

Advanced Branding For Small Businesses.

Chapter1: Understanding The Core Fundamentals Of Solid Branding.

Chapter 1, Takeaway:

- What is branding?

Inexperienced entrepreneurs widely misrepresented and misunderstood the concept of branding.

A brand isn't a logo you see on a sign or a business card you hand to a customer, it's not a social media page where you post your product images or stationery products you display at your office.

These are the least important elements when it comes to understanding what a brand is.

- What is a brand?

A brand is a perception and a feeling of a customer toward a business. When people think of [Disneyland](#) they normally feel a joyful experience.

When people think of [Versace](#) they would feel the sense of wealth and power, and when they think of [Ferrari](#) they would feel the emotional excitement of speed and superiority.

Branding has nothing to do with what products the brand sells, [Disney](#) can sell any kind of physical products and services as long as it aligns with what it stands for which is its joyful experience.

A common myth about branding is that you have to spend a lot of money on advertising and building a global presence to build a brand. This is not the case, that idea is called scaling and it's a different story.

A small business with limited resources can build a brand as well, by building a special experience around a product then serving it in a unique and pleasurable way.

Think of a famous small coffee shop around your area that everyone knows and likes to visit, think of what kind of experience people have inside that coffee shop.

Is it the pleasurable mood? Is it a friendly service? Or is there something different about their coffee?

Believe it or not, that small coffee shop is a small brand. It differentiated itself from other restaurants by being known for giving people a specific experience.

When people think of a specific coffee experience or refer friends to a special coffee shop, they would in a blink of an eye think of that coffee shop, and that's what a brand is all about.

- The core structure of branding

Successful branding relies on the following:

- Branding positioning and differentiation
- Brand visual presentation and personality
- The Brand products, marketing, and distribution expansion

Chapter 1, Assignment:

Did you know that it takes only three seconds for the human brain to decide whether to be interested in a specific brand offering or not?

Your task for this assignment is to search for an online or offline brand that you admire, it can be a large or a small brand.

Observe the following:

What does the brand stand for?

- Joy
- Beauty
- Desires
- Human care
- Others

What do you like the most about this brand?

- Brand experience
- Brand products
- Customers service

- The brand style

- Others

How does this brand make you feel about yourself?

- Happy

- Powerful

- Different

- True to yourself

- Others

Describe in few words what you like the most about this brand and what you wish to be better