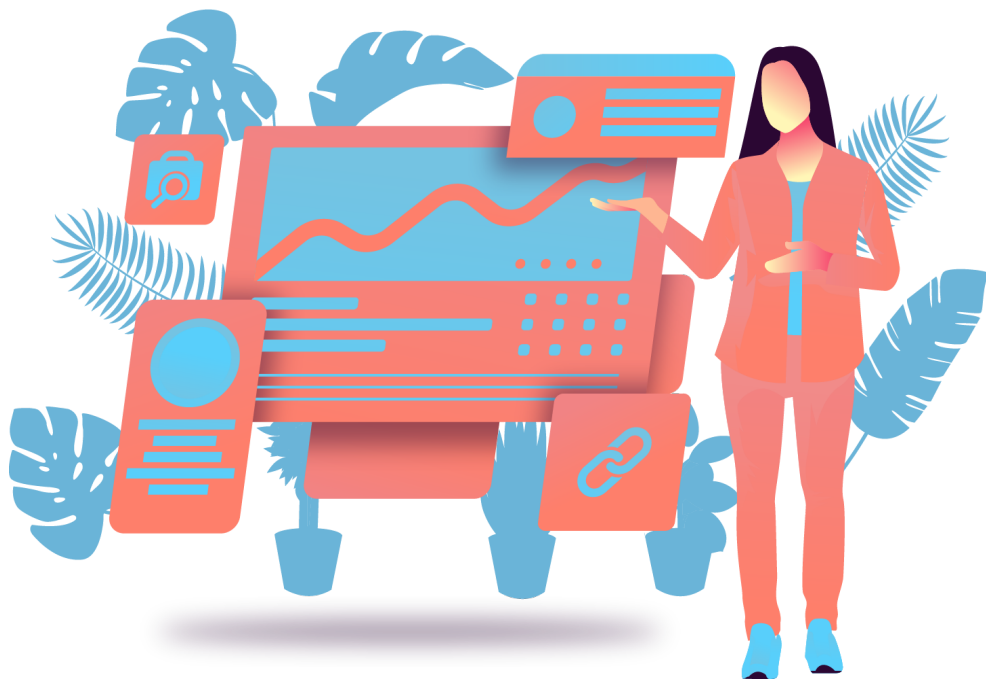


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Build Your Brand Template



www.mitchellandstones.com

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Company Mission & Vision



Value Proposition

What is your purpose? What is driving your business to do what you do

What are your beliefs?

What does the company culture look like to ensure your purpose and beliefs are upheld



Guiding Principles

Describe in detail your customer segments

What pains, fears, challenges do you solve?

Construct a 'pitch' which talks about the kind of companies/individuals you help and challenges that might be facing

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Company Mission & Vision



Value
Proposition



Guiding
Principles

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Brand Identity System



Solutions

Product/service offering

Offering Attributes

User Segments



Brand Personality

*Brand Attributes
e.g innovative,
creative, responsible
etc*

*What are your brand
archetypes?*

*Brand Sense
How do you sound?
How do you look?
How do you feel?*



Brand Symbol

Visual Imagery

Metaphor & Language

Brand Heritage

*What is your mission
on earth?*

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Brand Identity System



Solutions



Brand
Personality



Brand
Symbol

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Brand Identity Execution



Marketing

Marketing Collateral

Tools you will need

Offerings/promotions?

Media

Where are your audiences?



Experience

Customer Journey's

Sales Process

How do people feel when your brand interacts with them?



Strategies

Customer Relationship Management

Brand Tracking & Measurement

How do you position yourself?

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Brand Identity Execution



Marketing



Experience



Strategies

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How can we help you?



Typically, our clients struggle to find the time to be consistently active on social media



They also have been frustrated with spending lots of money on ads and seeing little results



In some cases they are confused with what they need to do to successfully market their brand

Our Services

Social Media Management

Website Development

Lead Generation

Graphic Design

Brand Development

Call us for a chat
today

www.mitchellandstones.com