



Branding and
Digital Marketing
Workbooks

The products and service of our business should answer a consumer need. Does you product or service answer your consumers needs? Why do you think so? This is an exercise that will uncover the strengths of your product or service. Simply **pick your Top 3** products or service, then **answer the questions** below. Keep writing even if you repeat your answers. The information below will help you feel clear, focused and help you dig further.

Write Product/ Service here:

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Why does your consumer want your product or service? What does it give him or her?

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What will your product or service make the consumer feel?

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Understanding your Y factor is pivotal to designing a good business plan that connects you with your brand values, mission and purpose. When your business is aligned with your brand values, mission and purpose, you are excited, engaged and totally unstoppable. Let's start your opportunity engine now to allow you to align what your business in, what it should provide and how it should operate. The following activities will help you to truly differentiate your brand from others because you'll be super charged with your brand's unique promise of value. It's time to focus on your brand values, and clarify your purpose. This will help you develop your own internal road map that points your decision-making in the right direction.

Values

What's your northstar? Your brand values are like your personal business compass. They will provide direction for your business choices and behaviour. In this three step exercise, you'll work towards identifying, defining and aligning your brand values.

Step 1: Identify your top five values

Go through the list of values in the next page. Eliminate words that don't resonate with your brand
 Go through the list again and place a check mark next to the values that are important to your brand
 Go through the shortlist of values you checked and from that list, pick your top five values
 Once you've identified your top five values, now rank them.

List your top five values here and rank them:
 You'll complete the rest as part of Steps 2 and 3

Rank 1 Value -----	Your Definition of the Value -----	1 2 3 4 5
Rank 2 Value -----	Your Definition of the Value -----	1 2 3 4 5
Rank 3 Value -----	Your Definition of the Value -----	1 2 3 4 5
Rank 4 Value -----	Your Definition of the Value -----	1 2 3 4 5
Rank 5 Value -----	Your Definition of the Value -----	1 2 3 4 5

- | | | |
|-----------------------|------------------|----------------------|
| Abundance | Engagement | Love |
| Acceptance | Enjoyment | Loyalty |
| Accessibility | Entertainment | Mastery |
| Accountability | Enthusiasm | Mindfulness |
| Accuracy | Entrepreneurship | Motivation |
| Activeness | Environment | Neatness |
| Adaptability | Equality | Optimism |
| Adventure | Evolution | Originality |
| Affection | Excellence | Partnership |
| Ambition | Excitement | Passion |
| Appreciation | Exhilaration | Patience |
| Approachability | Expertise | Peace |
| Attention to detail | Exploration | Performance |
| Balance | Fairness | Persistence |
| Beauty | Faith | Personal development |
| Belonging | Family | Playfulness |
| Bravery | Fame | Poise |
| Capability | Fascination | Polish |
| Care | Fearlessness | Popularity |
| Change | Firmness | Positivity |
| Charity | Fitness | Potential |
| Clarity | Flexibility | Power |
| Cleanliness | Focus | Precision |
| Collaboration | Freedom | Pride |
| Comfort | Freshness | Privacy |
| Commitment | Friendship | Productivity |
| Communication | Fun | Professionalism |
| Compassion | Generosity | Progress |
| Confidence | Genius | Purity |
| Connection | Genuineness | Quality |
| Consistency | Goodwill | Recognition |
| Control | Gratitude | Reflection |
| Cooperation | Growth | Relationships |
| Courage | Guidance | Reliability |
| Craftiness | Happiness | Resilience |
| Craftsmanship | Hard work | Resourcefulness |
| Creativity | Harmony | Respect |
| Credibility | Health | Responsibility |
| Curiosity | Heart | Safety |
| Customer satisfaction | Heroism | Satisfaction |
| Customer-centric | History | Security |
| Daring | Honesty | Sharing |
| Dedication | Honour | Simplicity |
| Dependability | Hope | Sincerity |
| Determination | Humility | Skill |
| Devotion | Humor | Stability |
| Dignity | Imagination | Strength |
| Diligence | Impact | Success |
| Directness | Individuality | Support |
| Discipline | Innovation | Sustainability |
| Discovery | Insight | Talent |
| Discretion | Inspiration | Teamwork |
| Diversity | Integrity | Thoughtfulness |
| Dreams | Intelligence | Tolerance |
| Drive | Intimacy | Trust |
| Duty | Intuition | Truth |
| Eagerness | Joy | Understanding |
| Ease of use | Justice | Uniqueness |
| Economy | Kindness | Unity |
| Education | Knowledge | Value |
| Effectiveness | Leadership | Variety |
| Elegance | Learning | Vision |
| Empathy | Liveliness | Warmth |
| Empowering | Logic | Welcoming |
| Energy | Longevity | Wonder |

