
Chapter 3: BUILDING A (SOCIAL MEDIA) BRAND

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Learning Objectives

- Understand SMM is like throwing a party
- Each party must have a purpose
- Party illusion
- How to build a website
- How to develop a brand



SOCIAL MEDIA MARKETING STRATEGY



- Social media offers an advantage through the creation and distribution of valuable **content** to **attract** and **retain** a clearly-defined audience
- A ***social media marketing strategy*** outlines the strategies and tactics for how a company will incorporate social media into its **business**
- Social media is all about...

- **GRABBING ATTENTION**

Understand that Social Media is Like Throwing a Party



Have you ever attended a party?

Received an invitation, showed up, said hello, mingled with other guests, ate great food, drank the liquor (or soda and water), chatted with more guests, danced, ate more food, thanked the hosts, and left.



Attending a party is all about showing up, enjoying the entertainment and food, and leaving.

Tell their friends



Have you ever used Twitter, Facebook or Instagram?

Logged in, checked out some funny accounts, read some posts, posted back and forth with friends and family, checked your updates, and then logged out. **This is using Social media.**

Marketing via social media is entirely different than **using** Social Media:
It's the Throwing of the Party vs. the Just Showing Up.



THROWING AN INDOOR *Movie Night* PARTY



Become a Great Social Media Party-Thrower

- SMM is the art and science of **throwing** “great parties” on Twitter, Facebook, LinkedIn, Pinterest in such a way that people not only show up to enjoy the party, but they are also primed to buy your product or service.
- Want to return to the party time and time again.
- Tell their friends about it
- Share and comment about their experiences

Invitations = Target Audience

- A great party needs great guests, and the first step to getting guests is to identify an attendee list and sent out invitations.
- ***SMM requires having a target market strategy.***

Food and Entertainment = Content & Promotions

- Will your party have a band, a magician, a comedian, or just music? What is your entertainment strategy? Will there be parting gifts?
- ***SMM requires having a content marketing strategy, a way to systematically produce (yummy) content – blog posts, infographics, images, videos, etc. so that people will enjoy enough to hang out on your social media page or channel***

Hosting = Ongoing Management

- As the host of the party you must make sure that while guests are enjoying themselves, you'll be busy, meeting and greeting, making sure everything is running smoothly and doing other behind the scenes tasks.
- ***SMM requires ongoing behind the scenes management, often on a day-to-day basis, to ensure that everything is running smoothly.***

How is Social Media Marketing Like Throwing a Party?

Social Media Marketing is Throwing a 24/7 Party Online

1. **Inventory other parties** and list like and dislikes, ideas, do-not-do
 - As a SMM you must attend parties of other brands online
 - Identify brands you like (REI, Whole Foods, Supreme, Charles Schwab) and “follow” or “like” them. Watch what they are doing.
 - Inventory your like and dislikes and **reverse engineer** what they are up to.
2. **Identify brands or public figures you admire and “follow” them on Twitter, Instagram, Pinterest, etc.**
 - Become a good user of social media with an eye to the marketing strategy: Look behind the scenes.
 - Bookmark their pages
 - **Find 5 – 10 companies** you like and follow them on FB
 - Begin to inventory what you like and dislike about their campaign. Cover photo? Profile pictures? Posts? Frequency?
 - Imagine you are attending their party NOT to have fun, but to “reverse engineer” how they are putting it on.

Make Sure your Party has a Purpose

3. **Focus on Building Brand Equity** – among target customers, giving them a warm and fuzzy feeling they “like” your brand so much they will be favorably inclined to buy your product or service.
 4. **Make sure your party has a purpose**– by developing **content** that grabs the attention of your target audience, they will want to come back for more
- <https://www.lollaland.com/>
 - <https://ring.com/>
 - (look at FB, Twitter, Instagram, YouTube)

Stalk your competition



Pay attention to what they are posting



Two types of posts: Fun & Buy our Stuff



Fun Posts: Informative, provide information, topical interests, etc.(80% of their posts)

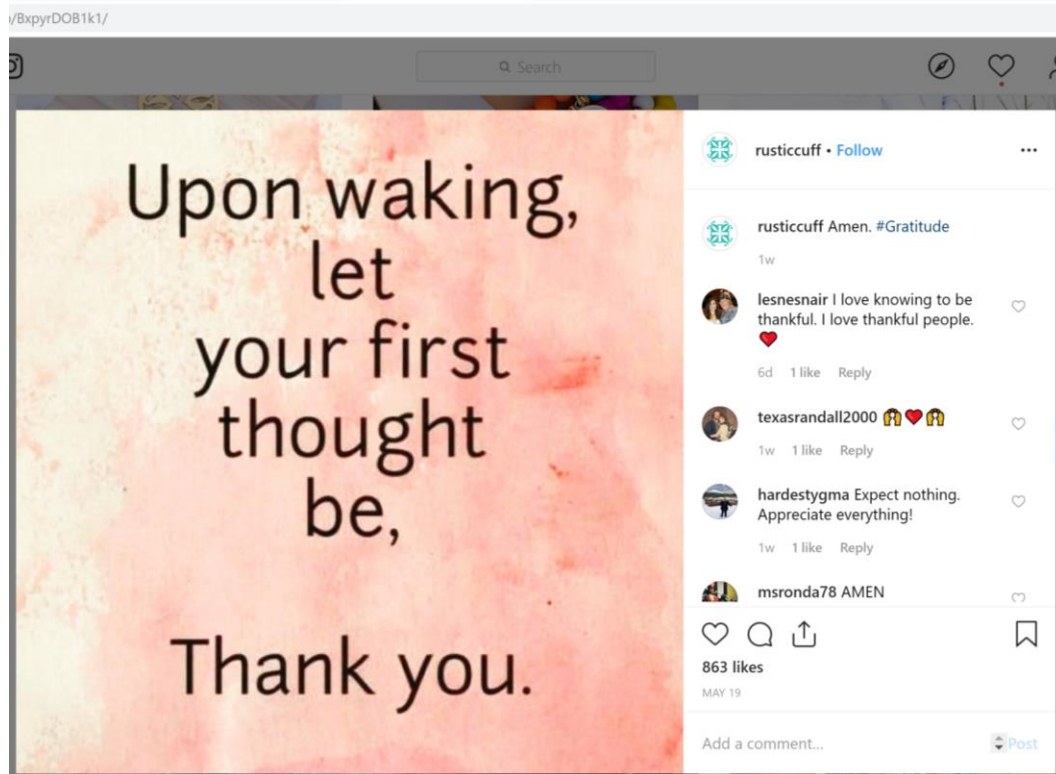
Purpose: To build a positive brand equity



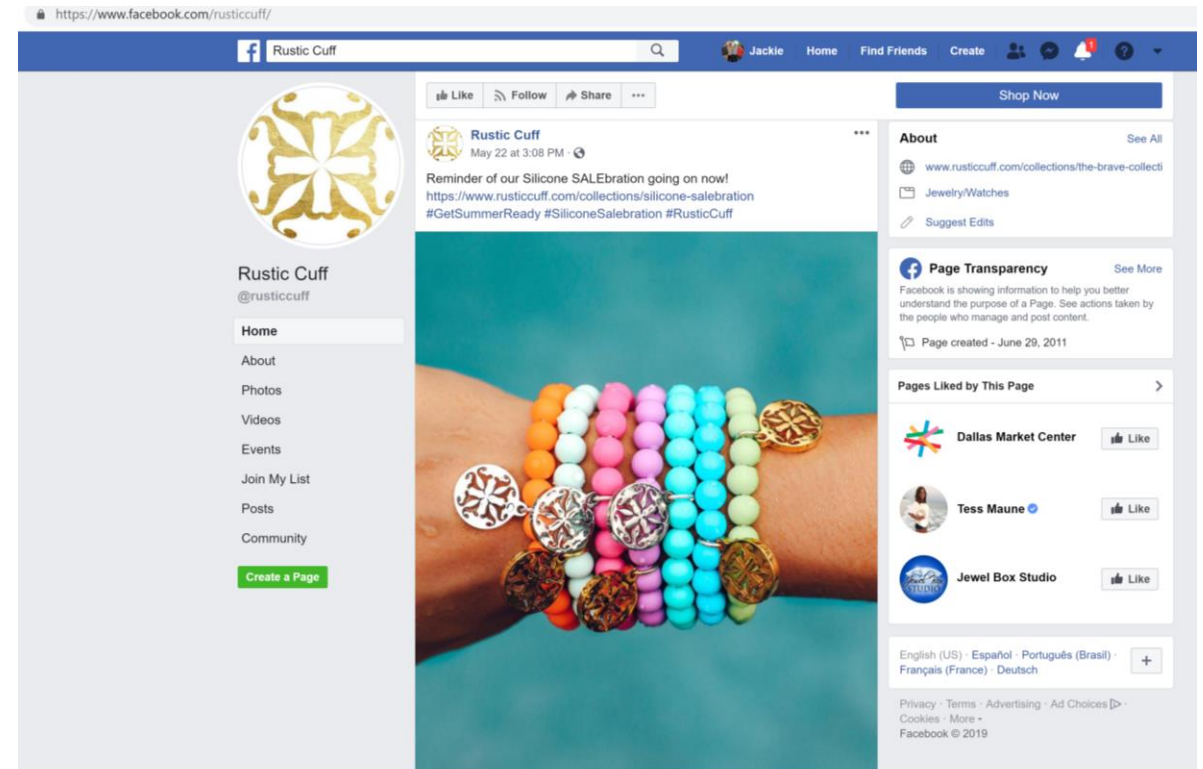
Buy Our Stuff Posts: These posts connect the social media experience with an “act now”! Feature to encourage a user to buy something.

