



**5 BOROUGH**  
COMMUNICATIONS

---

# Let's talk about branding & PR...

*A well-executed brand will allow you to raise awareness, build relationships, and stimulate demand.*

# How do you define a brand?



**positioning**



**design**



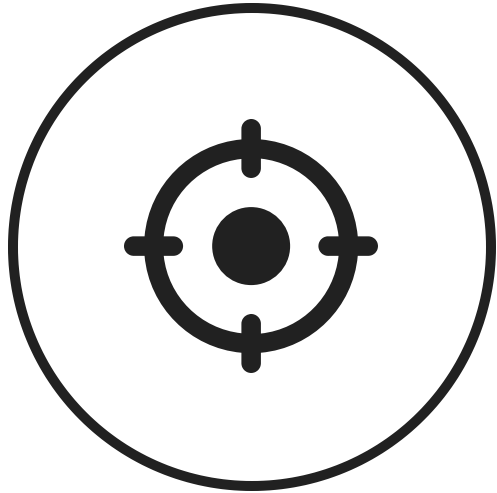
**assets**



**promotion**

- **positioning.** the reason for your existence
- **assets.** the tools you use from website to blogs
- **design.** all of your visual elements
- **promotion.** your external engagement

# positioning



## Why do you exist?

Brand positioning defines who you are and what you do.

It is the reason for your existence and includes your **purpose**, your **promise**, and your **personality**.

Together with your buyer persona (*ideal customer*), these core pillars informs your **messaging**.

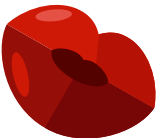
# positioning

## Brand promise

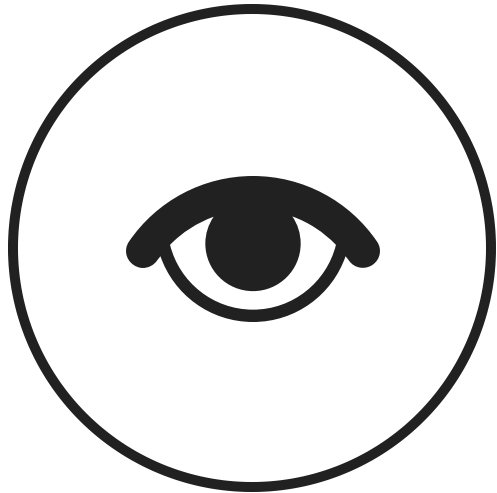
Your brand promise encapsulates your customer's experience with your business. Therefore, it must be compelling, authentic and credible, and kept at all times. We can also use our brand promise to create our business tagline or one-liner.

When crafting a compelling one-liner, use four components: the main character (*customer*), the problem, the plan, and the success.

- *We help busy women get a weekly, meaningful massage so they feel healthy and full of energy.*
- *We save retirees the cost of a second home in Mexico, yet deliver the warm beaches & luxury accommodations they desire.*



# design



## What are your colors?

Your brand's design includes all elements that make up your style.

This includes visuals such as logos, colors, fonts, and imagery.

The key to an engaging design is to keep it simple, elegant, and consistent.

# design

## Identify your colors



When selecting your color palette, why not choose your own?

[ColorwiseMe](#) will identify your primary colors.

## Classic logos



Font-based logos are simple and elegant. Thread one of your primary colors throughout the logo for a consistent look along with an iconic emblem.

