



Effective Branding Strategies to Build Your Business

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The Benefit of Crafting a Professional Image

Perception - receiving knowledge of external things by the medium of the senses, idea, or conception

Image - to conceive - to picture or represent in the mind

Branding - the process where a business makes itself known to the public and differentiates itself from competitors. Branding typically includes a phrase, design, or idea that makes it easily identifiable to the public.





A well-planned brand will:

- Deliver a message clearly about who you are
- Confirm your credibility
- Connect your target prospects emotionally
- Motivate the buyer
- Cement customer loyalty
- Clarify your identity and values to benefit employees



*Being indecisive about your brand
confuses the customer*



Write a paragraph to describe your brand.

Who should be on my TEAM?

What should my packaging & signage be?

What kinds of products should I carry?

What kind of marketing should I do?

Who do I want to attract?

What kind of experience do I want for my clients?





7 Important Traits of a Successful Brand

1. Purpose - Customers want to connect with something
2. A successful brand is agile - Welcomes change
3. Be unique
4. Consistent - Stand for something, and keep that image without faltering
5. Tell your story - Having stories to associate with your brand makes it stick in the minds of your customers more permanently
6. Keep the message that your brand is trying to convey as simple as possible
7. Use marketing strategies that are engaging and interactive



According to smallbiztrends.com



Millennials will become loyal to a small business that gives back to the community or supports a cause that they can believe in.

Gen Z - AKA Gen Creativity - is eager to relate to and support small businesses over a large corporation.





“...what makes any business tick: Super folks who trust one another, care about one another, and are committed to working hard together to create great outcomes for each other - and their customers.”

Tom Peters, *The Pursuit of Wow!*

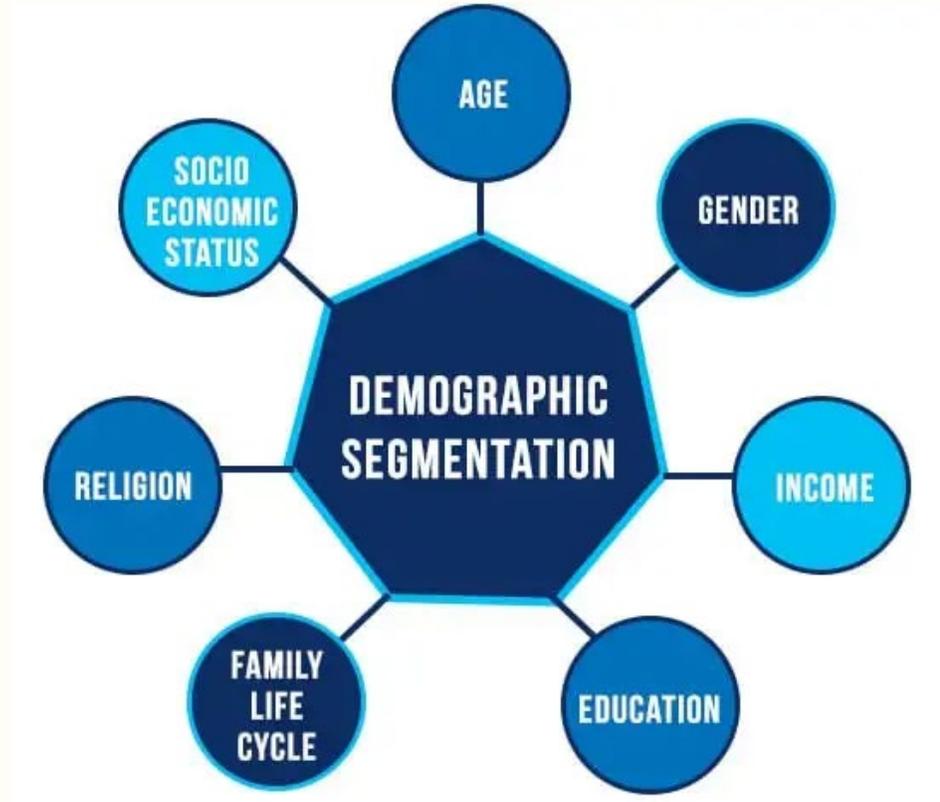




“Customers are going to have an image of your company and your product whether or not you consciously work to create one...and that image is going to affect their decision about whether or not to buy.”

