



# 4 TYPES OF BRANDING STRATEGIES AND HOW TO SELECT ONE (+ EXAMPLES)

Presentation by

*Kalea Sanders Wright*





# Kalea is a...

## **WIFE**

Married 16 years

## **MOTHER**

23 year old son and 15 year old daughter

## **FOREVER STUDENT**

Two Master's Degrees

- Criminal Justice
- Public Administration

## **BUSINESS OWNER**

KSW Social Media Management

# INTRODUCTION

With so many branding strategies to choose from, it may be difficult to pinpoint which branding types work well for your business. Some of the best ways to select the proper branding strategy begin with understanding what branding is and defining your brand identity.

Once you learn how to position yourself as a brand and you take advantage of brand strategies, you will be on your way to earning brand loyalty, recognition, equity, and awareness.



# WHAT IS BRANDING?

Branding is a marketing practice that helps individuals to differentiate your business' products or service from others. Branding often involves creating elements such as a logo, mission statement, and design that is consistent throughout each marketing communication type.

Your brand is a representation of who you are as a business, and using effective brand strategies can help your business to grow and reach beyond your target audience.



# 4 TYPES OF BRANDING STRATEGIES

There are several types of branding that may add value to your company depending on your target audience, industry, budget, and marketing campaigns. Here are seven types of branding strategies that have the potential to build brand equity for your business.



# PERSONAL BRANDING

Personal branding describes branding that is used for an individual person, instead of branding for a whole business. This type of branding is often used to establish a person's character, personality, or work as a brand.

Celebrities, politicians, thought leaders, and athletes often use this form of branding to present the best version of themselves to the public.



# PRODUCT BRANDING

This is one of the most popular branding types. Product branding focuses on making a single product distinct and recognizable. Symbols or designs are an essential part of product branding to help your customers identify your product easily

For example, Monster Energy drinks have distinct packaging and logos that make it easily distinguishable from Red Bull energy drinks.



# SERVICE BRANDING

Service branding leverages the needs of the customer. Companies that use service branding seek to provide their customers with world-class service. They aim to use excellent customer service as a way to provide value to their customers.

For example, Chick-fil-A is known for its excellent customer service – making it now synonymous with its brand.



# ONLINE BRANDING

Online branding, also known as internet branding, helps businesses to position themselves as a part of the online marketplace. This type of branding includes a company's website, social media platforms, blogs, and other online content.

Most companies use some aspect of online or internet branding in today's marketplace.



# HOW TO SELECT THE BEST BRANDING STRATEGIES FOR YOUR BUSINESS

Many businesses use several brand strategies to reach their goals. Selecting the right strategies is important for your success. Follow these steps to find the best approach that fits your business.



# DEFINE YOUR BRAND IDENTITY

Before you select the proper brand strategies for your business, you should define your brand identity. This involves asking yourself and others involved in the marketing and sales process a series of questions, such as:

- What are my company's mission and core values?
- If I had to describe my company in three words, what would it be?
- What do I want to be known for in the marketplace?
- What kind of difference do I want to make in my industry?
- What do I want my brand to look like visually?



# DEFINE YOUR BRAND'S AUDIENCE

The best way to define your target audience is to consider what they're interested in, where they're located, their age, what they think of your brand currently, and how you will attract them to your services or products.

Knowing your target market allows you to gather enough data to solidify your message and select the correct brand strategy that helps you appeal to your target audience.



# CONSIDER YOUR INDUSTRY

Each industry likely has different goals and objectives it would like to achieve. Each brand strategy has different things to offer your business. However, not every strategy will fit your specific industry.

To help you decide which brand strategies to choose, you may consider conducting a competitive analysis with the competitors in your industry. Conducting such an analysis will help you to uncover your opportunities and threats in your respective marketplace.



# BEST PRACTICES FOR BUILDING YOUR BRAND

It takes time to build a brand, and as your credibility and reputation grow, your brand strengthens. Follow these best practices to expedite this process and foster trust with your audience.