Step 2: Define your top five values

The words you selected are important because they mean something specific to your business. It's important to be clear about exactly what these words mean to you, as sometimes people have different interpretation of the same word.

Since the words you chose resonate with you, you likely have a strong association with a way of describing them that is both personal and powerful to you.

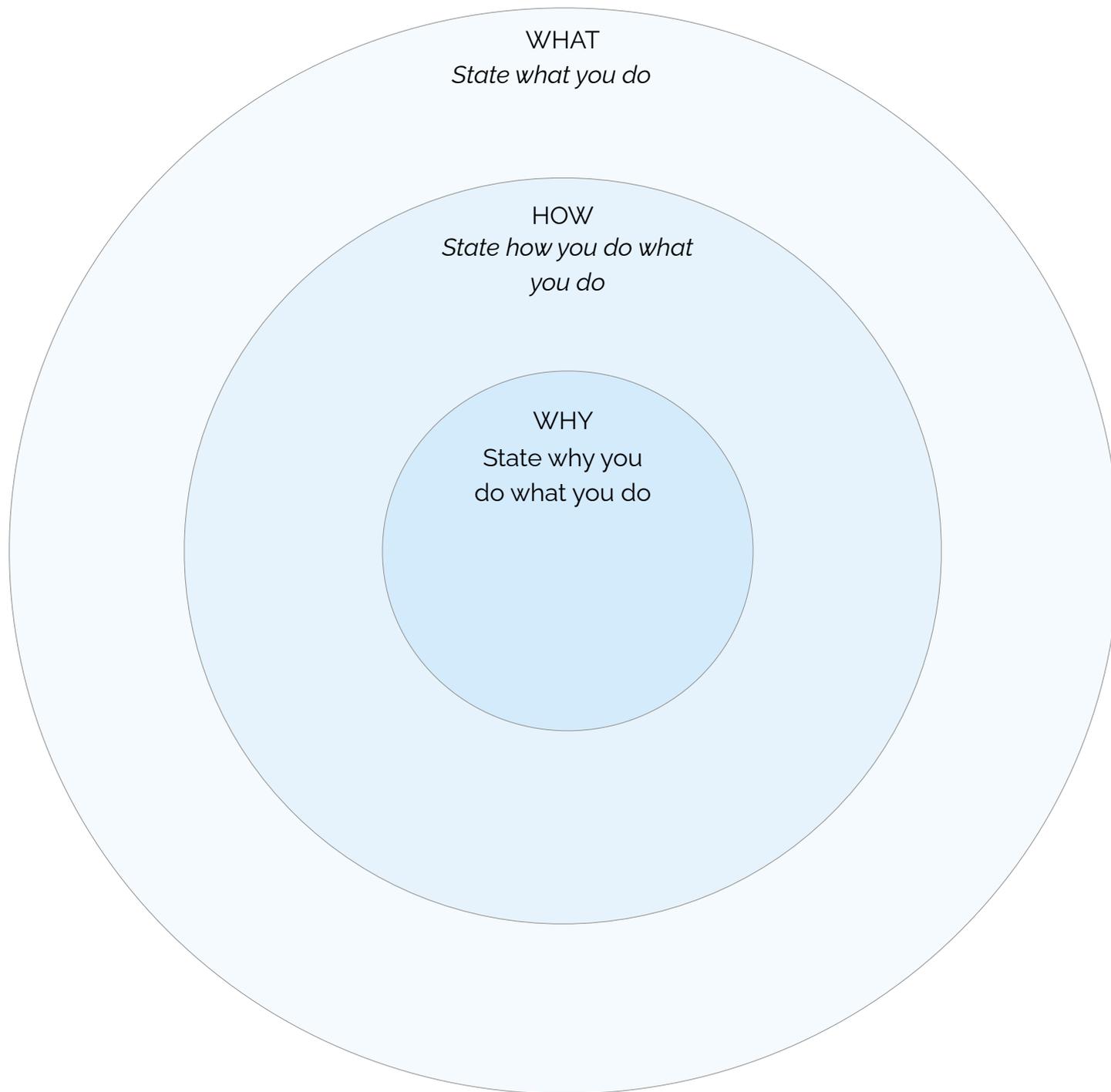
Step 3: Align

Now perform a quick assessment to measure your business aligns with these values. For each value, give yourself a score of 1 to 5, where 1 indicates that your business is really not living this value and 5 indicates that your business is living this value very consistently.

Validate

Select the value that you feel is most out of alignment and most critical to your business success. Focus on this value for the next 21 days. Remember, studies indicate it takes 21 days of practicing a behaviour to create a new habit. Each day, reflect on how you might employ that value in what you are doing. Just the act of having that value present in your mind each day will allow your subconscious to do some of the work for you as you seek new ways to be in alignment.

Our goal is to give people a purpose, a cause to champion, or a reason to believe so that they feel inspired to come to work or to buy from us. So how do you find your brand purpose? Fill in your answers inside the circles, and answer the questions after.



What is your contribution to the community as a brand?

What is your impact within the community as a brand?

Discover your brand personality

