

THE 4 C's OF



7.14.20 12-1PM / VIRTUAL

BUILDING YOUR BRAND

NORTHERN VIRGINIA BLACK CHAMBER OF COMMERCE



Introduction

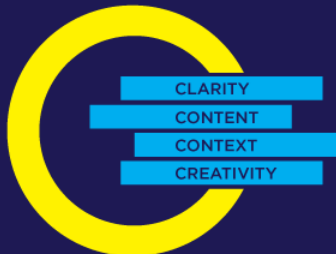
Reggie Holmes, Owner/CD
Enthuse Creative

Core Services

Brand Strategy
Brand Design
Brand Management
Training and Consulting



THE 4 C's OF



BUILDING YOUR BRAND



What do we mean by brand?

Sum of all the tangible (physical or digital) and intangible (emotional or conscious) touchpoints between a business and its audience



THE 4 C's OF



CLARITY

CONTENT

CONTEXT

CREATIVITY

BUILDING YOUR BRAND

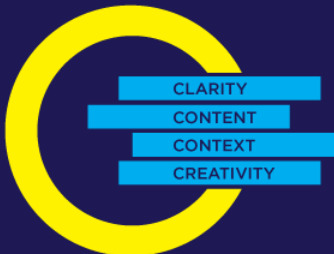
Brands do 2 things:

COMMUNICATE



DIFFERENTIATE

THE 4 C's OF



BUILDING YOUR BRAND



4 Key Questions

Q. What do you do?

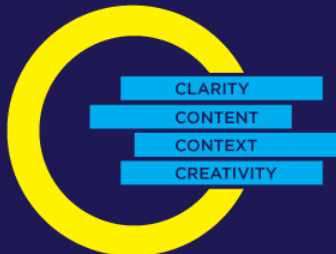
Q. Why do you do it?

Q. Who do you do it for?

Q. How do you do it (*differently*)?



THE 4 C's OF



BUILDING YOUR BRAND







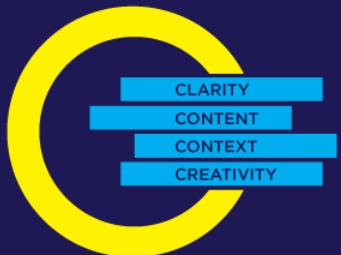
CLARITY



CLARITY

- Clarity on WHO? Branding is all about relationships
- Who you are *and*
- Who you serve

THE 4 C's OF



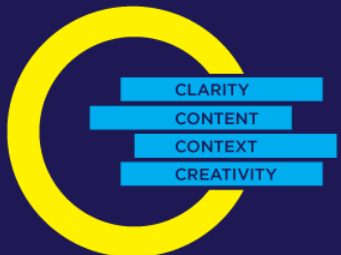
BUILDING YOUR BRAND



WHO YOU ARE

- Mission, Vision, Values, Purpose
- From WHO to WHY?
- Why do you exist?
- what problem do you want to solve?

THE 4 C's OF



BUILDING YOUR BRAND

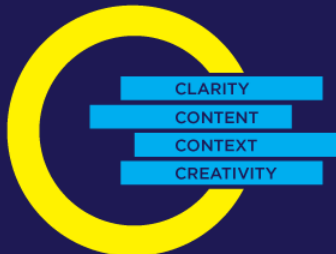
WHO YOU SERVE



- Brand/Buyer **Personas** are helpful tools.
- **Psychographic** vs. **Demographic** data