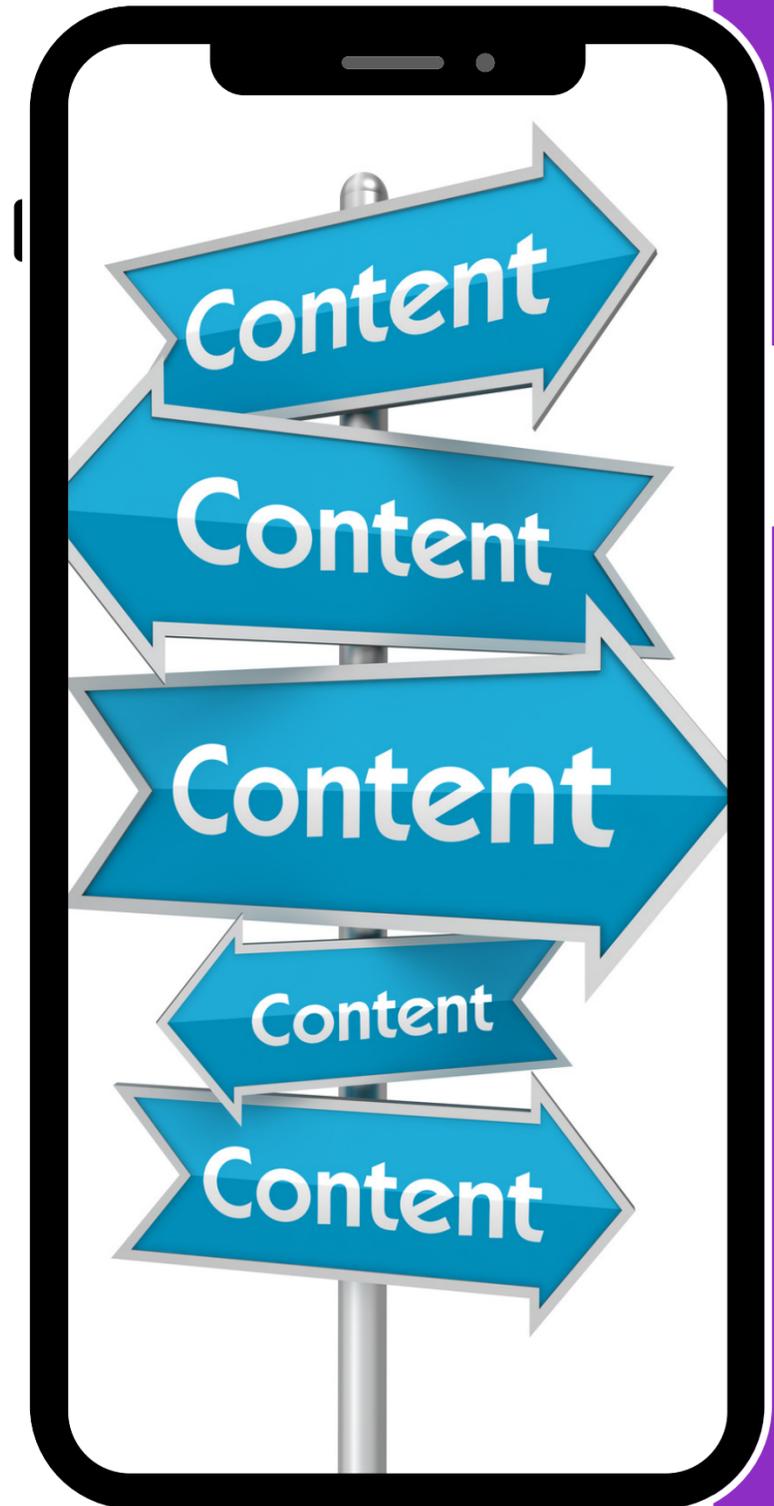


# PERFECT YOUR USE OF VISUAL CONTENT

Visuals are an important part of branding and marketing.

In fact, according to a study conducted by HubSpot, visuals are processed and retained by individuals at faster rates than text

This provides you with brand consistency and makes it so that your customers can easily identify your brand later on when they see similar images.



# HUMANIZE YOUR BRAND

Making your brand more human means finding something to believe in and marketing that message to your prospects and customers.

The best way to do this is to find unique solutions to your consumers' problems by understanding that their problems have three parts: external, internal, and philosophical.

When you identify their needs and problems, you can begin to weave a story into your marketing messages that provides your customers' with value and makes them believe that you have the answers to their problems.



# KEEP THE CONVERSATION GOING

A large part of positioning yourself as a strong brand includes getting people to talk about your brand and contributing to the conversation.

Keeping the conversation going involves having a strong online presence that allows you to post and comment about the things that your brand cares about.

Give back to your customers and thank them for remaining loyal to your brand. Direct interaction with your prospects and customers in person and via phone, email, or social media helps you to maintain and increase engagement, which leads to building a strong brand.





*Questions?*

Ask me anything



# Find and contact us



[ksw@kswsocialmedia.com](mailto:ksw@kswsocialmedia.com)



(702)969-8220



[kswsocialmedia.com](https://www.kswsocialmedia.com)

**CONTACT US**