Sergio Zyman





Determine Your Target Audience

- Your average customer's age, gender, interests, their "persona"
- Adapt your branding to fit their needs and catch their attention
- Determine your competitive advantage
 - Census data
 - City Hall – Town Office
 - Chamber of Commerce



Define your brand's goal as a company, for your customers, and for you.

Think outside the floral industry

- Local restaurants, salons, spas, gift shops...
- What inspires you about their brand?
- Study their logo, website, and social media posts
- What is it about the staff that impresses you?
- How do they reach out to the community?
- Why are they above their competitors?





My Zip Code in Rural Maine

- Population - 3,949
- 58% Male
- 61% of the population is between 18-64
- 90% White
- Average income \$43,316
- 81% live in a single-unit home
- 97.6% have a High School or higher education

(Google search, census)



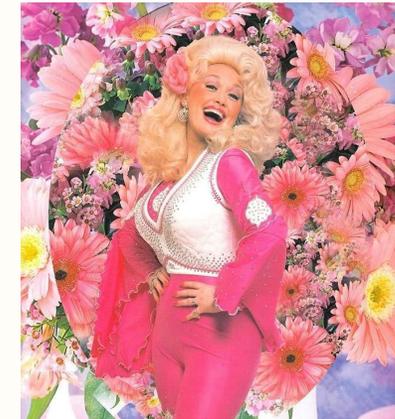


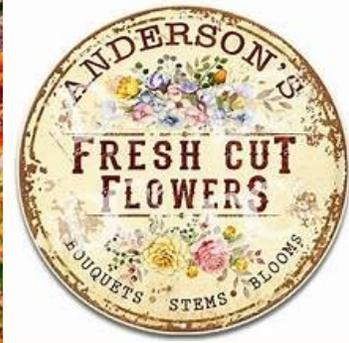
Claritas - free zip code demographic information

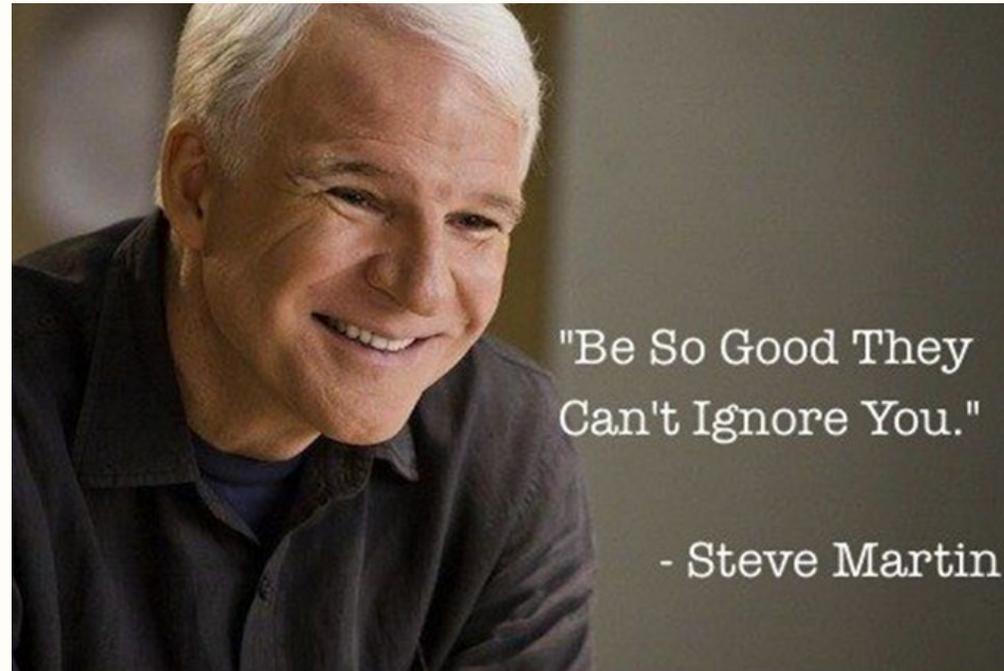


Most likely to:

- Own a Chevy
- Shop at Hobby Lobby
- Go hunting
- Eat at Cracker Barrel
- Listen to classic country
- Stay at Comfort Inn







6 SECONDS!

According to *Forbes* magazine,

- Within the first six seconds of meeting you, people will have a solid impression of who you are.
- Research suggests that within a tenth of a second, they will begin to determine your traits, such as trustworthiness!



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin





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www.FTDi.com/FTDUniversity/WebinarMaterials

The webinar recording will be available to view at:
www.YouTube.com/FTDMercuryNetwork

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