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Minneapolis Mehndi & Henna

Building Your Brand:

A Beginner's Guide

Hello!

- Introduction
- What is Branding?
- Brand Identity
- Target Audience
- Brand Storytelling
- Introduction to Marketing
- Marketing Strategy
- Leveraging Social Media
- Networking and Collaborations
- Conclusion
- ACTIVITY!

Introduction

- Importance of Branding and Marketing for Small Business Creatives
- Workshop Objectives:
 - Understand branding basics
 - Learn marketing fundamentals
 - Develop your brand identity and marketing strategy

What is Branding?

- Definition: Creating a unique identity and image for your business
- Importance: Builds recognition, trust, and loyalty
- Key Elements: Identity, Personality, Values, Promise

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Brand Identity

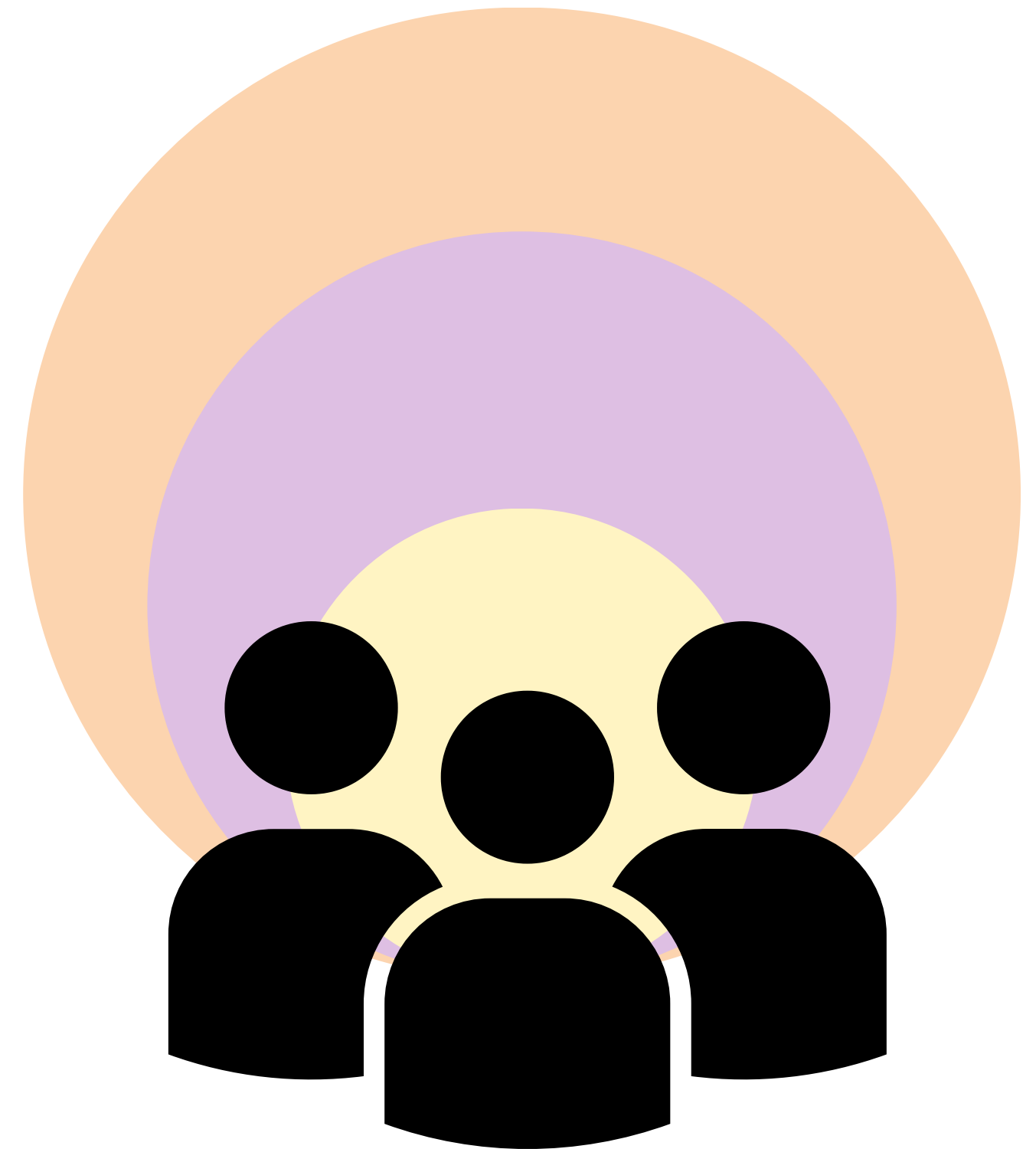
- Visual Elements: Logo, Colors, Fonts
- Tone of Voice: Style of communication
- Consistency: Maintain a uniform brand image

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Target Audience

- Why Define Your Audience?