Purpose: get people to buy your stuff.

Fun Posts and Buy Our Stuff Posts



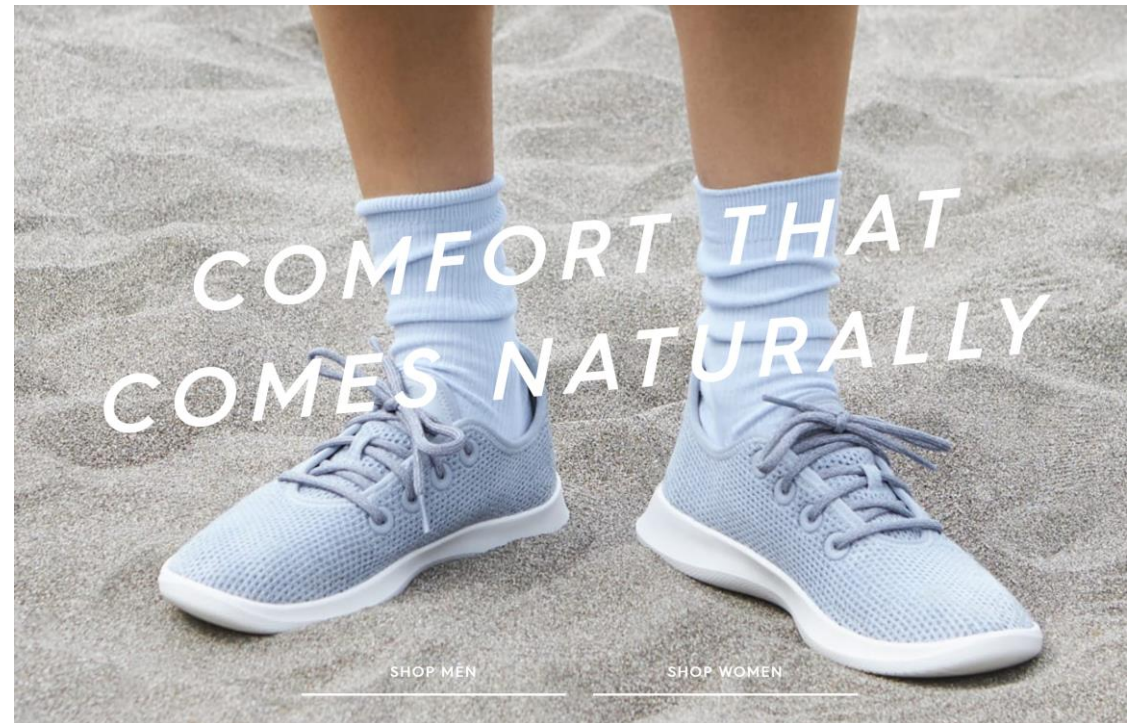
<https://www.instagram.com/p/BxIMi9Dh5W1/>



Instagram
Recyclothes180
Email: goodmanprofessor180@gmail.com
Password: citycollegexxx

Let's look at allbirds.com

- www.allbirds.com



Recognize the Social Media Illusion



- As you begin to identify and monitor brands that you like on a given social media platform, you may think... this is easy, I can do it.
- **Illusion** – a thing that is or is likely to be wrongly perceived or interpreted by the senses – A false idea or belief
- Great parties have an element of illusion in them: seem effortless, while (behind the scenes) an incredible amount of strategy, planning, and hard work goes on.
- This illusion phenomenon creates a problem for brand managers.
 - They believe it is easy and anyone can do it. *“Job posting to run our Social Media campaign”*
- **Reality** – SMM requires a ton of strategy, hard work, and even money or sweat equity to make it happen.

In this class, we will...



Conduct an inventory of competitors efforts



Set up basic accounts on Twitter Facebook, Instagram, LinkedIn, etc



Create Content to share on social media (images, photos, blog posts, infographics, videos)



Monitor social media channels on an on-going basis



Measure successes

A Final Word about Planning a Party....

*We're planning an awesome party here, people.
It's going to take a ton of work, it's going to be a
ton of fun, and it's going to be incredibly
successful.*

Branding

DON'T DO ANYTHING UNTIL YOU HAVE A BRAND STRATEGY IN PLACE

What is a brand?

Simply put, your brand is defined by a customer's overall perception of your business.

The founder of Amazon, Jeff Bezos, says it even better: *"Your brand is what other people say about you when you're not in the room."*

Your brand is your reputation!

In today's market, a successful brand has to be consistent in communication and experience, across many applications:

- Environment (storefront or office)
- Print collateral, signage, packaging
- Website & online advertising
- Content publishing
- Sales & customer service

What is brand building?

The definition of brand building is to *generate awareness about your business using marketing strategies and campaigns with the goal of creating a unique and lasting image in the marketplace.*

Positive impression + standing out = brand success.

In 2020, the amplification of your brand image can be done effectively through various digital marketing activities:

- User Experience (i.e. your website)
- SEO & Content Marketing
- Social Media Marketing
- Email Marketing
- Paid Advertising (PPC)

Branding Facts...



Your brand will not succeed without the time and effort to clearly define **who you are and why I should care.**



One that clearly shows **what you do and why you do it**, speaks to your ideal customer, and helps you get attention and bring in business.



Branding is your most important asset.

So, creating an effective brand should be your first priority.



In fact to create a great marketing system or SMM plan — one that grows your business—you must start with a focused brand message that truly reflects your business.

Sad reality, about 99% of the time, small businesses have never worked on the core elements that **clearly** define their brand.



BRANDING

7 Steps To Bring Your Brand To Life

- 1-Brand Clarity
- 2-Brand Purpose
- 3-Brand Humanization
- 4-Brand Consistency
- 5-Brand Master Plan
- 6-Brand Creative Brief
- 7-Brand Story



Business owners often fail to build effective marketing because they lack one thing—**brand clarity**.

They either jump in before they are clear on what they want to build and/or they are soon overwhelmed with a variety of tips, tricks, and strategies.



To be 100% clear about your brand, you **MUST** have focus.

To develop a marketing system that continuously works you must have a strategy before tactics mindset.

1- Brand Clarity

Your logo is not your brand.

One misstep that new business owners tend to make is letting their logo do all the work.

- Know that your logo cannot do all the talking. A lot of effort needs to go into making your brand work hard.

A logo is an identifier, not 'the' brand.

- You can have the coolest logo in the world, but if customers have bad experiences whenever they touch your business and they tell others about it, then all you will have is a cool logo and an unsuccessful business.

Brand Clarity



Focus on exactly how you want people to see your brand.

- Think about clarity, because—and I can't emphasize this enough—it's the most overlooked element of brand-building.

Ask yourself the following questions:

- Would someone viewing your website understand what you do and why you do it?
- Does it inspire action?
- Could they define what you provide in a few words?
- Is it clear who you are talking to?
- What will you do for them?
- What their next step should be.

If not, your brand needs clarity.

Simple Exercise. Using as few words as you can (25 words or less), define your brand.

Brand Clarity

ALLBIRDS BRAND CLARITY

Allbirds is a shoe company on a mission to produce more sustainably-made shoes. In an industry that typically relies heavily on petroleum-based materials, Allbirds shoes are made from wool, bamboo, and most recently, a new open-source formulation for shoe sole foam they invented, manufactured from renewable sugarcane.



2- Brand Purpose



Brand Purpose is where you start building something that is not just about your business. It's about you—what you love, your values, and what excites you. Your Why.



People are way more interested in WHY you are doing what you are doing. They are not as interested in what you do.



A powerful brand purpose sets out how a company intends to change the world for the better.

Its role is to unite customers and culture alike in the pursuit of that intention.

It's a statement of belief, of hope, of pursuit.

What does your business truly stand for? It's important for potential customers to get a clear picture of what you have to offer and how you can make their lives better. This is essential to building a strong business brand.

“There's nothing more attractive than having a purpose in life. Consumers are becoming more purpose-driven and this drive may influence the businesses they chose to patronize.”

Discover the purpose behind your brand



Every successful brand has a powerful purpose behind it.

And so should you.



It's what you wake up every day loving to do for other people (and the world) through your product or service.



There are four questions you should ask yourself when defining a brand purpose:

Why do you exist?

What differentiates you?

What problem do you solve?

Why should people care?



You'll use these ideas to inform the foundation of your branding, through a tagline, slogans, voice, messaging, stories, visuals and more.



