



BOOST YOUR BRAND

fourtencreative.com/boost

410

FourTen
Creative

Branding, Web, Digital Marketing Optimization

Scott Bothel, Digital Marketing Consultant

Fourtencreative.com

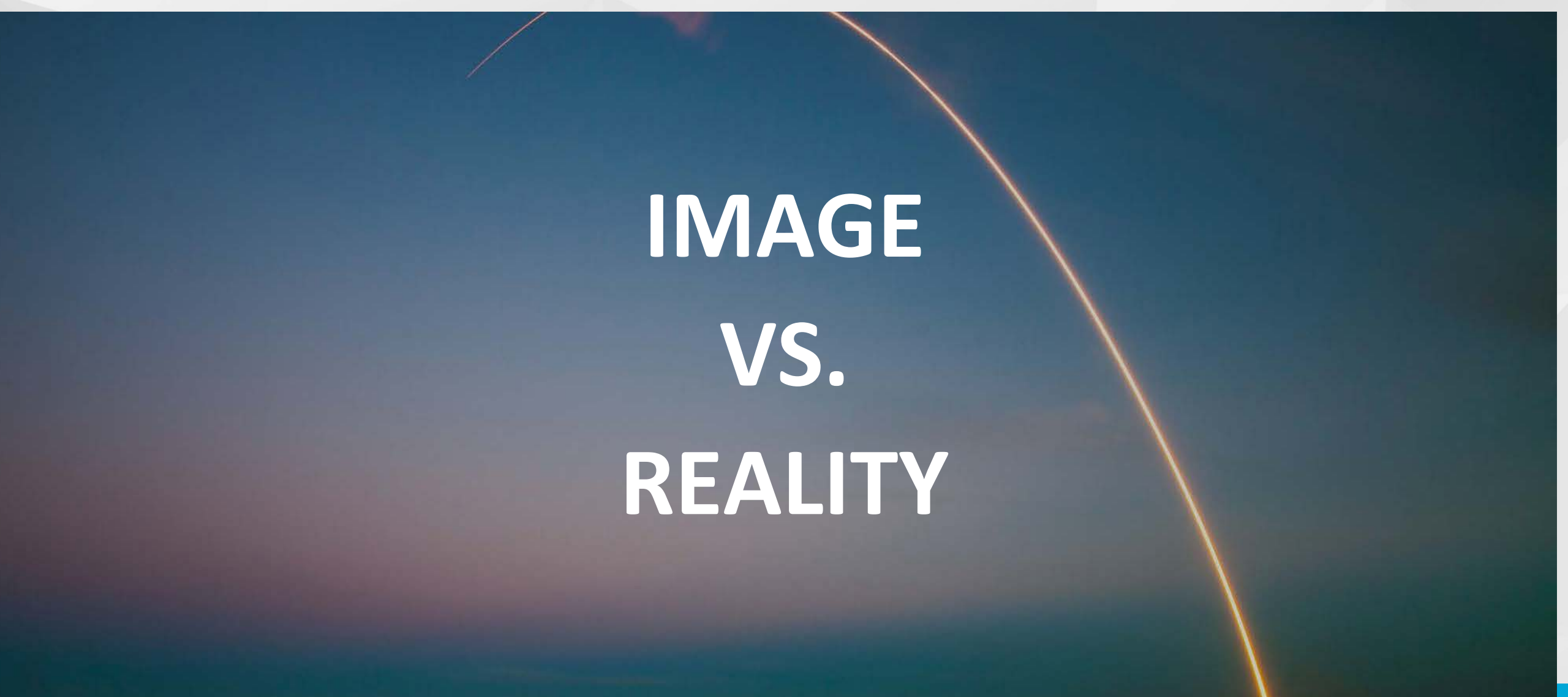


IMAGE VS. REALITY

410

The Problem

Definition

Branding

The image of a company, service, or product in the minds of their potential, current, or past customers.

Takeaway

A “brand” is a psychological presence.



Tell a Compelling Story

Stories engage emotion and create deeper memories.

Stories involve characters, plot lines, and outcomes.

Contextualize your product or service so customers can “see themselves”.

