Revitalise your brand to get business moving.

AUSTRALIAN INSTITUTE OF
ARCHITECTS
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Why branding is important for the future success of your business

Your brand is so much more than a logo. It is a REPUTATION, not a tagline.



Thinking about your brand from a whole of business perspective



It is the result of the:

- STORIES you tell
- o IDEAS you value
- INSPIRATION you share
- o PROJECTS you work on
- o CULTURE of your team

Self-check your brand

- Website
- Brand message + stories
- Projects you're working on
- ☐ Service phone calls, emails, office
- Collateral
- Partnerships
- ☐ Team + culture
- Content



Understand your audience and how they perceive your brand

Ultimately, it is your audience who decides what your brand is.

So you must invest in understanding who they are, not just in projecting who you are.





DEMOGRAPHICS

Age Gender Education Social Status Life Stage



GEOGRAPHICS

Country
City
Density
Language
Climate
Area
Population



PSYCHOGRAPHICS

Values
Attitudes
Personality
Interest
Opinion
Lifestyle
Concerns



BEHAVIOURAL

Intent
Usage
Occasion
Buyer Stage
Engagement
Benefits
Life Cycle

It's about understanding - in detail - the multiple audiences you potentially have and creating a brand that is relatable to each of them.

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Ask yourself:

What problem/s will they come to me with that I can solve?



Create a strategy that works for the short term while not losing sight of your long-term vision



Short term gain Long term pain

Reactive workflow can have long term impacts for your business and your brand.

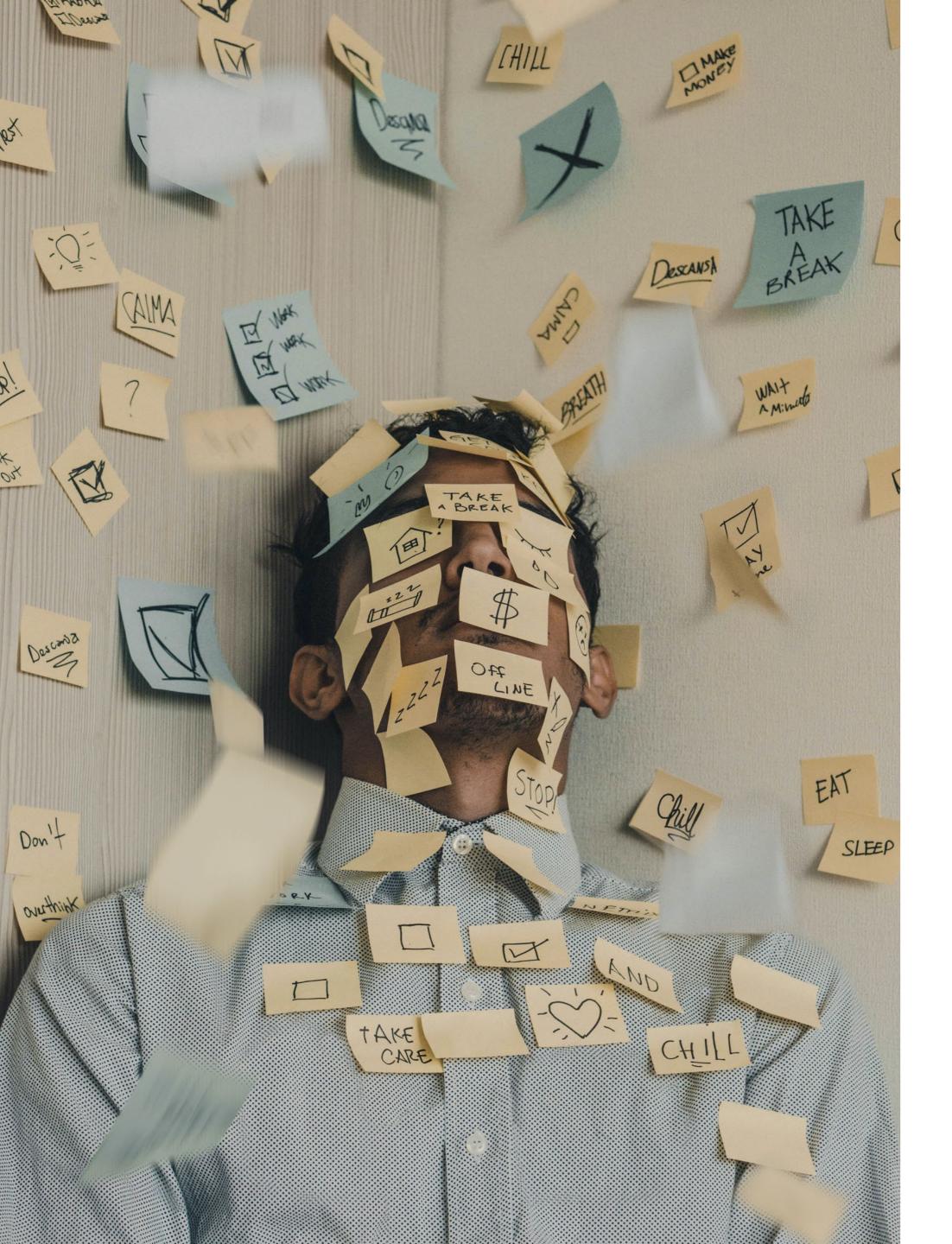
A strategy to positively impact your brand:

