



A Guide to Implementing Your Brand Strategy

Congratulations on completing our brand strategy course! This guide is designed to help you implement everything you've learned, ensuring your brand stands out and connects deeply with your audience. Here's how to put each element into action.

1. Mission Statement

Your mission statement is the heart of your brand. Use it to consistently communicate your brand's purpose across all platforms.

- **Website:** Feature the mission statement on your About Us page.
- **Social Media:** Reinforce your brand's purpose by including elements of your mission in your bios and regular posts.
- **Marketing Materials:** Use the mission statement in brochures, flyers, and print or digital marketing content.

2. Key Characteristics

The key characteristics define your brand's personality and values. They guide how you and your team should interact with customers and present the brand.

- **Internal Training:** Use these characteristics in staff training to ensure everyone embodies the brand's values.
- **Customer Interactions:** Ensure all customer communications reflect these characteristics.
- **Brand Voice:** Maintain consistency in your brand's tone and style across all channels, influenced by these key characteristics.

3. Critical Actions

Critical actions are your team's practical steps to uphold your brand values and achieve your mission.

- **Operational Procedures:** Incorporate these actions into your daily operations and standard operating procedures.
- **Customer Service:** Train your team to perform these actions consistently in customer interactions.
- **Marketing Strategy:** Use these actions to create content that highlights your commitment to these practices.

4. Story Pitch

Your story pitch is a powerful tool for engaging your audience by telling your brand's compelling story and mission.

- **Website Content:** Develop an About Us page that tells your brand's story using the story pitch format.
- **Marketing Materials:** Create brochures, ads, and social media posts that share elements of your story pitch.

- **Sales Conversations:** Train your sales team to use the story pitch in conversations with potential customers.

5. Your hero's persona

Understanding your ideal customer helps you tailor your marketing and communication strategies to meet their needs and preferences.

- **Content Creation:** Develop blog posts, social media content, and email newsletters that address your hero's deep desires.
- **Advertising:** Target your ads on platforms and channels your hero uses and their specific demographic/psychographic attributes.
- **Personalization:** Personalize your communications to reflect the hero's journey and challenges.

6. The Villain of Your Brand Story

Defining the villain helps you clarify what your brand stands against, creating a clear contrast that strengthens your brand's identity.

- **Content Creation:** Use the villain to highlight the problems your brand solves.
- **Advertising:** Create content that contrasts your brand's solutions with the issues caused by the villain.

7. Defining the Problems

Identifying your hero's problems helps you position your brand as the solution.

- **Problem-Solution Content:** Develop content that addresses these problems and showcases your brand as the solution.

- **Customer Experience:** Design your customer experience around your hero's needs and preferences.

8. Where you meet your Hero

Identify where your hero is most likely to search for solutions to their problems.

- **Channel Strategy:** Focus your marketing efforts on the channels your hero frequents.
- **Customer Experience:** Design your customer experience around your hero's needs and preferences.

9. Giving them a plan

Provide your hero with a straightforward plan to follow. Depending on where your hero meets you, this will look different.

- **Process Plan:** This could be recited in person or written out in your online content. It could be broken down into chunks on social media content/captions, a blurb on your website, and a detailed plan in email marketing.
- **Agreement Plan:** For more detailed information like that in an agreement plan, detailed descriptions on your website or in email are best.

11. Calling Them to Action

Motivate your hero to take the next step with compelling calls to action.

- **Sales playbook:** If your hero meets you in person, the calls to action will show up in your pitch playbook or talking points you and your team use in customer interactions.
- **Urgency and Incentives:** Use urgency and special offers to encourage immediate action. This could be waitlists offering early bird access, a count-down banner on the screen, or a daily email update with the number of spots left.
- **Action-Oriented Language:** Use strong, action-oriented language in your calls to action.

12. Defining the Stakes

Clarify what your hero stands to gain or lose, making the stakes clear and compelling.

- **Emotional Appeal:** Highlight the emotional benefits and consequences in your messaging.
- **Case Studies and Testimonials:** Use real-life examples to illustrate the stakes.

13. Writing the Happy Ending

Show your hero the positive outcome they can achieve by choosing your brand.

- **Success Stories:** Share success stories and testimonials that showcase the happy ending your brand delivers.

- Vision for the Future: Paint a vivid picture of the positive future your hero can expect. This is a great thing to keep in mind when creating video content on social media that is optimized for reach.

BONUS: Review and Iterate

Regularly review and iterate on your brand frameworks to ensure they stay relevant and effective.

- **Performance Metrics:** Track key performance indicators (KPIs) to measure the success of your branding efforts.
- **Feedback Loop:** Collect feedback from customers and team members to refine your strategies.
- **Continuous Improvement:** Stay agile and be willing to adapt your approaches based on new insights and changing market conditions.

Reminders

- The only way to get insight is to go out there and try a BUNCH of things
- Only tweak one variable at a time
- Repeat yourself, repeat yourself, repeat yourself
- Your customer is the main character
- Ask for feedback often
- I'm rooting for you