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# **The DIY Brand Strategy Guide For Business Leaders**

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As a business leader, one of your duties is to help your company establish a strong brand ID and positioning in the market that differentiates you from competitors and resonates with your target audience.

The core aim of solid brand positioning is to make both sales and hiring easier.

This guide provides a detailed overview of the essential components of brand strategy for B2B brands, including example templates and discovery questions to help you uncover key information needed to craft an effective brand strategy for your business.

Please note – examples are here to guide you and your stakeholders through the process. This isn't 'paint by numbers'. The more creative you get, the better.

During each discovery and strategy session, it's going to be essential to ask open-ended questions that encourage your stakeholders to share their thoughts, ideas, and aspirations for your brand.

Also, you'll find there's a lot of crossover for discovery questions within each component. Don't bore your team to death by revisiting the same ground if previously covered. Be fluid in your process and questioning.

Please also note your role as a 'business strategist'. Your job is to challenge, dig deep, and also to suggest direction from your personal experience and market, audience and competitor research.

Please only start the brand process once you have confidently completed market, competitive and audience research.

Each session is outlined and broken down below.

# Brand Purpose Session

Brand purpose is the foundation of a company's brand identity, defining why the company exists beyond making a profit. It provides a clear sense of direction and helps align the entire organization behind a shared making a profit. It provides a clear sense of direction and helps align the entire organization behind a shared vision. A strong brand purpose can differentiate a company from its competitors and inspire employees and vision. A strong brand purpose can differentiate a company from its competitors and inspire employees and customers, leading to greater loyalty and engagement. It also helps the company make a positive impact on customers, leading to greater loyalty and engagement. It also helps the company make a positive impact on its community, society, or the world at large.

# Template

"Our brand exists to [core purpose] by [key actions or methods], ensuring that [desired impact or outcome] for [target audience]."

## Key Questions

Can you provide a brief overview of your company and its history?

What problem does your company solve, or what need does it fulfil for your customers?

Who is your target audience, and can you describe your ideal customer?

What are your company's core values, and how do they influence your decision-making process?

What is your company's mission statement, and how does it align with your overall goals and vision?

How do you want your customers to perceive your brand, and what emotions do you want to evoke when interacting with your products or services?

Can you share some of your company's most significant successes and the impact they've had on your target audience?

What are your short-term and long-term goals for your brand, and how do you plan to achieve them?

What differentiates your brand from your competitors, and what unique benefits do you offer your customers?

Are there any industry trends or market forces that you believe will significantly impact your brand's future?

How have you communicated your brand purpose to your audience, and how effective has this been?

Are there any gaps or inconsistencies in your current branding that you want to address?

How do you want your brand to evolve in the next 3–5 years, and what steps are you taking to achieve this vision?

What challenges do you foresee in achieving your brand purpose, and how can we help you overcome them?

Is there anything else you'd like us to know about your brand, its purpose, or your goals for this project?



# Notes

# Brand Vision Session

A compelling brand vision is important because it provides a clear picture of where a company is headed and inspires employees and customers to work towards a shared future goal. A strong brand vision communicates the company's aspirations, values, and long-term objectives, helping to differentiate it from competitors and build brand loyalty. It also serves as a guide for decision-making and strategy development, ensuring that all actions align with the company's overarching vision. A compelling brand vision creates a sense of purpose and direction for the company and helps to ensure its success over the long term.

## Example Template

"Our vision is to [future state or aspiration], where [key benefits or improvements] are accessible to [target

B2B audience], and [broader positive impact on industry, society, or environment]."

How do you see your company's role in the industry evolving over the next 5-10 years?

What impact do you want your company to have on your customers' lives or businesses?

How do you envision your company changing or shaping the industry landscape?

What specific goals do you have for your company's growth and expansion in the long term?

Are there any technological advancements or market shifts you believe will significantly affect your business in the future?

How do you plan to adapt or capitalize on these changes?

What key values or principles will guide your company as it moves toward its future goals?

How do you see your company's culture and employee experience evolving as the business grows?

