



BUILD YOUR

Brand Foundation

Strong brand presence is best built on a thoughtful foundation. Learn more and dive in: get clear on your who, what, and why, before you build the brand presence you envision.



Purpose

Describe your business concept to someone who has no knowledge of your company:

What drove you to start your business?

What is your “Why?” - your deeper purpose, guiding principle, aside from making money:

What is your mission statement?

Why does your brand exist, and what problem does it solve?

What values does your brand stand for?

SECTION TWO: POSITIONING

Identifying Your Target Market

When chatting with business owners and asking about their target market, I often hear “*anyone with a heartbeat!*” - While this is certainly relatable as a business owner myself, there are a lot of reasons why narrowing down an ideal target market is essential for profitability.

A common misconception in narrowing down a target market is that you’ll lose potential customers - this isn’t true! Narrowing down a target market will help give you direction, providing clarity on what the right business decisions are: where your product or service should be placed in the market so that your ideal customers can find you, what elements are going to best connect with your target clients to attract them?

You can’t convert your ideal client if you don’t show up where they are looking, and without getting clear on who those clients are, you can’t create a marketing plan that puts your brand in front of them. This doesn’t remove anyone from your potential client base; it just provides the best opportunity for connection with your ideal clients or customers, who are most likely to invest in your product or service. A few key points below:

EFFICIENT MARKETING

Knowing your target market allows you to tailor your marketing efforts more effectively. You can create messages and campaigns that resonate with the specific needs, preferences, and pain points of your ideal customers, leading to higher engagement and conversion rates.

COMPETITIVE ADVANTAGE

Small businesses often compete with larger, more established competitors. By focusing on a niche market, you can differentiate yourself and develop a competitive advantage. Serving a specific target market allows you to become an expert in that niche, making it harder for larger competitors to replicate your personalized approach.

ADAPTABILITY & AGILITY

Small businesses can be more adaptable and agile in responding to market changes. If you understand your target market well, you can quickly adjust your strategies to meet evolving customer preferences and industry trends.

A BETTER UNDERSTANDING OF CUSTOMER NEEDS

A well-defined target market enables you to gain a deeper understanding of your customers. By knowing their needs, challenges, and desires, you can develop products or services that are more likely to meet their expectations, fostering customer satisfaction and loyalty.

MAXIMIZING ROI

With limited resources, small businesses need to ensure a high return on investment (ROI). Targeting the right market increases the likelihood of attracting qualified leads and converting them into customers, maximizing the effectiveness of your marketing efforts.

SUSTAINABLE GROWTH

By focusing on a specific target market, small businesses can achieve sustainable growth. As you establish a strong presence in your niche, you can gradually expand your reach and offerings based on the success and feedback from your initial target market.

Want to learn more? Check out the resources at BuildableBranding.com/Resources

Target Market

Describe your target market (B2B/B2C, age, location, demographics, etc.)

Who is your ideal customer or target audience (Age range, gender, lifestyle, income level, educational background, etc.)

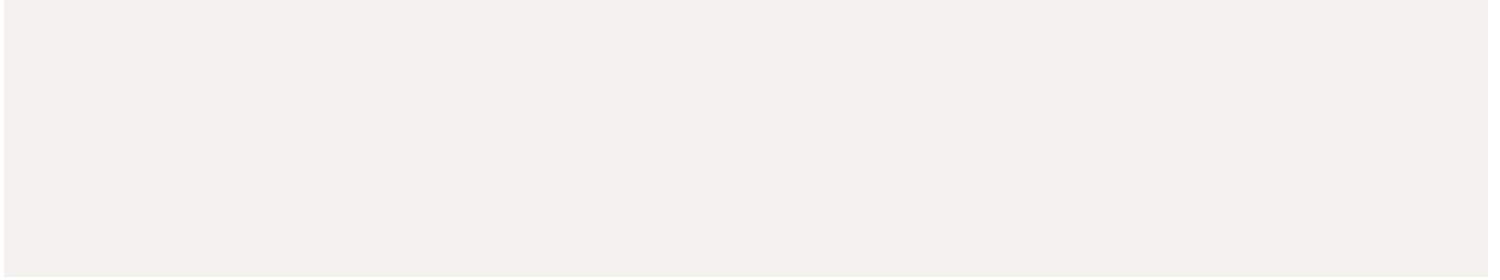
Where does your ideal customer find your product? (ie, storefront, online shop, pinterest, instagram, amazon, etc,)

What problem/pain point are you solving for your consumers?

