



Developing Your Brand, and Telling it Boldly

The applied science and bewitchery of creating a brand that stands out, builds trust and drives action.

A brand is not....

a name, trademark, logo, or product.

**Branding is the culture itself. Your story is
the message that drives your business.**

**Marketing is the set of processes and
tools promoting your business.**





Every brand has a story.

A brand story is a

collection of your thoughts + feelings
about your experiences with it.

Thoughts and feelings are are intangibles.

As compared to tangibles,

which you can see, hear, taste or smell.



Intangible attributes must be perceived.

Perception of intangibles is in the eye of the beholder.

Depending on the brand, some see 'em;
some don't.

When you don't perceive an intangible, it's a commodity.





Tangible: Asics Gel-Bandito is lightweight.

Intangible: Asics Gel-Bandito helps me run faster.



Commodities of the same type are interchangeable with each other.



Beef is beef.

Soybeans are soybeans.

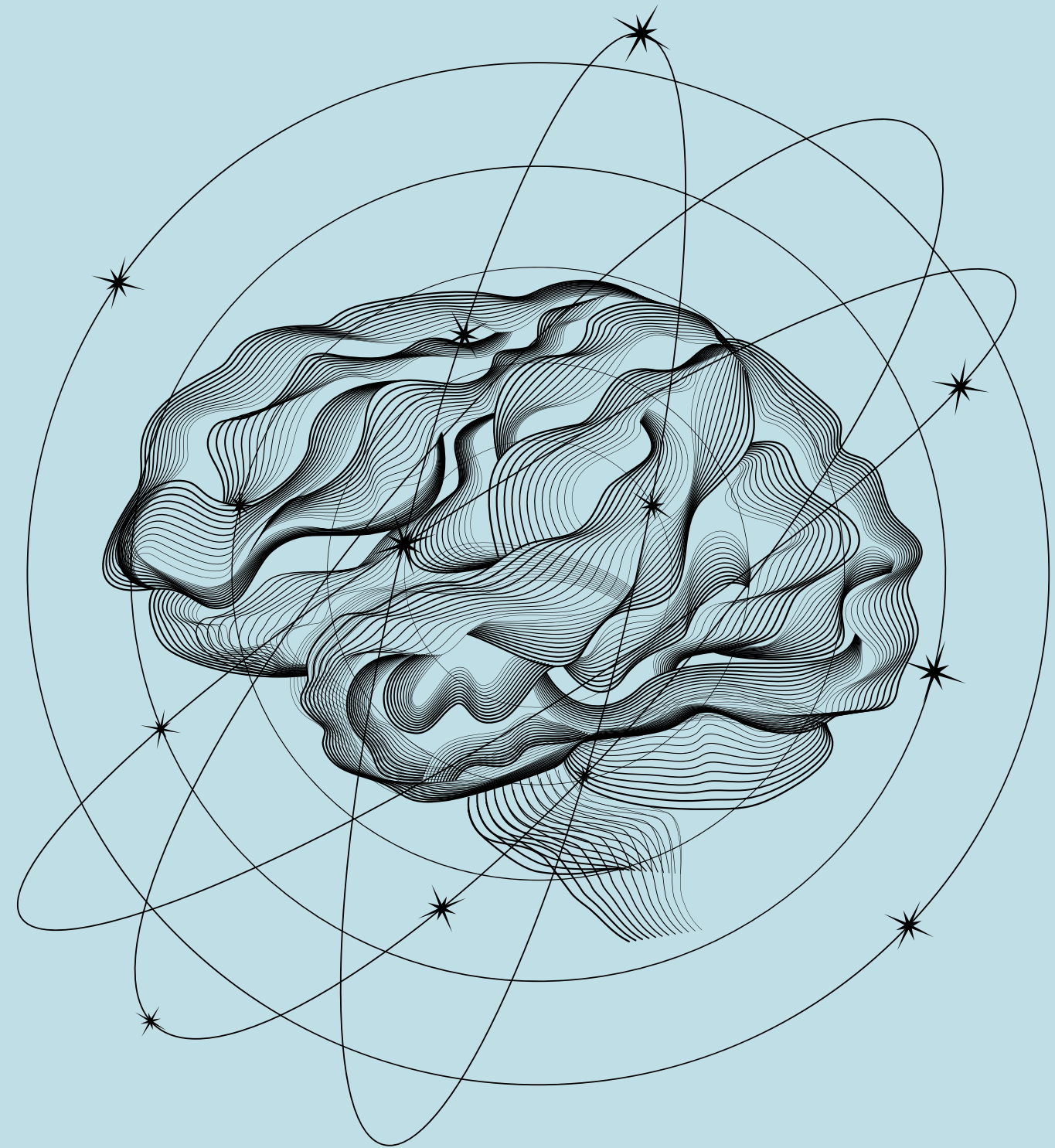
Unless you perceive a difference.