- Clear communication: Tailor your message to resonate with your audience.
- Efficient resource allocation: Focus efforts where they'll have the most impact.
- Higher conversion rates: Address audience needs directly for better results.
- Build loyalty: Understand and meet audience needs to foster trust and loyalty.



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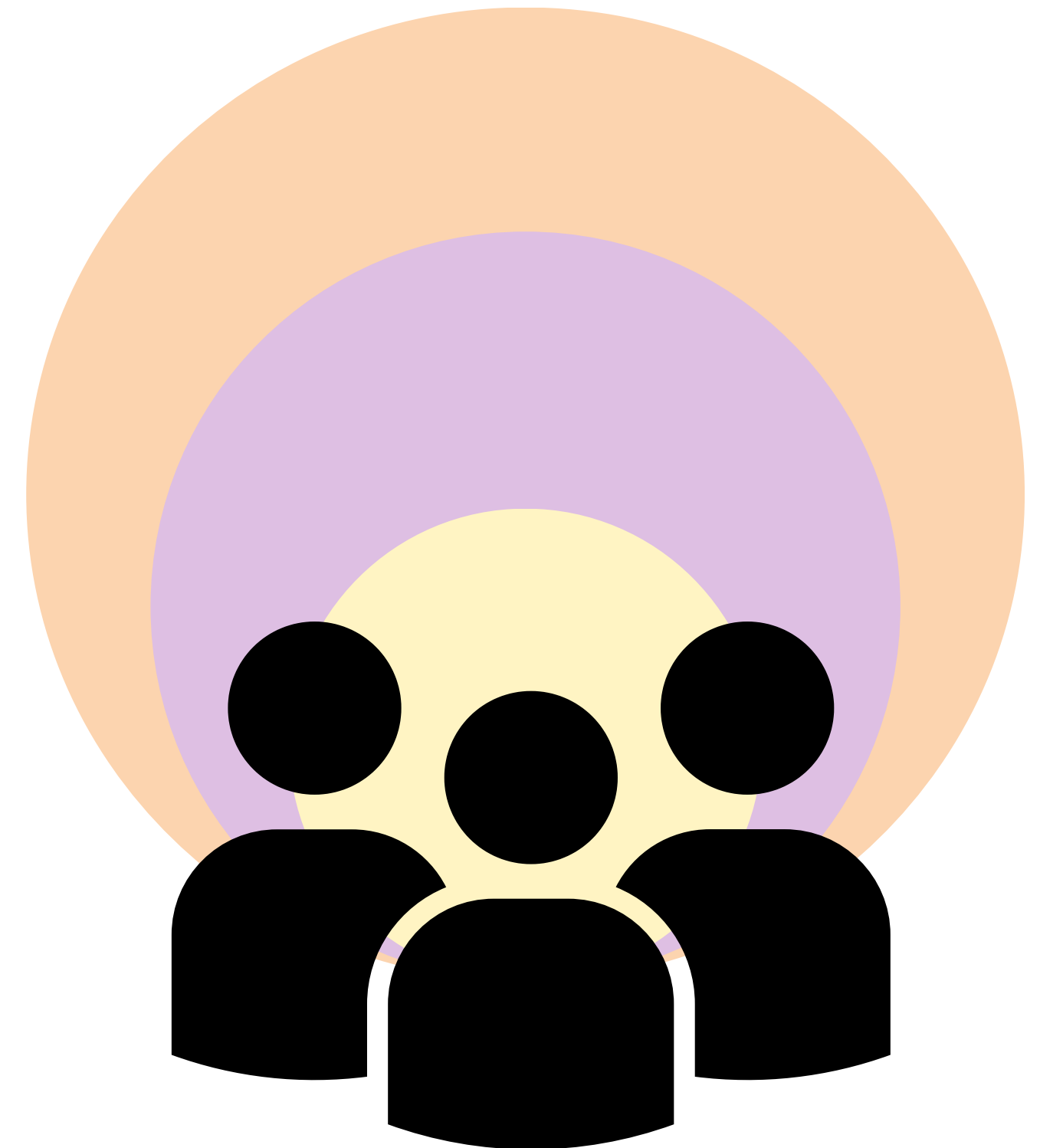
Target Audience

- How: Demographics:
Psychographics

psy·cho·graph·ics
/ˌsɪkə'ɡrafiks/

noun

1. the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.



