

# BRAND STRATEGY



Consider this your essential road map before the journey begins. We'll help you define your brand by clarifying the following:

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## Brand Core

PURPOSE, VISION, VALUES

Having these fundamentals in place will help you and your future team understand what you're trying to achieve, and allow you to track whether your company is achieving your goals.

## Brand Positioning

AUDIENCE, COMPETITORS, KEY DIFFERENTIATORS

An in-depth analysis where we define strengths, weaknesses, opportunities, and threats of 4 competitors. This will help you clarify how to position your business to stand out in the marketplace.

## Brand Persona

PERSONALITY, TONE OF VOICE

This animates the face of your brand and defines the language you should use to resonate with your audience. You'll use this as a reference for anyone who writes in your brand's voice, keeping social media posts and marketing copy consistent.

## Brand Strategy Guide

15-20 page PDF to give your business and team members a guide to consistently refer back to, making sure everyone is working towards the same objectives.