Are there any social, environmental, or ethical issues that are important to your company?

How do you plan to address or contribute to these causes?

In an ideal world, what legacy would you like your company to leave behind?

If you could sum up your company's ultimate aspiration in one sentence, what would that be?

# Notes

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# Brand Mission Session

# A company mission statement is important for several reasons

## Clarity of purpose:

A mission statement defines the company's core purpose and reason for existence, which helps employees and stakeholders understand why the organisation exists and what it aims to achieve.

## Guiding principles:

A mission statement establishes the guiding principles that help shape the company's decisions, priorities, and strategic direction.

## Motivation and engagement:

A clear mission statement can inspire and motivate employees, fostering a sense of belonging and commitment to the company's goals.

## Customer focus:

A well-crafted mission statement communicates the value a company offers to its customers, helping to build trust and loyalty among the target audience.

## Differentiation:

A mission statement can help differentiate a company from its competitors by highlighting its unique approach and commitment to serving its customers.

## Example Template

"Our mission is to [specific actions or activities] in order to [measurable goal or objective], while upholding our commitment to [core values or principles] and serving the needs of [target B2B audience]."

## Key Questions

What is the primary purpose of your company, and why was it founded?

What are the core values that drive your company's actions and decision-making process?

What customer needs does your company aim to fulfill or what problems does it solve?

How does your company's approach differ from that of your competitors?

What are the key elements of the customer experience you aim to deliver?

How do you want your company to impact your industry, community, or the world at large?

How does your company's purpose align with the needs and expectations of your target audience?

What specific goals or objectives do you want to achieve in the short and long term?

How does your company foster innovation and continuous improvement in its products or services?

How do you want your employees to contribute to and embody the company's mission?

By asking these questions, you can gather the necessary information to craft a mission statement that clearly articulates the company's purpose, values, and unique approach to serving its customers.

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# DNA, Values & Principles Session

# Having guiding principles and behaviours is important for a business for several reasons

## Alignment and consistency:

Guiding principles and behaviours provide a framework for decision-making and actions within the organization, ensuring consistency across all levels and departments.

## Culture and identity:

They help shape the company culture and define its identity, fostering a positive and collaborative work environment that attracts and retains top talent.

## Customer experience:

By adhering to a set of principles and behaviours, a business can provide a consistent and positive customer experience, which builds trust and loyalty among its target audience.

## Reputation and credibility:

Strong guiding principles and behaviours can enhance a company's reputation and credibility, demonstrating its commitment to ethical business practices and social responsibility.

## Employee engagement and motivation:

Clearly defined principles and behaviours give employees a sense of purpose, helping them understand their role in achieving the company's goals and fostering a sense of pride in their work.

## Example Template

"[Brand name] values are rooted in [value 1], which emphasizes [explanation or importance]; [value 2], which focuses on [explanation or importance]; and [value 3], which drives us to [explanation or importance]."

## Key Questions

What core values underpin your company's culture and decision-making process?

How do these values translate into specific behaviours and actions within your organization?

Can you explain how your company's guiding principles have influenced key decisions or initiatives?

How do you ensure your employees understand and adhere to the company's guiding principles and behaviours?

Are there any industry standards or best practices your company seeks to uphold or exceed?

How do you promote ethical business practices and social responsibility within your organization?

How do your guiding principles and behaviours align with the needs and expectations of your customers?

Are there any areas in which your company's current practices could be improved to better align with your

guiding principles and behaviours?

How do you monitor and evaluate the adherence to your guiding principles and behaviours, both internally and externally?

Are there any external factors or industry trends that may influence your guiding principles and behaviours in the future?

These questions will help you understand the key principles and behaviours that drive the business, allowing you to develop strategies and initiatives that align with its core values and objectives.

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# Customer Promises Session

# Creating customer promises is important for several reasons

## Setting expectations:

Customer promises clearly outline what customers can expect from your products or services, helping to manage their expectations and ensure a consistent experience.

## Building trust:

By delivering on your promises, you build trust and credibility with your customers, leading to increased loyalty and long-term relationships.