# assets



## What assets do I need?

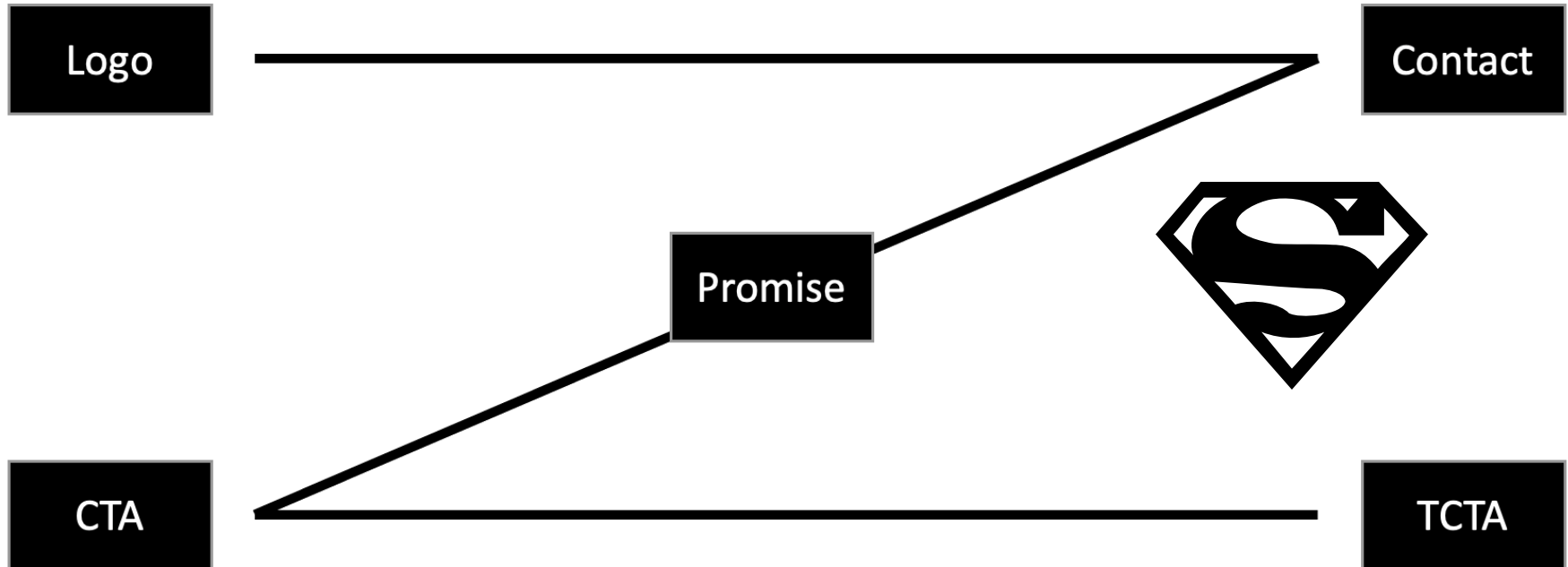
Your primary asset will be your website (*with appropriate SEO*) which is often the first interaction someone has with your brand.

Additional assets, such as blogs, case studies, and testimonials can help establish authority while also providing marketing collateral.

Social media is also an asset but not always a necessity depending on your business.

# assets

What your website should have above the fold (at least in USA)





# assets

The image shows a LinkedIn profile page with four red callout boxes highlighting specific elements:

- 1**: A red circle highlighting the top right corner of the profile header.
- 2**: A red circle highlighting the profile picture.
- 3**: A red circle highlighting the job title "Head of Financial Reporting at" and the company name "University of St. Andrews".
- 4**: A red arrow pointing to the "Message" and "More" buttons at the bottom of the profile.

Visible text on the profile page includes:

- Head of Financial Reporting at [redacted]
- Greater Glasgow Area · [Contact info](#)
- 500+ connections
- Liz Blackburn FCCA, Chartered MCSI, John Winter CAE, and 71 other mutual connections
- [Message](#) [More](#)
- University of St. Andrews

# promotion



## What engagement is right?

Good marketing and media tactics lead to more sales and repeat customers.

But first, you need to develop your buyer persona, understand the marketplace, and develop campaigns to determine what will and not work.

These types of promotion can be slow burns but ultimately result in the most business.

# promotion

## Marketing

An effective marketing strategy will ensure that your branding reaches the right people, in the right places, at the right time. It's important to consider how you can use different channels to reach your target audience.

Traditional advertising such as print, radio, and television can be costly but can reach a wide audience. PPC is also an effective tool but is complicated.

Social media is a great way to engage with a larger audience but don't expect to become an influencer overnight. **CHOOSE ONE OR TWO like LI & GMB.**

## Media

Media engagement is about building and maintaining a presence. Your recently launched business may be of interest to local and regional reporters.

While media engagement is typically the slowest burn of them all, it can work wonders in getting the word out about your services.

altogether,  
a good  
brand will...



## Help you stand-out

A good brand lives in the heart & minds of your customers



## Increase awareness

A good brand helps you become "top-of-mind"



## Lead to sales

A good brand generates customers and repeat customers



wj@5borough.us



www.5borough.us



917-586-1234



**5 BOROUGH**  
COMMUNICATIONS

contact