

Introduction

This is a good-news story. The digital age, with all its complexities and unprecedented consumer choice, brings untold opportunities. The barriers to entry into markets have gone. Geography and size no longer limit business growth, and more consumers than ever before are seeking ever-better services and products.

While digital marketing requires a whole new set of skills, the fundamentals are actually unchanged from traditional marketing. There are just more options – added to the shop front and print advertisements are newer tools like email, social media and search engine marketing. Marketing is still all about making a connection with people looking for credibility and authenticity.

The traditional model of the Four Ps of marketing is still a great place to start to define your marketing mix



Marketing is the process of building awareness of your products and services amongst potential clients, and persuading them to choose you over another business.

CHAPTER 1

Brand

Why does your business need one?

What's in a brand? Is it a name, a logo, a way of life, a story, a symbol, a promise or an experience?

A brand is all of these. It is the external representation of your business and its services. Your brand is the 'personality' of your company, allowing your clients to have a relationship with you, beyond what your business does functionally. That may sound a bit abstract, but branding is critical for small business.

A well-established brand forms the basis of every marketing decision you make. Companies with strong brands have a powerful tool that helps gain, and keep clients on factors other than price or product features. Your brand positions your services for clients, based on what they get, not what you do.

When done well, branding:

- Delivers the message clearly
- Confirms your credibility
- Connects with your target prospects emotionally
- Motivates the buyer
- Reinforces customer loyalty

A brand cements your business as 'first in mind', helping drive increased business and strengthening the relationships you hold with existing clients.



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