Ketchup is a commodity.

To me, there's a difference in ketchup brands.
And vice versa, depending upon the category.

“Brands live
in our heads.







**Considerations for
your brand story.**



The uniqueness of a brand is how it is different from competitors in the same category.

People make decisions based on how things are unique. not how they are same.

THINGS YOU WILL NEVER HEAR SOMEONE SAY:

“I picked it because it was exactly like every other tractor I test-drove.”

“We bought it because it was exactly like every other bull in the sale.”

“I married him because he was exactly like every other guy I dated.”



1. Unique

The primary reason your audience chooses your brand over the competitors.

2. Single-minded

A brand becomes stronger, when you narrow the focus.

3. Experiential

Brands capture what the audience feels during an experience with the brand.



4. Meaningful

Brands that don't connect are the reason behind many failed brands.

5. Consistently Delivered

Consistency of experience is the basis for brand loyalty.

6. Authentic

The brand must be credible, or the brand will be rejected.





Creating Your Brand Story

The 6 Basic Steps:

1. Establish your origin, and do your homework.
2. Build your hero's journey.
3. Think about your brand personality.
4. Define your brand purpose and values.
5. Write your brand story and its purpose.
6. Share your brand story



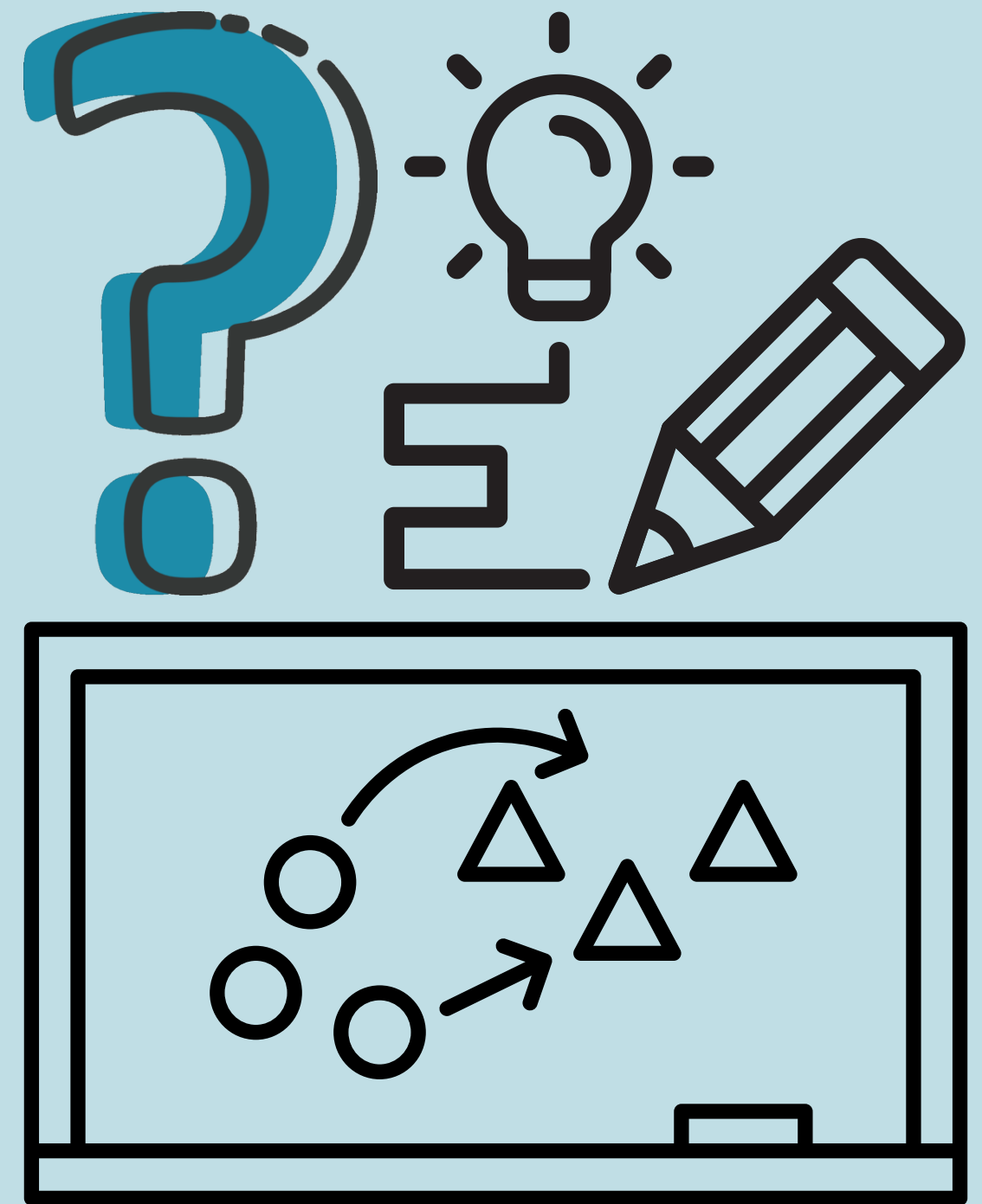


Building Your Story



Step 1: Your Origin

- Establish your origin
 - Purpose
 - Mission/Vision
 - Core Values
 - Goals
- Research
 - Audience
 - SWOT
 - Market Conditions