Remember that game we all used to play... what sort of animal would you be? A dog/ cat/ horse... and why. Well, this is sort of like that — don't take too long to split where you sit — unleash the brand personality genie out of the bottle.

X marks the spot

Here we have a list of words to describe your brand. Your job is to mark where on the spectrum you think your brand is. To form a clear brand personality, try to stay away from the middle section as much as possible.

This brand personality spectrum will identify what sort of brand personality your business has, providing a clear vision of how it should look and feel.

Understanding your brand will give valuable insight for all your marketing communications.

Brand Personality Spectrum

Tech savvy & futuristic	_____	Classic & traditional
Informal & friendly	_____	Formal and corporate
Fun & cheerful	_____	Plain spoken & serious
Belonging & membership	_____	Total exclusive
Influencer & inspiring	_____	Educational
New kid on the block	_____	Established
Quirky & creative	_____	Stylish & sophisticated
Laid back & cool	_____	Durable & solid

To the left?

If you tend to be leaning towards the left, your brand personality is full of energy, full steam ahead and less traditional.

Your communication style is more relaxed and contemporary, inviting people to sample your brand personality — come join the fun! Light-hearted and friendly, more playful with a sense of adventure.

To the right?

Leaning to the right reveals a more conservative approach to business, less risk — more planning and organisation.

The essence of your brand is professional and practical, providing an air of distinction. Communication for this brand is sophisticated, satisfying even the most intellectual customers.

Find your brand personality

The next 2 pages lists down adjectives or personalities.