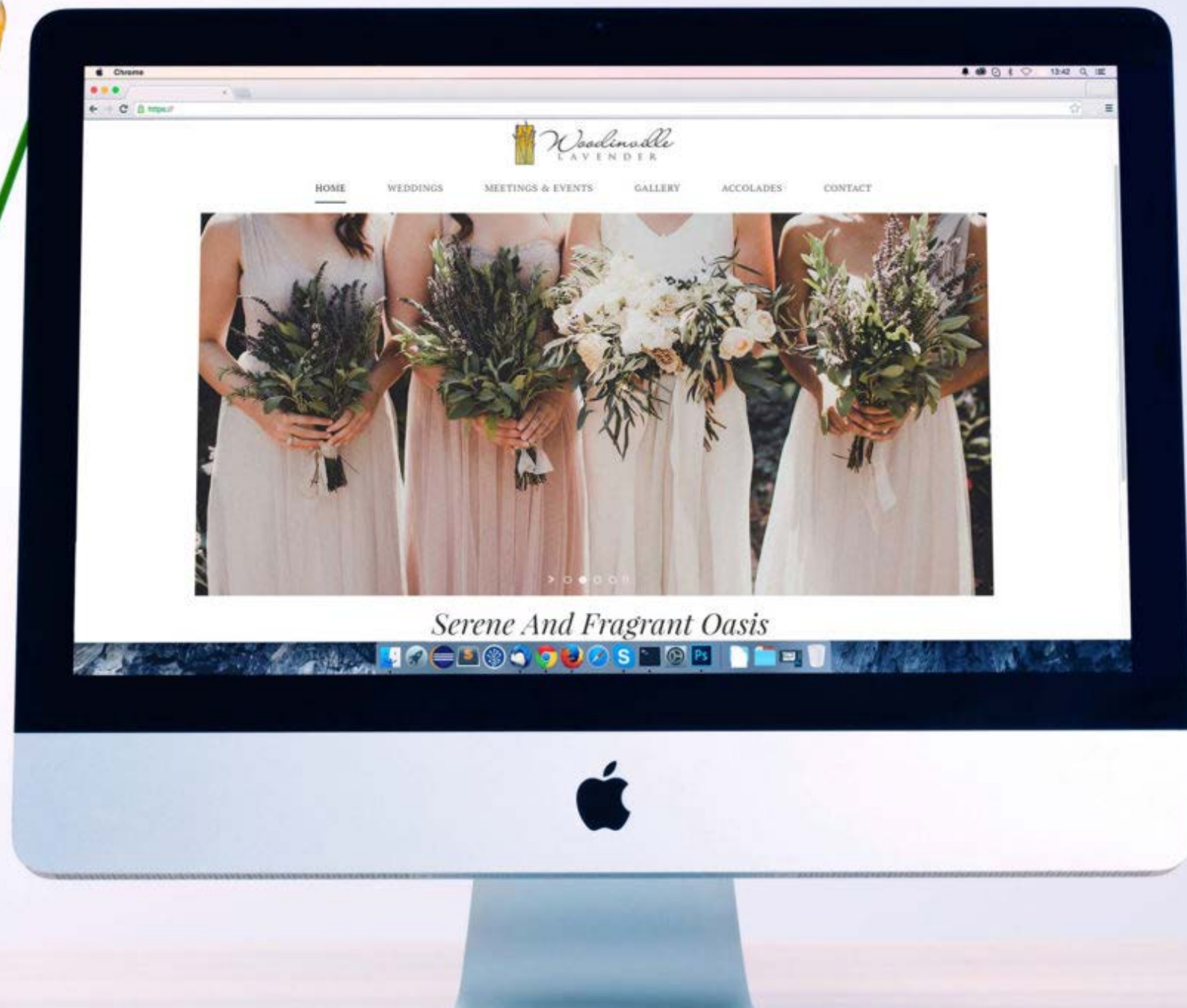
Story Examples:

- Origin stories
- Customer success
- Allegory or metaphor

Story formats:

- Video
- Photos
- Articles

Woodinville Lavender



Start With Why

What's your motivation?

