



WELCOME

Marketing & Branding • Social Media Best Practices/Analytics
Doing Business with Govt./Small Business Loans • Networking and Creating Partnerships





Roly Rodrigues & Richard McCulloch

Marketing & Branding





Coconut Creek Small Business Academy
Branding & Marketing Workshop

Presenters:

Roly Rodriguez, Founder & Creative Director

Richard McCulloch, Chief Experience Officer



What is **Branding**?

What is Branding?

Branding is...

More than a logo. **Stronger** than a tagline.

*A brand is the **most valuable** piece of real estate in the world; the corner of someone's mind.*

*You need **two things** in order to occupy that valuable space:*

*An idea.
Trust.*

— Alan Adamson - Marketer/Author





**Why is branding
important to your
business?**

Why is branding important to your business?

- Branding **establishes an identity** that connects with prospective clients and consumers
- Branding offers **differentiation** in a competitive landscape
- Branding creates a **platform for value driven communication (messaging)**
- Branding is the foundation for **defining your internal culture and community footprint**
- Branding provides a **campaign direction** for your digital and traditional marketing performance





Steps to Establishing Your Brand

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- **Discovery:** An internal audit of your values, perception of your organizational offering, and external factors that impact your performance
 - Market Research
 - Competitor's Analysis
 - Focus Groups/Surveys (employees, existing/prospective customers, other stakeholders)
 - Persona Development
- **Brand Strategy:** Identify your strategic brand positioning and unique selling proposition
- **Visual Identity:** Create the look and feel of the brand including fonts, logo development and other visual elements to support the brand's essence.
- **Campaign Development:** Develop an advertising campaign that conveys a single theme and key messaging designed to promote your product or service





Marketing Deployment Impact Factors

Marketing Deployment – Impact Factors



To determine which digital and/or traditional integrated marketing deployment strategies to utilize, here are some factors to consider:

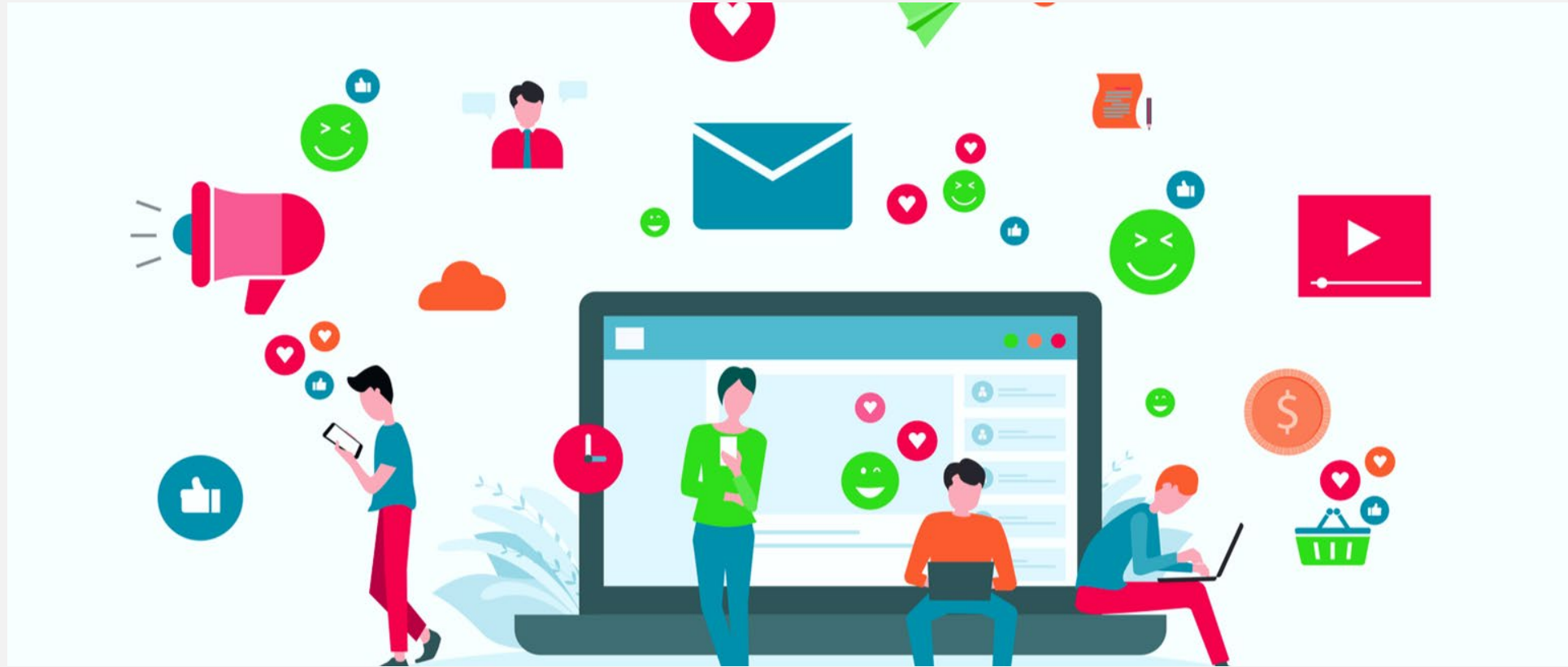
- Nature of your product or service
- Target audience
- Budget
- Revenue Goals
- Content Strategy





Marketing Deployment Digital Platforms

Marketing Deployment – Digital Platforms



- Website
- Organic social media
- Paid Social Media Ads (Facebook, Instagram, TikTok, YouTube)
- Paid Search (Google Ads)





Marketing Deployment Traditional Platforms

Marketing Deployment – Traditional Platforms



- Print Ads (Publications that serve your target audience)
- Radio (Stations and programs that serve your target audience)
- Television (Cable, Over the Top Streaming)
- Outdoor (Billboards, Bus Benches, Bus Shelters)





Q & A