Accepting	Coastal	Discreet	Forward Thinking
Accessible	Coherent	Disruptive	Frank
Accommodating	Collaborative	Dramatic	Free
Accountable	Colorful	Dreamy	Fresh
Action-Oriented	Comfortable	Driven	Friendly
Active	Comforting	Dynamic	Fun
Adaptable	Compelling	Eager	Functional
Adaptive	Competent	Earthy	Funny
Adept	Compliant	Easygoing	Future-Oriented
Admirable	Complex	Eccentric	Futuristic
Adorable	Concerned	Eclectic	Generous
Adventurous	Confident	Edgy	Gentle
Affordable	Conscientious	Educational	Genuine
Agreeable	Conservative	Efficient	Giving
Airy	Considerate	Effortless	Glamorous
Alert	Consistent	Elaborate	Glorious
Alluring	Contemplative	Elated	Good
Altruistic	Contemporary	Elegant	Gorgeous
Amazing	Content	Eminent	Graceful
Ambitious	Contrarian	Enchanting	Grand
Amusing	Controlled	Encouraging	Groundbreaking
Analytical	Convenient	Endearing	Guilt-free
Androgynous	Cool	Enduring	Happy
Antique	Cooperative	Energetic	Hard
Approving	Corporate	Engaging	Hard-working
Artistic	Cosmopolitan	Enigmatic	Harmonious
Assertive	Country	Enterprising	Healthy
Astute	Courageous	Entertaining	Heavy
Athletic	Couture	Enthusiastic	Helpful
Attention-giving	Cozy	Equitable	High-Tech
Attentive	Crafty	Ethereal	High-Touch
Authentic	Creative	Exacting	Hilarious
Awesome	Credible	Excellent	Hip
Beachy	Cultured	Excited	Historic
Boho	Curious	Exciting	Holistic
Bold	Current	Exclusive	Homey
Botanical	Custom	Expensive	Honest
Boundless	Cutting Edge	Expert	Honorable
Brave	Dainty	Exquisite	Hopeful
Bright	Daring	Extravagant	Humble
Bubbly	Darling	Extroverted	Imaginative
Budget	Dashing	Exuberant	Impactful
Calm	Dazzling	Fabulous	Impartial
Candid	Debonair	Fair	Impulsive
Capable	Decisive	Faithful	Independent
Captivating	Decorous	Familiar	Indulgent
Carefree	Decorated	Fancy	Industrial
Careful	Deep	Fantastic	Industrious
Caring	Deliberate	Fashionable	Influential
Casual	Delicate	Fast	Informal
Cautious	Delightful	Fearless	Ingenious
Challenging	Deluxe	Feminine	Innocent
Charismatic	Dependable	Festive	Innovative
Charming	Detailed	Fierce	Inquisitive
Cheerful	Determined	Fine	Inscrutable
Cheery	Dignified	Fit	Insightful
Chic	Diligent	Flexible	Inspiring
Choosy	Diplomatic	Flirty	Instinctive
Classic	Direct	Floral	Intellectual
Clean	Discerning	Forgiving	Intense
Clever	Disciplined	Formal	Intentional

Intentional	Orderly	Resilient	Straight-forward
Intriguing	Organic	Resolute	Strategic
Intuitive	Organized	Resourceful	Striking
Inventive	Original	Responsible	Strong
Inviting	Outdoorsy	Retro	Structured
Involved	Outgoing	Revolutionary	Studios
Irreverent	Painstaking	Rhetorical	Stunning
Jolly	Passionate	Righteous	Successful
Joyful	Patient	Robust	Succinct
Joyous	Peaceful	Romantic	Sumptuous
Kind	Perceptive	Routine	Sustainable
Kind-Hearted	Perfect	Royal	Swanky
Knowledgeable	Perfected	Rugged	Sweet
Lavish	Permissive	Rustic	Sympathetic
Lawful	Persistent	Safe	Systematic
Level	Philosophical	Sage	Tactful
Liberal	Placid	Scalable	Talented
Light	Plain	Scholarly	Tech-Savvy
Likeable	Plausible	Scientific	Thoughtful
Lively	Playful	Scrappy	Thrifty
Logical	Pleasant	Secure	Timeless
Lovely	Plucky	Sedate	Timely
Loving	Poetic	Seductive	Tireless
Low Maintenance	Polished	Seemly	Tolerant
Loyal	Polite	Selective	Tough
Lucky	Posh	Self-Assured	Traditional
Lush	Positive	Selfless	Tranquil
Luxurious	Powerful	Self-liking	Transparent
Magical	Practical	Self-sufficient	Trendy
Magnetic	Pragmatic	Sensible	Trusting
Majestic	Precious	Sensitive	Trustworthy
Masculine	Predictable	Sentimental	Truthful
Mature	Present	Serene	Unassuming
Measured	Pretty	Serious	Unbiased
Mechanical	Principled	Sexy	Unconventional
Messy	Pristine	Shabby	Understanding
Methodical	Private	Sharp	Understated
Meticulous	Productive	Shrewd	Unique
Metropolitan	Professional	Silly	Unusual
Mindful	Progressive	Simple	Upbeat
Minimal	Protective	Sincere	Urban
Moderate	Proud	Skillful	Values-Driven
Modern	Punctual	Sleek	Versatile
Modest	Pure	Smart	Vibrant
Moody	Purpose-Driven	Smiling	Vigorous
Multi-talented	Purposeful	Sociable	Vintage
Mysterious	Quaint	Social	Vivacious
Mystical	Questioning	Solid	Vivid
Natural	Quick	Soft	Warm
Nautical	Quiet	Soothing	Welcoming
Neat	Quirky	Sophisticated	Whimsical
Nice	Radiant	Soulful	Wholesome
Nifty	Rational	Specific	Wild
Noble	Raw	Spiritual	Willing
Noisy	Realistic	Splendid	Winning
No-nonsense	Rebellious	Spontaneous	Wise
Nostalgic	Receptive	Sporty	Witty
Obedient	Reflective	Stable	Wonderful
Old-Fashioned	Refreshing	Standard	Worldly
Open	Relaxed	Steadfast	Young
Open-minded	Relaxing	Steady	Youthful
Optimistic	Reliable	Stimulating	Zany
Opulent	Relieved	Stoic	Zealous