Inspire action based on the values and vision that drive your business.

Write a position statement (100, 50, 25 words).

Write a tagline or strong marketing messages.

Evermark



Speak to Your Ideal Customer

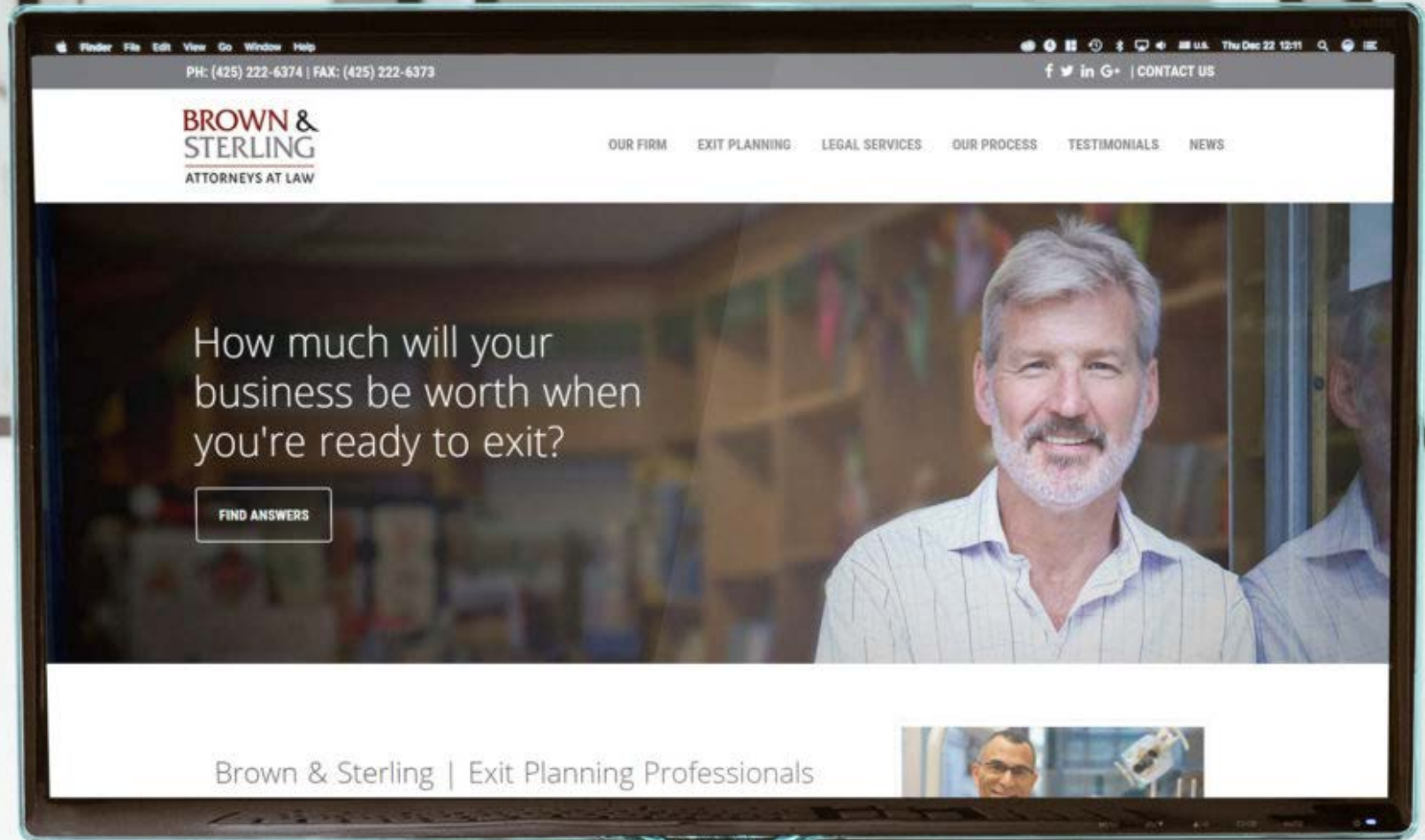
Too many options creates customer paralyzation.

