

BRANDING WORKBOOK: A 5-STEP PROCESS TO UNCOVER YOUR COMPANY'S VALUES AND IDENTITY

THE
MARKETING
REVOLUTION

Welcome to the transformative journey of refining your company's Brand Values and Identity. By embarking on this exploration, you're not only demonstrating a commitment to authenticity but also paving the way for a deeper connection with your audience.

Whether your enterprise is in its infancy or has established roots, articulating your Unique Selling Points (USPs) and Value Proposition (VP) is paramount. In a competitive landscape, the strength of your brand determines its trajectory—clarity breeds trust and loyalty, while ambiguity invites skepticism.

Our goal with this exercise is to uncover the essence of your brand, empowering you to resonate authentically with your audience and propel your company towards sustainable growth and resonance. Additionally, this exercise should help guide marketing decisions and pivots necessary to grow your market share. Let's jump right in!

STEP 1: REFLECTION AND BRAINSTORMING

Individual Reflection:

Take some time individually to reflect and think about what your company stands for. Consider your mission, goals, and the impact you want to make.

Team Brainstorming Session:

- Schedule a Meeting: Arrange a brainstorming session with key team members.
- Encourage Openness: Foster open and honest discussions about the company's purpose, values, and desired perception.
- Prepare Discussion Points: Have each team member write down 3-5 points for discussion.

STEP 2: CORE VALUES IDENTIFICATION

List Core Values:

Have each team member list what they believe are the core values of the company. Consider aspects like integrity, innovation, customer focus, teamwork, social responsibility, etc.

Core Values:

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Group Discussion:

- Schedule time to sit down and discuss everyone's lists of Core Values, then identify common themes and values that resonate with the team.
- Ask questions like:
 - "What principles guide our decisions?"
 - "What do we want to be known for?"
 - "How should marketing help tell our story?"
 - "Where are our customers coming from?"

Narrow Down to 3 Key Values:

Choose 3 key values that truly define your company, guiding your actions and decisions.

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STEP 3: BRAND IDENTITY EXERCISE

Brand Persona:

Imagine your company as a person. How would you describe its personality? Is it serious, playful, innovative, traditional, or something else? This helps in defining the brand's identity.

Brand Promise:

Define the promise your company makes to its customers. What can they consistently expect from your products or services? This is a crucial aspect of your brand identity.

Unique Selling Proposition (USP):

Identify what makes your company unique. What sets you apart from competitors? This uniqueness is a key component of your brand identity.

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Bonus Question:

How do customers currently learn about your brand, and how do they engage your services?

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STEP 4: ALIGNING VALUES WITH IDENTITY

Values-Identity Alignment:

- Ensure that the identified core values align with the envisioned brand identity. For example, if transparency is a core value, the brand identity should reflect openness and honesty. These core values serve as the guiding stars, dictating decision-making processes and shaping the overall culture. Whether it's integrity, innovation, or inclusivity, articulate these values with precision.

Visual Elements:

- Visual elements play a pivotal role in reinforcing brand identity. Consider visual elements that align with your brand identity. Select colors, typography, and design elements that not only capture the essence of your brand but also echo its values. For instance, if innovation is a core value, opt for sleek and futuristic designs that mirror a progressive outlook.

Authenticity forms the bedrock of enduring brand-consumer relationships. Ensure that the alignment between values and identity is not contrived but stems from genuine convictions. Consumers are adept at detecting insincerity; therefore, strive for an authentic portrayal of your brand's ethos.

STEP 5: REFINEMENT AND DOCUMENTATION

Refinement:

- Refine and finalize the identified values and brand identity with input from key stakeholders. Ensure that there is a shared understanding and agreement.

Documentation:

- Document your company's values and brand identity. Create a clear and concise statement that can be easily communicated internally and externally.

STEP 6: TESTING AND ITERATION

Internal Testing:

- Test the values and brand identity internally. Share them with your team and gather feedback. Ensure that they resonate with everyone.

External Testing:

- Share the values and brand identity with a select group of customers or stakeholders. Collect feedback to see how well it aligns with external perceptions.

Iteration:

- Based on feedback, be open to refining and iterating on your values and brand identity. It's an evolving process that may need adjustments over time.

By engaging in this comprehensive exercise, you'll gain clarity on your company's values and identity, laying a strong foundation for building a consistent and authentic brand.

BONUS QUESTION: APPLICATION

In what areas does my marketing need to improve, be modified, or change based on this information?

- Website (design, messaging, CTAs)
- Organic Marketing (SEO)
- Messaging, Blogs, Website Content
- Paid Advertising (Google, Social Media, TV, Radio, Print)
- Assets (flyers, door hangers, presentation material, sales collateral)
- Name and/or Tagline
- Internal communications with our team / How we talk about the company
- Do we know:
 - Our customer acquisition cost
 - Top referring channels
 - Target audiences and geo locations
 - Are we consistent across all touchpoints
 - Are we using data to drive our decisions