTOMERS OWN THE BRAND IMAGE. YOU DO NOT. YOU CAN ONLY DEFINE BRAND IDENTITY.
- ◉ Brand is a perception but it can be felt, it is measurable - the value should be felt through your dealings.
- ◉ Brand changes - be open to adapt and change your brand as per market demands.
- ◉ It is a long drawn process. Don't expect results in 3-4 months.
- ◉ Branding can boomerang badly if you over-promise and under-deliver.

IMPORTANT STUFF

- ◉ Think big but take baby steps. Am sure your brand will motivate you
- ◉ There are always cheaper or free ways of getting things done. Don't get stuck, just start and get things done one by one as you find time, investment and motivation
- ◉ Reach out to networking groups, friends, mentors, even competitors to seek information and help - there is always someone around the corner to offer you free expert help
- ◉ Take some professional training if that helps you feel more confident and less groping in dark
- ◉ Read a lot, keep exploring. There is huge store of free information available in this internet content heavy era
- ◉ Google all your silly doubts and you will surely get answers

HOW DID I DO IT? -



- ◉ A brand for SMEs
- ◉ Adopted violet purple color scheme to bring in the differentiating factor from the stiff, non friendly consultancies
- ◉ Simple professional logo done on internet
 - Progressive, professional, feedback sought from fans
- ◉ Following what is preached - example in action
 - Simple clean website
 - Interactive
 - Professional
 - Least intrusive approach
- ◉ Establishing as an expert
 - Supply free technical and marketing info to people as a take away
 - Lot of focus on creating awareness, drill down importance, education
 - Blog has relevant thoughts, articles
 - Stressing upon my skills to deliver
- ◉ Created products to suit various needs - especially cash stressed SMEs



HOW DID I DO IT? - ipseity

unique ornament, unique you

- ◉ A brand of self expression for Women with strong sense of individuality
- ◉ Focus is on customers than on the product - Communication, Ipseity Women Of Substance, Promotions, Events
- ◉ Logo & color scheme chosen with a lot of thought
- ◉ Positioned as premium brand - value adds like returns exchanges, price transparency & standardization, content filled ecommerce website, tracking of order, wish list, newsletter, media presence, good-quality product photographs, marketing material etc
- ◉ Carry as a Retail brand - pricing, display, tagging, packaging, receipts with every transaction, non-ad-hoc dealings
- ◉ Communication is personal, friendly, more active on facebook
- ◉ Added a social responsibility aspect
- ◉ Used existing skills, took professional training, sought advice from experts
- ◉ EFFECT - Unison, Brand is almost a mirror image of customers