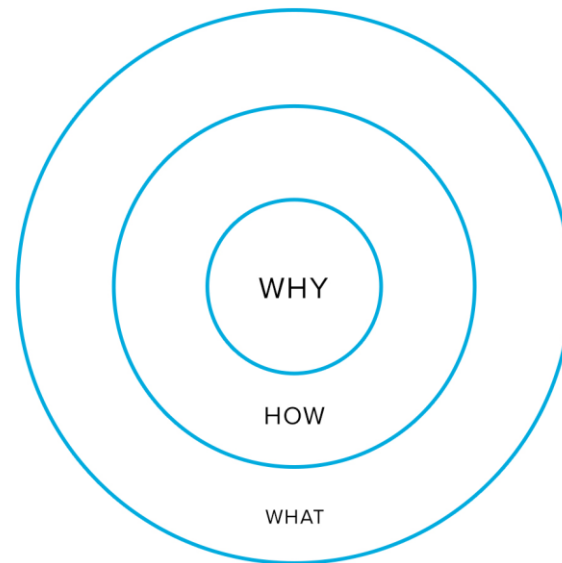
So dig deep and find those nuggets of truth which can distinguish your brand from others.

2 – Brand Purpose

Your WHY

Your HOW

Your WHAT



The Golden Circle

People don't buy what you do;
they buy why you do it.

The goal is not to do business
with everybody that needs
what you have.

The goal is to do business
with people who believe what
you believe.

SIMON SINEK

Value in the Why?

So, when it comes to branding there is tremendous value in “why?”

- It's where you start to uncover your brand DNA, leaving no question in anyone's mind about who you are, what you do, and of course, **why** you do it.
- This becomes the foundation to developing and telling the story that best represents you and your business.
- Cracking the genetic code of your business starts with why.

Brand Voice Madlibs

The sentences below reflect both the experience audiences have of your brand and the intention your company has in presenting your brand.

You'll first choose 13 words, then go through a couple of steps to cut them down to the most important concepts. Start by filling in the blanks:

My brand makes people feel _____.

Example: excited

If a loyal customer described my brand in one word, it would be _____.

Example: reliable

If a potential customer described my brand in one word, it would be _____.

Example: professional

Interacting with my brand encourages people to _____.

Example: take charge

Two words that describe the mission and purpose of my brand are:

_____ and _____.

Look at your company mission and vision statements, if you have them, to choose these words.

Example: empower and redefine

Right now, my brand is _____, _____,

and _____.

Example: fun, simple, and experimental

I want my brand to be _____, _____,

and _____.

Example: sharp, daring, and clever

I don't want my brand to be _____.

Example: rigid

Next, copy the first 12 words onto note cards (1 word per card). Compare them against the 13th word to see if any are similar. If they are, remove them from the stack. Look at all your note cards and group similar words, either by meaning, or by what area of your business they describe. Create three groups. Once you have your groups, choose the word that most embodies the meaning of that group. (Or find a synonym that does it better. Powerthesaurus.org is your friend.) Now you have three words you can use to describe your brand. Next we'll consider how you create personality.

Tone of Voice Dimensions

Identifying tones you can use in different types of content gives you a three-dimensional personality in every channel. For instance, maybe you're casual on social media but respectful in your customer service content. Tone applies to all the content you publish, everywhere you publish it, not just your site content.

For each of the four dimensions below, mark your brand somewhere between the two poles.

To make this as accurate as possible, don't just sit down and take a guess.

Funny ----- Serious
Enthusiastic ----- Matter-of-fact
Respectful ----- Irreverent
Formal ----- Casual



Emotion is about proudly telling those who will come to like, know, and trust you why you are doing what you're doing.



And **Love**. Because you have to be fully invested and actually love what you're doing and why you are doing it.

These two words focus on something I can't emphasize enough—an intangible that is so important to brand-building.



Love and emotion get to the root of step 2—You zeroing in on your Why.

Love and Emotion —

2 – Brand Purpose

Allbirds starts with better materials, continues with better design, and carries through to better factories and shipping methods. Because we think our planet deserves better. Less waste and pollution. More thoughtfulness and accountability.



3 – Brand Humanization

- Your audience does not just want to engage with your product; they also want to engage with you.
- Show them that your business has a human side.
- Interact with your audience in a way that demonstrates there is a person on the other end who cares about delivering the best product or service possible.

CREATE EMOTIONAL CONNECTIONS WITH YOUR COMMUNITY

- Every brand has a community—both online and off—and brands make a strategic error if they only connect with their community's members when there's a problem. Brands need to stay engaged and connected consistently by practicing the kind of constant generosity that creates strong emotional connections with their broader communities.



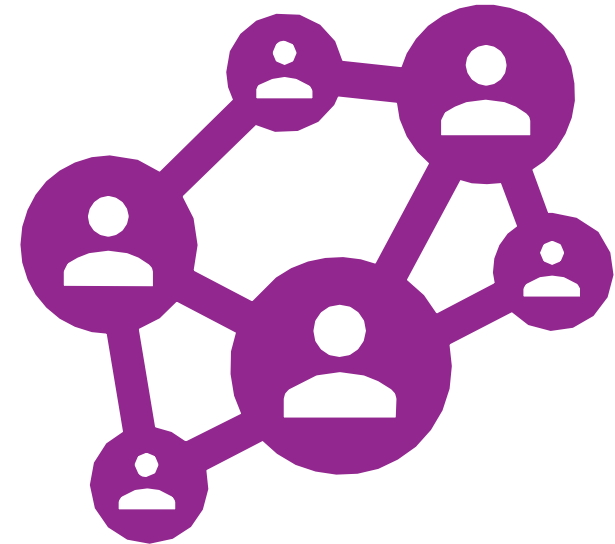
Starbucks Humanizes its Campaign

<https://www.youtube.com/watch?v=LZVCLVGymmo>

- Starbucks turns to user-generated content.
- Starbucks is launching their first global brand campaign- and they are putting their customers at the center of the story. For the campaign, dubbed "Meet me at Starbucks", the coffee giant isn't focusing on products like it normally does in its ads.
 - Rather, it's focusing on the brand by chronicling a day in the life of a Starbucks through a mini-documentary, shot in 59 different stores in 28 countries.
- Starbucks said the campaign aims to show the **"beautiful moments of connection between our customers around the world."**
- The beauty of this campaign is that it is multi-dimensional- anyone can participate in "Meet me at Starbucks" campaign isn't limited to those customers featured in the documentary film- anyone can tell their story and share it via social media. On Instagram, Starbucks will launch a photo series called #HowWeMet, which aims to encourage people to share stories of getting together at Starbucks.

4. Brand Consistency

- **Consistency** is a key ingredient for branding success. Without a consistent message, your customers will get confused and not be sure about what to expect from you.
- **Be consistent in your communications and in the delivery of your product or service.**
- Each time your business touches the audience, it has to use the same **persona, tone, message, and values**. The same is true for the delivery of services.
- Be a brand of your word and deliver on your promise consistently.
 - If you don't, your large audience is going to tell the world about it and that's branding because branding is not about what the company says about itself, it's about what the customers say about the company," said Smith.

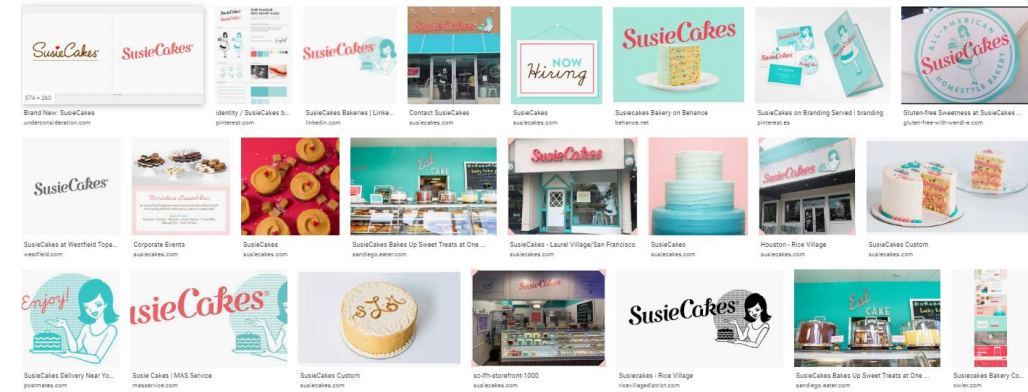


Consistent Identity

- A logo and a color palette alone do not make a brand identity.
- When designing your identity, you need to create a comprehensive visual language that can be applied to everything from your website to your packaging.
- Depending on your brand, your needs may be more expansive, but a basic brand identity includes:
 - Logo
 - Colors
 - Typography
 - Design System
 - Photography
 - Illustration
 - Iconography
 - Data visualization
 - Interactive elements
 - Video and motion
 - Web design

Brand Look & Feel

- **Distinct:** It stands out among competitors and catches your people's attention.
- **Memorable:** It makes a visual impact.
(Consider Apple: The logo is so memorable they only include the logo—not their name—on their products.)
- **Scalable and flexible:** It can grow and evolve with the brand.
- **Cohesive:** Each piece complements the brand identity.
- **Easy to apply:** It's intuitive and clear for designers to use.





