

**The**  
**All-In**  
**Brand**  
**Strategy**



For brands who want to **cut through the noise** to genuinely approach their market and win loyal customers.

# Great Brands Are **Not** An Accident



If you sell a product or services under a formed legal entity, you are by definition.. a business.

And your business likely has a reputation. That's your brand - **It's how your business is perceived by prospects, buyers, and the market.** It's the mind space you occupy in that audience's head, whether you work to develop it or not.

So if you want to be thought of as more than just a business, first you've gotta intentionally define what you want your brand to be.

Then you've gotta work to make it happen and earn that reputation from your audience.

**Because the greatest brands in the world didn't happen by accident.**

# Why **Bother** with **Brand**



Seems like a lot of work, right?

Here's the thing: **the strongest brands have the biggest competitive advantage.** No matter how innovative your product is, it's only a matter of time before a competitor comes in with sharper features, lower prices, or a bigger marketing budget.

When you're toe to toe with competitors, a strong brand will continue to acquire and retain customers because reputation always matters.

It's not just crucial to build successful marketing. It's the underpinning of every aspect of your company's business model. From operations to accounting, sales to customer service - brand run deep.

Brand is everything. Any customer facing interaction your potential buyers have with your company; from the first time they see your logo, to the 10th time they purchase your product or service.

# Great Brands Don't Stand Still



**Here's the fun part:**

Your brand is anything but static.

It's complex, ever-changing, and difficult to capture, but necessary for the long term growth of your company.

The goal of this guide is to help you craft a brand worth following that will stay competitive for years to come.

And since market needs change so fast, by the time you finish outlining everything, you'll probably need to throw out the playbook and start from scratch 😊

Let's dive in.

# The **Anatomy** of a Brand

Now, let's be clear. Brand cannot be summed up in little boxes. But the illustration below CAN help us understand how to begin crafting a brand and taking over our market

## < Internal >

**Brand Foundation**

Vision / Mission / Purpose / Values

Audience / Customer / Competition

**Market**

## < External >

**Persona**

Voice / Personality

Identity / Presence

**Visuals**

**Communcation**

Narrative / Positioning Statement / Tagline

We're gonna dig into each so don't worry it if doesn't make sense yet.

# Brand Starts from **Within**

Contrary to popular belief, defining your brand starts with an internal foundation. It gives purpose to your internal processes and teams, and it outlines the market you wish to conquer.

## < Internal >

### Brand Foundation

#### Purpose

Why does the brand exist?

#### Vision

Where does the brand want to be?

#### Mission

How the brand achieves the vision

#### Values

How to go about the mission

## Market

#### Audience

Firmographic, environmental, behavioral attributes of the ideal customer and audience

#### Competitive Landscape

Competition, trends, price points, SWOT, market research

# Bringing Brand to Life

Now's the fun part: Bringing your brand to life with visuals, communications, and persona. THIS is what people think of when you say 'brand'. Don't miss on this.

◀ **External** ▶

## Brand Persona

### Voice

Tone, style, language used in communication channels

### Personality

Qualities, values, attributes that resonate with customers

### Strategic Narrative

Story of brand's history, vision, promise, and value

### Positioning/Value Statement

Defines the unique value brought to market

## Communication

### Tagline

Brief, impactful statement to capture the essence of a brand

### Manifesto

Longer form statement that expresses mission, vision, purpose to audience

## Visual Expression

### Brand Identity

Name, logo, colors, typography, imagery and overall design aesthetic to be used across all touchpoint

### Brand Presence

Overall visibility and impact of brand in the marketplace ie. social media, PR, events, sponsorships, content

# The Brand **Work** Has Just Begun



Once you've laid this critical foundation for your brand, then the real work starts.

That means taking your brand to market day in and day out to slowly develop your reputation over:

Days,  
Months,  
Years,

And if you're lucky..

**Decades.**





## Ready to **Turn** Your Business Into a Brand?

Winning brands don't happen by accident. They are built with thoughtfulness, attention to detail, disruptiveness, and creativity.

If you're ready to kick your brand into high gear, contact me for a discovery session to uncover the highest impact areas of focus for your brand.

**[matt@antihero.marketing](mailto:matt@antihero.marketing)**