



Developing a compelling brand

Philippa Haynes



Today's speaker



Philippa Haynes
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Agenda

What is a brand and why is it important?

How to build your own brand

How you use your defined brand to carve out your future







**By 2020, customer experience will
overtake price and product as the key
differentiator**

Walker Study





86% of buyers are willing to pay more for a great customer experience.

Forbes





Highly engaged teams show 21% greater profitability

Gallup







A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence so that the user or purchaser can connect on a more personal level





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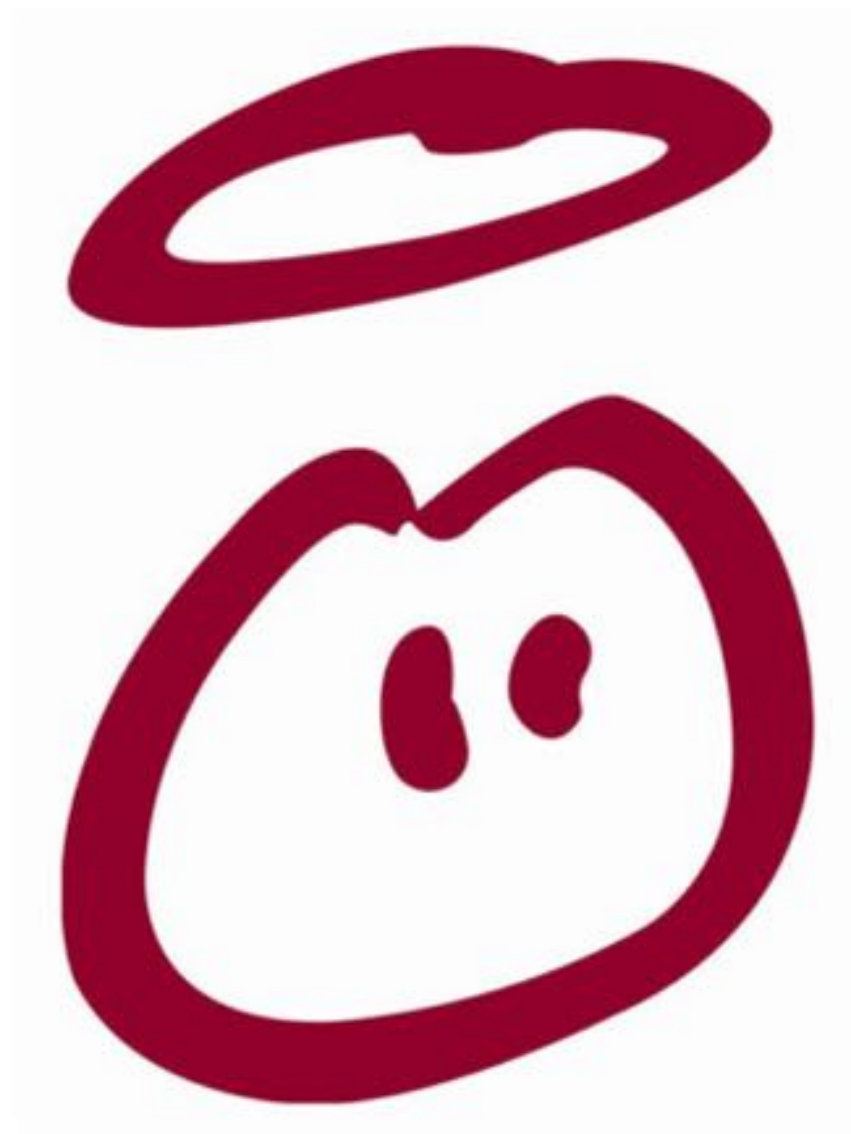
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monzo



What comes with delivering a brand experience?

Communicating a unique message (advertising, website, social media) that is different and helps you to stand out

Delivering a well-defined value and service proposition. Avoiding the endless conversations around price and finding the right customers for the specific product or service that you provide

Bringing an approach which leads to a different and more inspiring culture. A place that is inspiring to do business and unites the team

Attracting the younger generation for recruitment who will represent the lifeblood of the business in the future (they look for more than a salary)

Giving you CONFIDENCE that you have something of enormous value to offer vs. your competition



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7 core questions to create your brand (experience)