things we make | us | recycling revolution | bored? | blog | innocent promise

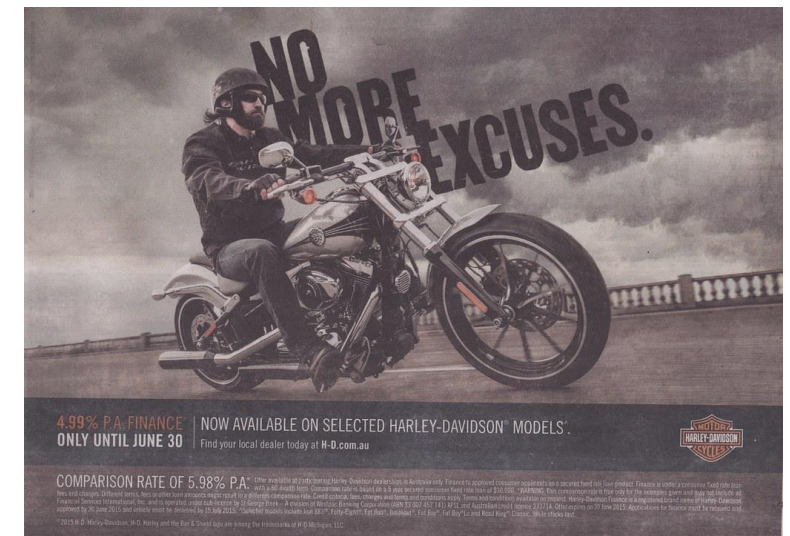
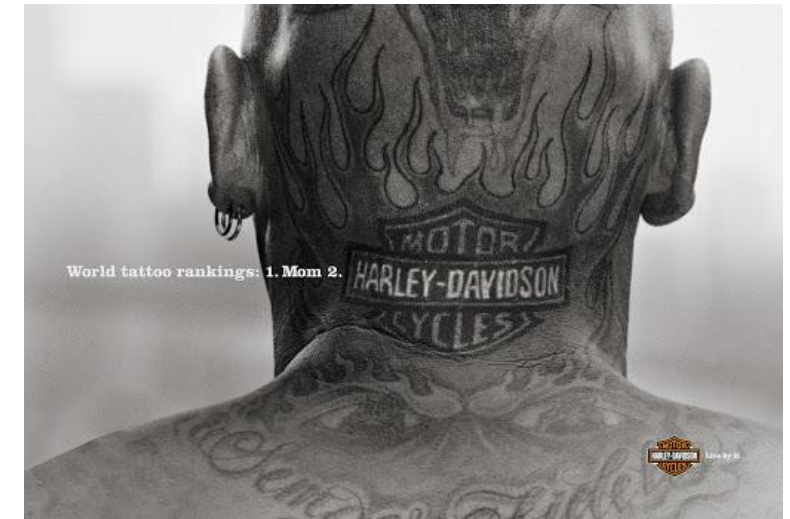
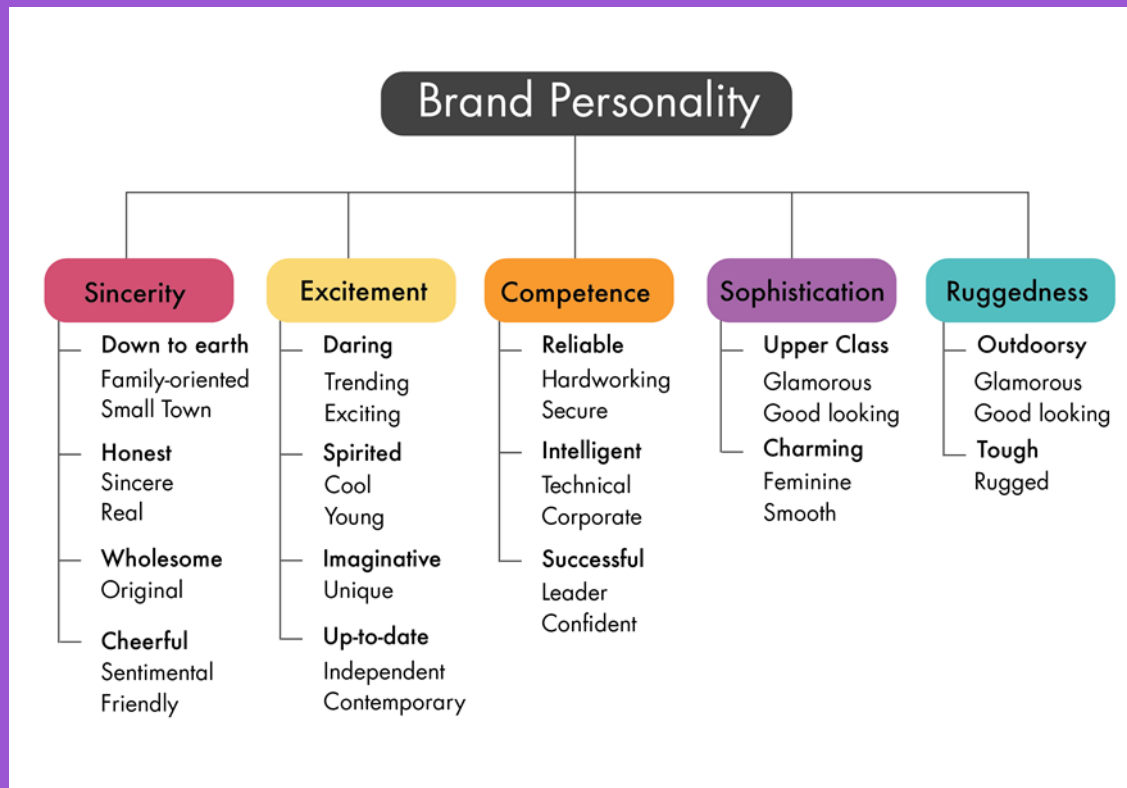


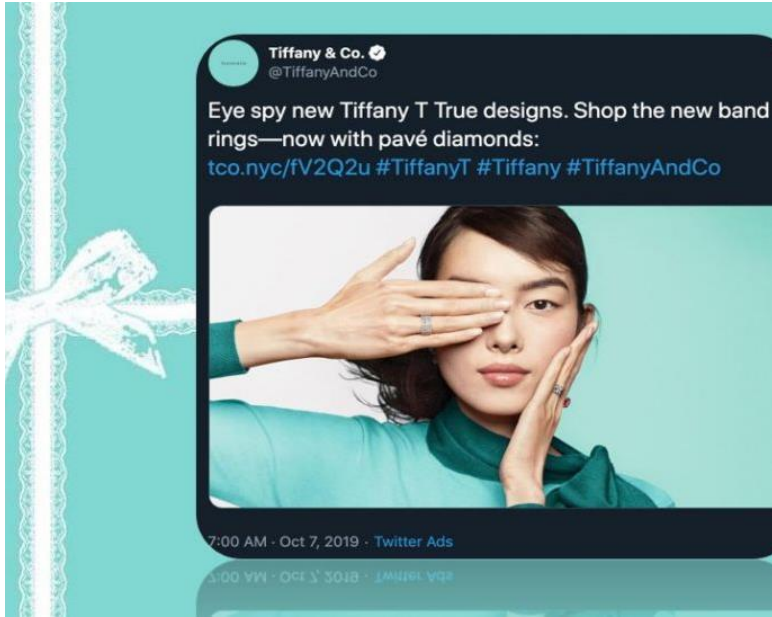
Brand Personality

- Choose a personality

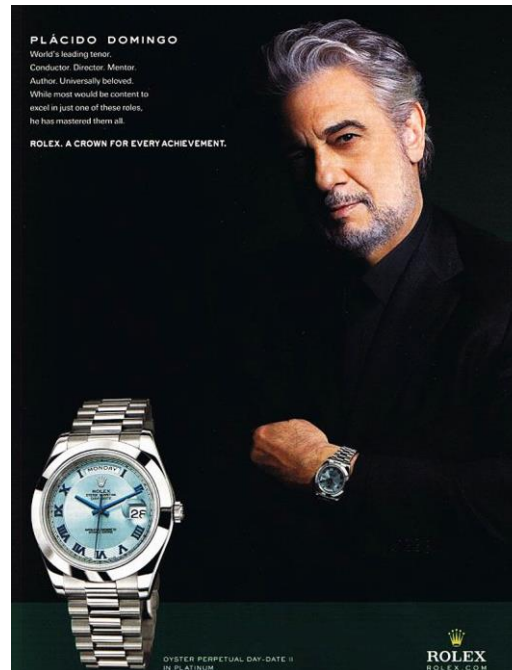
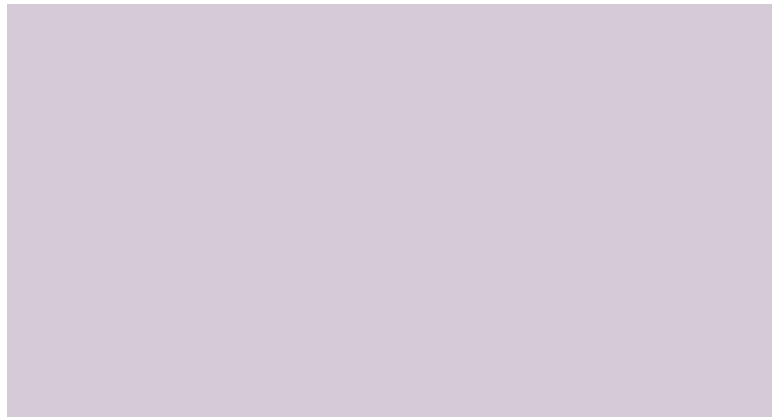