 - Competitors



Defining Your Target Audience





Who Are You Talking To?



Defining Your Target Audience(s)

It's important to know who you're talking to and more importantly, how to talk to them.

Audience(s) vs Community

Once you know who you want to talk with, it's important to focus on being present where they already are.

What is Success for Your Target Audience

Interactions and engagements are less about your needs and what you do, and more about what's important to your audience. What are their concerns, pain points and issues.

Let's Find Out Who We're Talking to

Defining Target Audiences

- Start with a close look at who
 - Demographics
- What information is your audience looking for
- What are their goals and values
- Where do they go for information
- What do they do for a living
- What are their challenges and pain points
- What are their objections





Audience Profile: Ron

CULTIVATE solutions grown here



Age: 35+
Marital Status: Married
Number of Kids/Age: 2
Location: Rural
Occupation: Ag Teacher or Extension Agent

Job Status: 13+ years of experience

Annual Income: Years of experience have garnered them a good salary, but not near what they deserve for their time spent

Level of Education: Bachelor's degree

Quote: "Work hard in silence, let success be the noise"

Other: Family focused, Approachable, Experienced, Respected

Sources of Information

Books:

Magazines: The Showtimes, Purple Circle, Show Circuit

Blogs/Websites: Show Feed, Livestock Show, Livestock Magazine and Livestock Breeders Websites and Social Media, Ag Teacher and Agent Facebook groups