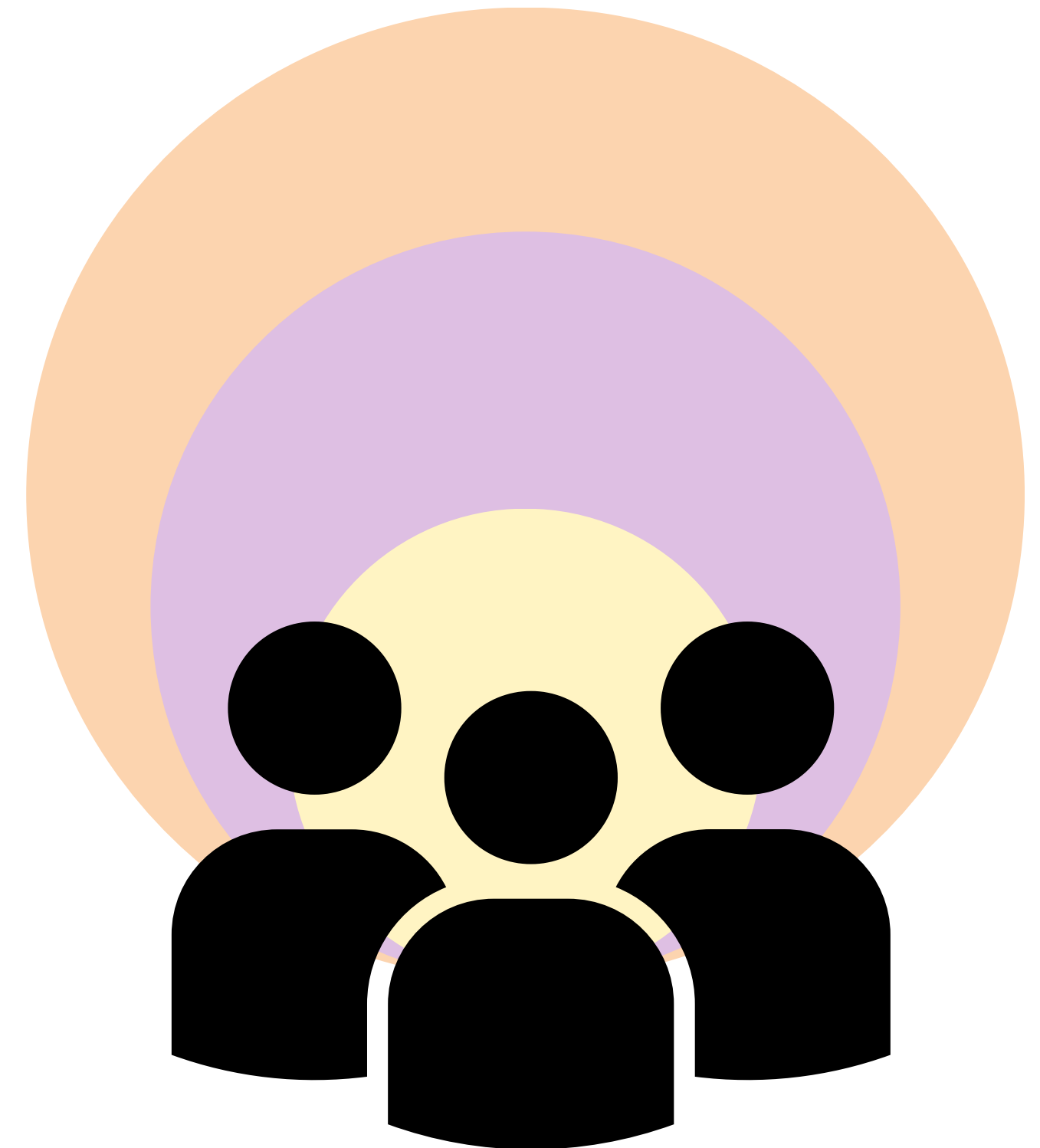
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Target Audience

- How: Demographics: Pain Points

Demographic pain points are specific challenges experienced by a particular group based on factors like age, gender, income, etc.