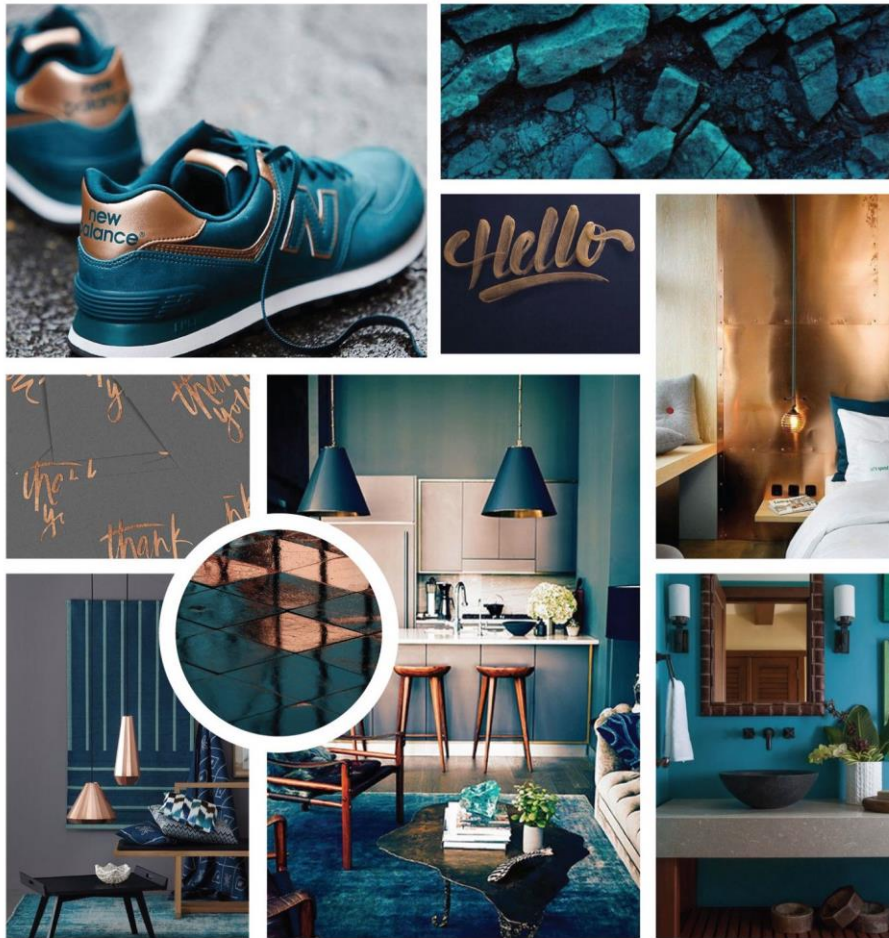
Harley Davidson Personality





Rolex & Tiffany

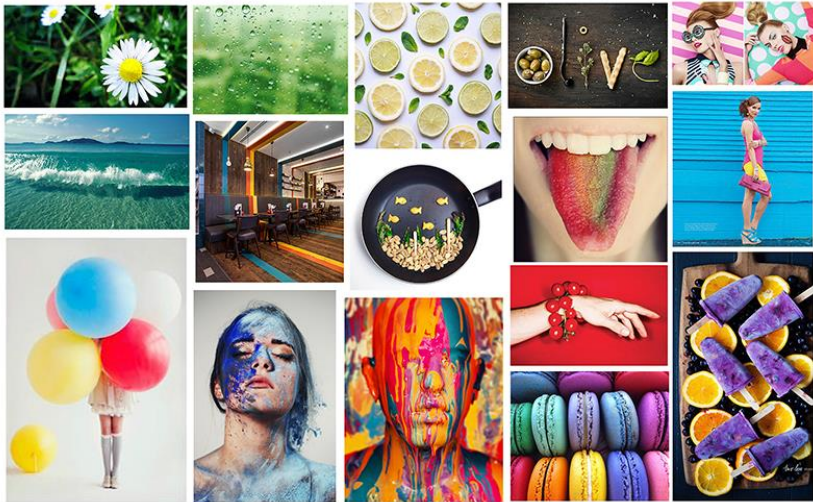




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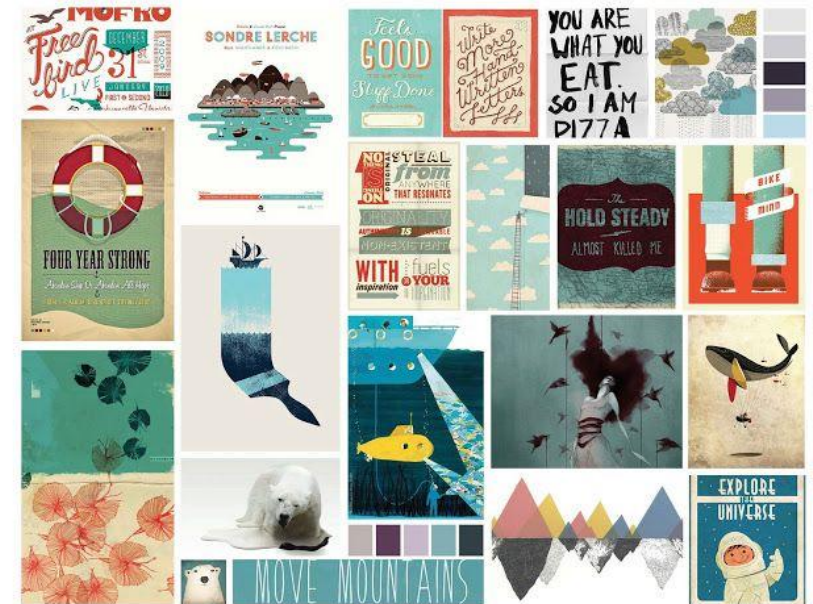
MOOD BOARDS

- Pull images, quotes, colors, photographs, people, and things that inspire you and connect directly with your brand personality.
- You'll notice that certain themes will emerge.
- What kinds of photography represent your brand personality?
- Are the people in photographs you've sourced your ideal customer?
- If not, who do they represent? In clipped quotes or phrases, are there similarities between the words used and how they're written?

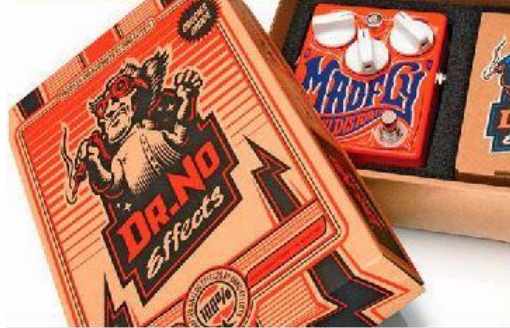
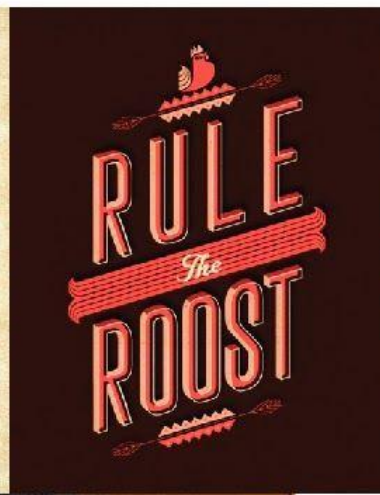
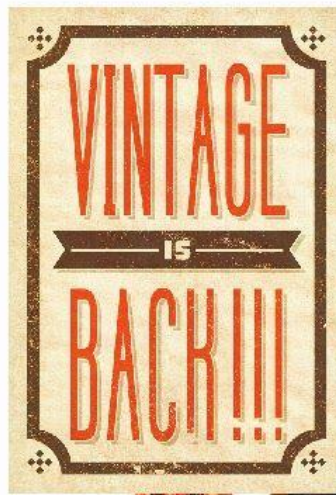


“A mood board is a collection of like-minded design examples, organized and presented to accomplish a task.”