Conferences: Ag teacher/agents professional meetings, State FFA Conventions, National FFA Conventions, 4-H Roundup, Livestock Shows

Gurus: Show supply and Feed Sales Reps, Livestock Breeders and Judges, Fellow Ag Teachers and Agents

Target Audience Profile

Ron
Seasoned Ag Teacher/Agent

Goals & Values

Goals

Continue to build on the foundation they have built, providing valuable and real world life lessons, looking towards retirement

Values

Hard work, passion, legacy, family, commitment, lifestyle, trust, conservative, proud

Challenges & Pain Points

Challenges:

- Changing regulations that impact how they do their jobs
- A lack of admin/county support
- Shrinking Ag/County Budgets
- Changing generations (Millennial to Gen Z to Gen Alpha)
- Long hours over too many years (burn out)
- Changing Technology

Pain points:

- Rising Cost of Livestock Projects
- Shift to students with more urban backgrounds
- Added school and state regulations
- Lack of parent and student appreciation

Objections & Role In Purchase Process

Objections to the sale:

I already have the products I like, I don't want to be sold to, I do not want to add another thing to my plate, I don't want to add another cost for my kids

Role in the Purchase Process:

Looked to as the expert: If the Ag teacher or agent recommends a product, the parents and student will use it no questions

SWOT Analysis

Accessing your risks and finding your opportunities

Now that we know our product and who we will market it to, we need to conduct a SWOT (strengths, weaknesses, opportunities, threats) analysis before deciding what and how we will communicate with potential customers.

- Strengths
 - What we are good at
 - What makes us stand out
- Weaknesses
 - What do we need to fix
 - What can we become more efficient at
- Opportunities
 - What will the industry soon need
 - What can make us stand out
- Threats
 - What could hinder our growth
 - What/who could take our customers?





