

BY VAGO DESIGNS

# GROW YOUR BRAND WITH THESE 5 STEPS

A BRAND STRATEGY GUIDE  
FOR BUSINESS OWNERS

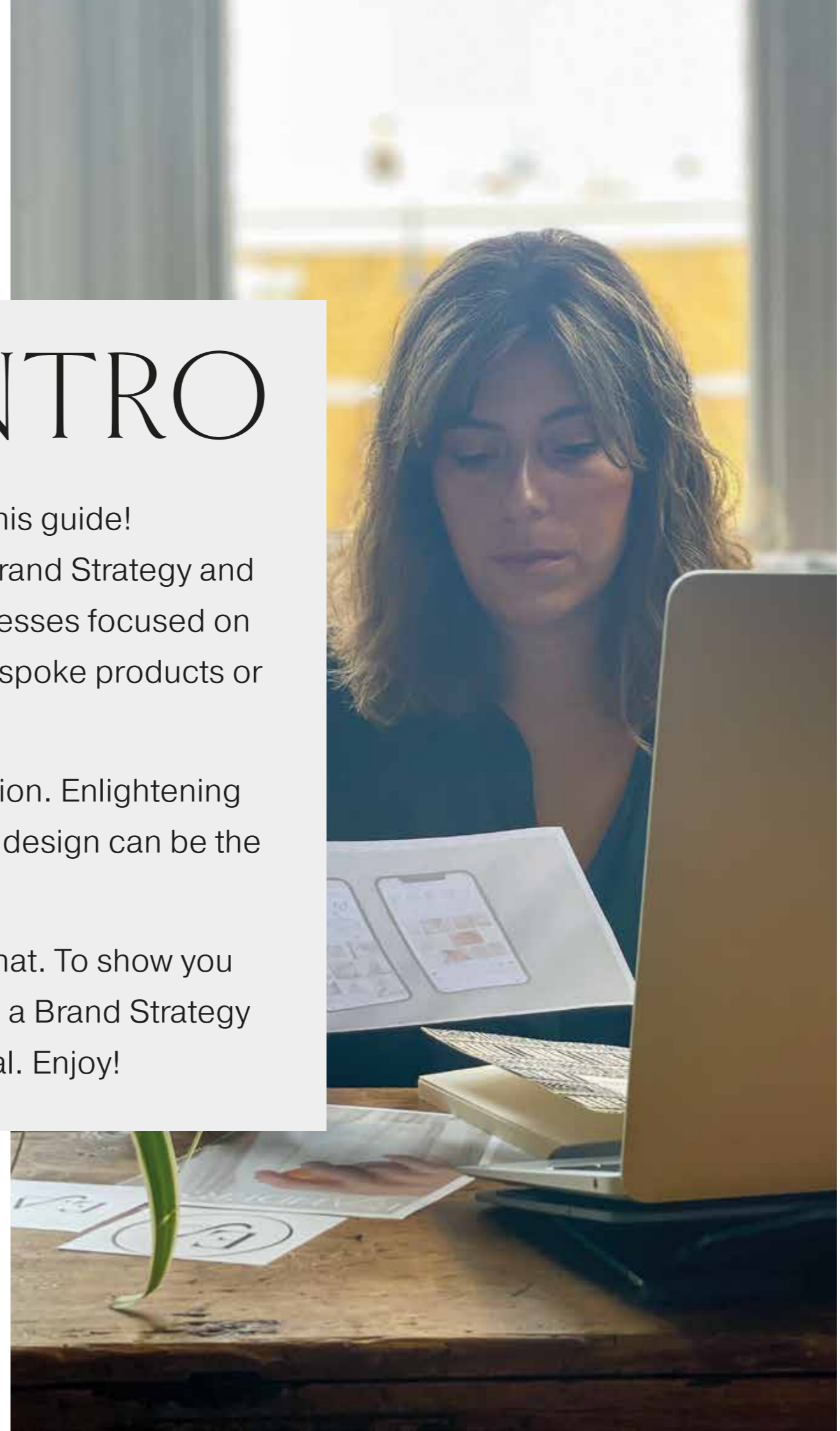


# QUICK INTRO

Hello there! Thanks for downloading this guide!  
I'm Sofia, and I run Vago Designs, a Brand Strategy and Design Studio. I work with small businesses focused on creating a positive impact, through bespoke products or services.