Like this one here:

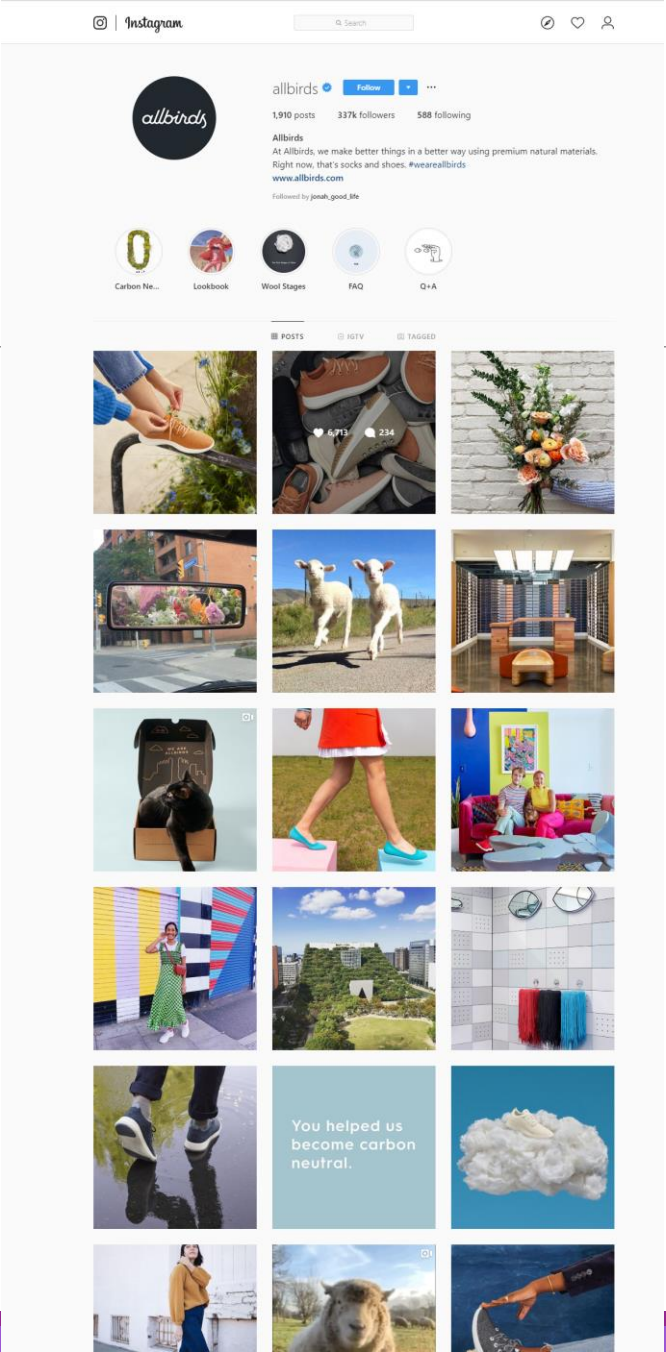
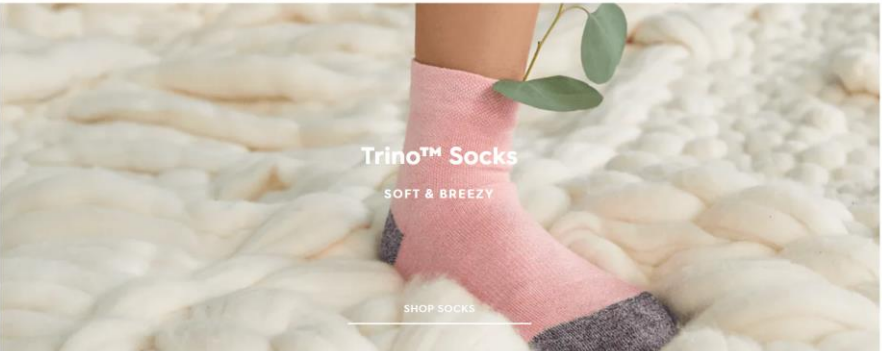
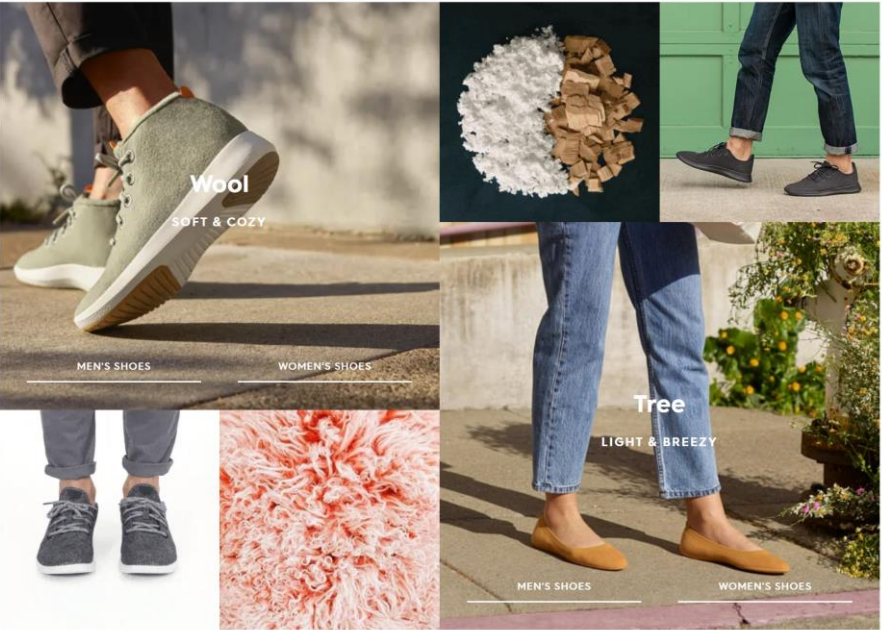






Restaurant mood board







BETTER MATERIALS
IN BLOOM

SHAW MEN

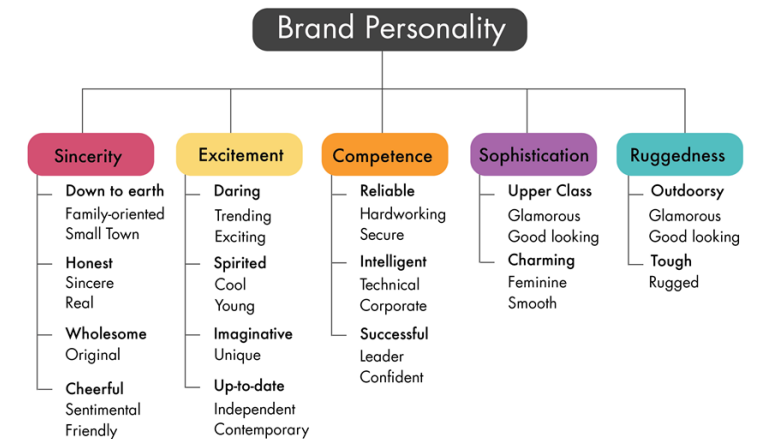
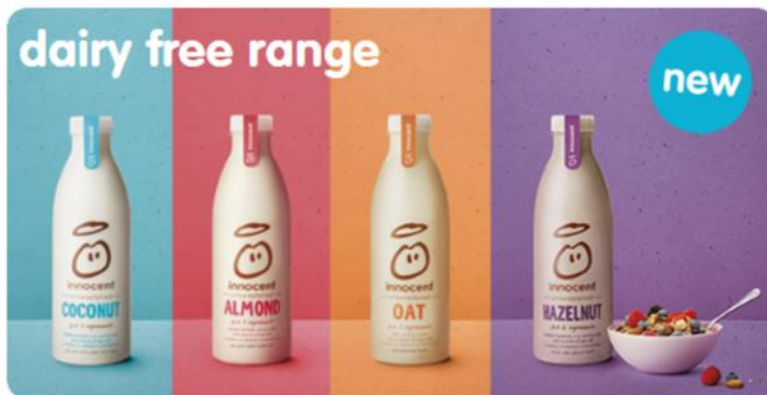
SHAW WOMEN

Build a Brand Voice & Tone

<https://www.innocentdrinks.co.uk/>



things we make



VOICE

This describes your company's personality. It's consistent and unchanging.

TONE

The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.



Brand Voice & Tone

Duluth Trading Company: Irreverent. Authoritative. Practical.



- Duluth Trading Company specializes in durable yet appealing clothing for working people. This is reflected in their branding, which uses clever copy that clearly explains the benefits of their products, while standing out with understated humor.
- This is clear when you visit their website. For example, take their No Tug Tank Top. It's a tank top that's longer in the back, to avoid needing to be tugged down when leaning over (as one might do while gardening).

https://www.youtube.com/watch?list=PLqiPlfrzyAhVCx5us5Yz27MXrUNfQYu_c&time_continue=5&v=s69InvmHPjU&feature=emb_logo

Apple: Clean. Simple. Confident.



 [My account](#) [Marketing Platform](#) [Pricing](#) [Resources](#)

Less effort, better results

Start with MailChimp. Our all-in-one Marketing Platform has the tools you need to grow—no coding or design skills required.

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Make your marketing seamless.
Our all-in-one platform comes loaded with pre-built templates, segments, and automations.

Build your audience with one click

When you create a new landing page with MailChimp, we'll automatically generate a Facebook and Instagram ad for it. Promote your page, reach new people, and get the exposure your business deserves—across multiple marketing channels.

[Build our base](#)



Email built to power your business

Email averages a \$32 ROI for every dollar spent. And our industry-leading tools—which work in tandem with the other channels our all-in-one Marketing Platform offers—are designed to help grow your business faster.

[See what you can do.](#)

An award-winning platform

Our users named MailChimp one of Trustpilot's Top Rated all-in-one marketing platforms of 2019. Using our tools, you can easily create an email, design a landing page, build a website, and more. Ready to get started?

[Learn more](#)



MailChimp: Warm. Welcoming. Helpful.

- Email marketing can be complicated, but MailChimp's voice reinforces their platform's ease of use.