Don't aim at the lowest common denominator.

Present your best and scale back when needed.

Target and segment your marketing efforts.

Brown & Sterling



Refresh Your Look

Simplify your logo if it's too complex.

Standardize your marketing with a brand guide.

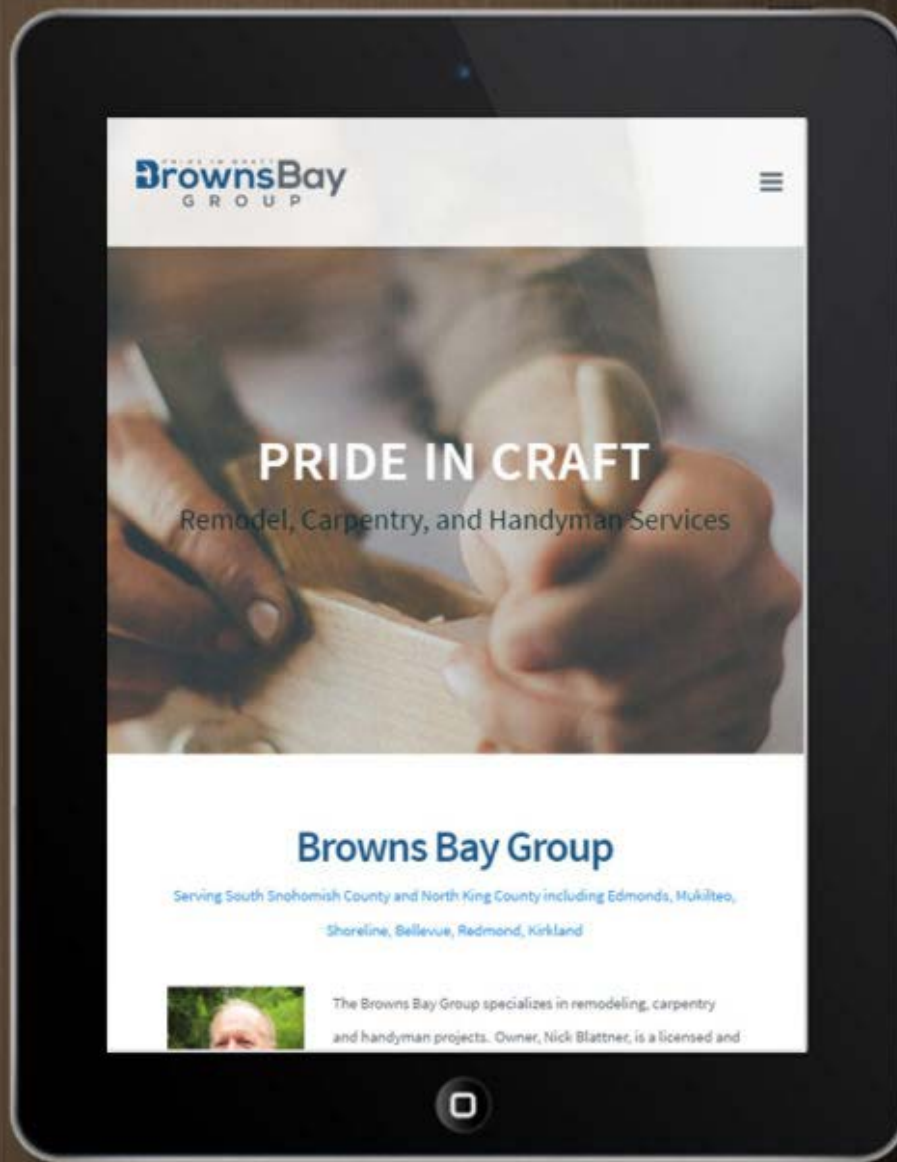
Up your photo game.

Get new business cards.

Go mobile friendly.

Use fewer words.

Browns Bay Group



Bonus! The DIY Re-Brand Recipe

Step 1: Logo

Fiverr.com

TailorBrands.com

Step 2: Print

GotPrint.com

Step 3: Web

SquareSpace.com

Social Media Profiles

MailChimp.com