



Promoting the Product

Marketing Webinar for Direct Marketing Farmers

Session Assignment

Branding your business is how you will relate the personality of your business to your customers. But first you must clearly identify what your business personality is, from your perspective, as well as your customer's perception. Once you have the elements of your brand identified, then you are able to build your brand, integrate your brand into your marketing materials and successfully promote your products.

- 1) Identify the qualities of your business and/or products that will help you to create a brand.**
 - a. Unique attributes of your business, name or product**
 - b. What would make a visual symbol of your business? Identify concepts and rough sketch of what your logo should look like.**
 - c. What do you promise your customers? What do you offer? With this information, create a tagline that speaks to your offerings and ties into your visual symbol (logo).**
 - d. What is the "emotion" or "feel" that you should convey that will match your business/product line, logo and tagline? i.e. conservative, contemporary, etc. What font would you use to match the desired emotion?**
 - e. The colors you chose should match the feel of your logo and typography. What colors will you use to convey the personality of your business?**
 - f. Review your responses to each of the elements above. What is the overall "attitude" that your branding gives? Does this match what you perceive to be the personality of your business?**

2) From other presentations, you have identified your competitors. Does the branding you have created above distinguish you from your competitors? In what ways?

3) Now that you have created a brand, what ways can you use this brand to build its recognition with your customers? Be specific in the ways you will incorporate your brand into all aspects of your business and your marketing. Here are some ideas to get your started:

SIGNAGE/BANNERS

NEWSLETTER

APPAREL OF EMPLOYEES

GIVEAWAYS (TOTES, PENS, ETC.)

VEHICLE STICKERS