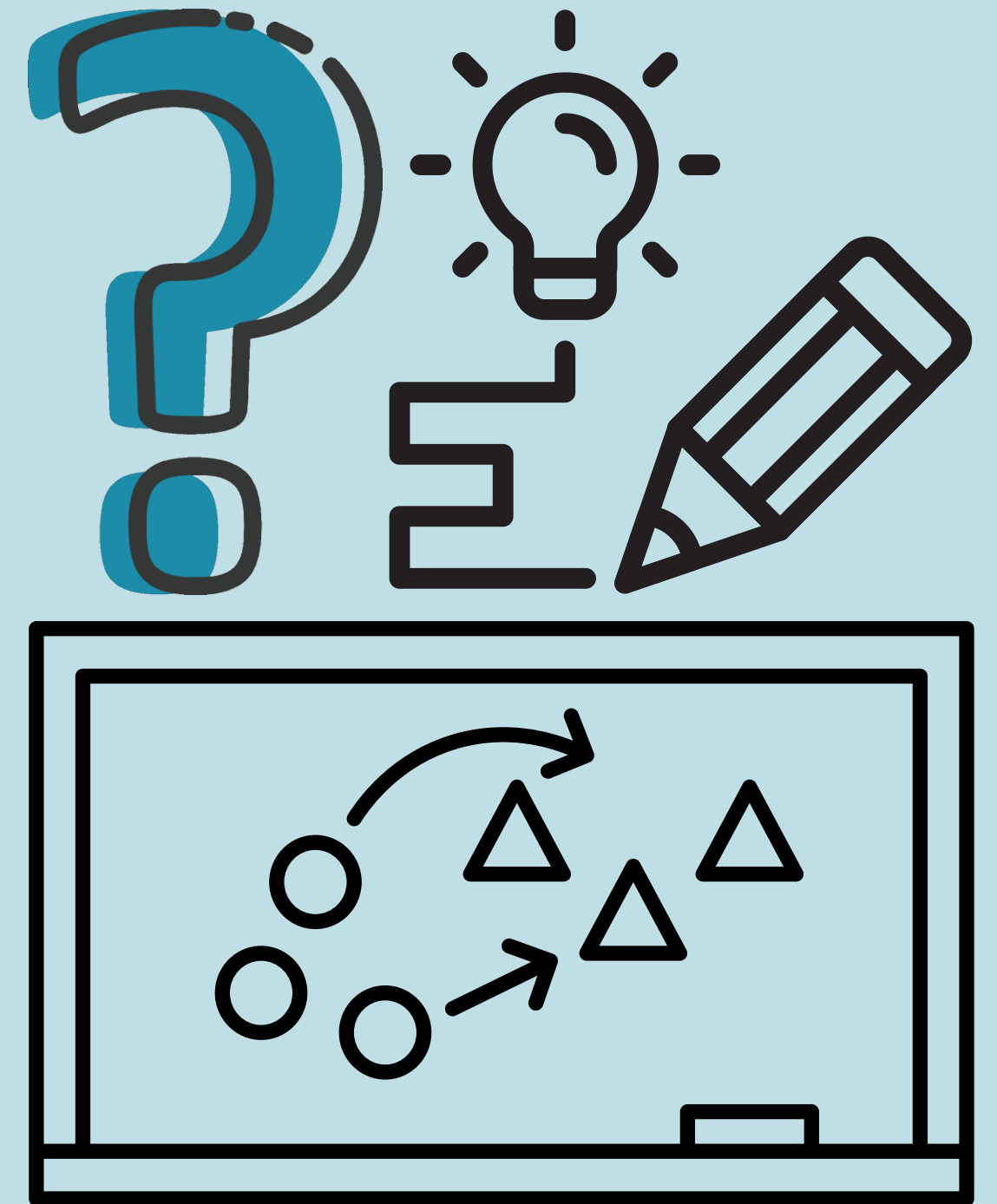
SWOT Analysis

As [company name]'s marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for [current year].

| Strengths | Weaknesses |
|---|--|
| What we're good at. What's working. What our customers like about us. | What we want to fix. What we want to strengthen. What we want to become more efficient at. |
| [Enter strengths here] | [Enter weaknesses here] |
| Opportunities | Threats |
| What the industry might soon want. What we think we'll be good at. What will be our differentiator? | What we think could hinder our growth. What/who we think could take our customers. |
| [Enter opportunities here] | [Enter threats here] |

Step 2: Your Hero's Journey

- Make your audience your hero. (You are not the hero of your brand story.)
- Define their wants/needs.
- Identify their problems/pain points.
 - External, Internal & Philosophical
- Meets a guide (this is your brand) to show them the path forward.
 - Empathy & Authority
- The guide gives them a plan.
- The plan has a clear call to action.
 - Direct or Transitional
- Their action generates results.
 - Success or Failure

