**Social Media Marketing (MRKT 180)**

**Assignment 2: Building a Brand**

**(REVISED)**

**PART 1: BUILDING A BRAND**

1. **Brand Clarity**
2. What is the product or service you will be branding?
3. Define Brand Clarity and why it is important
4. Using as few words as you can (25 – 30 words or less), define your brand.
5. **Brand Purpose**
6. Define Brand Purpose and why it is important to help define your brand?
7. Why is there value in the “Why?”
8. Give your brand purpose by articulating your Why. What is your Why?
9. **Brand Humanization**
10. Define Brand Humanization and why it is important to your audience?
11. How do you plan to humanize your brand (give three examples)?
12. **Brand Consistency**
13. Define Brand Consistency and its components/elements.
14. Describe the 5 elements of a brand look and feel.
15. What is your Brand Personality and why have you selected this personality?
16. Define Brand Voice vs. Brand Tone.
17. Select three words describe your Brand Voice, what three words describe your Brand Style, & what three words describe your Brand Values? (see words on slide 50 and 51 chapter 3 – you should have 9 words)
18. Narrow your list of 9 words down to three word defining your Brand Voice & Tone: What are they \_\_\_\_\_, \_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_.
19. Create a mood board demonstrating your brand look, feel, voice and tone
20. **Brand Master Plan**
21. What, exactly, will your brand deliver? (This is your “What”)

**6. Brand Creative Brief**

1. Write out a distilled 2-4 paragraph statement crafted from your focus, combined with your why, what, and how.
	* Basically, combining questions 1-4 in slightly condensed form.
	* Emphasize your uniqueness and why customers should care about you

**7. Brand Story**

1. Describe/articulate your customer’s pain, that your brand will help them get through.
2. Your ideal customer’s pain is the foundation for your story. A pain point is what is troubling your ideal customer.
3. What is the thing they must get past? A hurdle that is stifling their greatness.
4. Your customer’s problem is the enemy you’re helping them get past. What are you doing better than the other guy?

**PART 2: BUILD THREE CUSTOMER PERSONAS FOR YOUR BRAND**

1. Define Customer Personas and their importance in branding
2. ****Develop three customer personas for your brand and give each a name. (8 descriptors for each).

**Include:**

* Lifestyle
* Habits and Hobbies
* Digital Life
* Priorities
* Goals
* Frustrations
* Content/themes each persona might be interested in

3. Once you understand your Persona(s) complete the following sentences for each.

The sentences below reflect both the experience audiences (personas) have of your brand and the intention your company has in presenting your brand. Remember, voice should stay consistent throughout (personality), tone will change depending on Persona.

1. My brand makes my persona(s) feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. If a loyal customer described my brand in one word, it would be \_\_\_\_\_\_\_\_\_\_\_.
3. Interacting with my brand encourages my persona to \_\_\_\_\_\_\_\_\_\_\_\_.
4. If my persona comes to my Webpage, I want their first impression to be. \_\_\_\_\_\_\_\_\_\_
5. My brand helps customers alleviate \_\_\_\_\_\_\_\_\_\_\_ (pain point) in my customer persona.

**PART 3: BUILD A WEBPAGE**

1. Develop a Webpage (Home, About, Blog) presenting your Brand (Wix, Weebly, or Squarespace)
2. On your **Home Page** demonstrate your brands Brand Personality, Purpose, Consistency, Master Plan, Creative Brief and Brand Story
3. On the **About Page** demonstrate your Brand Purpose and Brand Humanization.

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