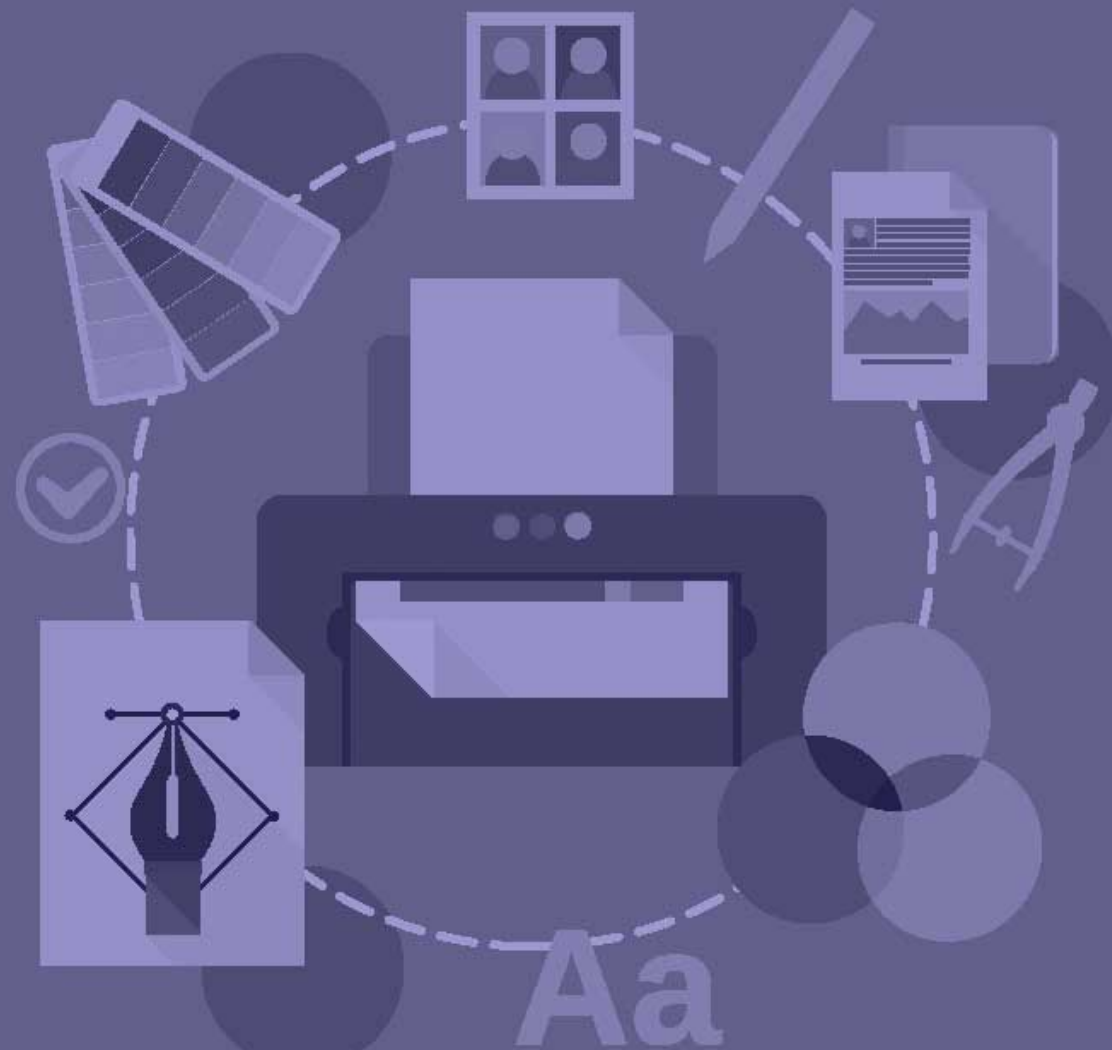


THE 4 C's OF



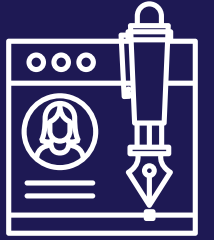
BUILDING YOUR BRAND





CONTEXT

CONTEXT (Internal)



What is the context that I'm doing business in?

- Location (big city or smaller town)
- Model/status (mom & pop v. big box or online-only)
- Demographics (affluent or middle class)
- Segment (luxury or economy-class)

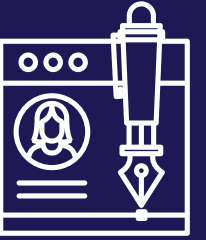
THE 4 C's OF



BUILDING YOUR BRAND



CONTEXT (External)



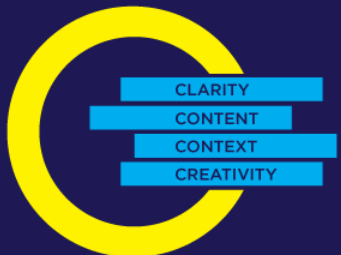
What is the context that my customer is in?

Not everyone, but your ideal customer/client.

