

Advanced Branding For Small Businesses.

Chapter6: Scaling Your Brand Marketing, Distribution and Product Line.

Chapter6, Takeaway:

- To scale your brand marketing, distribution, and product line you need investment and access to relationships.
- Scaling your brand marketing relies on scaling:

1. Organic marketing: it's also known as branding content, it's a methodology when the brand invests in creating educational and valuable content to attract customers, engage with them then sell them products and services.

Organic or inbound marketing is what marketing is supposed to be, its goal is to make the customer spend more time with the brand, trust and love it, and buy from it over and over again.

The upside of inbound marketing is that it deepens the relationship between the customer and the business, it also positions the brand as a trustworthy and authoritative brand.

The downside of organic marketing is that it takes a large quantity of consistent content and an extended period to be effective.

Here are few types of content a brand can develop to build awareness and strengthen the relationship with the customer.

Behind the scene: most online businesses face a critical problem when it comes to selling their product, which is a lack of trust.

Right now, we mostly buy through the internet from businesses we never see face to face.

Posting behind-the-scenes videos and images would increase the trust and transparency of the brand.

Products test and demonstration: many businesses right now make a lot of claims about their products, but people still don't believe a lot of marketers.

Creating videos that put your products to the test and prove that your product is up to the mission will add so much credibility to your offer compared to a written sales copy.

Answering FAQ and objections: most of your customers will have objections when it comes to buying your product, those objections might get them to pause and wonder if your product is the right fit.

You can leverage social media to answer those questions, talk about what makes your product different, explain how your product is made, compare it with different products, and teach your audience how to set up and use your product correctly.

Teaching a specific topic: the best businesses are the businesses that understand that they are not in the business of promoting their products but are in the business of educating people about a specific problem around a particular niche then positioning their product as the best solution.

With this strategy in mind, you can attract a much wider group of interested people then promote your product as the perfect solution to them.

Here would be an excellent opportunity for your business to deliver value through educational + entertaining content and build authority around your topic.

On the other hand, when people search for a product unboxing, product reviews around your brand name, it would be an excellent opportunity for your brand to work together with influencers to showcase your product from different people and experts' points of view.

This will boost the credibility and social proof around your business.

Keep in mind that the goal of your inbound marketing is to increase the perceived value and authority of your brand which over time will allow you to become a premium brand and price your product at a higher price point compared to a commodity business.

2. Relationship marketing: it's also known as influencer marketing, it's when you work with other creators to create content and build social proof around your brand.

Where can you find influencers?

You can look for influencers directly on [YouTube](#) and [Instagram](#), then reach out to them or you can take a better approach by finding professional influencers on platforms such as [hire influence](#), [heepsy](#), and [influency](#).

What type of influencers should you look for?

If you are a small business, you need to look for niche influencers and not generic influencers, influencers with one million followers and a low engagement rate would not benefit your business.

Look for influencers with 20 to 50K followers, well connected and engaged with their audience.

Things to look for while looking for influencers:

What is the purpose of working with a specific influencer?

- Are they an expert, and you want them to do a product review and demonstration?
- Are they a celebrity and need them to do a product promotion?
- Are they ordinary people with a large following and want them to give your brand a shout-out?

Who is going to prepare the media files?

- Are you going to provide them with images and your promotion copy?
- Are they going to take the picture on their own? Who is responsible for the cost of production?

How do they prefer to work?

- Are you going to offer a free product in exchange for a post?
- Are you going to offer a pay-per-post?
- Are you going to offer commission-based coupons?

What are you offering their audience?

- Special 25% off
- Free shipping
- Buy one get one for free

Brands to study on YouTube

- [Jeffree Star](#)

- [KiwiCo](#)

3. Paid Advertising: to reach more customers you will need not only to advertise where your customers exist, but you will also have to increase your advertising budget and creatives.

- Because you spend more on marketing to acquire new customers the cost of marketing will increase therefore you have expanded your product lines, upsell and cross-sell your products to new or existing products.

- To scale your products line you can choose between:

1. Become a niche brand where you become an authority brand for a specific customer's niche then serve them with different products variation at a similar price point. Example: [Quest nutrition](#)

2. Become a lifestyle brand where you create different products or services at different price points and create a lifestyle around your customers. Examples: [Pop sockets](#)

- To sell your product to new customers, you have to distribute your brand into more stores be it online or offline, locally, nationally, or internationally.

Chapter6, Assignment:

Your last assignment for this course is to study a small brand scaling strategy.

Step1. Find a competitor brand or a brand that you admire.

Step2. Research the brand marketing strategy, including organic, partnership, and paid content.

Step3. Study the brand products line, find if the brand is a niche brand or a lifestyle brand, find which products are the core products of the brand and which are for up-selling and cross-selling and increasing the customer value.

Step4. Research and find the brand distribution channels, where does the brand sell its products and services be it online and offline.

Tools:

- [Semrush](#)

- [Similarweb](#)

- [Facebook ads library](#)

- [Google news](#)