

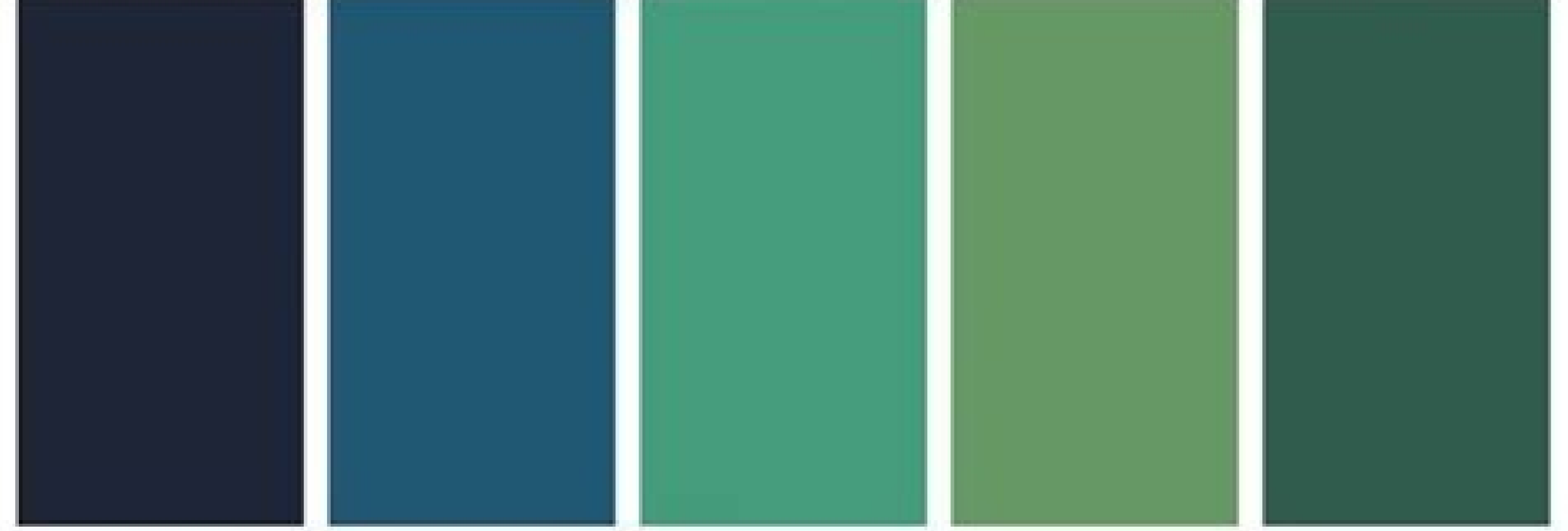
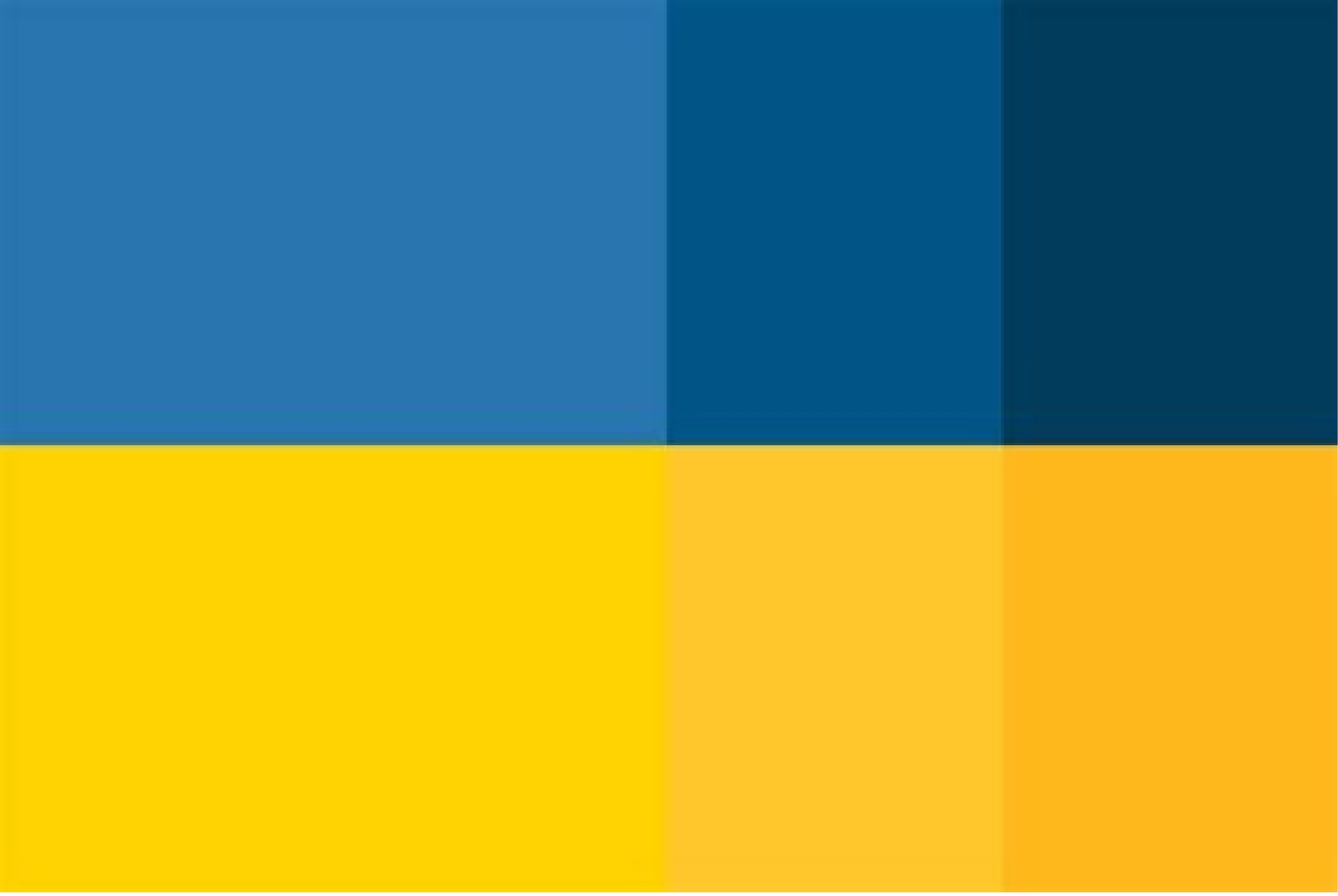
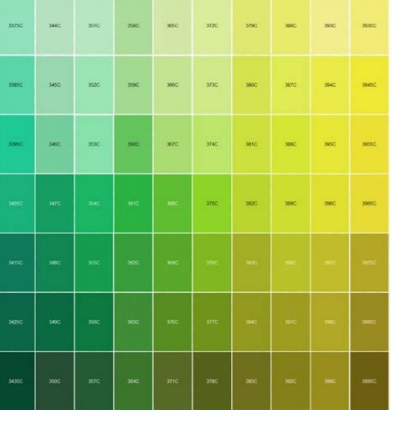
I'm not robot!