Psychographic vs. demographic

Personas and **Customer Journeys**

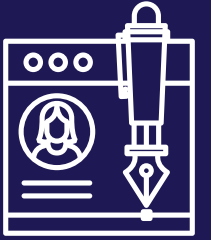
THE 4 C's OF



BUILDING YOUR BRAND



CONTEXT

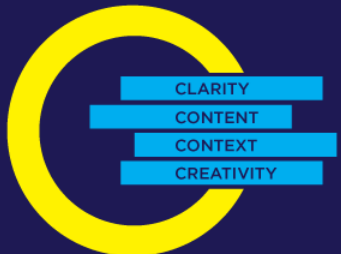


Positioning – where are you situated in the market

Requires some knowledge of competition in the market.

The better you know your customer, the better you can serve them with your products, services and solutions.

THE 4 C's OF



BUILDING YOUR BRAND

POPEYES[®]

LOUISIANA KITCHEN, INC.

POPEYES[®]

LOUISIANA KITCHEN



ORIGINAL
NEW ORLEANS
FLAVOR

Cajun Kitchen

WORLD
FAMOUS

Popeyes

WORLD
FAMOUS

FAMOUS
Louisiana
CHICKEN

Flavor

I love
CHICKEN

NO
LA

Hand
& Battered
& BREADED

WORLD
FAMOUS

SINCE
TEEN
72

NO
LA

Boudin
Fide

Popeyes

FAMOUS
Louisiana
CHICKEN

Boudin
Fide

I love
CHICKEN

SINCE
TEEN
72

Slow Cooked
Slow
Served
Fast!

Louisiana
Kitchen

SO
REC



CONTENT

CONTENT

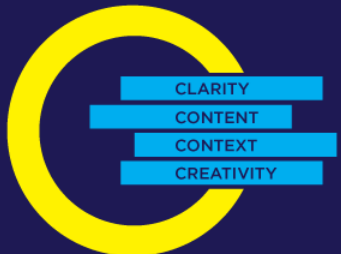


The better you know yourself and your customer, the better you are able to design content that will speak to *their problems* and *your solutions*.

Rather than tell: What I already know or What you think I should know

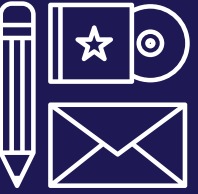
Tell: What I didn't already know I knew or What I know I don't know

THE 4 C's OF



BUILDING YOUR BRAND





CONTENT

Right message, Right time, Right Audience

Content must be true to your brand and be consistent. Consistent content is valuable.*

