

Accessorizing Your Brand

A brand is the "name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers," according to the American Marketing Association.

As Jeff Bezos says, "Branding is what people say about you when you're not in the room."

There are four, major ways to accessorize your brand to help it stand out from your competition.



Awareness

There are several ways to create brand awareness or affiliation with your product / service among your target market, including:

- | | | |
|---|--|---|
| <input type="checkbox"/> Search Engine Optimization (SEO) | <input type="checkbox"/> Traditional marketing | <input type="checkbox"/> Hashtags (hastagify.me) |
| <input type="checkbox"/> Unique / memorable domain name | <input type="checkbox"/> Events | <input type="checkbox"/> Social media listening |
| <input type="checkbox"/> Colors, fonts, and images | <input type="checkbox"/> Speaking engagements | <input type="checkbox"/> Promotional marketing |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Local, online business listings (Google and Bing) | <input type="checkbox"/> Guest blogging/vlogging |
| <input type="checkbox"/> Video subscription channel | <input type="checkbox"/> Search Engine Marketing (SEM) | <input type="checkbox"/> Interviews |
| <input type="checkbox"/> Email | | <input type="checkbox"/> Help A Reporter Out (HARO) |

Check the ones that will work best for your brand. Additional notes:

Interest

Generating interest in your product / service to encourage buyers to research your brand further takes place here.

- | | | |
|---|--|--|
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Hashtags connected to relevant topics | <input type="checkbox"/> Leveraging <u>only</u> the social media platforms of your target market |
| <input type="checkbox"/> Influencer reviews | <input type="checkbox"/> Sharing other people's stories/content | <input type="checkbox"/> Hustle |
| <input type="checkbox"/> Interesting use of your product (video) | <input type="checkbox"/> Becoming a thought leader in the space | |
| <input type="checkbox"/> Storytelling (video and/or text w/ images) | <input type="checkbox"/> Using humor, when appropriate | |
| <input type="checkbox"/> Word of mouth / trends | <input type="checkbox"/> Correlating your brand with other topics, e.g., The National Day Calendar | |

Check the ones that will work best for your brand. Additional notes:

Desire

In this phase, you're moving your target market from "liking it" to "wanting it!" How do you go about that?

- Influencer sharing reviews
- Testimonials
- Explainer videos
- Instagram stories
- YouTube videos
- In-person events
- Tradeshows / Conferences
- Interviews
- Press releases/media coverage
- Guest blogging
- Fun and unique hashtags
- Social media sharing
- Promotional marketing
- Search Engine Marketing (SEM)
- Webinars & podcasts

Check the ones that will work best for your brand. Additional notes:

Action

The key to all of this is to move the buyer from interacting with your brand to taking the next step, such as downloading content, completing a form, attending an event, joining your email list, buying a product, calling for a consultation, engaging on a live chat/video conference/webinar, etc.

- User-friendly website forms
- Targeted landing pages
- Effective calls to action
- Easy buying processes
- Free, short consultations
- Video or in-person pitches
- Public speaking topic "pitches"
- Be present when speaking with others
- Quick follow-up
- Offering services in a bundle
- Price for your market
- Hustle

Check the ones that will work best for your brand. Additional notes:

Penheel Marketing

We build muscle – marketing muscle – for CPAs and small business owners.

<https://Penheel.com>



SERVICES

- ✓ Social Media Strategy and Development
- ✓ Digital Marketing, including SEM, SEO, AdWords, website design and development, email, and more.
- ✓ Blogging, Copywriting, and Editing
- ✓ Graphic Design
- ✓ Public Speaking and Teaching