



BRAND BUILDING

YOUR BRAND = YOUR TRIBE

+

BONUS BRAND AUDIT

PANTONE
UNIVERSE™
1505

THE
RETAIL
COLLECTIVE



MESSAGE FROM SAL

Hey there,

Over the past few years, my 'brand' has morphed. When I started this business, I knew exactly what I wanted it to be.

A place where independent retail & ecommerce store owners could get the knowledge, advice and support they need, to grow. And whilst that mission hasn't changed, what my brand looks like on the outside, and the types of customers that I attract, has.

That photo at the top of the page was from my first ever photo shoot. I remember telling the photographer that I wanted "fun and vibrant" to reflect my personality. And he did a great job!

Then I brought onboard a brand strategist to help me identify where the brand needed to go next. What I discovered is when you get super clear on your brand, you actually connect better with your tribe, by attracting the people who have the same values and ideals as your brand does.

Connecting with your tribe is about being able to truly convey exactly what it is you do and why it's of value to your customer.

So, with that in mind, let's go and get super clear so you can start connecting with the people who love what you do and love what you sell.



WHY CHOOSE YOU?

BUT OUR PRODUCTS ARE AWESOME!

How many times have you said that to yourself? Your range is great, but the sales just aren't coming in at the rate that you'd like?

IT'S NOT ABOUT YOU

As much as we (generally) build our brand on our own personal beliefs, values and ethics, it can often be hard to articulate WHY a customer should buy from you, rather than your competition.

**IF YOU ARE GREAT AT WHAT YOU DO. IF YOUR PRODUCTS REALLY ARE AWESOME,
IT'S IRRESPONSIBLE TO NOT REACH OUT AND SERVE AS MANY PEOPLE AS POSSIBLE**

ACTION

Compile a list of any businesses that your customers could shop at instead of your store.

These could be bricks and mortar stores, online stores, sites such as Amazon, or department/grocery stores.



POSITIONING YOUR BRAND

HOW DO CUSTOMERS SEE YOU?

Brand positioning is about creating and building an image of how your customers see your brand (notice I'm saying brand, not store!).

Think of strong brands - like Apple. You can pretty much tell an Apple product by it's distinct look, the packaging and the user interface.

WITH BRAND POSITIONING, THE GOAL IS TO CREATE A UNIQUE IMPRESSION IN THE CUSTOMER'S MIND SO THAT THE CUSTOMER ASSOCIATES SOMETHING SPECIFIC AND DESIRABLE WITH YOUR BRAND THAT IS DISTINCT FROM REST OF THE MARKETPLACE.

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Think of strong brands - like Apple. You can pretty much tell an Apple product by it's distinct look, the packaging and the user interface.

Apple have carved out a niche as having premium products, that integrate (with other Apple products) seamlessly, high quality and flawless design.

Like lots of things about ourselves, it's easy to think people see us in one way (or see ourselves in a certain light). But what do your customers REALLY see when they look at your brand? And is this;

A. How you want to be seen?

B. What do your ideal customers want to experience?

BRAND POSITIONING EXERCISE

Mapping out where your business is positioned, is a great visual way of helping you identify what your customers love about your brand. It will also give you insight into what you could tweak to enhance your overall offering and customer experience.

This example below maps out high-street fashion stores and their positioning.



