



The Quantum Empowerment Alliance™
We're here to serve, with integrity and excellence.

Branding Your Business

- ◆ What Is Branding?
- ◆ The Branding Process
- ◆ Why Is It Important?
- ◆ Who Brands The Business?
- ◆ Cost Analysis
- ◆ How We Serve You

What Is Branding?

- ◆ The company “Brand” is the mental and emotional image, feeling and reputation the company creates for itself.
- ◆ It includes what you stand for and the value/benefit the employees *and* customers see/feel in you.
- ◆ Branding is the ongoing process by which a branding specialist/team and the company work together to create and establish its brand uniformly through all “touch points”.
- ◆ It is a deep and broad science, including extensive research into Psychology, Psychographics, Demographics, and competitive analysis.

What Is Branding?

- ◆ The 3 Stages (repeated cyclically as appropriate):
 - Brand Strategy Creation
 - Research & Development
 - Establishing Company Brand Identity Concept & Business Model
 - Strategic Planning
 - Brand Execution
 - IP Protection With Attorney
 - Developing and Launching the Brand, Touch Points, and Marketing & Distribution Channels
 - Brand Management - Maintaining the brand through ongoing marketing and branding efforts
- ◆ It can take months or years, depending on the size and scope of the project and product/service lines.

The Branding Process

- ◆ The Process: Client → Consultant → Strategy → Marketing/Graphics Development → Brand Launch → Brand Management
- ◆ The consultation and brand execution often requires education of management and employees on:
 - Brand Principles
 - The Brand Identity
 - Culture Creation and Maintenance
 - Synergy and other scientific and psychological principles
- ◆ The branding team manages this process: ensuring all endeavors, (development & implementation), fit within the brand strategy and uniform, and meet professional standards
- ◆ Advertising is used to defend the position of the brand, not just bring in new clients

Why Is It Important?

- ◆ It distinguishes your company and products from others in the market and keeps your message clear.
- ◆ Branding allows for precise and powerful brand launch and market acquisition, which increases company/brand value.
- ★ Either you are using a Branding strategy, “or you are mis-managing resources, cash and time”
- ★ “Every dollar spent wisely (on branding) you can leverage 100 to 1; this is proven” Howard Lim – Fortune Level Branding Specialist/Trainer
- ◆ A flexible business can take over a market occupied by a closed-minded business easily: with a good branding and marketing strategy. That's the power of branding.
- ◆ **50% of businesses fail within their first year, 95% within years 2-5 in America “the land of opportunity”**

Who Brands The Business?

- ◆ One of the biggest mistakes companies make is not working with a qualified professional.
- ◆ Many businesses fail, even large corporations, because they do not understand branding and they hire the wrong people.
- ◆ Many understand basic marketing & strategy concepts, but
- ◆ Who is qualified to develop your brand?
- ◆ Distinguishing Between Professionals: Options?
 - Graphic Designer
 - Web/Media Developer
 - Marketer
 - Desktop Publisher
 - Marketing/Advertising/PR Firm
 - Branding Firm

Who Brands The Business?

◆ What's the Difference?

● Graphic Designer

- May or may not be professionally trained
- Usually limited to one area of visual expertise: print, web, animation, etc.
- Think in simple and basic ways, Brand design is complex with deeper & broader motivation and impact
- Example: air plane pictures (paper air plane VS jumbo jet)

● Desktop Publisher

- Someone who uses basic computer publishing programs to design materials for publishing
- May or may not be professionally trained

Who Brands The Business?

- ◆ What's the Difference?
 - Web and other Media Developers
 - Broader but still limited to their field
 - Focus on graphics and layout
 - Audio & Video presentations, CDs/DVDs
 - May know basic marketing content development,
 - such as search engine optimization
 - basic psychological principles of text or message creation
 - Marketer/Advertiser/PR
 - Broader/parallel but still limited to their field
 - Develop or launch your marketing materials through their area(s) of media

Who Brands The Business?

◆ What's the Difference?

● Brand Specialist/Branding Firm

- Requires deeper knowledge (of *all* forms of media and other “touch points”), analysis skills and planning/strategic ability
- Creates the greater psychological and emotional image, plan/purpose based on the business model and goals
- Keeps the brand concept, image and message clear and uniform throughout the planning and implementation process
- Establishes and maintains internal and external culture guidelines
- Develops all marketing materials and other “touch points” based on the Brand

Cost Analysis

- ★ 60% of resources should go to brand strategy and implementation
- ★ \$5-10million to capture Master Brand level market/mind share
 - Howard Lim – Fortune Level Branding Specialist/Trainer

According to our research:

- ◆ Basic marketing materials alone cost thousands of dollars, averaging \$500 – 2,000 just for the logo
- ◆ Most basic Branding packages average between \$10,000 and 45,000 - based largely on company size, goals, and the extent of the materials you want produced
- ◆ Medium to large or hyper-growth companies with more extensive product lines and other needs can easily pay \$100,000+

How We Serve You

◆ Bridge Branding™ Package

- A basic, temporary Brand Identity package to support Start-up companies seeking seed capital
- Starting at \$500-1,000+

◆ Bridge Branding™ Kit

- Temporary identity package plus basic networking materials
- Starting at \$2,000 – 5,000+

◆ Knight's Steed™ Package

- Small biz branding package with research project, strategy & branding kit development
- Starting at \$5,000 -10,000+

◆ Knight's Armament™ Package

- Full Branding Package: extensive branding & market research, deep strategic plan for product/service line, identity platform, branding kit development
- Starting at \$15,000 – 60,000+

Your Next Step To Empowered Business:

- ◆ Get your FREE consultation now to discuss your needs and goals, and how we can best serve you in accomplishing those goals

- ◆ Request A Brand Assessment:
 - An analysis and summary of the state, level and quality of your brand
 - What may be holding you back
 - And unseen opportunities/potential for growth



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Thank You!

- ◆ Questions?
- ◆ Comments?

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