## Differentiation:

Customer promises can help differentiate your brand from competitors by showcasing your unique value proposition and commitment to exceptional service.

## Internal alignment:

Establishing customer promises helps align your team's efforts, ensuring everyone understands their role in delivering on those promises and contributing to a consistent customer experience.

## Measurement and improvement:

Customer promises provide a benchmark for measuring your company's performance and identifying areas for improvement, allowing you to enhance your products and services continuously.

## Example Template

"We promise to [promise 1], by [specific actions or commitment], ensuring [positive outcome or experience]; [promise 2], through [specific actions or commitment], delivering [positive outcome or experience]; and [promise 3], by [specific actions or commitment], resulting in [positive outcome or experience]."

## Key Questions

What are the key benefits and advantages can your customers expect from your products or services?

How do your offerings address the specific needs, pain points, or desires of your target audience?

What aspects of your customer experience set your brand apart from your competitors?

Can you provide examples of how your company has gone above and beyond to deliver on your customer promises?

How do you ensure consistency in delivering your promises across different touchpoints, channels, and team members?

Are there any industry standards or benchmarks you aim to meet or exceed in your customer experience?

How do you collect and incorporate customer feedback to continuously improve your offerings and fulfil your promises?

What processes or systems do you have in place to monitor and ensure the delivery of your customer promises?

Are there any challenges or obstacles that may impact your ability to deliver on your promises consistently, and how do you plan to address them?

How do your customer promises align with your company's mission, vision, and guiding principles?

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# Differentiation Session

# Being different from the competition is important for several reasons

## Stand out in the market:

Differentiation helps your business stand out in a crowded market, making it easier for potential customers to notice and remember your brand.

## Create a unique value proposition:

By offering something different or better than your competitors, you can attract customers specifically looking for the unique benefits your product or service provides.

## Build brand loyalty:

Customers are more likely to stay loyal to a brand that offers a unique experience, product, or service that they can't easily find elsewhere.

## Command higher prices:

If your business provides a unique offering, you may be able to charge a premium for it, increasing profitability.

## Foster innovation:

Differentiation encourages innovation, as businesses need to improve and adapt to stay ahead of the competition continually.

## Here are various ideas and ways to differentiate a B2B business

### Superior product or service:

Offer a product or service with unique features, better quality, or superior performance compared to your competitors.

### Innovative solutions:

Develop cutting-edge technologies or processes that solve problems in new and more efficient ways.

### Exceptional customer service:

Provide personalized and responsive customer service that exceeds industry standards.

### Tailored offerings:

Customize your products or services to meet the specific needs and preferences of your target audience.

### Thought leadership

Establish your brand as an expert in your industry by creating and sharing valuable content, such as blog posts, whitepapers, webinars, and case studies.

**Strong branding:**

Develop a memorable and consistent brand identity that communicates your unique value proposition and resonates with your target audience.

**Niche focus:**

Target a specific niche or market segment with specialized products or services that cater to their unique needs.

**Social responsibility:**

Demonstrate your commitment to ethical business practices, environmental sustainability, or social causes that resonate with your customers.

**Strategic partnerships:**

Collaborate with complementary businesses to offer bundled solutions or add value to your customers.

**Flexible pricing and payment options:**

Offer a variety of pricing plans or payment options that cater to the varying needs and budgets of your target audience.

**Example Differentiation Statement**

"Unlike other [industry or competitors], [brand name] delivers [unique selling points or key differentiators], ensuring that [target B2B audience] can [distinct advantage or benefit] and [additional advantages or benefits]."

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# Productising a B2B Service Session

# Having a unique methodology or productised service offering is important for a B2B business for the following reasons

## **Competitive advantage:**

A unique methodology or productised service offering sets your business apart from competitors, making it more attractive to potential clients.

## **Scalability:**

Productised services are easier to scale as they have clearly defined processes and deliverables, allowing for streamlined operations and more efficient use of resources.

## **Predictable results:**

A unique methodology ensures consistent results for your clients, which can lead to higher client satisfaction and increased trust in your brand.