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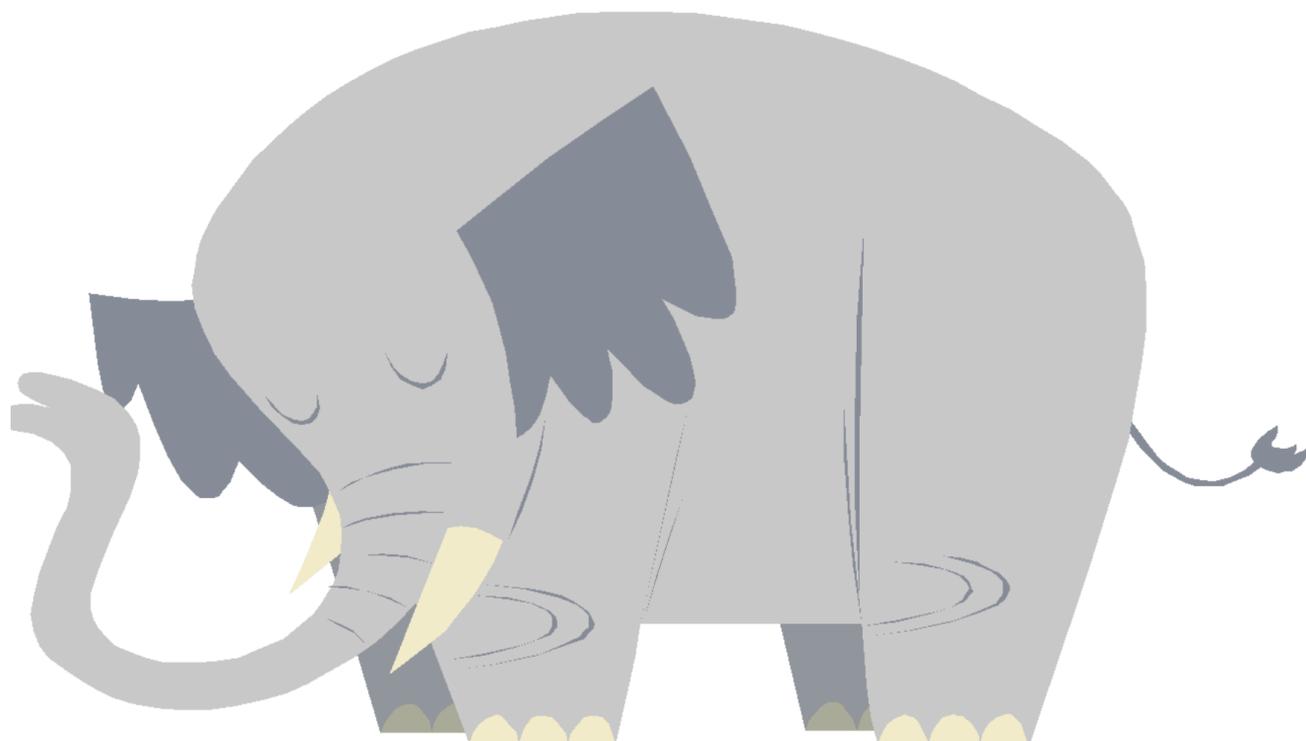
Validate

Select the personality that you feel is most out of alignment and most critical to your business success. Write down ways you can inject this personality to your brand. What marketing initiatives can you do to portray this personality?