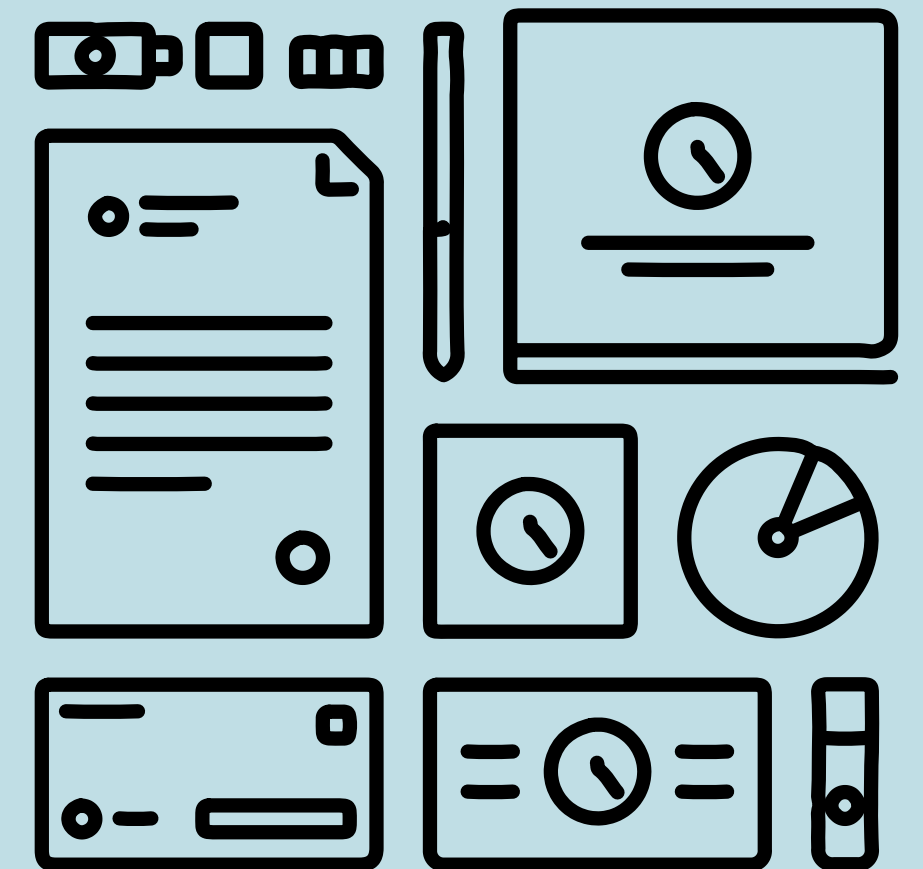


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- Brand Archetype
- Voice
- Colors, Imagery
- Logo, Typography, Slogan
- Story

