

CREATIVE BY DESIGN

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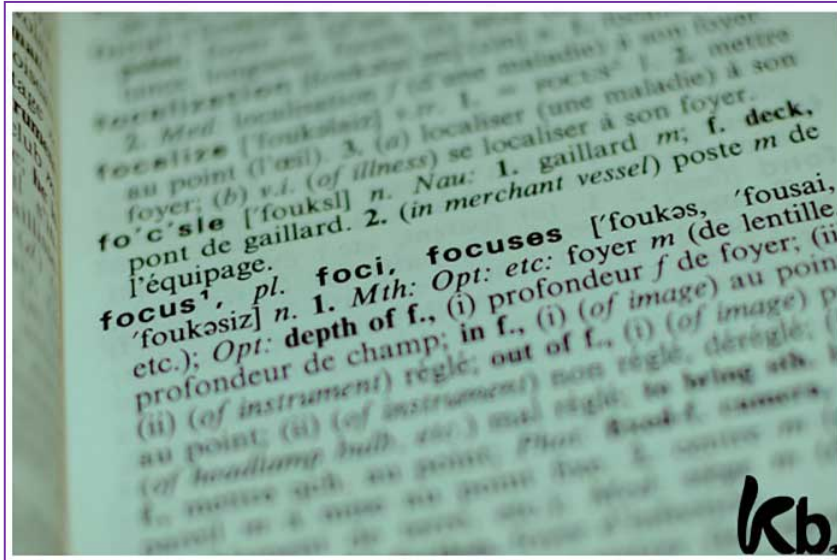
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INSPIRATION OF THE MOMENT

- Since 2012

Did you focus on your brand messaging?

7 Mar, 2016 by Kenhalo Bernet



If there are no products/services there are no sales therefore many focus on operation and manufacturing such product/service (product management) but when it comes to marketing (product marketing management) and in this case branding, it is trickier.

This is it! You have finally decided to create a product/service, you are passionate about it and that is wonderful!

This is the most ideal moment; **you have not done anything yet therefore nothing can be wrong!**

Channel that passion into generating constructive elements towards solid foundation.

You will carve your own paths; make your own mistakes however you can avoid many pitfalls by studying others.

There are common traits among successful stories; their managers had stamina, conviction and they learned a lot studying others' mistakes and successes.

It can be hard to remain focus when so much excitement feels your brain but discipline is key in order to survive in a very competitive and harsh business world.

But it is a fact that marketing not properly executed will result in not being able to attract many customers.

The difference results in understanding how to **put the product/service on the shelf** in comparison to **how to get it off the shelf!**

So what is branding compare to marketing.

Branding is **strategic** when marketing is **tactical**.

A good **marketing strategy** makes a customer buy a product/service.

Marketing creates buyers when branding creates loyal customers so if you are just creating the company as you are studying the market you have to establish as well your branding.



Therefore, understanding that manufacturing, branding and marketing are all equally important is a good start. As well as differentiate and produce go-to-market content that is product/service-centric/technical and descriptive and content that is customer business objective-centric and persuasive.

However, keep in mind that the AMA (American Marketing Association) and IDG (International Data Group) stipulate that over 50% of marketing contents produced are not relevant to its customers.

So first thing first, what do you want your brand to stand for?

What I call your **branding space**?

It is undeniable that marketing and branding strategies have carved some of the most successful businesses despite the true quality of such product/service/company.

However, keep in mind that it is extremely hard to compete against goliath corporations and it has become clearer that quality is more and more a primary factor, as seen with the popular growing trend of healthier living.

On the opposite spectrum, in time of financial climate hurtles, price is also a very determining factor.

In general, I find that it is costlier at the end of the day to have substandard values.

*A brand needs to **shout out what it is, why it exists.** Building a branding message foundation that includes the core purpose; mission and values will position for success the marketing strategy of your product/service.*

Marketing follow simple rules, they resume the fact-based product/service story:

- What is your product/service?
- Who is it intended for?

You need above all to **identify your target market**. If you know for whom your product/service is intended for then you will know how to structure your marketing message.

Once identified you need to study the demographics, such as age, education and income; psychographics, such as values, interests, habits, likes/dislikes and personality traits, as well as how and where they “shop”.

Only then, you will know how to structure your marketing/branding message and get customers to engage, attract them and ultimately make them buy your product/service.

What are the true benefits of your product/service? Keep in mind that it is much easier to address a need that exists in a current market than it is to convince people that they have a need. It is all about perspective; position your product/service as a solution.

It goes back to studying your target-audience, talking with potential customers, learning about their lifestyle, work environment, motivations and goals will help you identify and find the rights argument for why is your product needed.

What differentiate you from your competition? You need to do so in a very clear defensible and monetarily productive way. Defensible is utilizing a benefit driven marketing message that ensure you inspire your target customer to take action.

Always portray the positive, if your product is cheaper why is it as good as the others and therefore even better because on top of it, it is cheaper. If your product is expensive what makes it better than the others and therefore valuable because better than the others.

These answers define the identity of your product/service and it is what your marketing strategy has to consequently display. However, be aware of the pitfall that often marketing materials will recognize a problem, endlessly list features as the solution and then promise loads of benefits.

People lack focus, your message needs to be clear and concise, this is where visuals also play a major part in marketing they can say it all.

Perfect! You trickled all the information into a marketing message within the branding space, great work!

Now your next step is to figure out how to showcase it!

Good luck!