

Brand Identity



A workbook designed to help you understand your brand and how to promote it.

MEDIAPLUSMOTION.COM

Introduction

What's your brand? Well, here's a few things that aren't your brand - your logo, your tagline, not even your products or services. Your brand is your core. It's the foundation of your marketing and your business. Your brand is your "why". It is the promise you make to customers and the experience you deliver.

Most importantly, it's how you make customers feel about themselves and their decisions when they do business with your company. It's why they choose you over your competitor.



8 Questions to Get You Started



Is your brand represented in your current messaging?

What message do you wish your branding to convey?

What branding inspires me?

Can you describe your business in five words?

How will I tell my story?

Can I quickly explain my why in one to two sentences?

Am I willing to pay for good design?

Will my existing identity withstand change?

Brand Identity

Now let's dig in a little deeper.

You've thought about the quick answers of where you are today, but is it where you want to be tomorrow? Complete the exercises on the following pages and compare the results when you are done.



MEDIA PLUS MOTION

HELPING YOU TELL YOUR STORY
TURNING VIEWERS INTO CUSTOMERS



YOUR BUSINESS FOUNDATION

The first stage is identifying who you are as a business owner, your offers, and why you want to pursue your business.

Who are you as a business owner?

What is your business?

Why did you decide to create your business?

What are your business visions, missions, and goals?



What are your products or services?

What makes your business unique?

What are your business's core values?

How do you want to connect with your target audience?

Who are your competitors? What sets you apart from others?

Brand Purpose

Here you can tell your clients how you became to do what you do. To put it another way, brands have always had 4 Ps. Using your info above summarize your 4Ps:

**PRODUCT
OR
SERVICE**

(What you make
or what you do)

PRICE

(How much you sell it
for)

PLACE

(Where you can
buy it - physical
or virtual)

PROMOTION

(How you
promote it)

BRAND PURPOSE



**Know your
why.
Tell your story.**



MEDIAPLUSMOTION.COM

Brand Values

Your values are right at the core of your brand: what you want to stand for. As with the brand's purpose, communicating clear values will attract customers who share those values.

How do you want your brand to be perceived?

What's important about the way you run your business?

How do you want customers to feel when they work with you?

What keeps you working on your business, day in and day out?

Why do you love what you do?

Brand Personality



Think of your brand as a person with a distinct personality. Describe him or her, then convey these brand personality traits in everything you do and create. Write positioning statements and a story about your brand; use this brand messaging throughout your company materials.

Imagine your brand were a person, how would you describe their personality?

Pretend your brand is a mood board. What is on it?

What quote, motto or mantra best represents your brand?

What vibe does your brand project?

If your brand were a song, what would it be?

Brand Identity

Brand Identity is the collection of all elements that a company creates to portray the right image to its consumer. Brand identity is different from “brand image” and “branding,” even though these terms are sometimes treated as interchangeable.

Your audience will associate your brand identity with your product or service, and that identity is what forges the connection between you and your customers, builds customer loyalty, and determines how your customers will perceive your brand.

“

Your brand identity is what makes you instantly recognizable to your customers.

”



MEDIA PLUS MOTION

HELPING YOU TELL YOUR STORY
TURNING VIEWERS INTO CUSTOMERS



YOUR BRAND VOICE

The last stage is figuring out how to communicate with your target audience. Focus on what your target audience wants from you and how to address them.

Where can you find your target audience? List social media platforms, etc.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

What type of content resonates with your target audience? Examples of content are blog posts, videos, etc.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



What types of content are you excited to create?

Do you have a plan how to create them?

What is your marketing strategy?

How often can you engage with your target audience?

What's your long-term goal for your target audience?

Every Successful
Brand Has a
Strategy



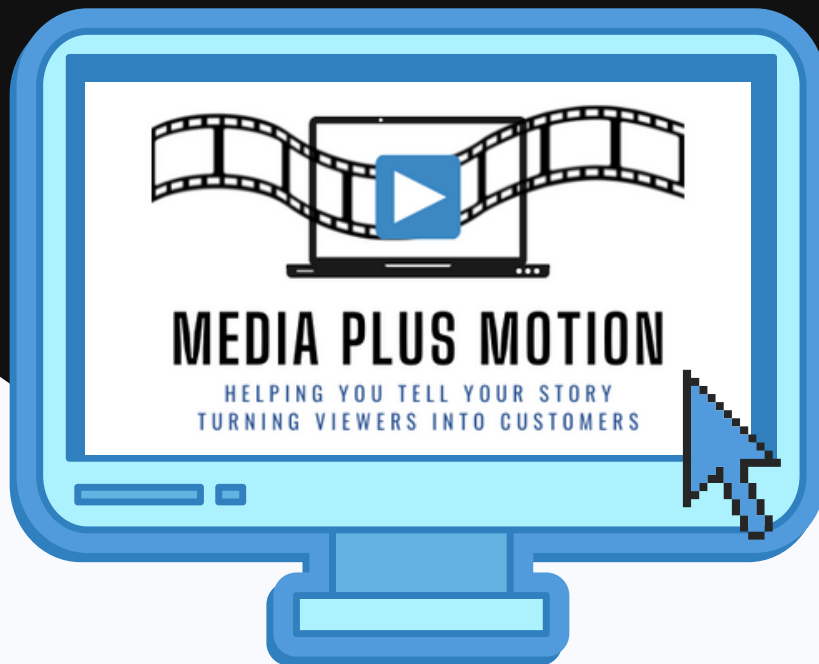
MEDIA PLUS MOTION

HELPING YOU TELL YOUR STORY
TURNING VIEWERS INTO CUSTOMERS

MEDIAPLUSMOTION.COM

NEED MORE INSIGHT?

Schedule a free marketing consultation with Media Plus Motion



Strong brands make a powerful emotional connection with their market. Learn how by understanding your buyer psychology, measuring your brand's impact using modern data tools, and creating messaging that inspires your market.

[SCHEDULE YOUR CONSULTATION](#)

www.MediaPlusMotion.com