

BUILDING A STRONG BRAND FOR YOUR STARTUP



HELLO!

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Introduction

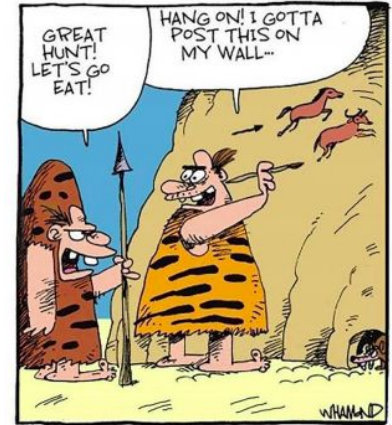
What's the deal with branding?



Introduction to Branding

- Branding is storytelling
- Your brand/story has to rise above the noise
- Great brands appeal to logos, pathos, ethos
 - ▷ Logos = appeal to logic
 - ▷ Pathos = appeal to emotion
 - ▷ Ethos = appeal to credibility - character

Good branding is not just a name or a logo, it is what people think of when they hear **your name**, see **your logo**, or use **your product**.



Early Facebook

1

Know Yourself

Your brand's story is your brand's identity

“

*If you want to be me, be me. And
if you want to be you, be you.”*

- Cat Stevens



Brand Identity

- Pinpoint **personality** and **vision**
- Avoid the Brand Identity Crisis

Answer these two questions:

1. What is your company's story?
2. What is your 3-5 year plan to execute that story?



What is your company's story?

- What was your initial passion?
- Why did you start the business?

Helpful Tips:

1. Focus on your expertise
2. Brainstorm words that will represent your company

Key elements: Value, Inspiration, Practicality, Measurability, Brevity



What is your 3-5 year plan to deliver your story?

- Developing your mission is 30% of your plan
 - The other 70% is the marching orders
1. Prioritize your goals
 2. Execution steps
 3. Accountability assignments
 4. Evaluation and reevaluation

Your brand is an extension of **your story**. Like the cover of a book, the brand needs to match the story.

2

Know Your People

You can't build a brand without knowing whom you're building it for



The Customers

- Find out what they like, how they talk, when they're listening, and where they hangout
 - Connect your story to their story
1. Do research
 2. Identify traits of your ideal customers
 3. Document your personas

3

Be Honest

Honest Brands Generate
Word-of-Mouth Referrals

“

“Whoever is careless with the truth in small matters cannot be trusted in important matters.”

- Albert Einstein



Be Honest With Your Audience

- Be completely honest about everything (especially your product)
- Honesty reinforces who you are and how you do business
- Honesty will build your customer base

Showcase honesty by telling **real-life** stories about your company

4

Be Passionate

You love your business. It is your passion.



Passion is Contagious

- Communicate your passion in a way to relate to your customers
- Passion attracts people which then leads to greater receptiveness when communicating
 - ▶ Your logo and mission and values go on everything
- Vision leaks. Repeat it often.



5

Be Consistent

Once you know your brand, stick with it



Keep it Consistent

- Without consistency your customers get confused, lose interest, and gravitate towards other brands
- Rebranding can be necessary, but be extremely careful

6

Branding Checklist

All businesses use a variety of marketing methods



Showcasing your brand

1. Social Media
2. Website
3. Physical Collateral
4. LinkedIn
5. Clothing
6. Email Signatures
7. SWAG
8. Videos

7

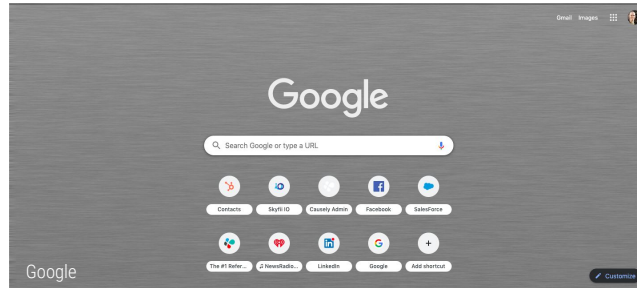
Strong Brands

Strong storytellers



Brand Champions

- Google
- Nike
- Starbucks
- Geico
- Amazon



Conclusion

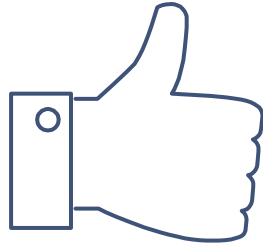
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Summary

- Building a brand takes time
- Be patient with the process
- It will give your company purpose, direction, and a story

You'll not only attract new customers, you'll create the foundation for a great business that lasts for years to come.



THANKS!

Any questions?

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