



Branding Workbook

Build an engaging Brand by following 5 simple steps.

This will ensure your Brand Positioning increases, helping you to communicate with your target audience.

by nikhita sejjal





Nice to meet you!

01

Hi, I'm Nikhita and I have over 5 years of Digital Marketing experience focussing on Digital Marketing, I have a successful record of producing strategic and engaging social media content that drives traffic, increases engagement and generates leads. I'm highly analytical, creative, knowledge thirsty, and driven with a passionate and innovative approach.

How will this help me?

So, let's start with the basics.

Everyone seems to think if I have a logo, my branding is done. Yes, a logo is extremely important as it is a graphic representation of your brand for people to identify with. BUT, the thought process, strategy and inspiration behind the branding is extremely significant.

A beautiful design with some nice fonts is not enough. That is why I have created a branding workbook, so that you can outline the inspiration, colour palette, and correct visuals to represent your brand. I enjoy creating a bespoke, well-crafted strategy as a foundation to your visuals, so that you can form a connection with your audience.

This workbook will help you to create your own personal brand identity, by focussing on elements that will help you to stand out. The questions you will be answering will help you to take a deeper look in to the essential branding foundations, which will give you clarity when moving forward with your marketing and brand positioning.

Trust me, if you complete these short exercises - you will have a brand that stands out!

And, a brand that stands out will :

- Be perceived as a leader in the industry
- Increase business growth, as you will connect with your audience and be remembered
- Allow for cohesive branded material across all online and offline marketing collaterals.
- Have a strong strategy in place, which will allow for your marketing efforts, products, and services to be aligned with your brand's mission and goals.

Branding in 5 Simple Steps

02

01

BRAND FOUNDATIONS

Define your Brand. Here, we will discover the foundation of your Brand and explore your business story, mission, and inspiration.

02

BUYER PERSONA

Who are your customers? Identify your buyer persona based on their behaviours and how you want to serve them.

03

BRAND POSITIONING

What makes you unique?
Identify your competitors and define your unique selling point.

04

BUYER JOURNEY

Outline the steps your 'potential' buyer will go through to make a purchase. How will your buyer find you?

05

BRAND VISUALS

This is a visual representation of your Brand. How do you want to represent your business?

Brand Foundations

03

Let's start your Branding Journey by defining your foundations. Here, we will understand your mission, vision, values, promise, and personality. These traits will help you understand how to structure your marketing efforts, which will then help you to plan your business initiatives for future growth.

Let's talk about your Business, what are your products and services?

What is the story or inspiration behind your business?

What is your mission and vision for the business?

Brand Foundations

04

Following on from understanding why you started this business, let us understand who you would like to attract to be future consumers of your Brand. The following questions will help to answer the below: What problem(s) does your business solve? Who does your business target? Why do you want to help?

What is your Brand Mission?

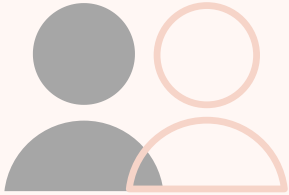
What values does your business stand for?

Describe your brand in 4 words

The Ideal Buyer Persona

05

When you begin your Branding journey, it is important to understand who your target market is and the problems they are currently facing. Once you have understood who you are trying to speak to, you will be able to create content that will align with their thought process. This will result in higher engagement rates and increased business growth.



Client Name

Age Bracket

Gender

Location

Occupation

Income Bracket

What types of Habits or Interests do they have?

Which Digital Platforms do they use?

What problems are they facing?

Brand Positioning

06

Discover your unique selling point. What makes you different from your competitors? Once you understand what makes you stand out from what already exists, it will be easier for your to position your Brand and market your business.

Think about your competitors, who are they and why?

Think about your competitors, what are their strengths and weaknesses?

Think about your competitors, what types of struggles do they have?

Brand Positioning

07

Why is your business the right choice?

What makes you different? What is your Unique Selling Proposition?

How do you see this business growing?
What is the Future?

How do you want your Brand to come across to your audience?

The Buyer Journey

08

Identify the steps that your buyers have to go through from the moment they find you until such time that they are ready to buy from you.

Utilising an awareness Marketing framework will help your business to track the customer from consideration to conversion. Understanding this process will help to strengthen your marketing strategy.

01

AWARENESS

Where do they first find you and learn more about your products and your brand?

02

INTEREST

How do you nurture them and get them to gain interest with your brand?

03

DESIRE

How do you make your brand more desirable, amongst the competition?

04

ACTION

The final stage where they choose to follow you, like your page, make a purchase and continue to follow your journey!

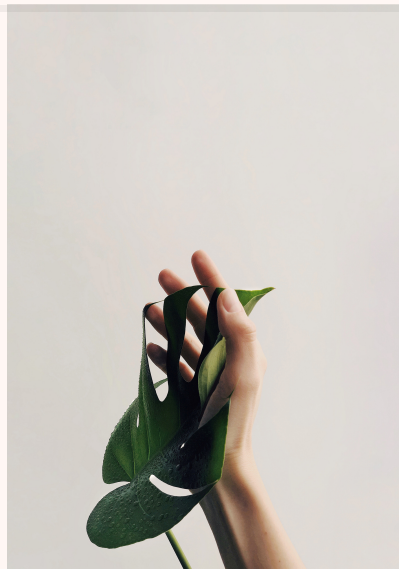
Brand Visuals

You have done a fantastic job above of understanding your competitors, your business and who your buyer persona would be. Now, unleash your creativity and start to bring your brand to life!

What colours would you like to have associated with your Brand?

What is the overall vibe you would like your Branding to have?

What inspires your brand? What is your Brand Style?



10 Essential Points For A Successful Brand Name

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You may already have your brand name, so there is no harm in working through the below checklist to ensure that your Brand name is as successful as it can be.

If you are starting out and building your brand, then this would be the final step in your journey. Once you have put together your brand colours and inspiration, you will be able to follow these guidelines to complete your branding process.

- Instantly conveys what my business does
- Spark an interest with my defined target audience
- Simple to pronounce and spell
- Easy to remember and recall
- Distinct and unique from competitors
- Has no risks associated with copyright or trademark
- Ensure the website domain is available, ideally the dot com
- Social media handles are available
- Reflects your brand's mood and personality
- Will remain relevant as my business evolves

Practice makes perfect!

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Understanding your brand's foundations is one of the most important aspects of creating a timeless, relevant, and successful brand which you can use in your marketing strategy.

Now that you have utilised these 5 easy steps to establish your Brand Positioning, it is time to create a successful Brand Guideline which consists of your chosen colours, font, inspiration and logo. This can be used internally and externally for all marketing communications and collaborations.

Send me an email and we can discuss all the options in more detail for our collaboration to create a cohesive branding identity that will allow you to attract your ideal clients and move forward with clarity in your marketing strategy now and in the future.

nikhita xoxo