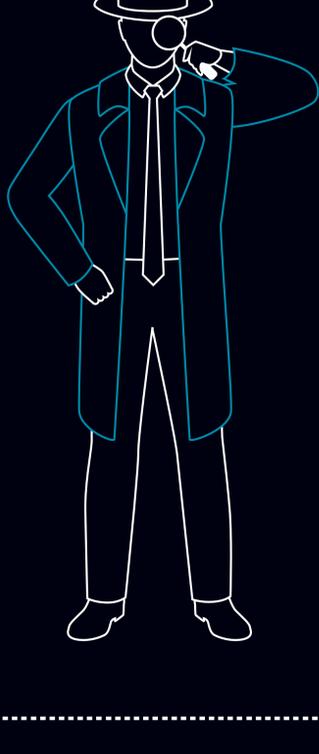




# How to create a clear brand message



Is your brand attracting the type of customer you want? Do your customers have the wrong ideas about the type and quality of your goods/services? If you don't have a clear and consistent brand message, your customers and staff will feel confused and disconnected with your brand. Here's how you close the gap between how you're seen versus how you want to be seen.



## Identify your current perceived brand message

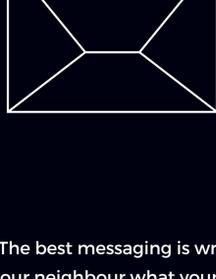
Do you know how your brand is currently perceived? Even if you think you know, it's helpful to find out what other people think your brand and brand message is. When we refer to your brand message, we're referring to the underlying value proposition your business promotes in your marketing communications.

To identify how your brand message is perceived, ask your employees, managers, external suppliers, and a subset of your customers to describe your brand (in their own words).

Are the answers what you expected, what you want them to be? If not, its time to clarify your brand message so it reflects your brand clearly.

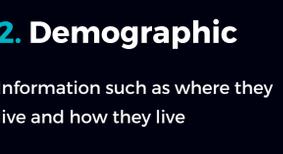
## Develop your brand message

Next, it's time to develop and define your brand message. If you've defined it, and your customers don't perceive your brand the way you want them to, then it's time to review your messaging.



### 1. Define your ideal customer

Narrow your focus when it comes to your messaging. The best messaging is written with someone in mind, for example, it's easier to tell your neighbour what your brand stands for than it would be to randomly post about it in a Facebook group. To do this, we create three to four customer profiles (personas). The devil's in the detail - they should feel like an individual rather than a collective group. Give each one a name (turn them into a person) and identify their key characteristics and habits. Include:



### 2. Demographic

Information such as where they live and how they live



### 4. Their needs

What they need to solve their problems, what are they looking for in your product/service?

### 6. Define your core brand messaging

Your brand messaging will clarify how your brand should be spoken about, written about and what words are used in promotions. To do this, identify what your brand is, what it's values/attributes are, where it's positioned in the market, and what sets it apart from the competition. Using this information, create the primary message you want to convey, supporting messages/proof points (data, testimonials, case studies etc) and your tagline.



### 3. Backstory

Including previous life experiences, their perspectives on life



### 5. How to surprise and delight them

What they need to solve their problems, what are they looking for in your product/service?



### 7. Creating a tagline

A tagline is a memorable phrase that summarises your brand. Keep it simple, keep it short and if you find it too hard to create, hire a professional to do it. This is often included with your marketing collateral and boils down your brand message/values in a small, memorable statement.



JUST DO IT



## Create clarity around your brand message within your business

To ensure your brand is represented consistently throughout your business, share your core brand attributes, your customer bios and brand messaging with your employees. They can't represent your brand properly if they don't know what it is and what it stands for.

## Ensure all marketing touch points are consistent

Once you've figured out who your brand is and who it's for, you need to make sure your logo, and all your marketing touchpoints such as your website, business cards, apps, emails, social media and any other collateral, consistently reflect your brand personality and messaging.



Have any questions about branding or would like to enquire about a brand strategy session, drop us a line at [info@blackbearcreative.com.au](mailto:info@blackbearcreative.com.au)