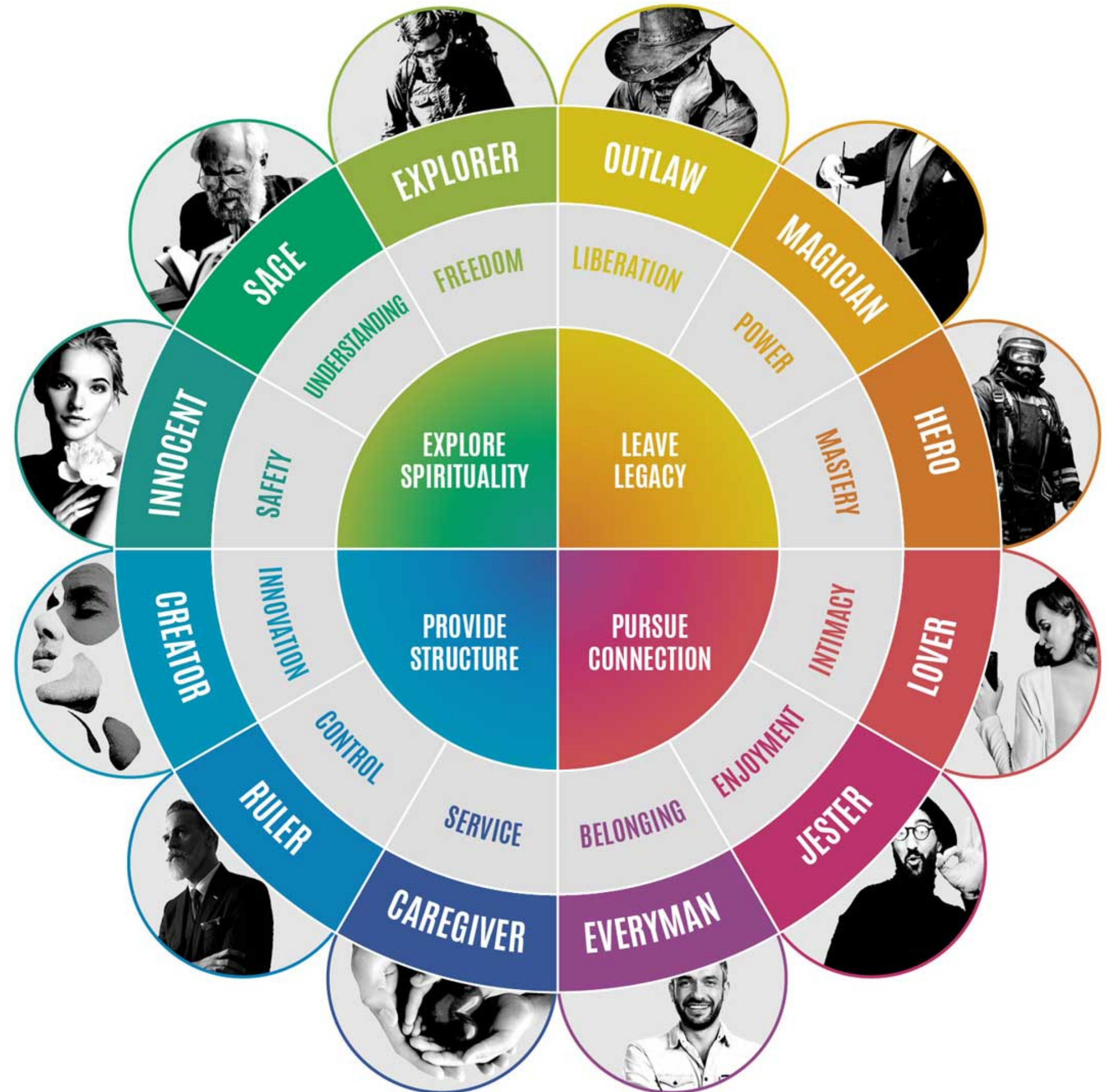
brand identity



12 Archetypes

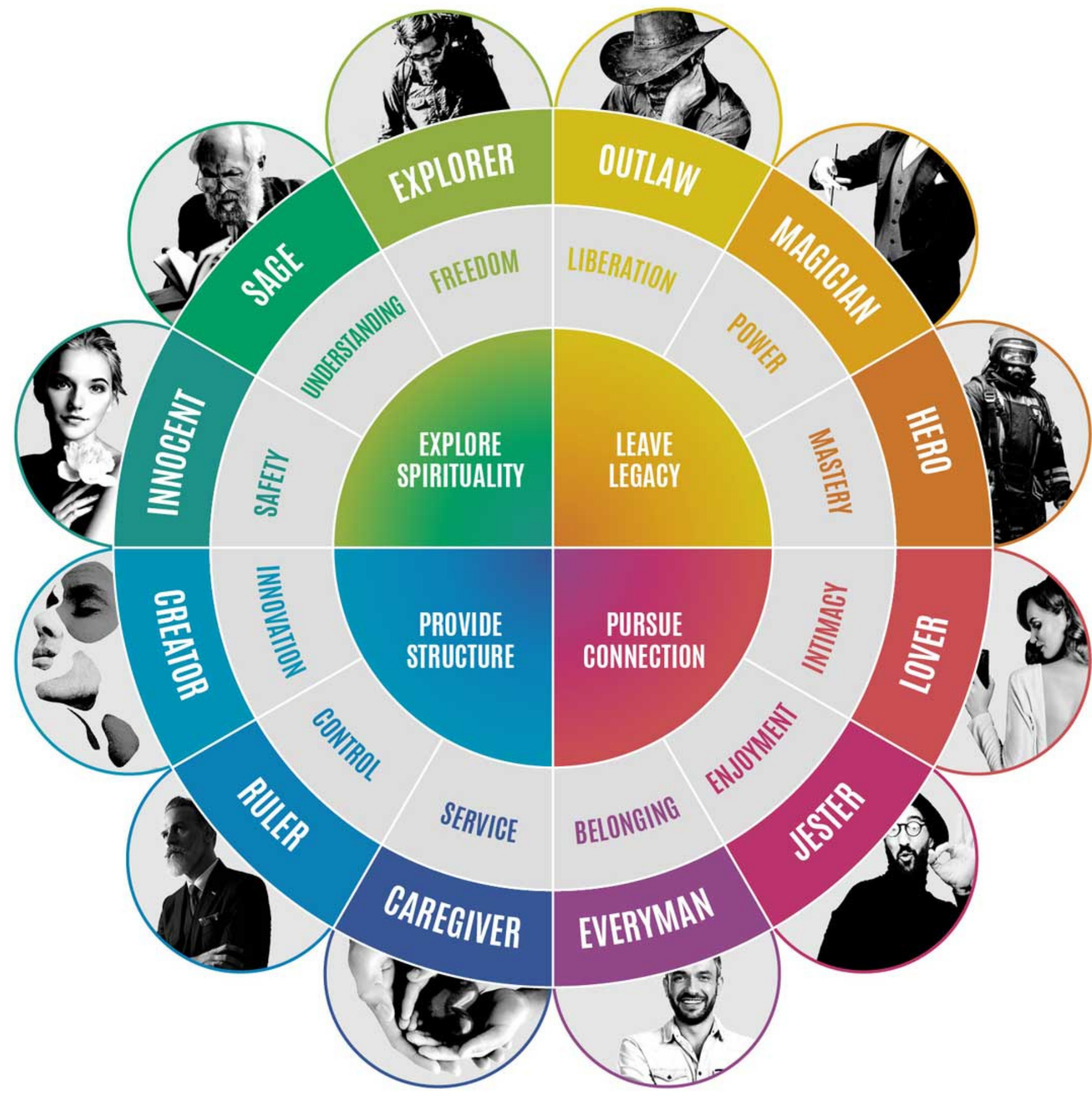
4 Cardinal Orientations

1. Ego – Leave a Mark on the World
2. Order – Provide Structure to the World
3. Social – Connect to others
4. Freedom – Yearn for Paradise





12 Archetypes





Step 4: Define your brand purpose & values

Brand Purpose

One sentence that communicates the value you create in your customers' lives.



Geico: "15 minutes or less can save you 15% or more on car insurance."



Apple: "Think different."



Walmart: "Save money. Live better."



Step 4: Define your brand purpose & values

Brand Values

Four to five values that matter to your company. Great brand values should set you apart from other brands. Try to keep them clear and concise.

Chick-fil-A

Customer-first, Personal excellence, Servant leadership, Continuous learning, Stewardship

Adidas

Performance, Passion, Integrity, Diversity

Capital Farm Credit

Commitment, Trust, Value, Family



Step 5: Write your brand story

In 200 to 300 words, your brand story should answer key questions about your customer's challenges and needs, why your brand exists, and your brand's mission.

Here are a few quick points to consider:

- What context does your customer operate in?
- What are their challenges and needs?
- Why does your brand exist?
- What is its mission—how are you changing your hero's life?
- What future do you envision for your brand?
- What unique thing can your company deliver?



Step 6: Share Your Story

- Share your story internally and externally. This should serve as the narrative for everything you do.
- Make your brand story a “living document” that evolves with your company.
- Your brand story should also form the foundation of your content marketing strategy.





Once you know who
you're talking to, it's time
to think about what to
share with them.

C What is Your Story?



Constructing the Right Message Matters

Your message needs to resonate with your audience in a busy social feed.

Elements of a Successful Story

You are not the hero of your story.

Customizing Your Story for Social

Social media should be an extension of your overall marketing story. It's your welcome sign.



Elements of Social Storytelling



Set Up

This is your agreement statement. It connects you to your audience.

Problem

Acknowledge their pain/problem.

Resolution

The solution to their problem is you!

Engagement

Don't leave them hanging!

“

"A brand is no longer what we tell the consumer it is - it is what the consumers tell each other it is."

Scott Cook, co-founder of Intuit



Questions?

C



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Thank you

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