- 1. What is the purpose behind your brand? Why do you exist?**
- 2. Who are your competitors and what are they doing?**
- 3. Who is your target audience?**
- 4. What is your mission? What drives your brand forward?**
- 5. What are your brand values that drive your brand approach and culture?**
- 6. What qualities and benefits does your brand bring?**
- 7. What is your brand tone of voice and personality?**

Brand Development Canvas

Purpose

Mission

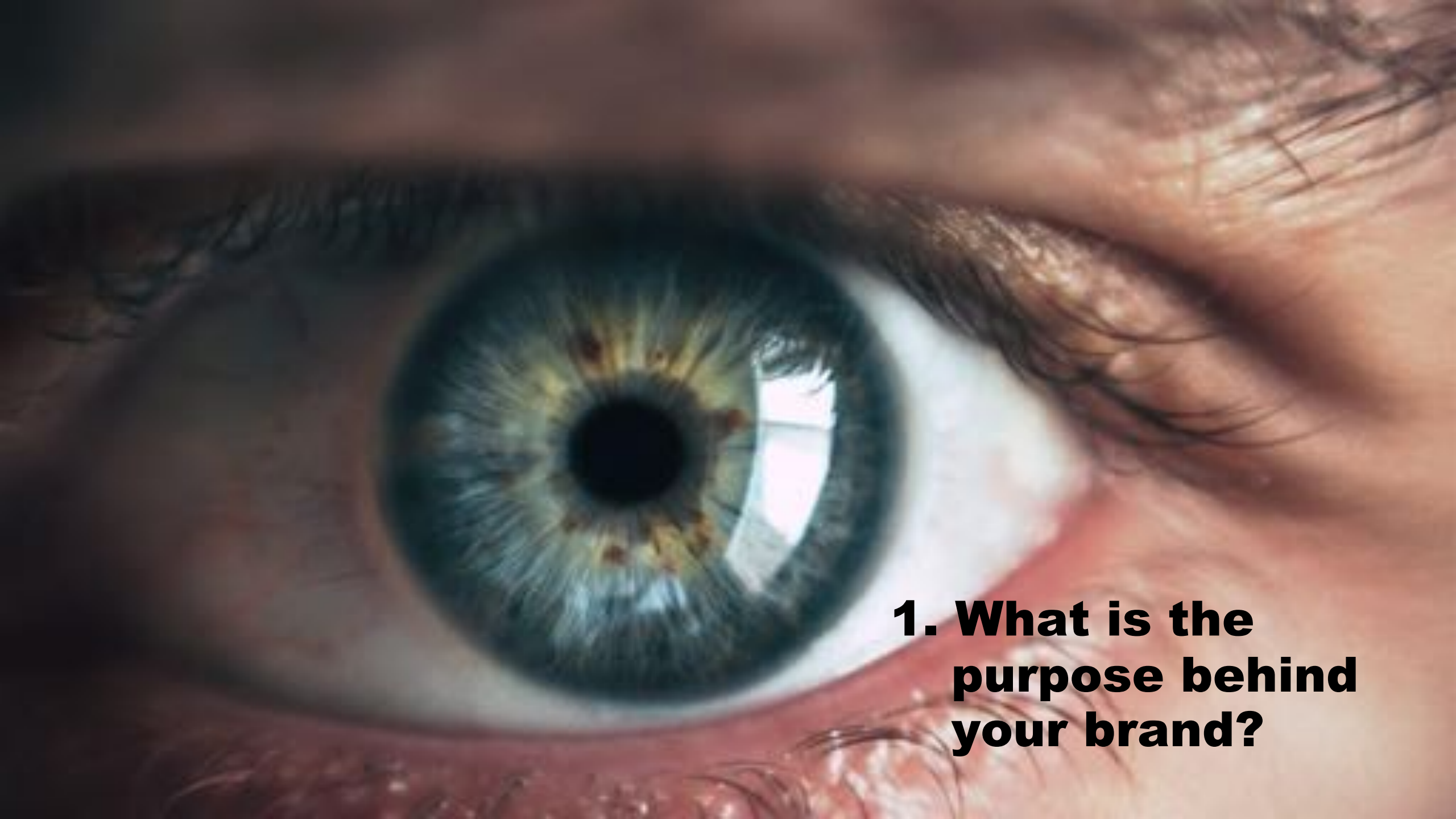
Values

Competitors

Target audience

Qualities & benefits

Tone of voice &
personality



**1. What is the
purpose behind
your brand?**



“We believe in challenging the status quo
and doing things differently”