At the core of what I do comes education. Enlightening business owners on how strategy and design can be the path to creating a lasting brand.

And this guide is here to help do just that. To show you how 5 simple steps can help you build a Brand Strategy that's coherent with your business goal. Enjoy!





# HOW WILL THIS GUIDE HELP YOU?

- + Get clarity on your business' brand strategy and identity
- + Learn how to articulate your offer in a way that converts



# WHAT'S IN IT?

- + A game: Branding basics- what's what?
- + Where does strategy fit in your brand journey and why is it important?
- + The 5-step guide
- + Ready to put this to practice?



# LET'S START WITH A GAME: WHAT'S WHAT?

A Branding Identity

B Brand

C Branding

D Brand Strategy

How people perceive your company based on their experience with you (directly or indirectly). What they say and feel about you.

A business' clear, relevant messages branded into public consciousness.

The characteristics and visual elements that make your brand unique: fonts, colors, tone of voice, aesthetic, style, etc.

The business foundation that allows you to build a relationship with an audience.

# LET'S START WITH A GAME: THE ANSWERS

A Branding Identity

B Brand

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How people perceive your company based on their experience with you (directly or indirectly). What they say and feel about you.

C

A business' clear, relevant messages branded into public consciousness.

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D

The business foundation that allows you to build a relationship with an audience.

# WHERE DOES STRATEGY FIT?

Now that we have the basic Branding terms down, let's connect the dots. To turn your business into a successful Brand, your journey will look similar to the image on the left.

It will start with a Strategy, Plan and Design:

- + Understanding the true foundation of your business
- + Diving into your business values and goals
- + Building a Brand Identity that translates those values

Once you have these in place, you will move on to:

- + Putting tangible actions in place to brand your message into the public conscience
- + Re-adapting your strategy based on the learnings from your delivery and business insights





# WHY IS STRATEGY IMPORTANT?

With a clear brand strategy:

- Decisions are easier and focused on your business goals
- There's a strong message and relationship with your clients
- You stand out from your competition with your USP
- There's a clear growth path

Without a clear brand strategy

- You operate at a surface level
- Your decisions misalign with the goals you want to reach

# THE 5 STEPS FOR A SOLID STRATEGY

1

DISCOVER YOUR BRAND PURPOSE

2

DEVELOP YOUR BRAND AUDIENCE

3

CONDUCT COMPETITOR RESEARCH

4

DEFINE YOUR BRAND VOICE

5

CREATE A BRAND MESSAGE & STORY



+ WHAT IS IT?

Finding the reason your business exists. Beyond making a profit, but as a way to communicate the impact and the contribution it has on people.

+ WHY IS IT IMPORTANT?

To get to the root of what your business is and what you offer. To strip any information that is too much, not relevant or confusing for your customer.

+ HOW DOES IT WORK?

First, you identify a set of values and goals your brand represents. Then, you translate that information into your brand identity. Finally, you develop your communications, operations, and product development to reach your audience.

+ WHAT RESULTS DO YOU GET FROM IT?

It makes people engage with your vision. People buy from people who understand their needs. So, by conveying the goals you share with them, you will create a sense of empathy with your audience that will make them want to buy from you.

+ PUT IT TO PRACTICE WITH THESE QUESTIONS:

- Describe your business. What is the problem you want to solve?
- What are the goals and vision for your business?

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#### + WHAT IS IT?

Understanding the ins and outs of your target audience. Now that you are clear on your mission and how you want to impact others, it's the time to define who the 'others' are.