Understanding these helps tailor products and services to meet their needs. For instance, young adults may face financial struggles, while parents might grapple with work-life balance. By addressing these pain points, businesses can boost customer satisfaction and loyalty.

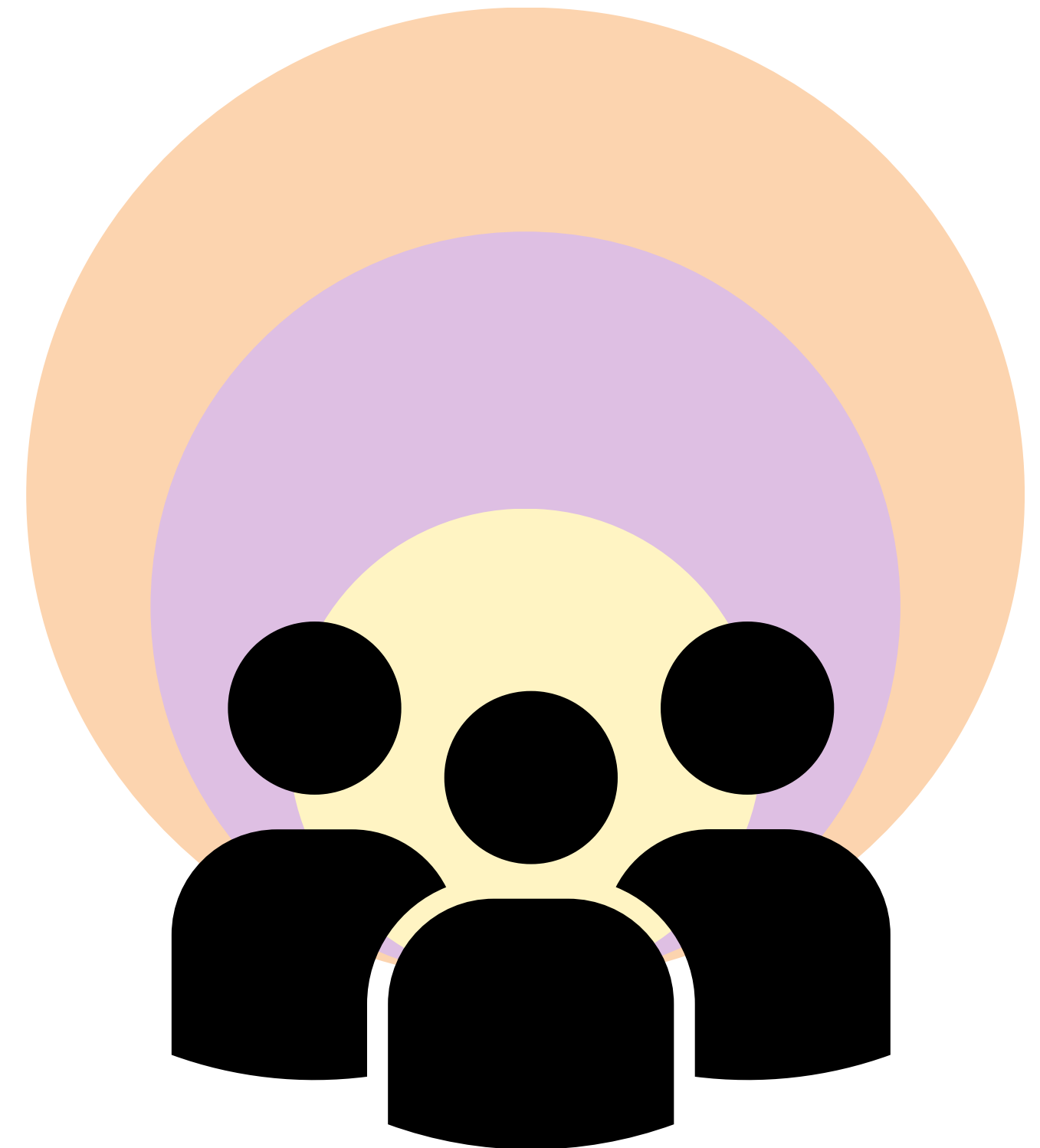


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Target Audience

Serviceable Obtainable Market (SOM):

The portion of the total market demand that a company can realistically capture and serve with its products or services within a specific geographical area, industry, or customer segment.



