

My Brand Story

What is your strap line?

What does your brand look like?

What is the essence of your brand?

Who is your target audience?

What's your tone of voice?

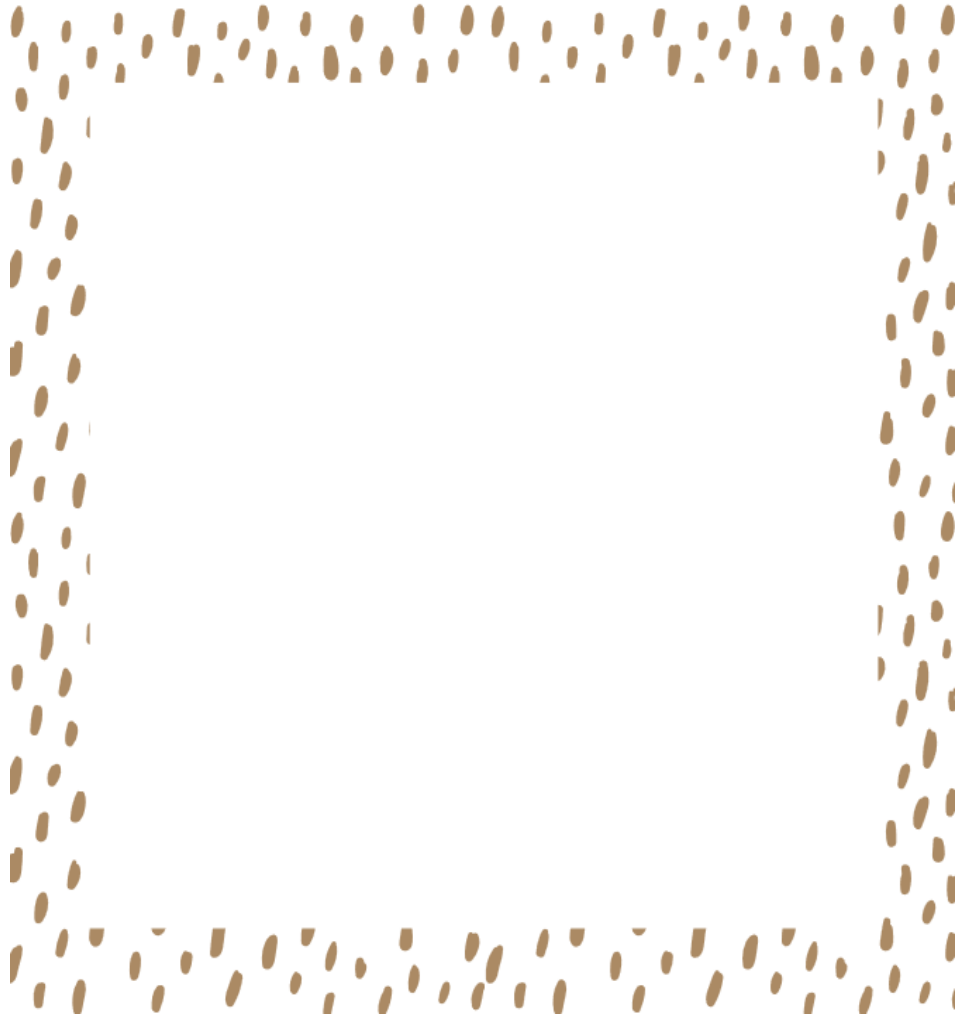
What do you do differently?

How do you want to be perceived?

My Brand Story

This business is about:

This business is NOT about:





TOUCH POINTS

Communications check list:



- Social media (above)
- Newsletters
- Website
- Banners
- Leaflets
- Business Cards
- Print outs / templates
- Email footer
- Networking groups
- Listings and Adverts
- Loyalty Cards
- Menus
- Brochures
- Press releases
- Point of sale
- Company presentations
- Signs
- Internal communications as well as external

My Marketing Strategy

What's my angle?
What am I doing
that's different?

Press and Radio Coverage

What's my
budget?

Social Media, Website and SEO

Leaflet Distribution

How
effective
is it?

Advertising - Print and Digital

How much time
do I have to
dedicate to
this?

My Marketing Strategy

What's my call to action?

Direct mail and newsletters

What's in it for me?

Collaborations

Reviews and word of mouth

How can I use this effectively?

Events and Networking

How do I judge success?