## **Simplified pricing:**

Productised services often have standardized pricing, making it easier for clients to understand the value they're receiving and compare offerings with competitors.

## **Streamlined sales process:**

A clear, unique methodology or productised service offering simplifies the sales process, as potential clients can quickly understand the benefits of your offering.

## To design a unique methodology or productised service offering for your business, consider asking the following questions:

What are the primary pain points or challenges your target audience faces that your service aims to address?

How does your current service offering differ from those of your competitors in terms of process, deliverables, or results?

Can you identify any unique insights, expertise, or technologies that your company possesses that could be leveraged in creating a unique methodology?

Are there any repetitive or standardised tasks within your current service offering that could be productised to streamline operations and improve efficiency?

How can you package your unique methodology or productised service offering to make it more appealing and easily understood by potential clients?

What specific results or outcomes can clients expect from your unique methodology or productised service offering?

How will you ensure consistent delivery and results for clients who engage with your unique methodology or productised service offering?

Are there any potential challenges or obstacles you may face in implementing your unique methodology or productised service offering, and how do you plan to address them?

How can you demonstrate the value of your unique methodology or productised service offering to potential clients through case studies, testimonials, or other forms of social proof?

How does your unique methodology or productized service offering align with your brand positioning and value proposition?

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# Defining the Enemy Session

# Having a clear enemy for a B2B brand is important for several reasons

## **Focus:**

Identifying a clear enemy helps a business focus its efforts on overcoming specific challenges or addressing particular issues within its industry or target market.

## **Differentiation:**

By positioning itself against a common enemy, a B2B brand can differentiate itself from competitors and create a unique value proposition that appeals to its target audience.

## **Emotional appeal:**

A clear enemy can create an emotional connection with your audience, tapping into their desire to overcome shared challenges or frustrations.

## **Brand story:**

Having an enemy helps build a compelling brand narrative that resonates with your target audience and showcases your brand's commitment to making a difference.

## **Motivation and purpose:**

A clearly defined enemy can inspire and motivate your team, giving them a shared purpose and a reason to strive for excellence.

## To ascertain the key battle your B2B brand should be fighting, consider asking the following questions:

What are the most significant pain points or frustrations experienced by your target audience that your business aims to address?

Are there any industry practices or norms that you believe negatively impact your target market, and how does your brand aim to challenge or disrupt these practices?

Can you identify any competitors or external forces that threaten your target audience's success or well-being, and how does your brand help them overcome these threats?

How do your brand's mission, vision, and values align with the challenges or frustrations faced by your target audience?

Are there any societal, economic, or environmental issues your brand is passionate about addressing or improving?

What aspects of your products, services, or customer experience directly combat the identified enemy?

How does your brand's unique value proposition contribute to the fight against the enemy?

Can you provide examples of how your brand has successfully fought against this enemy in the past or plans to do so in the future?

How do you communicate your brand's commitment to fighting the enemy in your marketing and messaging?

How does the battle against the enemy align with your brand's long-term goals and strategic direction?

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# What's the Story? Session

# Having a brand story or founder's story is important for several reasons

## Emotional connection:

A compelling story helps build an emotional connection with your audience, making them more likely to resonate with your brand and become loyal customers.

## Differentiation:

A unique and authentic story sets your brand apart from competitors, highlighting your brand's distinctive qualities and values.

## Humanising your brand:

Sharing the founder's story adds a human touch to your brand, making it more relatable and accessible to your audience.

## Trust and credibility:

A genuine and transparent story can establish trust and credibility with your audience, as it demonstrates your brand's commitment to its mission, values, and purpose.

## Brand loyalty:

Customers who connect with your brand story are likelier to become brand advocates, sharing their positive experiences with others and recommending your brand to their network.

## Example Templates

### Brand Story:

"Founded by [founder's name(s)], [brand name] was born out of a desire to [initial inspiration or challenge]. Overcoming [key obstacles or milestones], our brand has evolved to [current state or offerings], with a steadfast commitment to [core values or principles] and a passion for [broader impact or vision]."