#### + WHY IS IT IMPORTANT?

By focusing on the audience first, you'll guarantee that your offer fits a need. You will be able to trace patterns, behaviours and variables of your target audience. Which you can then turn into the focus of your offer.

#### + HOW DOES IT WORK?

Describe your ideal customer persona with:

- Demographic traits- real, statistical data
- Psychographic- speculated behaviours, motivations, concerns

#### + WHAT RESULTS DO YOU GET FROM IT?

- Really understand who you will want your business to impact
- Define client profiles and their journey
- Understand how you can insert your offer on their journey and solve their problem

#### + PUT IT TO PRACTICE WITH THESE QUESTIONS:

- Demographic- Age, Location, Career, defining characteristics
- Psychographic- Extroverted or introverted; Dislikes and things that annoy them; Habits: good and bad; Relationships

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+ WHAT IS IT?

In-depth analysis of competitors. Great to identify gaps, areas of opportunity, and key differentiators for brand positioning.

+ WHY IS IT IMPORTANT?

To help you claim the space you want to own in the market and in the minds of your customers.

+ HOW DOES IT WORK?

You start by studying your market's consumer behaviour. How they buy and choose their products or services, and also what motivates them to come back. Then you build a message centred around those values.

+ WHAT RESULTS DO YOU GET FROM IT?

This phase is instrumental to highlight the main reasons why clients should buy from you. It will come in really handy to help you build copy for your communication that converts.

+ PUT IT TO PRACTICE WITH THESE QUESTIONS:

- Describe your market to me. How do you perceive it?
- Who are your biggest competitors?
- What do you want to change about your industry?

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#### + WHAT IS IT?

The appropriate tone of voice to address and motivate your audience.

#### + WHY IS IT IMPORTANT?

People seek authentic, human brands. Clear communication and a voice that speaks to them, and that they understand. This chapter lets you understand how to address your audience. How to consistently communicate your story in a way that attracts your ideal client.

#### + HOW DOES IT WORK?

Look at your competition. Then trace how your audience is usually spoken to. What's the tone of voice? Grasp this to find out how to best address your ideal customers, and keep them glued to your offer.

#### + WHAT RESULTS DO YOU GET FROM IT?

You build a narrative that allows you reach a balance between catastrophising and empathising. This means you find a way to highlight your audience's problems. Empathise with them. And position yourself as the best solution to consider.

#### + PUT IT TO PRACTICE WITH THESE QUESTIONS:

- Identify your Value Proposition, Brand Adjectives, and Values
- Identify the Tone of voice that will be more appropriate to deliver these adjectives, emotions or values

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+ WHAT IS IT?

Now that you know the feelings and emotions you want your brand to evoke, it's time to turn them into a clear message.

+ WHY IS IT IMPORTANT?

Your business needs a clear and impactful brand message to capture the emotions and minds of your customers.

+ HOW DOES IT WORK?

Simplify everything you wrote in regards to your business so far. Then rewrite it with the right tone of voice for your target audience.

+ WHAT RESULTS DO YOU GET FROM IT?

A clear way to articulate and position your offer as a solution to your audience's problem, turning them into customers.

PUT IT TO PRACTICE WITH THESE STEPS:

- 1) Build your copy with simple messages that place your client at the heart of what you are creating.
- 2) Think about who you are writing to, their problems, and their mindset and behaviours.
- 3) Deliver your message in a way that works for different stages of awareness.
- 4) Build trust, educate, motivate, and convince.
- 5) Find the right calls to action to inspire people to act.

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# READY TO PUT THIS TO PRACTICE?

Knowing the theory is not always enough to actually know how to incorporate it in your business. And that's exactly why I'm here! After doing business assessments with more than 100 companies all over the world, I have just the right tools to help you with:

- + Diving deep to the foundation of your business
- + Turning this foundation into a Brand Identity coherent with your message and offer.

So, are you ready to get started on your business journey?

Book your [initial consultation here](#).

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