- □ Promote projects of long-term value
- ☐ Talk about your process
- □ Share your knowledge
- ☐ Tell the story behind your projects
- ☐ Highlight your team

AND REMEMBER: Make it relevant to your audience



How to use the downturn to your advantage



Get things done.

Take an objective look at your brand with fresh eyes and determine where improvements can be made. This is the time to do it.

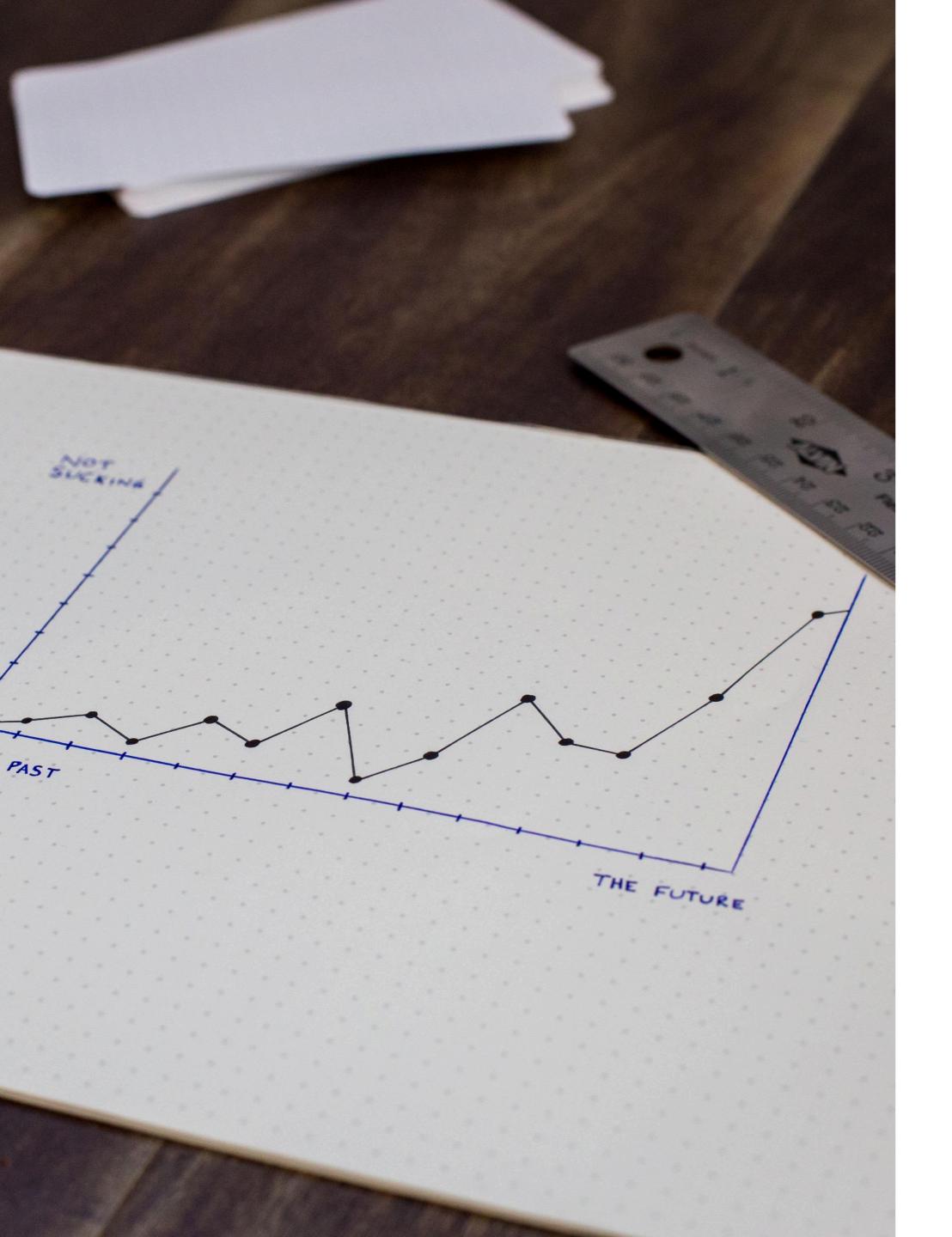
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If you have time +/or resources available:

- ☐ Brand vision, mission + goals
- Website
- □ Collateral
- □ Social Media presence
- □ Digital + Print marketing
- ☐ Content writing
- □ Refresh your team's brand knowledge
- □ Look at new ways to reach your audience



Setting goals, measuring + adapting where necessary



- 1. Start small
- 2. Look 3-6 months ahead
- 3. Measure monthly
- 4. Celebrate successes
- 5. Learn from mistakes
- 6. Adapt approach

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TOPIC Why now isn't the time to wait for your marketing to be perfect

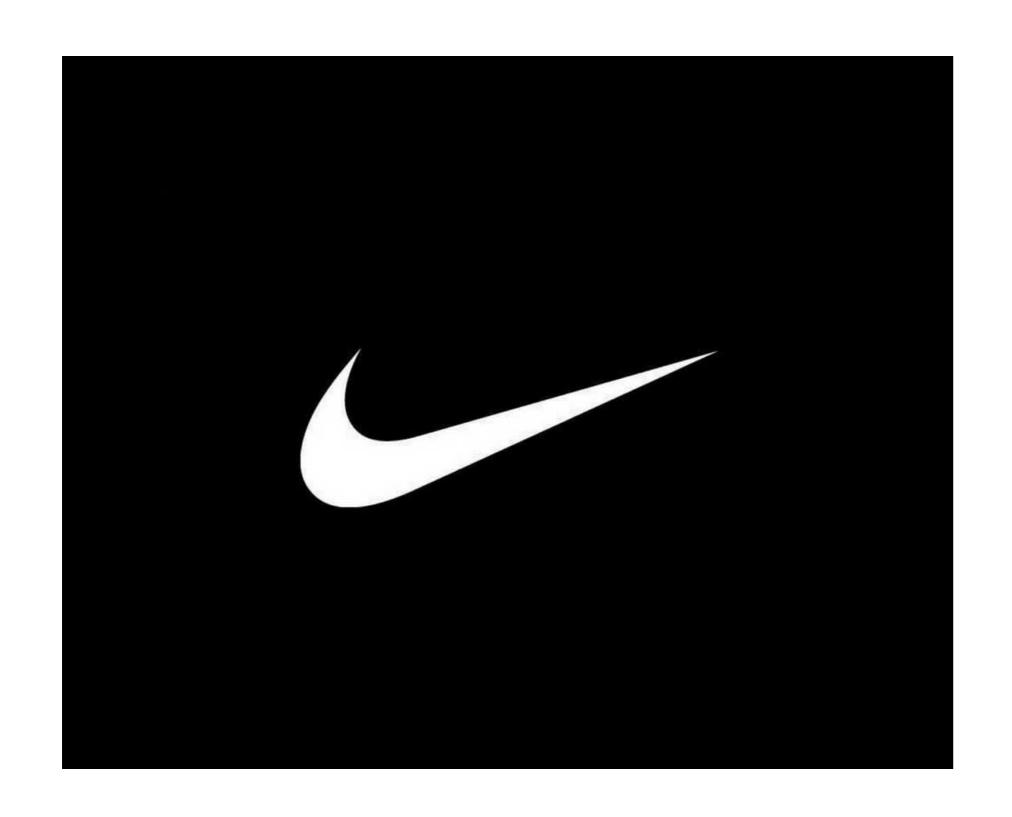
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If you wait until it's perfect, it may never happen.

- ☐ Front of mind
- □ Consistency
- □ Don't over think it



A final note on logo vs brand







RESOURCES

Video: What is branding (4 mins)

• Download: Brand health check

Book: The Brand Gap

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