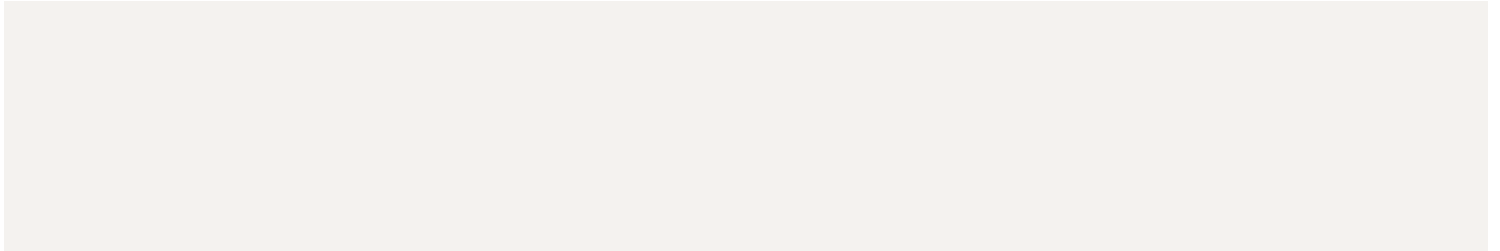
Want to dive deeper? Check out the Ideal Customer Avatar Workbook at BuildableBranding.com/Resources

Competitive Landscape

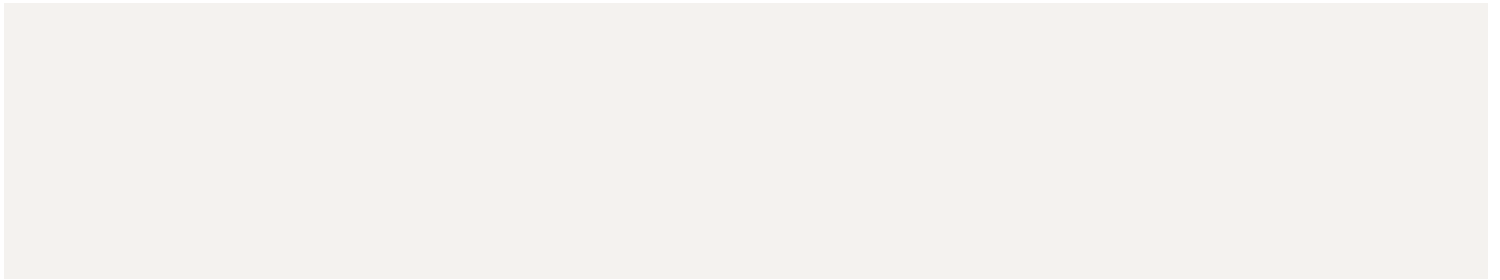
Who are your main competitors, and how do you compare to them?



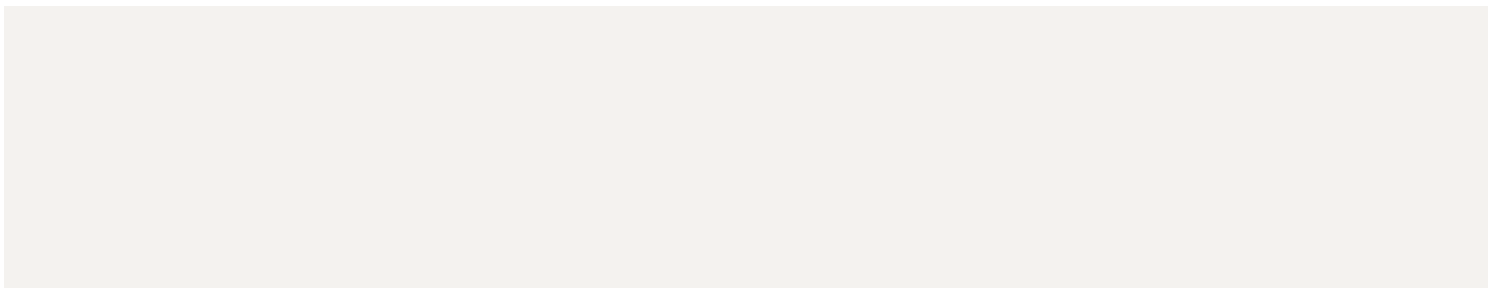
What are the strengths and weaknesses of your competitors, and how can you leverage them to your advantage?



What benefits/advantages will your product/service provide in comparison to competitors?



What is the long-term vision for your brand? Where do you see your business in 5-10 years?



Brand Personality

If your brand were a person, how would you describe its personality? (Fun, casual, quirky, etc.)

What adjectives and characteristics represent your brand?

Brand Story

What is the story behind your brand?

How did your brand come into existence, and what milestones have shaped it?

Brand Promise

What promises or commitments does your brand make to customers?

How do you ensure consistency in delivering these promises?

Brand Experience

What is the overall experience you want customers to have with your brand?

How do you want them to feel at every touchpoint??

Brand Perception

How do you want your target audience to perceive your brand?

What emotions or associations do you want your brand to evoke?

Differentiation

What makes your brand stand out in the marketplace?

What is your Unique Value Proposition? A UVP is a concise and compelling statement that communicates the unique benefits and value that a product or service provides to its target audience.

Visual Identity

How do you want people to feel when they see your brand visuals?

What do you want your brand visuals to communicate to your audience?

What colors, fonts, and design elements reflect your brand?

Ready to bring your brand to life?

Now that you have clarity in your purpose, positioning, and foundation, it's time to bring your brand to life! Shop the concepts at BuildableBranding.com to find the one that best represents your brand foundation, facilitating connection with your target audience.

Need help taking it a step further? Perhaps a creative consultation or custom brand project is right for you. Head over to ethosdesignstudio.com to get in touch and schedule a chat!