

Branding with ETHOS:

BASIC CONCEPTS FOR SUCCESSFUL BRAND DEVELOPMENT



Attention all Captains:



“Marketing and branding are to a business what compass and rudder are to a ship.

Maybe you can stay afloat without them but most certainly you can't navigate in open waters.”

(Guido Laudisa- author of Branding with Ethos, 2017)

The purpose of branding

- **Project** the company's values and mission
- **Differentiate** the brand in a memorable way
- **Establish** a consistent visual standard
- **Create** an emotional tie with the audience

The initial assessment

- Take a careful look at your company to get a clear picture of its purpose and place.
- The familiar **SWOT** analysis can help, here's what each letter of the acronym stands for:
 - **Strengths:** *Characteristics of the business or product that give it an advantage over others.*
 - **Weaknesses:** *Characteristics that place the business at a disadvantage relative to its competitors.*
 - **Opportunities:** *Elements that the business could exploit to its advantage.*
 - **Threats:** *Elements in the marketplace that could cause trouble for the business or product.*

The **steps** of brand development

- Vision Statement
- Mission Statement
- Essence
- Personality
- Positioning/Value Proposition

Vision Statement

- A vision statement describes what you want your company to become in the future.
- It should be **aspirational** and **inspirational**. Ideally, the statement should be one sentence in length and should *not* explain how the vision will be met. *(That will come later in the process.)*

Good to know:

- What are your most important products and services?
- What products and services will you never offer?
- What is unique about doing business with your brand?
- How would your customers describe your brand?
- Where do you want your company to be in five years?

Mission Statement

- A mission statement defines the purpose of the company. It should be **simple**, straightforward, articulate, and consist of terms that are easy to grasp by anyone.
- It should be **motivational** to both employees and customers.

Good to know:

- What are the specific market needs the company exists to address?
- What does the company do to address these needs?
- What are the guiding principles that define the company's approach?
- Why do customers buy from you and not your competition?

The Brand's Essence

- The essence of the company speaks to the **intangible emotions** you want your customers to feel when they experience the brand.
- A brand's essence is the representation of the company's **heart, soul, and spirit**, and is best described with one word.

Good to know:

- When your customers experience your product or service, what emotions does the encounter elicit?
- If your brand were a person, how would you describe its personality?



The Brand's Personality

- Just as with humans, a brand's personality describes the way a **brand speaks**, behaves, thinks, acts, and reacts.
- It is the **personification** of the brand: the application of human characteristics to a business.

What personality do you want to project when people experience your brand?

- Lighthearted and fun?
- Serious and all business?
- Down-to-earth?
- Playful
- Socially Aware?

Positioning/Value Proposition

- A brand positioning statement, or value proposition, is a one- or two-sentence statement that clearly articulates your product or service's **unique value**, and how it **benefits** customers.
- It must define the audience, define the category in which the brand exists, cite a clear product or service benefit, **set** your brand **apart** from your competitors, and instill confidence the brand will **deliver** on its **promise**.

Good to know when crafting a positioning statement:

- To whom are you speaking? (*Target market, demographic, and persona*)
- Which market segment does your product or service target?
- What is your brand promise? (*Both explicit and emotional*)
- Why is your product or service different from the competition, and why should your customers care?



An age-old dilemma



"Half the money I spend
on advertising is wasted;
the trouble is I **don't know**
which half."

John Wanamaker—Department store pioneer

Branding with ETHOS:



INFLUENCER MARKETING 2019 STATISTICS

Influencer Marketing

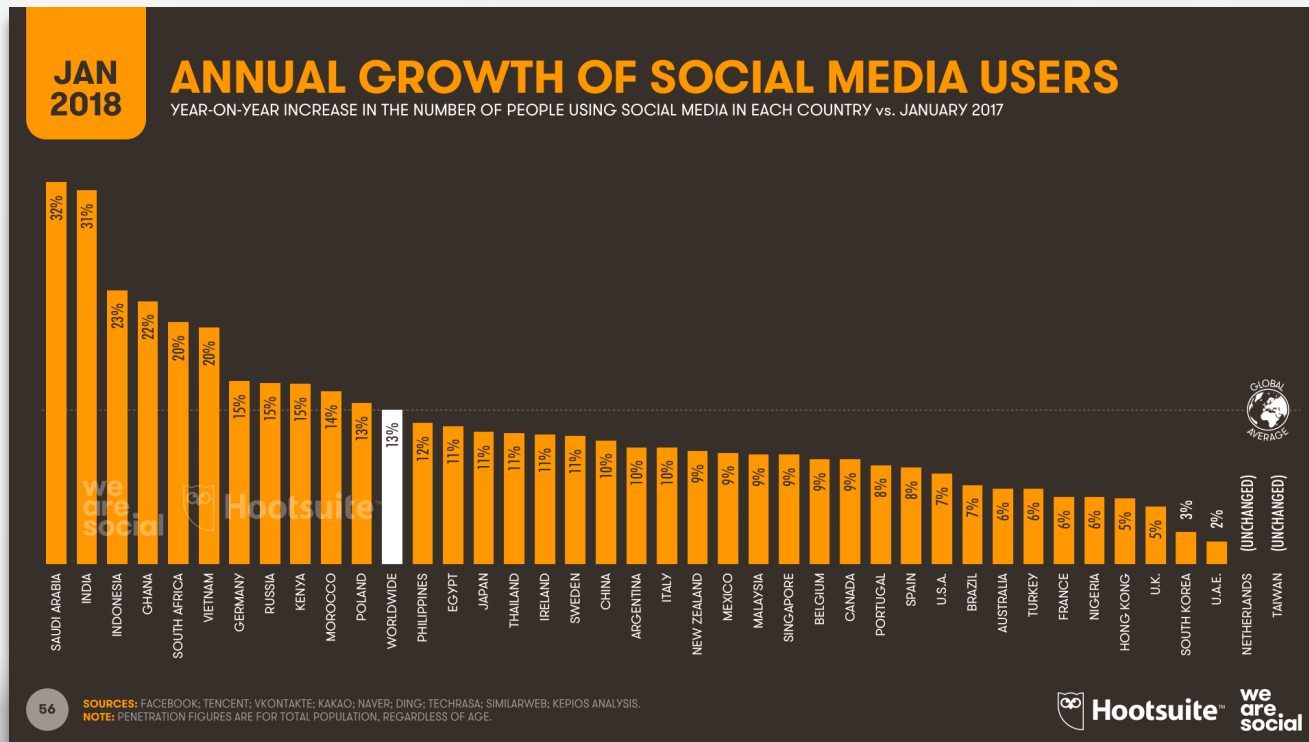
- The stratospheric rise of influencer marketing in the last few years has been **nothing short of astonishing**.



Chart courtesy of Hootsuite.com

Influencer Marketing

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Hootsuite we are social

Chart courtesy of Hootsuite.com

Let's Ponder on This:

**Does social media work and
that's why we push it?**

—

**Or do we push social media and
that's why it works?**

Catchy Statistics

- The influencer marketing industry could be worth **\$10 billion by 2020**
- With **78%**, the **Instagram Post** was the most popular content format in 2018
- People are **10 times** more likely to be influenced by a **non-celebrity** blogger than a celebrity
- **78% of social influencers** for brand collaborations worldwide used **Instagram** as their primary social media platform in 2018

Catchy Statistics

- **66%** of influencers used **sponsored social media posts** to generate revenue in 2018
- **50%** of brand marketers identified **spotting fake followers as their main concern** in 2018
- **43%** of brand marketers identified **engagement as the most important criterion** when evaluating influencers in 2018

Types of Influencers

- **Micro-influencers** have roughly between 5,000 and 25,000 followers.
- **Small influencers** have between 25,000 and 100,000 followers.
- **Big influencers** have between 100,000 and one million followers.
- **Macro-influencers** have between one and seven million followers.
- **Celebrity influencers** have more than seven million followers.

Popular Platforms

- **78%** of social influencers for brand collaborations worldwide used **Instagram** as their primary social media platform.
- **16%** of social influencers worldwide use **blogs** as their primary social media platform.
- **4%** of social influencers worldwide used **YouTube** as their primary social media platform.
- Only **2%** of social influencers for brand collaborations worldwide used **Facebook** as their primary social media platform.

Brand Marketers Metrics

- **63%** of influencer marketing budgets will increase in 2019.
- **80%** of marketers found influencer marketing effective in 2018.
- With **81%**, **content quality** was the number one factor for brand marketers when picking the right influencers in 2018.
- **43%** of brand marketers named **customer engagement** as the most important factor when evaluating influencers.
- **48%** of brand marketers named **audience relationship as the most important factor** when running influencer campaigns.
- **36%** of brand marketers said **recruiting influencers is their biggest challenge** in managing influencer campaigns in 2018.
- Influencer **fraud was a big concern for 64%** of brand marketers in 2018.

Measure Influencers' Impact by:

- **Engagement Rate** – This indicator measures the level of “commitment” between an influencer and his/her online audience.
- **Conversion Rate** – This indicator tracks several digital marketing facts, such as sales before, during, and after an influencer marketing campaign.
- **Referral Traffic** – This indicator measures the number of visits to a website from pages other than Google.
- **Reach and Awareness** – This indicator measures how many people became aware of a particular brand as a result of a campaign.
- **Audience Growth** – This indicator measures how many people are actually buying from your brand, as opposed to simply being aware of its existence.

Words of Wisdom

“A man who stops advertising to save money is like a man who stops the clock to save **time**.”

Henry Ford—*Industrialist*



Parting Thought



“Glory is fleeting, but obscurity is **forever**.”

(Napoleon Bonaparte)



Thank You.

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