<https://mailchimp.com/>

VOICE <i>What you sound like</i>	STYLE <i>What you look like</i>	VALUES <i>What you act like</i>
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PICK 3 IN EACH CATEGORY, AND NUMBER THEM 1–3, 1 BEING THE HIGHEST

Feel free to write in your own

ENERGETIC	SLANG	NATURAL	CURRENT	IRONIC	SELECTIVE
INSPIRATIONAL	CASUAL	FORMAL	CASUAL	AUTHENTIC	RESPONSIVE
SEXY	PROFESSIONAL	HIP	CLASSIC	CONSCIENTIOUS	VISIONARY
UNDERSTATED	HEARTFELT	TRADITIONAL	ELEGANT	ECO-FRIENDLY	PATRIOTIC
EMPOWERING	MYSTERIOUS	URBAN	SEXY	COMMUNITY MINDED	GREEN
FRIENDLY	FUN	TIMELESS	PREMIUM	CONSERVATIVE	LIBERAL
COMFORTING	APPROACHABLE	MODERN	SIMPLE	THOUGHT LEADER	AGGRESSIVE
CANDID	COACHING	TRENDY	MINIMAL	HEALTH CONSCIOUS	CHARITABLE
ACADEMIC	IRREVERENT	CLEAN	ELITE	SOURCE LOCAL	REBEL
SARCASTIC	WORLDLY	ORIGINAL	ORNATE	ADVENTUROUS	QUIRKY
ELITE	HONEST	FUNKY	ECLECTIC	CUTTING EDGE	IMPULSIVE
WISE	CONFIDENT	CHIC	GRUNGE	PREPARED	EDUCATED
COUNTRY	SMART	SLEEK	PREPPY	THOUGHTFUL	EXPRESSIVE
CLEVER	DIPLOMATIC	COOL	RUSTIC	SINCERE	TRUSTWORTHY
WITTY	HUMOROUS	OUTDOORSY	BOLD	INNOVATIVE	PLAYFUL
CHILL	AGGRESSIVE	LOUD	RETRO	COURAGEOUS	AMBITIOUS
QUIET	LOUD				HEDONISTIC
DEFIANT	EXCLUSIVE				DYNAMIC
WHOLESOME	HIP				
SPIRITUAL	OPTIMISTIC				
	INTIMATE				

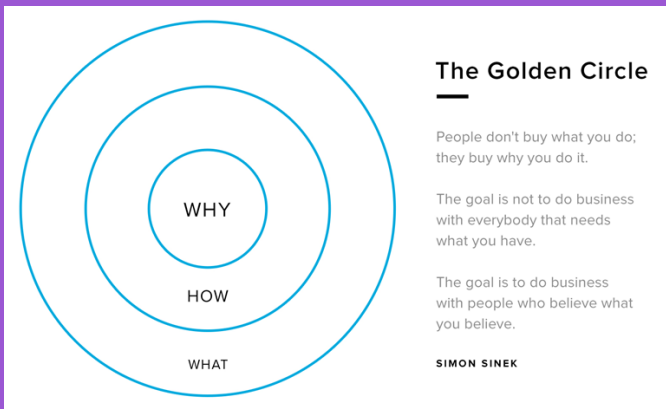
Building a Brand Tone

voice + style + values

More words...

Adorable, Adventurous, Appealing, Artistic, Athletic, Attractive, Bold, Breathtaking, Bright, Busy, Calm, Capable, Caring, Casual, Charming, Cheerful, Chic, Classic, Clever, Collaborative, Colorful, Comfortable, Conservative, Contemporary, Convenient, Cool, Cocky, Creative, Daring, Dashing, Dazzling, Delicate, Delightful, Detailed, Dramatic, Dry, Earthy, Easy, Eccentric, Efficient, Elegant, Elevated, Enchanting, Endearing, Energetic, Ethereal, Exciting, Exuberant, Fabulous, Familiar, Fancy, Fantastic, Fashionable, Festive, Fierce, Flirty, Formal, Fresh, Friendly, Fun, Functional, Futuristic, Glamorous, Graceful, Hip, Historic, Honorable, Impressive, Industrial, Informal, Innovative, Inspiring, Intense, Inviting, Low Maintenance, Lively, Lush, Majestic, Modern, Natural, Nautical, Nifty, Noisy, No-nonsense, Nostalgic, Novel, Old, Organic, Playful, Pleasant, Powerful, Predictable, Professional, Quaint, Quirky, Radiant, Rebellious, Relaxing, Reliable, Retro, Revolutionary, Ritzy, Romantic, Royal, Rustic, Scholarly, Savvy, Secure, Serious, Silly, Sleek, Smart, Soothing, Sophisticated, Stable, Stimulating, Striking, Strong, Stunning, Stylish, Swanky, Tasteful, Thoughtful, Tranquil, Trustworthy, Unconventional, Unique, Upbeat, Urban, Versatile, Vintage, Whimsical, Wild, Witty, Wistful, Youthful

5 – Brand Master Plan



Create your Brand's Master Plan—What, exactly, will your brand deliver?

Your brand has focus.

You've given your brand purpose, explaining Why you are doing it.

And you have specified How you will help your ideal customer.



Now it's time to layout your What, in detail.



SIMPLICITY IN DESIGN

No flashy logos. No senseless details. Just the world's most comfortable shoes, made naturally and designed practically. It's that simple.

CONFIDENCE IN COMFORT

Trying is believing. Give our shoes a shot for 30 days, and if you're not walking on cloud nine, we'll take them back—no questions asked.

MADE FROM NATURE

The footwear industry often overlooks Mother Nature's materials in favor of cheaper, synthetic alternatives. We think it's time to change that.

Brand Master Plan

6 – Brand Creative Brief

- Write out a distilled 2-4 paragraph statement crafted from your focus, combined with your why, what, and how.
 - Basically combining Steps 1-4 in slightly condensed form.
 - Emphasize your uniqueness and why customers should buy from you



Allbirds Creative Brief

- **What** - *Allbirds is on a mission to prove that comfort, good design, and sustainability don't have to be mutually exclusive. Serving as a driving force in a new age of sustainable manufacturing, the company crafts products that people feel good in, and good about, using premium natural materials.*
- **Why** - Allbirds is dedicated to making the most sustainable footwear they can - shoes people feel good in and good about - using the world's best natural materials. *We're changing so the climate doesn't.*



Truth: **Telling your ongoing story is one of the most important things you can do to advance your brand and grow your business.**



From blogging to video, there are so many ways to reach your audience through **a brand story** done right. Only you can decide which is the best platform for you, but the most effective way to stand out, build authority, and find your ideal customer is through storytelling.



If you deliver a consistent, helpful, engaging narrative, with a core message and a specific audience in mind, you'll gain traction and truly move the needle in your business.

7 – Brand Story

<https://www.mouth.com>

Mouth is a living, breathing anthology for some of the most passionate food and beverage makers in America. The company exists to tell the (really interesting) brand stories behind the indie creators of everything from artisanal chocolates and hand-made pastas to small-batch tequila and gourmet honey – and to sell the food and beverage products as gift packages and subscriptions on their mouth-watering e-commerce site.



Source: [Instagram.com/p/BRikPoxgAf1/](https://www.instagram.com/p/BRikPoxgAf1/)

You have to admit, learning about apples, grown on a small orchard in upstate New York by people who view making cider as one of the last vestiges of true American folk culture, is pretty compelling marketing. By posting the personal stories of the small business owners who make these products, Mouth adds a whole new level of meaning and value to the items they sell.

Brand Stories Build Relationships

Compelling, relatable, and memorable stories are more than a strategic device or a marketing tactic—they’re about forming lasting bonds between people.

We connect through **shared experiences**, and our **stories reveal our uniqueness, values, and vulnerability**.

The best stories are ones you can **visualize in the retelling**; you feel as if you’re there, experiencing the events **firsthand**.

Storytellers can create worlds and characters that draw us in.

We immerse, we get involved, and we develop a relationship with the characters and story as it unfolds.

7 — Brand Story

Articulate the pain you are helping your customer get past. Detail exactly what you offer (or will be offering) and exactly how it will help them on their journey.

Describe your customer's pain.

1. Your **ideal customer's pain is the foundation** for your story. A pain point is what is troubling your ideal customer.
2. It's the **thing they must get past**. A hurdle that is stifling their greatness.
3. When you discover this, **then deliver engaging and valuable content that addresses their pain**, you're well on
4. Your way to converting readers into loyal subscribers and customers. Your customer's **problem is the enemy**
5. You're helping them **get past**. You just need to do this better than the other guy.

SoulCycle has come up with a powerful story to compel people to pay close to the price equivalent of a monthly membership at your typical gym, for one 45-minute class. While this brand does offer a high-end fitness experience, with a focus on atmosphere (there's music, the instructors are more inspirational speaker than fitness coaches, and there are candles), it's the narrative that entices people to try it out.

AT SOULCYCLE... WE ASPIRE TO INSPIRE.
WE INHALE INTENTION AND EXHALE EXPECTATION.
WE COMMIT TO OUR CLIMBS AND FIND FREEDOM IN OUR SPRINTS. WE ARE A FITNESS COMMUNITY RAISING THE ROOF AT OUR OWN CARDIO PARTY. THE RHYTHM PUSHES US HARDER THAN WE EVER THOUGHT POSSIBLE.
OUR OWN STRENGTH SURPRISES US EVERY TIME.
ADDICTED, OBSESSED,
UNNATURALLY ATTACHED TO OUR BIKES. HIGH ON SWEAT AND THE HUM OF THE WHEEL. CORE ENGAGED, WE RESHAPE OUR ENTIRE BODIES, ONE RIDE AT A TIME.
CHANGE YOUR BODY TAKE YOUR JOURNEY
FIND YOUR SOUL.

