How to build an effective & measurable brand

01

Determine your target audience

If your brand doesn't resonate with your audience, it won't lead to that awareness, recognition, trust, and revenue. That's where target market research comes in.

Establish your mission statement

Why did you create your business? Answering this will help you build your mission statement, which defines your purpose and passion as an organization.

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03

Define your values, features, and benefits

There are probably lots of businesses in your industry and niche. It's easy to focus on your competition (and there's a time and place for competitive analysis), but, for now, let's focus on you.

04

Create your visual assets

At this point, you should understand your target audience, your mission statement, and the unique qualities that make up your business.

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Find your brand voice

Next, consider the auditory component of your brand. What would your brand sound like if you had a conversation with it, or if it texted you? How you communicate with your target market is also considered part of your branding.

06

Market your brand

Your brand only works if you do. Once you finish designing and creating your new brand (or rebrand) integrate it throughout every inch of your business. Pay extra attention to ensure it's displayed anywhere your business touches customers.

Thanks
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