

WHAT PEANUT BUTTER CAN TEACH YOU ABOUT

BRANDING

WHAT IS BRANDING?

Branding is a promise to your customer.



Branding is not marketing (the process of promoting and distributing a product of service) it is not sales (delivering goods or services or arranging for their delivery in exchange for payment).

Everything you do in business—except the product or service you offer— is branding. Your product and service is the peanut butter.

Branding is a **promise** to your customer. It tells them what they can expect from your product and service and it differentiates you from your competitors.

“Branding takes your values and vision, your passion and purpose and connects them with your customers.” (eMyth)



Your brand is what makes that product or service **stand out** from the crowd.



Branding is ...
Your website, You in Search, Your Social Media, Your Logo, Your Events, Your Customer Relationship Management, Your Blog, it's YOU!

Technology has “made the cost of entry into our business lower than ever (...) competition is fierce.” says Heather Elder [[Notes from a Rep's journal](#)] “We’ve gone from the first conversation being about the photography to it being about the photographer.” She continues with a stern

warning: “Relying **solely** on your imagery to speak for you has become **dangerous**. Adding your voice to that imagery is equally as dangerous, but for **everyone else**, not you.”

WHY BRAND?

CRM

Customer Relationship Management

You never get a second chance to make a first impression. That's why it's so important to live your brand in everything that you do, especially when a potential customer contacts you for the very first time.

[Salesforce](#) is my cloud based CRM (Customer Relationship Management), that I've been using for years to ensure that nothing falls through the cracks in the life of a busy, visual content creator.

Here's a quick review of the 3 things that happen, when someone clicks '[SUBMIT](#)' on the contact form on my website:



salesforce

1. Their data that they entered is captured into my cloud based CRM database.

3 things happen simultaneously



2. A personalized email is send out to them right away, often while they are still on my website.

3. I get alerted to the fact that someone just contacted me and the [Salesforce](#) mobile app let's me view and react to that request.

THE MOMENT OF RELEVANCE

THE CLOSER YOU CAN GET TO THE MOMENT OF RELEVANCE, WHEN CONNECTING TO THAT CUSTOMER, THE HIGHER YOUR CHANCES OF MAKING THE SALE.

COLATERAL



Pantone Solid Coated 373 C



Pantone Solid Coated 7408 C

How do you feel in real life?

Everything in our lives today is digital, which means that anything tactile, that can be physically felt or experienced stands out.

How does your business card feel? Does it warrant a second look, giving you another chance to have your brand make an additional impression?



vistaprint