2. Who are your competitors and what are they doing?



Microsoft:

“to put a pc on every desk and in every home”

3. Who is your target audience? In detail...



- Not just demographics
- Attitudinal profile
- Pain-points
- Motivations
- Influencers
- Brands they use



4. What is your mission?

5. What are your brand values?

Brand values are a set of guiding principles that shape every aspect of your business. They're placed at the very core of your brand and are there to dictate your brand message, look and personality

Values define how a brand lives out its purpose and mission

5. What are your brand values?

1. We believe that we're on the face of the Earth to make great products that will change the world.
2. We believe in the simple, not the complex.
3. We believe that we need to own and control the primary technologies behind the products we make.
4. We participate only in markets where we can make a significant contribution.
5. We believe in saying no to thousands of projects so that we can really focus on the few that are truly important and meaningful to us.
6. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot.
7. We don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change.

Fitted Values

[illegible]

6. What qualities and benefits does your brand bring?



“Everything we do, we believe in **challenging the status quo**. We believe in thinking differently.

The way we **challenge the status quo** is by making our products beautifully designed, simple to use, and user-friendly. And we happen to make great computers”



**7. What is your
tone of voice and
personality?**



“Inside every great brand is the DNA of the entrepreneur who started it all...”

Robert T. Kiyosaki, author of “Rich Dad”



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Ensure the 7 core questions come to life



- Logo
- Colours
- Type font
- Imagery
- Website, print, content, service, environment
- AN EXPERIENCE
- A connected story
- A united team

Brand Development Canvas

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Think about defining the customer journey



How does this translate into your social media strategy?



Where & how will you deliver the message?

What will the message be?

How will they know it's for them?

How do you want them to feel afterwards?

What do you want them to do afterwards? What will they need next?

What stories can you tell?

What can you amplify?

How can you use this to attract more attention of like-minded customers?



Copy of Social Media Calendar Template - Happy Yoga Marketing

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive



SHARE

100% 123 Verdana 10 B I A

	A	B	C	D	E	F
1	Month					
2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	1	2	3	4	5	
4	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
5	Schedule for the week	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Article about yin yoga benefits	Photo and story why I do what I do	
6	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
7	Photo of my dog	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Insta Story about yin yoga workshop	Photo and story why I do what I do	
8						
9						
10	8	9	10	11	12	
11	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
12	Schedule for the week	FB Live about consistent yoga practice	Photo from my city and why I live here	Announce new retreats 2019	Article about yoga retreats	
13	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
14	Photo doing yoga, importance of consistent practice	Photo of advanced yoga pose and how I got there	Photo from my city and why I live here	Announce new retreats 2019	Insta Story about retreats 2019	
15						
16	22	23	24	25	26	
17	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
18	Schedule for the week	Story how I found yoga	Photo of me with best friend, share moment	Picture gallery retreat Ibiza	Blog post favorite books	
19	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
20	Photo of me with best friend, share moment					



Calendar Template

Sample Calendar



A photograph of two young women with blonde hair in ponytails, seen from the chest up. They are looking towards the right. The woman on the left is wearing a dark jacket with a light-colored fur collar. The woman on the right is wearing a dark jacket. The background is dark and out of focus, with some green foliage visible. The word "Example" is written in white, bold, sans-serif font on the right side of the image.

Example

Credit Insurance...


Better credit control? Protection against bad debts? Looking to increase sales? Plough through your business concerns with Credit Insurance through The Channel Partnership

[More about credit insurance](#) ➤

Credit Insurance

Surety Bonds

Why Choose Us?



Helping 250+ companies
manage their credit risk

The positive effect
of team

We're The Channel Partnership, and we help
companies manage their credit risk.