UNIVERSITY COLLEGE

go.unm.edu/ucollege

Just about everyone in University College is the same; they all want something different. Because they're rebels? Some of them. Because they're innovators? Others of them. Because we don't offer exactly what they want to study? Sure, that happens, too. Point is, no matter what your degree goals are, we can accommodate you, here, in University College. This is where you can create a custom program that's right for you. One that fits your life and your goals.

Cleveland Brown 80YR 09/163	Red Maple 30YR 10/314	Apricot Brandy 10Y 35/543	Jade Valley 50GG 18/353
--------------------------------	--------------------------	------------------------------	----------------------------



You have to find ways to stand out from the competition with a solid brand building process. Learn how to create a brand in eleven simple steps! Make no mistake about it: a recognizable and loved brand is one of the most valuable assets a company owns. According to a Nielsen survey, 59% of consumers prefer to buy new products from brands familiar to them. As a small business, you may be competing against big brands with devoted customers and unlimited marketing budgets. That's why you have to find ways to stand out—with a solid brand building process of your own. My favorite piece of advice to any entrepreneur is to build a brand, not just a business. This is what will give you massive growth and raving fans. How do you build a brand? Look: Branding is much more than just a cool logo or a well-placed advertisement. You need to do more. Use our step-by-step workbook with tips, templates, and guidance to help build a brand for your business! Define your target audience, research competitors, develop a voice...and more. Let me provide you with a quick definition before diving into the nitty-gritty of brand building. Simply put, your brand is defined by a customer's overall perception of your business. The founder of Amazon, Jeff Bezos, says it even better: "Your brand is what other people say about you when you're not in the room." Your brand is your reputation! In today's market, a successful brand has to be consistent in communication and experience, across many applications: Environment (storefront or office) Print collateral, signage, packaging Website & online advertising Content publishing Sales & customer services Internal (with employees) Now, brand building being simple? The truth is: branding doesn't happen overnight...or even in a few months. Building a brand is definitely a process and requires a strategy. However, the ongoing effort will result in establishing long-term relationships with your customers. This can lead to a steady increase in leads and sales, word-of-mouth referrals, and advocacy for your products or services. Your brand is defined by a customer's overall perception of your business. Click To Tweet The definition of brand building is to generate awareness about your business using strategies and campaigns with the goal of creating a unique and lasting image in the marketplace. Positive image + standing out = brand success. Branding can be broken down into three high-level phases: Brand Strategy Brand Identity Brand Marketing Brand Strategy will map out how you are different, trustworthy, memorable, and likable by your ideal customer. It will convey your purpose, promises, and how you solve problems for people. This is THE first step you need to take when creating a brand from the ground up (whether you are just starting or already established). You wouldn't build a home without a blueprint or plans, right? It's the same with your brand. You can think of brand strategy as the blueprint for how you want the world to see your business. An effective and comprehensive brand strategy should include the following components as part of the process: Brand purpose development Audience development Competitor research Brand voice & personality Brand message & story Brand strategy is a critical and foundational piece for building a successful brand. It's one of the areas that most businesses overlook because they jump right into design and marketing. READ MORE: Brand Strategy: A 5-Step Process To Help You Stand Out Brand Identity is the way that you convey this to the public with visuals, messaging, and experience. Your brand strategy will influence how you present your identity and align it with your purpose for the most impact. Your elements of brand identity should be applied across all channels consistently. It's the way that your business becomes recognizable. This includes your: Logo Colors and fonts Patterns and icons Collateral Website design Content and messaging Advertising Print or packaging Brand Marketing is the way that businesses or organizations highlight and bring awareness to products or services by connecting values and voice to the right audience through strategic communication. In 2022, the amplification of your brand image can be done effectively through various digital marketing activities: User Experience (i.e. your website) SEO & Content Marketing Social Media Marketing Email Marketing Paid Advertising (PPC) Together, these channels are fundamental to gaining brand awareness and growth. We'll dive into each of these elements in detail, later! I simplified the path for a comprehensive brand building process below, to help your business brand or personal brand gain a more