

TOP TIPS



for getting started with brand positioning

Your customer-facing messaging is built on a foundation of your brand positioning. What you're trying to do and the approach you're taking to achieve it need to come through in everything you're communicating.

Conversion doesn't take place without connection. It's crucial that you give people a brand identity and purpose that they want to identify with.

You're telling your customers a story, building a narrative around the world they want to experience or the people they want to become. It's important to tap into what they're hoping to feel.

Here are some questions to get you thinking and starting to create the basis for your messaging. (You can build your brand pillars out from here too.)

Your vision

What do you want to achieve?

Your mission

What are you doing to achieve it?

Your brand articulation

What's the core identity or personality of your brand?

What do people think of you?

How do you want customers to think of you?

By supporting your brand, people are also sharing your values. There's an emotional connection and response to you as a brand.

What do people want?

Your services themselves aren't your customers' end goals. The impact they have on their experience and the way they make them feel is what really matters to them.



Want to know more?

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