Stage	Existing activity	Discovery wk 1		Education wk 2		Conversion wk 3		Advocacy ThC		Call to Action
		Connect emotionally, create awareness, encourage Research		Deliver insight, be helpful, be specific in information		Create urgency, add value, reassure that this is the right decision		Offer support, encourage feedback, demonstrate range		Primary contact details
		<u>Activity/Asset</u>	<u>Key Message</u>	<u>Activity/Asset</u>	<u>Key Message</u>	<u>Activity/Asset</u>	<u>Key Message</u>	<u>Activity/Asset</u>	<u>Key Message</u>	<u>Core Message</u>
1	Credit sale	Call	Checking suitability of target business. Establish key point of contact	Email or post white paper	We are specialists in this area, general insights from the industry	Meeting	Further fact finding. Good fit together? Interested in more specific analysis?	Collect Testimonials & reviews		Email for more info
2	Referrals	Infographic	The Channel Partnership vision, values, beliefs. Why us? Answer some key questions	Email 2 case studies	Here are some great examples where credit insurance benefitted our clients	Leave behind folder	Meet the team. Credit insurance FAQ's, white paper	Thought piece 3 months in	Educate, how credit insurance works	Call
3	Existing prospects	Questionnaire	Do you need to consider credit insurance? Think some more about credit insurance. Light-hearted	Email 1 more case study	Hot off the press! You may be interested in this new example which is relevant to you	Review of their business 121 meeting	The Channel Partnership has prepared your personal solution for exploration	Industry developments over last 6 months	Where is the industry trending? What can you expect as a business?	Visit website
4		E-brand book	Learn more about The Channel Partnership.	Call	What do you think? Coffee or more info?	Welcome! email	Thank you for choosing The Channel Partnership. We await confirmation from the insurer. In the mean time some information. Who will be your point of contact. Testimonials from happy clients (you've made the right decision)	Thought piece 6 months in	Discussing some of the core elements of credit insurance	

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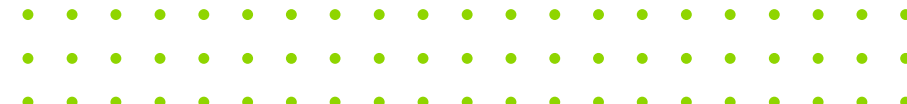
D^3 O^1





Your brand is the single most important investment you can make in your business today

Steve Forbes



Thank you



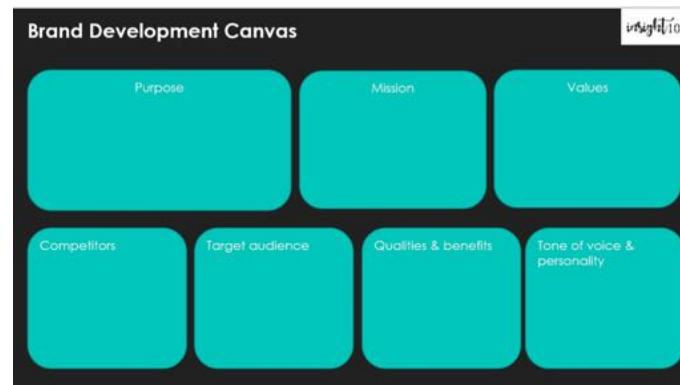
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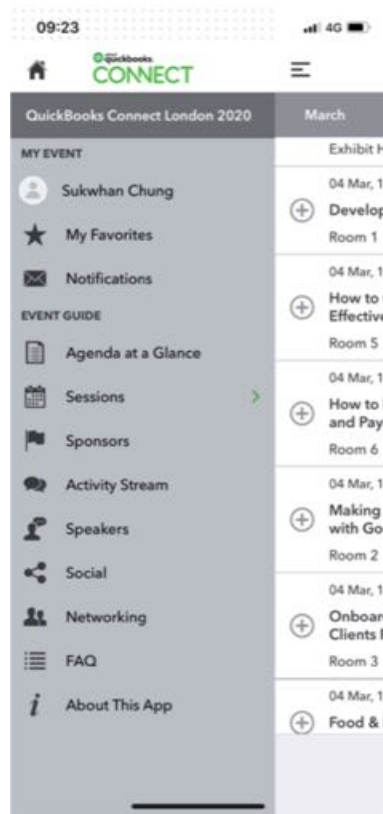
[www.insight101.co.uk/blogs/the 7 fundamentals of building your brand](http://www.insight101.co.uk/blogs/the-7-fundamentals-of-building-your-brand)



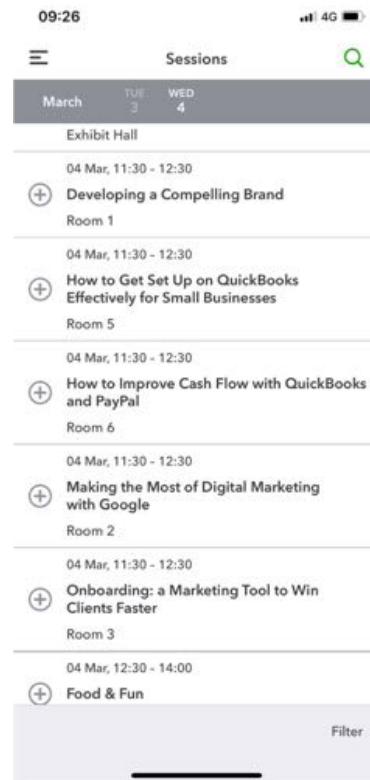
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Provide feedback to help us design content for future events