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Target Audience

Determining Serviceable Obtainable Market (SOM):

1. Define your target market: Identify who your ideal customers are.
2. Research market size: Estimate the total demand for your product or service.
3. Assess competition: Understand how competitors are performing in the market.
4. Calculate SOM: Determine the portion of the market you can realistically capture.
5. Refine and validate: Continuously adjust your estimates based on feedback and data.
6. Monitor and adjust: Stay agile and adapt to changes in the market landscape.

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Determining Serviceable Obtainable Market (SOM):

Determining Serviceable Obtainable Market (SOM):

1. Define your target market: Use demographic and psychographic data to pinpoint your ideal customers, considering factors like age, gender, income, interests, and pain points.
2. Research market size: Utilize market research reports, industry databases, and surveys to estimate the total number of potential customers and their purchasing power.
3. Assess competition: Analyze competitors' market share, pricing strategies, distribution channels, and customer feedback to understand their strengths and weaknesses.
4. Calculate SOM: Estimate the percentage of the total market that your business can realistically capture based on your value proposition, marketing budget, distribution capabilities, and differentiation.
5. Refine and validate: Gather feedback from early customers, test marketing campaigns, and adjust your SOM calculation as you gain more insights and data.
6. Monitor and adjust: Continuously track market trends, customer preferences, and competitor actions to stay responsive and adapt your strategies accordingly.

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Brand Storytelling

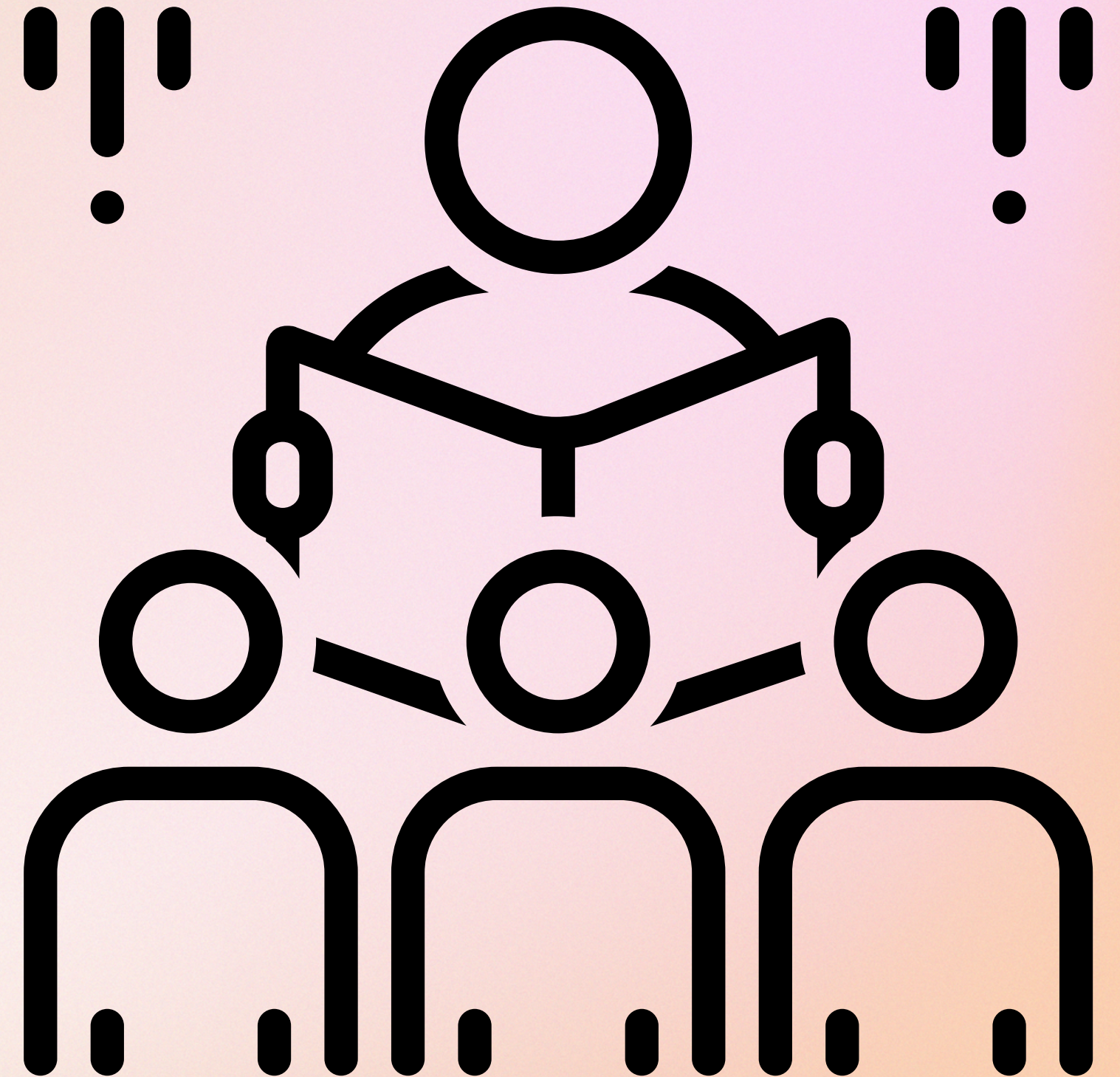
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Brand storytelling is the strategic use of narrative techniques to communicate a brand's values, mission, and unique identity to its target audience.

