

Advanced Branding For Small Businesses.

Chapter4: Developing A Solid Brand Personality.

Chapter4, Takeaway:

- Your brand visual presentation should align with your brand positioning.
- Your brand visual presentation and theme needs to be unified and consistent across all of your brand assets.

The major elements of a branded website

For branded websites, the most important thing to understand is that we are not looking to build only a pretty website rather build a website that sells.

Of course, you want your website to look beautiful, a decent-looking website will build trust with the customer and reflect your brand image.

This could be easily solved by shopping for a beautiful theme for your platform or hiring a website builder on [Upwork](#).

However, keep in mind that what matters most is that your website needs to run fast and easy for the customer to navigate and buy the product.

1. Homepage

A website homepage is a presentation of the brand's overall feeling, it needs to be simple, minimal, and fast, most successful brands leverage the homepage to highlight the latest offers and best-selling products, in addition to talking about the brand values and backstory.

2. Product sales page

The goal of an eCommerce website is to sell products therefore the most critical page of a website is the product page or a landing page, it's where the brand has to build trust with the customer and sell the product.

Your product page must be focused on presenting the product in its clearest form, with no frustration or misrepresentation of the product.

Think about a customer who just saw your [Facebook ad](#). The last thing you want them to do is to wander around your page, get frustrated, then leave.

Product page elements

- A clear presentation of the product images
- A clear and descriptive title
- A clear and well-written copy of the product features and benefits
- A clear presentation of the product price, in addition to any extra shipping fees and payment methods
- A clear description of the product exchange and return policy
- A clear description of the product risk-free policy
- Product reviews
- A clear Q&A section
- Clear customers support such as phone, email, or live chat
- A clear call to action such as buy now or book an appointment

Your product page should make the customer clear about:

- What is that I'm buying?
- How does it work?
- What are the benefits? And what can I do with it?
- How does it differ from other solutions?
- Why should I trust your brand?
- What if your product does not work for me?
- What is your final offer?
- How much in total?
- Are there any financing options?

Brands to learn from:

Study the brand homepage layout, quality of product and lifestyle images, product copywriting, and the overall sales page presentation.

- [The 5th](#)

- [Mvmt watches](#)

- [Butterclothes](#)
- [Bombas socks](#)
- [Gymshark](#)
- [Koala mattresses](#)
- [Purple](#)
- [Quip](#)
- [Honest tea](#)
- [Pop sockets](#)
- [Supply](#)
- [Puravida](#)
- [AllBirds](#)

The elements of a great listing on Amazon:

Product Images:

1. A minimum of seven high-quality images is taken from different perspectives on a light or white background.
2. Lifestyle images of the product that show the product in use.
3. Measurement description and diagrams images if needed.
4. A demonstrative video of the product.

Product Copy:

- 150 characters or longer descriptive and keywords title.
- Five bullet points product description - keywords rich product benefits-oriented.

The image shows an Amazon product page for Quest Nutrition High Protein, Low Carb, Gluten Free, Keto Friendly, 12 Count protein bars. Red annotations highlight several key elements:

- Clear Product Images with white background:** A red box around the product images and a red arrow pointing to the main image.
- Variations of product images include main product benefits, lifestyle images, and videos:** A red box around the image gallery on the left, with a red arrow pointing to the 'VIDEO' icon.
- Keywords rich title:** A red box around the product title: "Quest Nutrition- High Protein, Low Carb, Gluten Free, Keto Friendly, 12 Count".
- Product benefits, keywords rich, and conversational product copy:** A red box around the "About this item" section, which contains several bullet points describing the product's benefits.

The product details include:

- Price:** \$22.50 (\$0.88 / Ounce)
- Flavor:** Chocolate Chip Cookie Dough
- Ingredients:** Protein Blend (Whey Protein Isolate, Milk Protein Isolate), Isomaltol-Oligosaccharides (100% Natural Prebiotic Fiber), Almonds, Water, Unsweetened Chocolate, Cocoa Butter, Erythritol. Contains less than 2% of the following: Salt, Sucralose, Stevia, Peanuts, Cashews, Milk, Natural Flavorings.
- Brand:** Quest Nutrition
- Sensitive Ingredient Information:** Gluten Free, Soy Free, Dairy
- Protein:** 20 Grams, 21 Grams

The "About this item" section includes:

- YOU DESERVE A SPECIAL TREAT:** The Quest Chocolate Chip Cookie Dough Protein Bar tastes like a scoop of cookie dough fresh from the bowl. Only our version is packed with chocolate flavored chips and has 21g protein 4g net carbs and 1g sugar
- UNWRAP COMPLETE PROTEINS:** Quest Chocolate Chip Cookie Dough Protein Bars are made with complete, dairy-based proteins to provide your body with 9 essential amino acids
- FIBER IS YOUR FRIEND:** Each Quest Chocolate Chip Cookie Dough Protein Bar has 14g of fiber to provide your body with a more complete macro profile
- SWEET WITHOUT ADDED SUGAR:** Enjoy the rewarding taste of Chocolate Chip Cookie Dough without worrying about added sugars. The Quest Chocolate Chip Cookie Dough Protein Bar has no added sugars
- COMFORT FOODS FOR ANYTIME CRAVINGS – [insert any bar flavor]** The Quest Chocolate Chip Cookie Dough Protein bar is a sweet treat, without all the sugar, you can enjoy whenever you want to satisfy your sweet tooth
- Box contains 12 Chocolate Chip Cookie Dough flavored Quest Bars**

Amazon - Quest nutrition

- Enhanced brand content: this section allows the brand to talk about the product features, brand values, purpose, and story in visual form.

From the manufacturer



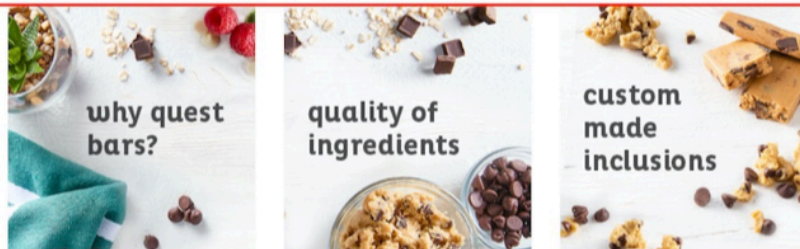
Visually highlight the product's most critical features or benefits.

Making the foods you crave work for you, not against you

20-21g PROTEIN* 4-6g NET CARBS* ≤2g SUGAR* 13-16g FIBER* Certified GF Gluten-Free U D

*Varies Per Bar Flavor. Only valid for US market.

Highlight brand values, purpose, and story.



Quest Bars provide your body with the ingredients it needs to get you through your day.

Every Quest product is rich in complete, dairy-based proteins to provide your body with the protein it needs.

Every chocolate flavored chip, white chocolate flavored chunk, cookie crumble or sweet inclusion is made by us

Variety makes life taste better.

Search for your new favorite Quest product.



Keto Friendly

Quest Protein Cookies and Quest Thin Crust Pizza have everything you need to live your keto friendly lifestyle without compromising on the foods you love.



Recipe

Keto Friendly

Shakes & Sips

Savory Cravings

Amazon - Quest nutrition

Amazon stores to learn from:

Study the brand visual presentation, quality of product and lifestyle images, product title, and copywriting.

- [Livlo](#)

- [Quest](#)

- [Coleshome](#)

Magazines to learn from:

Here is a list of outstanding magazines that worth learning from:

Food magazines:

[AllRecipes](#)

[Bon appétit](#)

[Delicious](#)

[Eating Well](#)

[Food & Wine](#)

Luxury fashion, cosmetics, and fashion magazines:

[Harper's BAZAAR](#)

[Marie Claire](#)

[GQ](#)

[Elle](#)

[InStyle](#)

[Vogue](#)

Interior design and decoration magazines:

[Elle Decor](#)

[Architectural Digest](#)

Premium lifestyle magazines:

[Robb Report](#)

[Travel+Leisure](#)

[Real Simple](#)

Chapter4, Assignment:

In this exercise, you will brainstorm and plan for your brand's visual look and aesthetics.

The goal of this exercise is to learn how to become effective and professional with your brand's visual presentation.

Great brands invest millions if not billions of dollars, to find what works in the market and what doesn't, we as small businesses can leverage these insights to better present our business.

The purpose of developing a mood board is to learn how major brands communicate with their customers visually then use them as a reference and starting point to communicate with professional designers and photographers and define the direction of your brand.

Research and study two brands that share the same positioning of your brand.

1. Collect the brands' logos.
2. Use [colors.co](https://www.colors.co) to identify the major color pallet of each brand.
3. Navigate to the brand website and take screenshots of both the homepage and sales page.
4. Navigate to the brand Instagram feed and take screenshots of the most appealing and storytelling images.
5. Use these materials as a benchmark for your brand's visual communication.
6. Communicate with designers and photographers the overall look of your brand.

Note: please download the template attached to this week's assignment.