Source: [Soul-cycle.com/our-story/](https://soul-cycle.com/our-story/)

SoulCycle offers a tribal, transcendent experience with each workout. "Our riders share a SOUL experience. We laugh, we cry, we grow – and we do it together, as a community." There's the promise of real motivation and a sense of belonging. The high-powered workout almost becomes an afterthought to the excitement of signing up for a SoulCycle cardio party.

Great brand stories may not change the world, but they will let your target market understand why your brand is worth their time and money.

SoulCycle –

Pain:
Working out with a
sense of belonging

Brand Story



A native of New Zealand, Tim Brown was always well versed in the magical qualities of merino wool. Inherently curious, he began asking himself why such a remarkable, sustainable resource was virtually absent in the footwear industry. And with that spirit of wonder, the Allbirds journey began.



After years of researching and tinkering, Tim teamed up with Joey Zwillinger, an engineer and renewables expert. Together, they crafted a revolutionary wool fabric made specifically for footwear. The outcome? An entirely new category of shoes inspired by natural materials, and an ongoing mission to create better things in a better way.

Tips for building your brand story

1. **Don't be a copycat version of someone else.** Just because a voice works for one brand doesn't mean it'll work for you. Cultivating a voice isn't a plug and play. Parroting invites parody.
2. **Being authentic is about acting natural, relatable, and human.** If your brand's voice feels awkward and forced, it isn't your voice.
3. **Lean on your story.** We talked about how to craft stories for your brand that are impassioned and compelling. If you get stuck, talk about what's familiar and meaningful to you. Use details, examples, and anecdotes. You'll find that your voice will rise seamlessly to the surface.
4. **Step outside your industry and search for voices and vibes you admire.** When you hover too close to home, you inadvertently pick up phrases, turns of speech, and other brand -isms. Seeking inspiration beyond your competition will give you a fresh perspective.
5. **Point of view matters.** If your voice is in the first person, it's the most intimate. Typically, this works best for small businesses and creative entrepreneurs. Many companies love the royal "we" because it feels warm and inviting without being intrusive.
6. **Don't be all things to all people.** Brands are scared. They don't want to lose a sale or alienate a customer, so they pander to everyone. In an effort to appeal to the masses, their message and uniqueness can become dulled and diluted. The most influential brands alienate people because they know this one simple truth: If everyone is your customer, no one is your customer. For example, if you sell \$100,000 cars, own it. Don't create value and budget messaging. Your brand targets a specific audience and you have to cater to that audience. Don't worry—if your products are solid, you will also attract the periphery.

Last word on telling a story

What Defines Great Brand Stories?

When marketing storytelling is done well, it:

- Clearly establishes what your brand is all about – its **purpose, core values, and mission**
- Offers the consumer more than just a product or service, but rather an **experience** that transcends mundane reality
- Motivates the reader or viewer to **step into that experience**.
 - This is done by crafting content in such a way that your audience feels as though they'd risk losing access to this somehow sublime experience of being a part of your brand if they don't buy, follow, or sign up right now.
- Will boost your lead generation by as much as 16 times!

After you have
completed the
7 steps, then...



Research your target audience and your competitors.



Pick your focus and personality.



Choose your business name.



Write your slogan.



Choose the look of your **brand** (colors and font).



Design your logo.



Apply your **branding** across your business and evolve it as you grow.

6 essential elements of a brand style guide

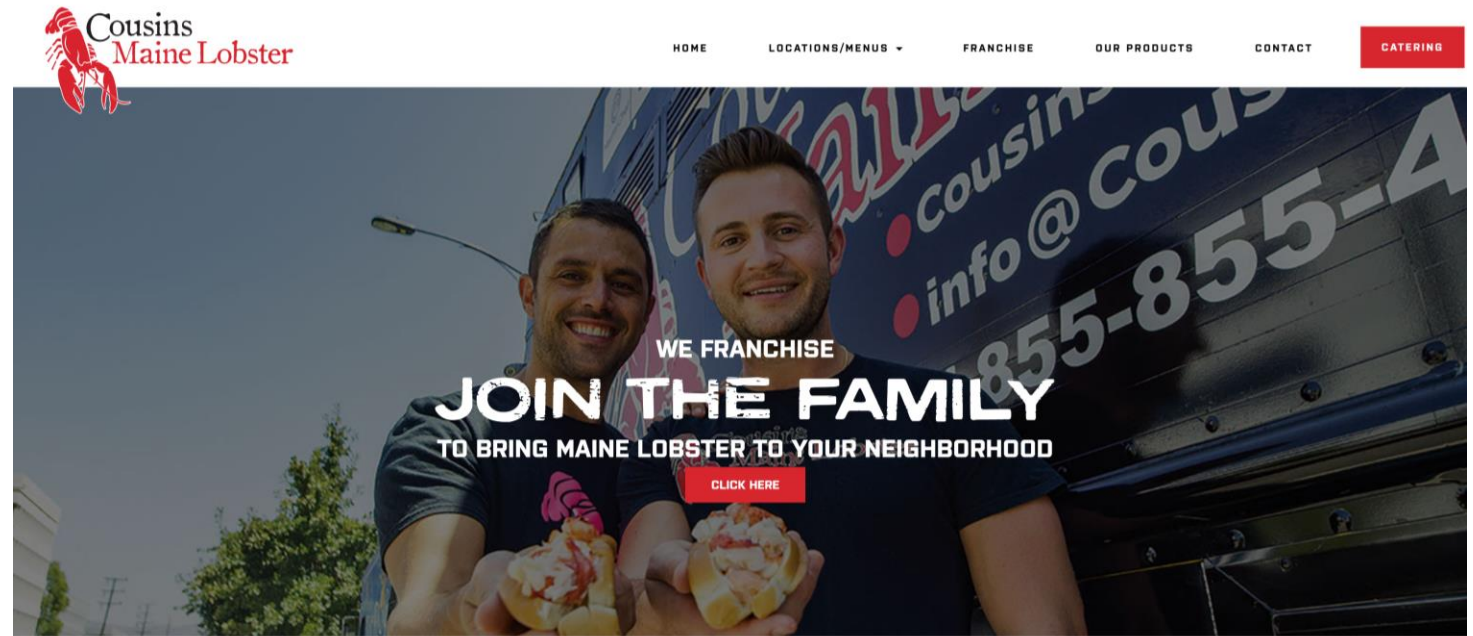


Let's get started...

PICK A PRODUCT OR SERVICE

Pick a Product You Will Use to Market in This Class & Build a Website

- Marketing plan product
- Product from any of your advertising projects
- Restaurant
- Tee-shirts
- Bags
- Pens
- Something tangible you want to sell online
- *Keep it simple*



Ccsfmarketing.com SMM tab, class websites

Go to Gmail and open up a new gmail address.
Begin with Last name, first name, 180@gmail.com
goodmanprofessor180@gmail.com

<https://nopunat.weebly.com>

Build a Simple Website

- www.weebly.com (My favorite)
- www.wix.com (class favorite) –
- goodmanprofessor180@gmail.com (Citycollegexxx)
- www.squarespace.com (shopping favorite)
 - Pick a theme
 - <https://www.freelogodesign.org/> - design a logo
- Three Tabs:
 - Home (landing page)
 - About (brand story)
 - Blog

A GOAL WITHOUT A PLAN IS JUST A WISH!

Part of the Plan

[Home](#)

[About](#)

[My Blog](#)

[Contact](#)

[f](#) [t](#) [i](#) [p](#)

PROFESSOR GOODMAN



Let's Connect!

Email

Subscribe

Welcome to my page. I have developed this webpage as part of my social media marketing curriculum. On this site, I will post motivational videos, inspirational talks, interesting articles and anything I find interesting about getting on with a plan and finding your best and most fulfilling life. Remember, planning is bringing the future into the present so you can do something about it now!

10 REASONS WHY A PLAN IS IMPORTANT



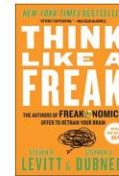
1. Plans help you define the scope of the project (not only you but to your client too)
2. A plan is important because it defines the key roles of external resources such as contractors and subcontractors for each stage of the project
3. A plan helps you foresee any calculated challenges. Of course there will be some surprises that pop up but planning for any mishaps will help you with a disaster recovery action plan

GRATITUDE



Be grateful. You're here. It's another day. All the information in the world is at your fingertips. Do you want to learn something new? Cool. Go do it. You want to reach out to that person you admire? Great. Go hit them up directly. You want to escape from your reality and be entertained. Have at it. We're living.

MY PICK OF THE MONTH



The New York Times bestselling Freakonomics changed the way we see the world, exposing the hidden side of just about everything. Then came SuperFreakonomics, a documentary film, an award-winning podcast, and more. Now, with Think Like a Freak, Steven D.

<https://goodmanprofessor18.wixsite.com/mysite>

-
- Demonstrate how to build a website using wix.com
 - Move into Cloud 111

Only after you have
developed your
brand can you then
think about your
SMM strategy