- Power of Storytelling: Emotional connection

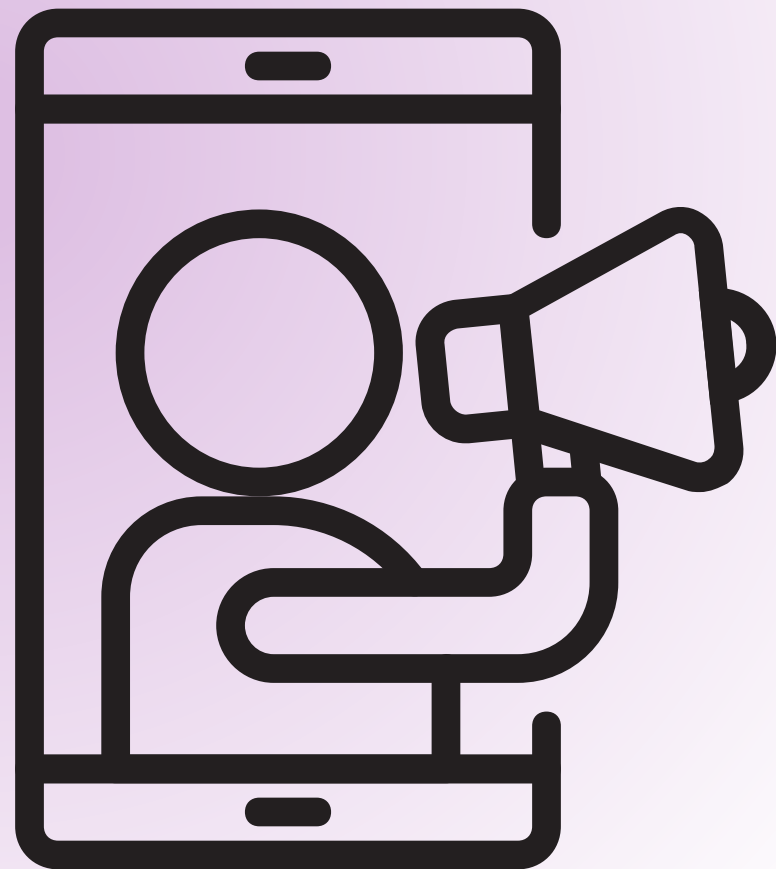
- Crafting Your Narrative: Origin, Mission, Values