### Founder's Story:

"[Founder's name(s)] started [brand name] after experiencing [personal challenge or inspiration], which led to the realization that [market gap or unmet need]. Driven by a passion for [core values or principles], [founder's name(s)] set out to [initial actions or steps taken] and faced [key obstacles or setbacks]. Through perseverance and [unique insights, skills, or experiences], [founder's name(s)] transformed [brand name] into the [current state or offerings] we know today, with a continued commitment to [brand mission, vision, or impact] and a focus on serving the needs of [target B2B audience]."

## Key Questions

What inspired you to start your business or create your brand?

What challenges or obstacles did you face during the early stages of your business, and how did you overcome them?

How have your personal experiences or background influenced the values, mission, and vision of your brand?

What key moments or turning points have shaped the growth and evolution of your brand?

Are there any specific people, events, or experiences that have had a significant impact on your brand's development?

How does your brand's story tie into your unique value proposition and the needs of your target audience?

What aspects of your brand's story are most important to communicate to your audience, and why?

How do you envision the future of your brand, and how does your brand story contribute to that vision?

Are there any lessons or insights from your brand story that you believe can inspire or empower your audience?

How can you integrate your brand story into your marketing and messaging to create a cohesive and engaging narrative?

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# Brand Personality Session

# Developing a strong brand personality is important for several reasons

## **Emotional connection:**

A distinct brand personality helps create an emotional connection with your audience, making it easier for them to relate to and engage with your brand.

## **Differentiation:**

A unique personality sets your brand apart from competitors, making it more memorable and appealing to your target audience.

## **Consistency:**

A well-defined brand personality ensures consistency in your brand's tone, voice, and messaging across all channels and touchpoints.

## **Customer loyalty:**

A strong brand personality can foster customer loyalty, as people tend to develop preferences for brands that resonate with their own values and preferences.

## **Enhanced brand equity:**

A well-defined brand personality contributes to stronger brand equity, increasing the perceived value of your products or services in the minds of consumers.

## Key Questions

How would you describe your brand's personality in three to five adjectives?

What aspects of your brand's mission, vision, and values do you think are most closely aligned with your desired brand personality?

How do you want your target audience to perceive your brand in terms of its personality traits?

Are there any brands, either within or outside of your industry, that you admire for their distinct brand personality? What aspects of their personality do you find appealing?

How can your brand's personality help differentiate it from competitors and connect with your target audience on a deeper level?

How does your brand's personality align with the preferences and values of your target audience?

How can your brand personality be reflected in your visual identity (e.g., logo, colours, typography) and messaging (e.g., tone, voice, language)?

How do you envision your brand personality evolving as your business grows and adapts to market changes?

Are there any specific cultural or industry-related factors that should be considered when defining your brand personality?

How can you ensure consistency in your brand personality across all marketing channels and touchpoints, including both online and offline communications?

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# Tone of Voice Session

## To write tone of voice guidelines for a brand, consider asking your client the following questions

How would you describe your brand's current tone of voice? Is there any specific tone you want to maintain, evolve, or avoid?

How do you want your brand to be perceived by your target audience when they read your communications?

What emotions or feelings do you want your brand's tone of voice to evoke in your audience?

Are there any specific words or phrases that you feel best represent your brand's tone of voice or that you'd like to avoid using?

How do your brand's personality, mission, and values influence the tone of voice you want to convey?

Are there any brands or specific examples of communications (e.g., ads, blog posts, social media posts) you admire for their tone of voice?

What aspects of their tone do you find appealing?

How would you like your brand's tone of voice to differ from your competitors'?

How should your tone of voice adapt to different channels or types of content (e.g., social media, email, website, print materials)?

Are there any cultural, industry, or audience-specific factors that should be considered when defining your brand's tone of voice?

How can you ensure consistency in your brand's tone of voice across different touchpoints and among team members responsible for creating content?

By asking these questions, you can gather the necessary insights to craft tone of voice guidelines that effectively communicate your brand's personality and values, resonate with your target audience, and differentiate your brand from competitors.

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