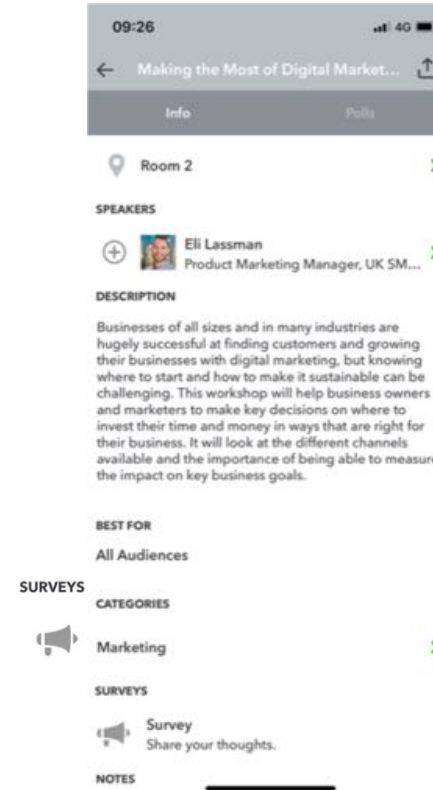
1. Select Sessions



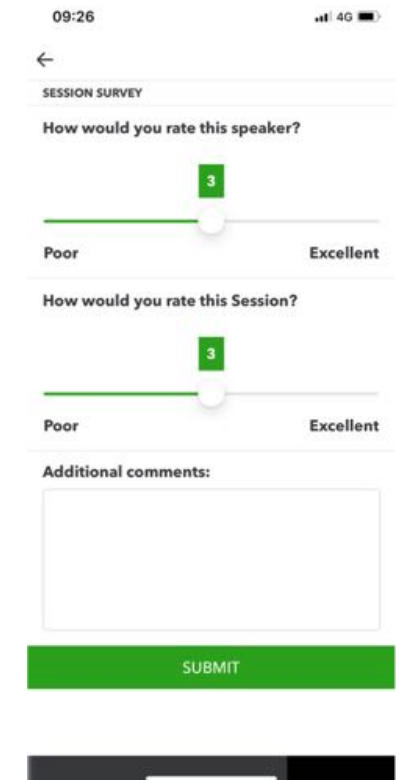
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://uk.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page. At the top, there are tabs for '3 March Accountant Day' and '4 March'. A 'Print Agenda' link is in the top right. Below the tabs, there is a paragraph of text: 'Hear stories of inspiration from our keynote speakers, attend essential breakout sessions and participate in one-on-one sessions with business mentors and technology experts. Celebrate at our legendary Connectfest party.' Below this is a search bar labeled 'Search for sessions'. Under the search bar are filter buttons: 'Technology Training', 'Marketing', 'Business Growth', 'Life & Business Skills', and 'Pricing'. To the right of these filters is an 'Expand all +' link. The main content area is a table with two columns: time slots and session titles. The sessions are listed for March 3rd. The first four sessions are 'Registration', 'Breakfast & Exploration', 'Morning Keynote', and 'Exploration & Connection'. The fifth session is 'Breakout Sessions', which is expanded to show four sub-sessions: 'How to Improve Cash Flow with QuickBooks and PayPal', 'Onboarding: a Marketing Tool to Win Clients Faster', 'How to Get Set Up on QuickBooks Effectively for Small Businesses', and 'Making the Most of Digital Marketing with Google'. Each session title has a '+' icon to its right, indicating it can be expanded for more information.

Time Slot	Session Title	Action
8:30-10:00	Registration	+
8:30-10:00	Breakfast & Exploration	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Exploration & Connection	+
11:30-12:30	Breakout Sessions	+
	How to Improve Cash Flow with QuickBooks and PayPal	+
	Onboarding: a Marketing Tool to Win Clients Faster	+
	How to Get Set Up on QuickBooks Effectively for Small Businesses	+
	Making the Most of Digital Marketing with Google	+



Questions?



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THE
FUTURE