- Sharing Across Channels: Website, Social Media, Marketing



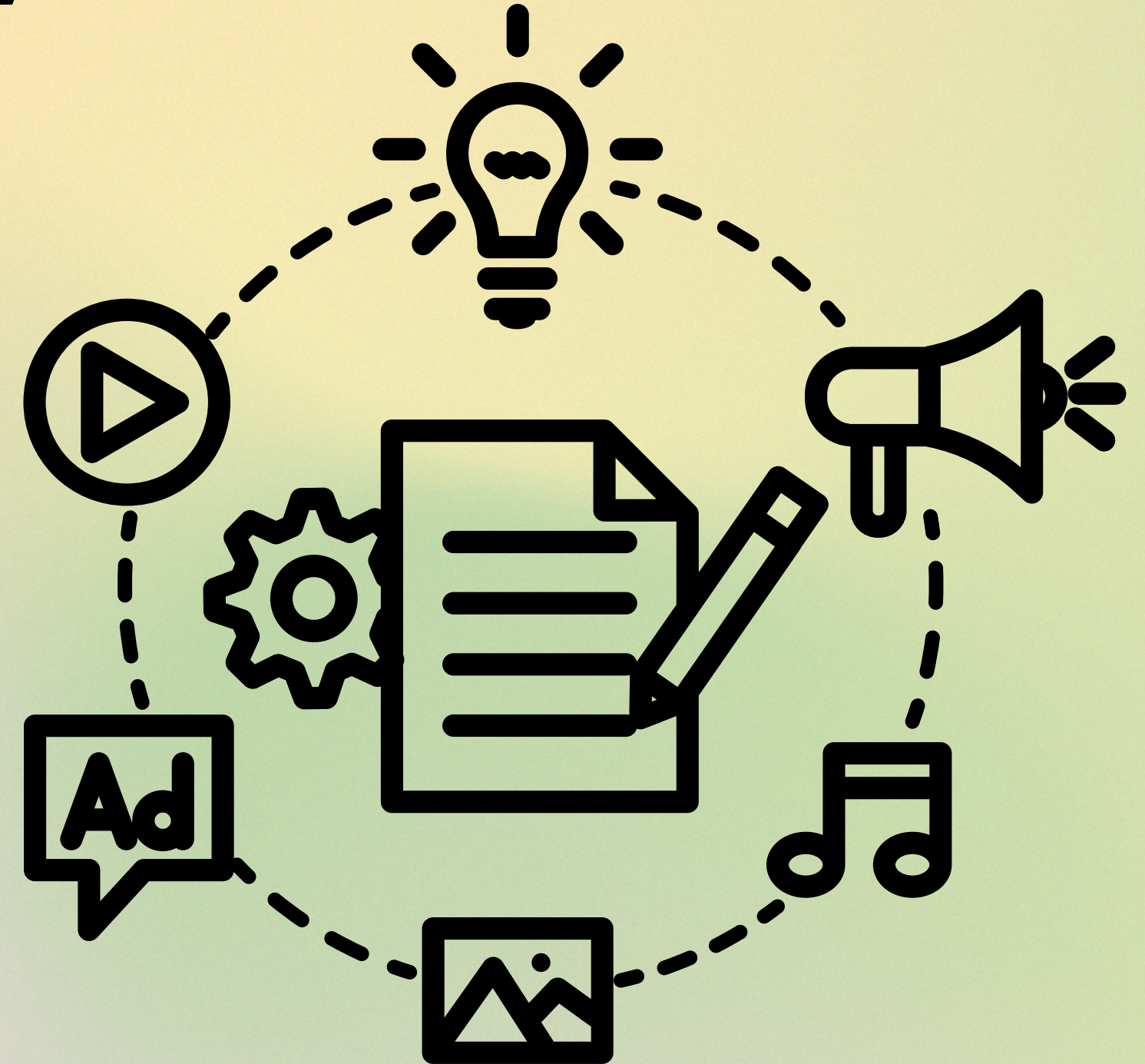
Introduction to Marketing

- Definition: Promoting products/services to target customers
- Importance for Small Businesses: Increase awareness, attract customers, drive sales
- Marketing Channels: Social media, Email, Content, Networking

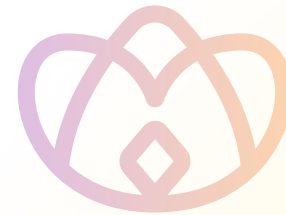


Marketing Strategy

- Setting Goals: Specific, Measurable, Achievable, Relevant, Time-bound
- Budgeting: Allocate resources effectively
- Content Planning: Tailor content to target audience
- Measurement: Track performance, adjust strategies accordingly



Leveraging Social Media



- Overview of Platforms: Facebook, Instagram, Twitter, LinkedIn
- Tips for Engagement: Quality content (or not so quality), **Consistent posting**
- Building Presence: Interact with audience, Respond to comments/messages