It's important for us to identify your brand palette. More importantly, we need to identify your visual guidelines, verbal guidelines and your experience guidelines. One fun way to do that is through the Eat Your Elephant Worksheet.

Do you have an elephant on your plate? Does branding seem so overwhelming and you don't know where to start? So, how do you eat an elephant? One bite at a time!

- Think of branding tasks you need to fix. Here are some sample questions you can ask yourself:
 - Is your logo strong enough to be remembered by customers?
 - Are your colours visually appealing? Do they connect with your brand values and personality?
 - What fonts are you using? Do these fonts connect with your brand values and personality?
 - What's your tagline? Is it strong enough to capture the interest of customers? Does it connect emotionally to them?
 - Does your brand have a story? Is it an interesting one?
 - If you were to sell your brand to a potential customer in one paragraph, what would it be? Were you able to highlight your unique selling proposition versus other players in the market?
- Now using the elephant image below, brainstorm and write out everything you think you need to do on and around the elephant's body.
- Then simply circle 1 or 2 'bites' of action you feel you can take right now and write actionable steps to fix them. Write your ideas that could help strengthen your brand more.
- Finally, put your elephant up on the wall somewhere and return to add actions you may think of and cross off the actions you've done.



THE STORY: A teacher is addressing his class. He fills a jug with big rocks and asks the class if it's full. The class responds with a "Yes". So, he adds pebbles to the jug. He asks again if the jug is full, and again the class responds, "Yes". He says "No" and now adds sand to the jug.

The sand and the pebbles represent the small daily tasks we fill our lives with. If we don't fit our big rocks in first, our lives will fill with only sand and pebbles. BUT if we start with our big rocks, we create room for what's important in life - and the sand and pebbles can only fill the spaces in between.

Instructions: This exercise helps you align how you spend your time with your "real" marketing priorities, your "Big Rocks". Start by answering the questions below, then TURN OVER to fill in your big rocks and then complete the final page to see what changes you'll make from what you have learned.

Part 1: Current Time and Priorities Review

1. When marketing your business, where or on what do you **currently spend most of your time?** (Make a list of whatever jumps into your mind)

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____

2. What's the **ONE biggest, unwanted thing that ZAPS your time** at present?

We're looking for an unwelcome time-zapper here - not things that are a wanted or necessary part of your life

3. What **NEEDS** to change? _____

4. Take a few moments to really think about what marketing activity or program will have a big impact on your business? What program will generate sales for you?

5. **What are your Top 3 Marketing Priorities?** (Make a list of whatever pops into your mind)

- i. _____
- ii. _____
- iii. _____

5. What is the **MOST IMPORTANT** marketing priority to your business right now?

Part 2: Identify & Prioritise Your Rocks!

INSTRUCTIONS

1. Using the story we started with as your guide, write your KEY marketing priorities/activities on the biggest rocks below. NOTE: Think carefully. What are your real "Big Rocks" to your business right now?
2. Now fill in the smaller rocks - your pebbles - with your next (lower) level marketing priorities/activities.
3. Then, in the tiny gaps between the rocks, write your lowest priorities/activities.
4. Finally, add a priority to your "Big Rocks" from 1 to 5.

Why not try using this tool regularly to visually prioritise your week/month and ensure you schedule your "Big Rocks" first!



Part 3: Review your Learnings & Take Action

1. How does where you currently spend your marketing time compare to your "Big Rocks" - your REAL priorities?

2. What does this tell you? -----

What Needs to Change?

3. What could you do differently? -----

4. What is the EASIEST marketing change/s you could make that will have an impact on your business?

5. What are you WILLING to change to create more awareness for your business?

6. 6. Smash those Obstacles: What could get in the way? If you were going to sabotage yourself how would you do it?

7. What WILL you change or do differently in marketing your business? Take a look at the entire worksheet and identify 3 actions you will take to create awareness for your business.

1st Action ----- By when -----

2nd Action ----- By when -----

3rd Action ----- By when -----

Now copy these out on post-it notes and stick them in your car, wallet, locker, fridge door, desk drawer or any place where you will see them often.

8. I am committed to achieving these 3 actions:

Signed ----- Date -----

INSTRUCTIONS

- This is a super-simple exercise. Any time you're stuck, just ask the 5 easy questions below to brainstorm and come up with lots of new ideas - and then choose 3 actions to move you forwards.