image credit: fmckeiraobrien

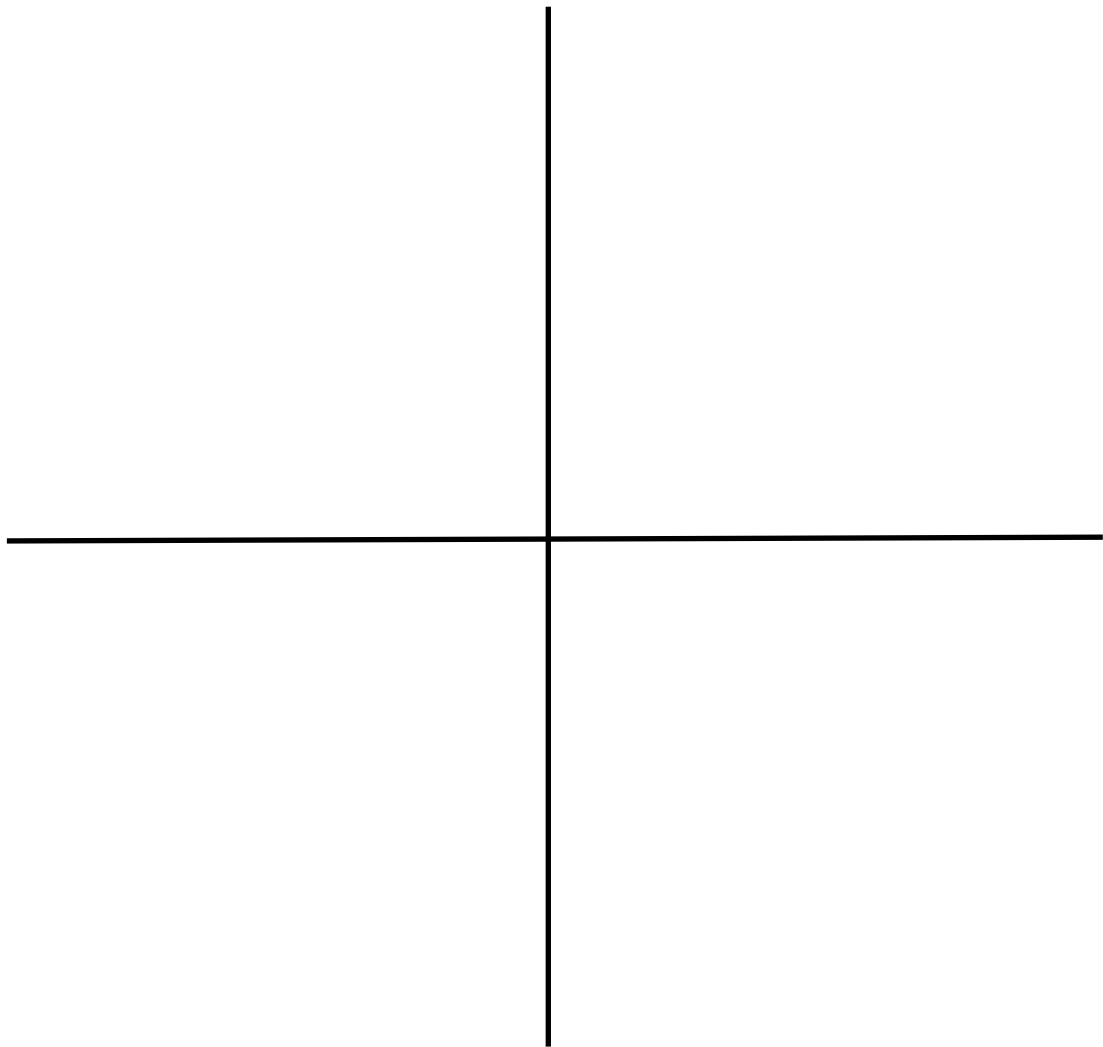
Now that you've seen a brand positioning example, head back to the previous pages and see if you can think of any more competitors and differentiators for your brand.

Once you've done that, flip to the next page and undertake your OWN brand positioning roadmap

ACTION

Using the differentiators that you listed on page 4, map out your brand positioning.

Hint - you may need a couple of positioning maps based on how many qualities you listed





PASSION LED US HERE

YOUR BRAND AUDIT

ACTION

Time to Audit Your Brand!

What is the meaning behind your brand name?

What's special about your brand?

Does your colour palette reflect your brand voice?

Are your fonts reflective of your brand message?

Is your brand message displayed publicly?

How does the mood of your store/website translate?

Does your writing style reflect your brand voice?

Does your logo reflect your brand voice/message?

ACTION

Time to Audit Your Brand!

Is your brand cohesive across all platforms?

Does the content you're creating align with your brand?

Should you include a guarantee?
If so, what will it be?

Do your product descriptions speak to your Ultimate Customer?

Is your product range super-curated for your UC?

Do your in store displays / images reflect how your UC would put products together?

Do your product images reflect your brand message & your UC?

What do your lifestyle images say about you and your customer?

