**Marketing Plan - Branding**

1. Brand Name

Think about making your tagline customer focused, so write it from the customers point of view and the benefits they receive rather then the service you provide.

Example – Instead of “A holistic approach to full body wellness”

Say “Your pathway to full body wellness”

1. Brand Statement/Tone/Personality = Brand Identity

This is a 3-5 sentence statement that answers WHY you are in business, why you are different. Be unique and authentic. How do you or your business add value to the marketplace? What pain points do you solve? What will make you different in this industry? Use personality characteristics in your brand statement.

Brand personality is a "human set of characteristics" that are connected to a brand. Brands with a strong, well-defined personality instantly win some likeability points because customers are able to relate to them on a personal level. Your brand identity should instantly communicate how you solve these problems. Do you offer peace of mind? Workplace efficiency? The most convenient office supply delivery around? Regardless of how your brand connects with your customers, your ability to solve problems should be at the core of your brand identity.

1. Describe Services

From a customer viewpoint, why would a person need your product service? How do you make your clients feel? What problems do your potential customers have that you can solve?

1. Target Audience

When you think about your target audience think about defining their challenges, aspirations, interests and the problems you can solve for them. A well-defined target audience will help you develop the right content. In the social media marketing world they call target audiences buyer personas.

1. Branding Story

Background on my journey (I don’t know if any of this is even relevant):

What have you experienced that helps you relate to other people? Why should your clients trust you?

1. Market Research

Research and record who your competitors are, what their strategy is and what is working or not working.

Research industry understand how customers look for product/service

Complete social media listening and a social media audit.