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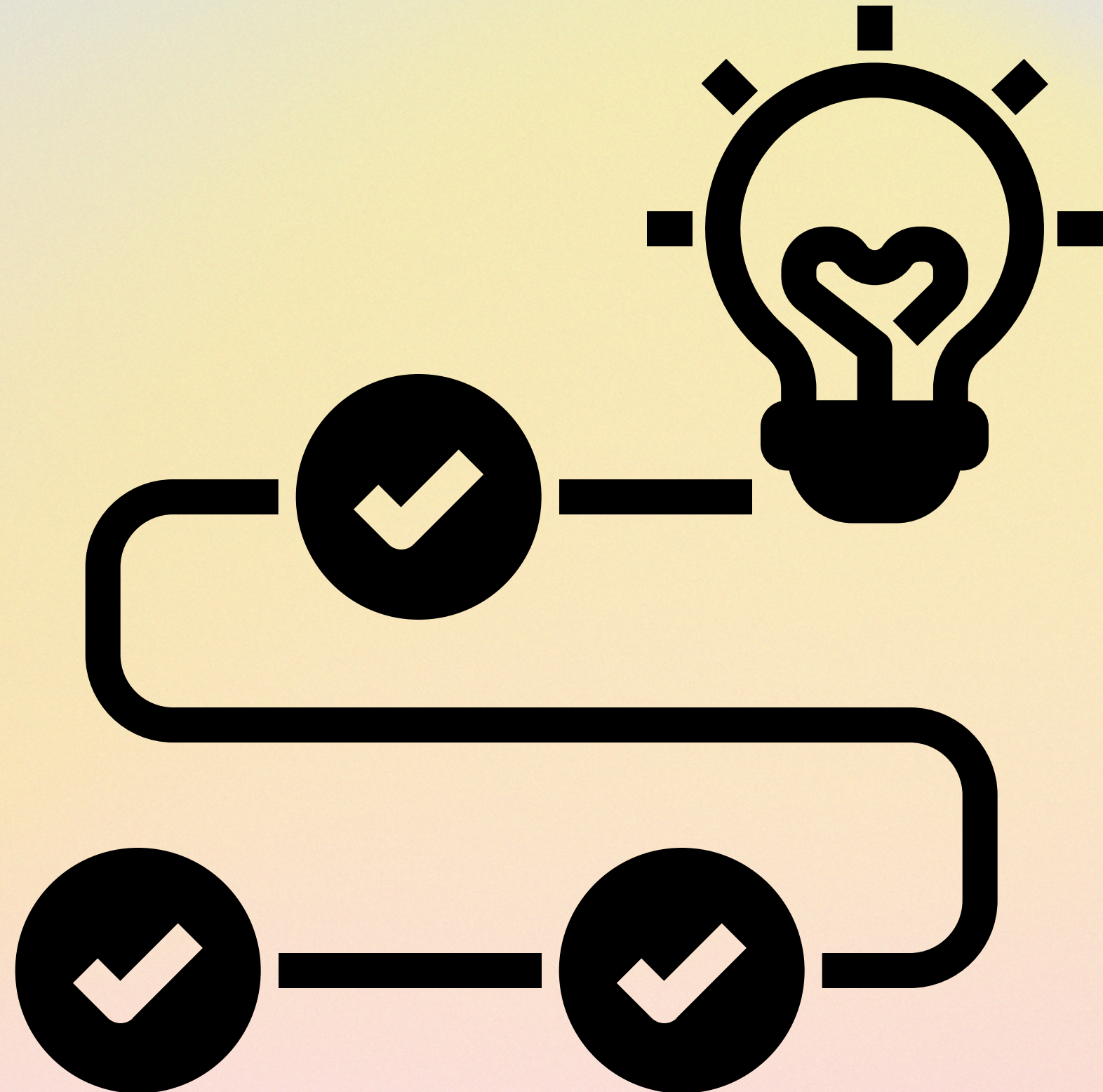
Networking and Collaborations



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Conclusion

- Recap of Key Points
- Next Steps: Apply knowledge, Continuously improve
- Q&A Session



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Thank you!

Thank you for your time! Reach out
literally anytime!

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ACTIVITY

Sign into email

@minneapolismehndi.com

Password: YObizMO1101!

Create a Graphic Design Software
Account (Canva FREE)

Create AI Account

Create Social Media and Digital Presence

Create a website hosted on Wordpress

FB IG X TT

Create a Google Business Listing

ACTIVITY

**Optional But
Reccomended**

Create a Yelp Business Listing

Create a Pintrest Business Account

Create a Linkedin Business Page

Create a Yelp Business Listing

FB IG

Resource Page

- What is DNS?

