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.](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.

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.

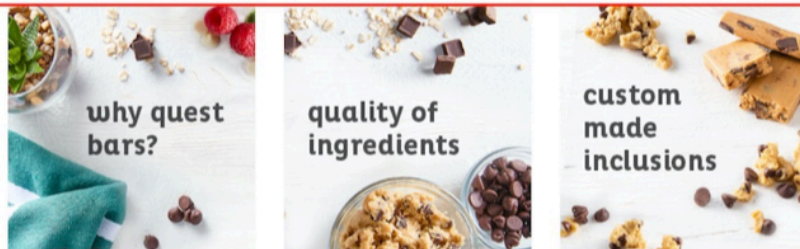**Visually highlight the product's most critical features or benefits.**

Highlight brand values, purpose, and story.

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 coolors.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.