Firstly, what is your marketing goal - how would you like things to be different?

Now answer the 5 easy questions below:

1. What could you STOP doing?

2. What could you do LESS of?

3. What could you do MORE of?

4. What could you CONTINUE doing?

5. What could you START doing?

So, what actions will you take now to empower your business, get unstuck and get moving? Choose actions that are easily do-able and write them in the space below!

1st Action - something you can do Now! (right away by the end of the day) -----

2nd Action ----- By When (this week) -----

3rd Action ----- By When (this month) -----

Now copy these out onto post-it notes and stick them in your car, wallet, locker, fridge door, desk drawer or any place where you will see them often.

INSTRUCTIONS

- We often look at our competition or look-a-like businesses to get ideas. We want to evaluate their business model, their communication, their image and how they are viewed by their potential customers.
- This exercise will help you think about what you would like your business to be and what brand you'd like to be. Once you point out the qualities you like from other competitive players, evaluate if you can apply these strengths to your business or brand.

Name your competition or brands that offer the same product or service? Which competition or business impresses you? Who do you admire?

1. -----
2. -----
3. -----

Who has been most influential in developing your business over the last year?

What about them has impacted you? What do you most admire about the business or brands above and why? What can you learn from them?

Which of these qualities would you like to emulate or have for your business?

How could you begin to bring some of those qualities into your business?

NOTE: Think how you could adapt what these business are doing, what unique slant could you add?

1. -----
2. -----
3. -----
4. -----
5. -----

Finally, what one specific action will you move forward with?

----- By When -----

Last word: Reading books, searching the web, talking to people you admire in the community can give you plenty of ideas and inspiration on how to grow.

OVERVIEW

- No marketer today could afford to ignore the power of digital and social media. In this worksheet, both exercises aim to pinpoint the integral roles played by both digital and social media in reaching a target audience, while also highlighting that the use of these types of media can be a double edged sword.

Consider 2 businesses — a well known mass market brand and a small to medium business that offers the same products or service as you. Compare the strategies the two companies have adopted in harnessing digital marketing tools. Google or browse the internet to see the similarities and differences in each other adopted strategies.

Type of Digital Marketing Activities	A well established brand	A small to medium brand
Website What was your first impression of the website? Did it give you the information you needed right away? How was your experience on the website? was it easy to navigate?		
Search engine What keywords are they using to describe their business in search? What keywords do you think customers will use when looking for their type of business on Google?		
Facebook What do they talk about in Facebook? What type of images do they use? What type of communication?		
Instagram What do they talk about in Instagram? What type of images do they use? What type of communication?		
Directories Which directories are they on? Google My Business? Yelp? Etc?		
Collaborations Do these businesses collaborate with other brands/ businesses? Do they have partnerships or collaborations?		
Press Release Do other websites talk about the brand? Are there sites that provide testimonials or reviews about the brand? Are there media influencers pushing the brand?		
Communication How do they communicate their product or service online? Does it emotionally connect with their customers? Is their tagline memorable?		

Now compare your business to these two businesses. Identify the execution that you can apply to your own business. What do you like specifically about their execution? List them all down.

Type of Digital Marketing Activities	What You Would Like to Emulate
Website	
Search engine	
Facebook	
Instagram	
Directories	
Collaborations	
Press Release	
Communication	

It's always good to plan your content a year ahead. Here are some tips on how to do that.

1. Before you plan your content for the full year, identify the holidays and major events that will affect the sale of your product and service.
2. Develop marketing campaigns that are relevant to your target customers. I.e Summer or Back To School Promo and more.
3. Identify the channel where the content will be published or displayed.
4. Identify the team, the images or copy writing – the collaterals you will need per month.
5. Identify your objectives for the content. Is it to increase following? Is it to generate revenue? Your call to action, your content will be dependent on your objectives.
6. Moreover, it's important to identify you key performance indicators—your metrics. What determines the success of your content? You need to establish what success looks like so you can continue improving how you do things.

	QUARTER _____			QUARTER _____		
	January	February	March	April	May	June
Holidays						
Major Events						
Campaign(s)						
Marketing Content						
Distribution Channel(s)						
Production Team						
Goals						
Metrics						
Notes						