



Cowboys Need Branding Too

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What is branding?




Branding is the strategic foundation of all your communications.

Clearly define your brand **BEFORE** you begin outreach: Ready/Aim/Fire

4 PHASES TO YOUR BRANDING:

1. Analysis
2. Strategy
3. Standards
4. Marketing

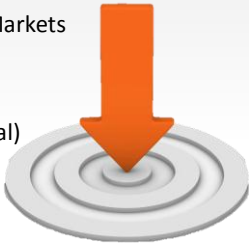



Step 1: Analysis

Start by clearly defining the current environment.

How are you currently perceived?:

- Primary & Secondary Markets
- Key Influencers
- Market Trends
- Surveys (online/personal)






Step 1: Analysis

Next, Clearly Define (In Writing) Your Current:

- Target Market
- Existing Customers
- Brand Values
- Brand Personality
- SWOT: strengths | weaknesses | opportunities | threats






Step 1: Analysis

Current Brand Audit:

- Existing Touch Points
- Brand Consistency
- Brand History/Positioning
- Portfolio Analysis (for multiple brands)






Step 2: Strategy

Define your intended positioning and personality.

Focusing Your Brand:

- Updated Brand Image
- Refreshed Personality
- Brand Promise/History
- Repositioned Values






Step 2: Strategy

- Brand Identity / Personality
- Brand Position
- Market Position
- Value Proposition
 - Benefits
 - Psychographics / emotional drivers
 - Featured values
- Brand Architecture (if required for multiple brands)







Step 3: Standards

Brand Vocabulary

- Name
- Descriptor
- Tag line
- Domain Name(s)
- Copy style
- Keywords/Phrases







Step 3: Standards

Brand Visuals


- Logo
- Typeface(s)
- Layout styles
- Imagery (related graphics and photography)




**Step 3: Standards**

Digital Standards


- Website (inter/intranet)
- Blog (25 keywords/phrases)
- Newsletter (electronic and/or print)
- Social Media: Facebook, YouTube, Twitter, LinkedIn, Pinterest, etc.!
- Audio signature(s)



**Step 3: Standards**

Business Package

- Business cards
- Letterhead & envelope
- Note card
- Presentation folder
- Proposal/report cover
- Digital media labels (CD, DVD, etc.)



**Step 3: Standards**

- Event Strategies & Guidelines
- Advertising Strategies & Guidelines
- Signage Guidelines



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Q+A



Thank You

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