loyal following. Are you wondering where to start? Use these steps as a guide for how to build a brand! How to Build a Brand People Love Every successful brand has a powerful purpose behind it. And so should you. It's what you wake up every day loving to do for other people (and the world) through your product or service. There are four questions you should ask yourself when defining a brand purpose: Why do you exist? What differentiates you? What problem do you solve? Why should people care? You'll use these ideas to inform the foundation of your branding, through a tagline, slogans, value propositions, voice, messaging, stories, and more. Studies show that 50% of consumers worldwide say they now buy based on a company's brand values and impact. So dig deep and find those nuggets of truth which can distinguish your brand from others. READ MORE: Brand Purpose: Find Your Why with 7 Powerful Questions Leadership expert Simon Sinek developed an impactful model called The Golden Circle (he's also the author of Start With Why—this book is excellent to read or listen to on Audible!) The Golden Circle concept can help in identifying the purpose behind anything in business or life, really. The 3 Parts to The Golden Circle: What – the products or services you offer to your customers How – the things that differentiate you from the competition Why – the reason you are passionate and why you exist In fact, in the video you'll see below, Sinek explains how to truly differentiate a brand when most of them fail. I've probably watched this presentation over a hundred times, and still get chills when I do. It's one that I send to all clients prior to our kick-off meeting for the brand discovery phase. Some people in the marketing industry think this concept is overrated, but I disagree. It's inspiring, certainly if you are new to branding a business or idea. (And, there's a reason why it's one of the most popular TED talks of all time!) Sit back and take a look: "People don't buy what you do; they buy why you do it. The goal is not to do business with everybody that needs what you have. The goal is to do business with people who believe what you believe." – Simon Sinek You too can use The Golden Circle as a starting point to identify your unique brand purpose. => Learn how to build a purpose-driven brand Every successful brand has a powerful purpose behind it. And so should you. Dig deep and find those nuggets of truth which can distinguish your brand from others. Click To Tweet You should never imitate exactly what the big brands are doing in your industry. But, you should be aware of what they do well (or where they fail). The goal is to differentiate from the competition. Convince a customer to purchase from you over them! We're always thinking about how to make a brand stand out from what's out there already. Don't skip this step in the brand building process. Research your main competitors or benchmark brands. For instance, study how well they have gone about building a brand name. For a brand name to be effective, it needs to be easy for consumers to recognize and remember. Creating a brand competitor research spreadsheet Competitor research is a key element of your own brand development. Start by creating a brand competitor spreadsheet for comparison. You can use Google Sheets, Excel, or even just a notebook. Then, answer these fundamental questions: Is the competitor consistent with messaging and visual identity across channels? What is the quality of the competitor's products or services? Does the competitor have customer reviews or social mentions you can read about them? In what ways does the competitor market their business, both online and offline? Choose a few competitors, two to four (2-4) is a good number for your comparison chart. You might want to take a look at other local businesses, or even aim to benchmark against name brands. Competitor research (or market research), is one of the key components in discovering and defining your brand positioning. => Learn how to research competitors to position your brand One of the biggest brand building goals is to differentiate from the competition. Convince a customer to purchase from you over them! Click To Tweet The foundation for building your brand is to determine the target audience that you'll be focusing on. You can't be everything to everyone, right? Right. When brand building, keep in mind who exactly you are trying to reach. You'll tailor your mission and message to meet their exact needs. The key is to get specific. Figure out detailed behaviors and lifestyle of your consumers. I'll explain with a few brief examples. Instead of "all Moms", you could narrow down the niche to hone in on "single Moms who work full-time from home". "Techy people" is too broad. But "tech-savvy early adopters who manage a large team" can narrow the focus in. If you are targeting "college kids", there is definitely room to get more specific. An example could be: "college students studying abroad in Europe during the summer". "Anyone who needs a job" is certainly not a niche target market. However, "retirees looking to return to the workforce in an executive position" can be! As you can see, targeting a niche requires committing to something very focused to start. You'll come to realize that the competitive advantage when branding your business is to narrow your target audience focus. This can

