

BRAND WORKSHOPS

Top 7 Branding Statistics

- **90% of all purchases** are influenced by visual factors ^[4]
- **85% of consumers** will choose to purchase one product over another because it looks better ^[2]
- Brands that are consistently presented are **3-4 times** more likely to experience visibility ^[3]
- Consistent branding across all platforms **increases revenue by up to 23%** ^[1]
- **80% of SMEs** rate design as important to the success of their business ^[6]
- For every **£1 invested** in design, businesses can expect **over £4 increase in net operating profit** ^[5]
- **77% of marketing leaders** say branding is critical to growth ^[1]

Sources:
^[1] Venngage
^[2] Turquoise Creative
^[3] Lucidpress
^[4] G2 Learning Hub
^[5] Medium
^[6] Finance Online

Brand Workshops are held over the Zoom video conferencing app. The app is available to download for free from the zoom.us website.



1 HOUR BRAND WORKSHOP

MINI BRAND WORKSHOP

Take the first step to improve the impact your brand has on your marketing and sales performance

Your **brand** is the perception a consumer has of your business and how that impacts their buying decisions. You can influence that perception and ultimately improve your business performance.

The purpose of this workshop is a short, but focussed, review of how you're presenting your business to your customers and how you can better use your brand to bring in more sales.

The workshop is a **FREE 1 hour one-to-one** remote meeting held over Zoom. The session itself is roughly divided into three sections. The workshop will cover:

- General overview, social media, and web presence;
- A focussed look at one primary marketing material; and
- Final discussion and questions

By the end of the session you should have a better idea of the role that your brand plays in your business and sales processes along with an understanding of the criteria by which you can assess the elements of your brand yourself. You will identify 1-3 focus areas to refine and improve in your marketing.

FREE

The session will cover:

- Identifying your business' intended brand
- Briefly reviewing your marketing and sales processes (where your brand should be visible)
- Briefly assessing how well you are reflecting your brand in those processes
- **One** primary marketing material: how it reflects your brand, how it is currently used, and what aspects can be improved

Please note that for larger marketing materials like websites and brochures, due to the time limit, we will focus on selected pages.

What do you need to bring and be prepared with?

- Please bring the marketing material of your choice. Make sure you have any links to hand and digital versions of your print marketing that you can send.
- If you have any questions, please note them down and bring them along. I'll try and answer as many as possible within the time that we have.



4 HOUR BRAND WORKSHOP

FULL BRAND WORKSHOP

An assessment of your brand, its impact on your business, and how you can boost performance

£479

Your **brand** is the perception a consumer has of your business and how that impacts their buying decisions. You can influence that perception and ultimately improve your business performance.

In the full brand workshop we will be breaking down how your brand is being utilised in your marketing and sales, and analysing what you can do to boost your business performance e.g. sales conversions, customer profitability etc.

The workshop is a **4 hour one-to-one** meeting held remotely over Zoom. The session offers flexibility to focus on certain areas that will have the most impact for your business:

- Business overview and industry discussion
- Brand assessment as it relates to the industry and competition
- Focussed look at key marketing materials
- Final discussion and questions

By the end of the session you should have a better idea of the role that your brand plays in your business and sales processes along with understanding the criteria by which you can assess the elements of your brand yourself. You will identify 3-5 key focus areas to refine along with several general improvements that you can make. Additionally, you will receive our recommendations for areas to invest into in the future.

The session will cover:

- Identifying your business' intended brand
- Understanding how you are positioned in your industry
- Mapping out your marketing and sales processes (where your brand should be visible)
- Assessing how well you are reflecting your brand in those processes
- A deep dive into your core marketing materials: how they reflect your brand, how you use them, and what aspects can be improved

What do you need to bring and be prepared with?

- Please bring with you all relevant pieces of your marketing where the customer will interact with your brand. Make sure you have any links to hand and digital versions of your print marketing that you can send if the meeting is held remotely.
- Think of the scenarios in which your business interacts with your potential customers, either as part of lead generation or during the sales process, and what pain points you might encounter.
- If you have any questions, please note them down and bring them along. We'll try to answer all of your questions within the session, time permitting.

