

# TOP TIPS FOR EFFECTIVE BRAND PLANNING

## 1. BRAND STRATEGY

*If you want to create a differentiated market positioning for your brand, you need to understand the competitive landscape.*

### PEST

**POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL**

A high-level evaluation of the environmental factors which may affect the market penetration of your brand.

### SWOT

**STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS**

Perform a 360° assessment of your brand from an internal (strengths/weaknesses) and external (opportunities / threats) perspective, ensure you address the key issues identified in your SWOT.

### ADDIE

**ANALYSE, DESIGN, DEVELOP, IMPLEMENT, EVALUATE**

The process of innovation is crucial if you want to continue to evolve your brand. Remember: *“if you do things the way you’ve always done them, you’ll always end up in the same place!”*.

### CSF

**CRITICAL SUCCESS FACTOR**

These are highly critical elements or factors which if not delivered, will significantly affect the commercial success of your brand.

## 2. BRAND COMMUNICATION PLATFORM

*Create a differentiated brand positioning to ensure your brand is “top of mind” in your target audience.*

### SSS

**STRATEGIC SWEET SPOT**

What does your brand offer, that your competitors cannot and is valued by your target audience?

### AIDA

**ATTENTION, INTEREST, DESIRE, ACTION**

If you don’t create an attention grabbing visual identity for your brand, you may not get your customers interested to learn more.

### CSMART

**CHALLENGING, SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, TIME-BASED**

If you know where you want to take your brand, it is much easier to work out how to get there and measure when you have arrived.

## 3. SALES IMPLEMENTATION

*Don’t waste your efforts from steps 1 & 2 with poor sales implementation.*

### WIIFM

**WHAT’S IN IT FOR ME?**

Will your brand address the needs of your target audience? If the answer is no, don’t be surprised if they don’t buy your brand.

### KISS

**KEEP IT SHORT & SIMPLE**

The art of a great sales presentation is to address the needs of your target audience by concisely communicating brand benefits in a way that will be valued by your target audience. Don’t over complicate your offering.

### LEAR

**LISTEN, EMPATHISE, ASK, RESOLVE**

Increase your credibility with your target audience by handling customer objections confidentially and honestly. Always check if you have addressed the concern with your response.

### 3T

**TELL** them what you are *going to* tell them, **TELL** them, then **TELL** them *what* you told them. People remember 20 % of what they hear, 30 % of what they see, 50 % of what they hear and see!