Identify and Leverage Unique Value Proposition

From What? to How? Compelling Brand Stories

THE 4 C's OF



BUILDING YOUR BRAND

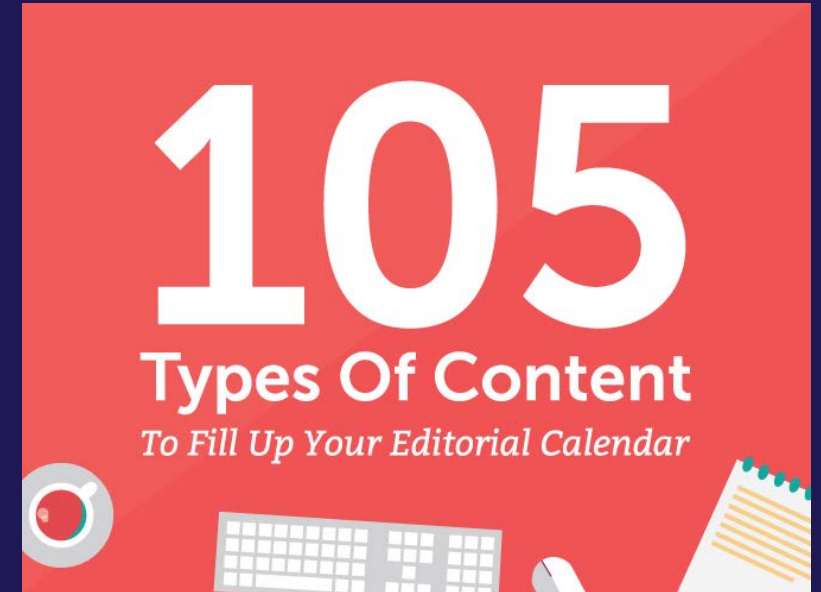


Content comes in many flavors.*

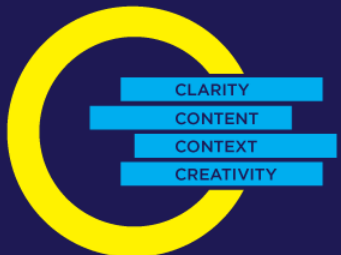
CONTENT



- Brochure
 - White Paper
 - EDDM Postcard
 - Digital Sales Sheet
 - Infographic
- Social Media Post
 - Office photo
 - Team Update
 - Online Review
 - Social Commentary
 - Statistics



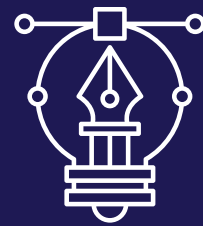
THE 4 C's OF



BUILDING YOUR BRAND



CREATIVITY

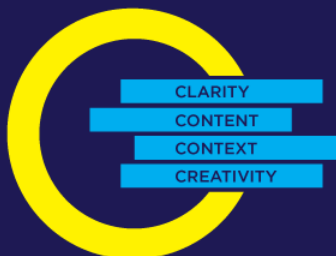


CREATIVITY

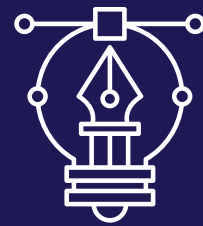
We are immersed in branding and marketing.

1000xs brand/marketing messages daily
5-7x of being seen to be remembered

THE 4 C's OF



BUILDING YOUR BRAND

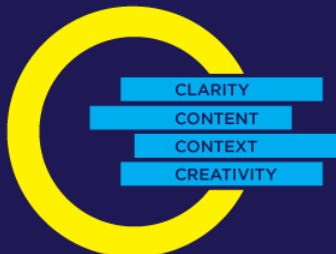


CREATIVITY

Be Positive: Communicate Features, Benefits, Successes in unique, but on-brand way

Don't be afraid to do what hasn't been done or is rarely done

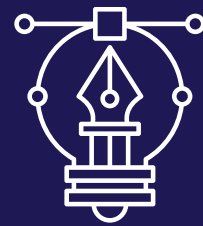
THE 4 C's OF



Create *and* Curate

BUILDING YOUR BRAND



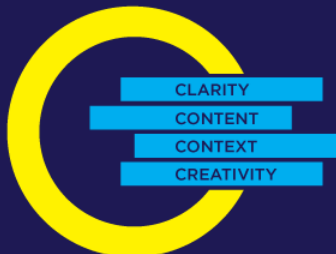


CREATIVITY

Craft a unique, memorable visual and verbal style that makes a positive impression and evokes positive associations

“If your brand were a person...”

THE 4 C's OF



BUILDING YOUR BRAND



You deserve a great shave at a fair price.

Everything you need is right
here, when you need it.

GET STARTED



30-DAY MONEY BACK GUARANTEE

① ② ③

BLACK MEN DESERVE BETTER.

Learn why Tristan Walker started Bevel.

[MADE FOR YOU →](#)



TRISTAN'S PICKS

🔍 Help

NEXT STEPS

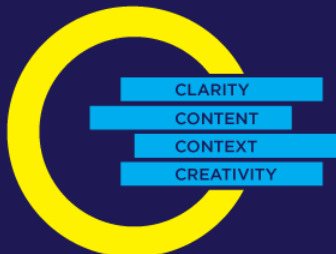


MEASURE



MODIFY

THE 4 C's OF



BUILDING YOUR BRAND

QUESTIONS /COMMENTS

Reggie Holmes

Enthuse Creative

703-672-1763

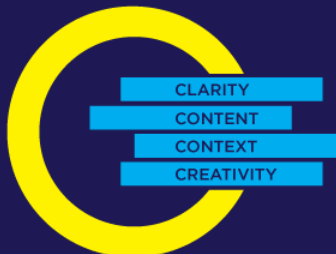
reggie@enthusecreative.com

enthusecreative.com



Schedule a free 30-min
Branding consultation

THE 4 C's OF



BUILDING YOUR BRAND

