

The Branding Difference



Marathon

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The Branding Difference

It's never been more important than now
to create a compelling and effective brand
that supports your marketing message.

Branding

What exactly is branding?

1. It's how you want people to feel about your business.
2. It's the image you want to portray.
3. It should support your marketing plan/message.
4. It's carried thru in everything your customers sees.
5. It's an extension of your personality.

What to Consider When Rebranding

1. It takes time.
2. It takes money.
3. It takes professional help.

Rebranding Issues

1. Reason for rebranding?
2. What do we want to convey? To Whom?
3. Work with a company that understands your industry!

Rebranding Checklist

1. E-mail signatures
2. Website
3. Social Media
4. Signage
5. Print & Collateral

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Utilizing the right marketing materials that support your marketing plan is key. A good marketing plan involves a balance of many strategies. Your marketing pieces should be versatile enough to cover general image marketing as well as strategic action marketing.

Create the Right Marketing Strategy

Which come first? Rebranding or
a Marketing Strategy?

Which Comes First?

A well thought out marketing strategy clarifies your branding priorities.

1. Reason for rebranding?
2. What do we want to convey? To Whom?
3. Will this solution work in 5 or 10 years based on what we can anticipate?
4. Is the goal a stepping stone or a milestone? (minor or major changes)
5. Are you focused & inspired enough to move forward?

The Process

What are your brand colors?

Your Brand Colors

The Extension of Your Personality

There is no right or wrong color combos.

What to consider as you begin choosing your colors.

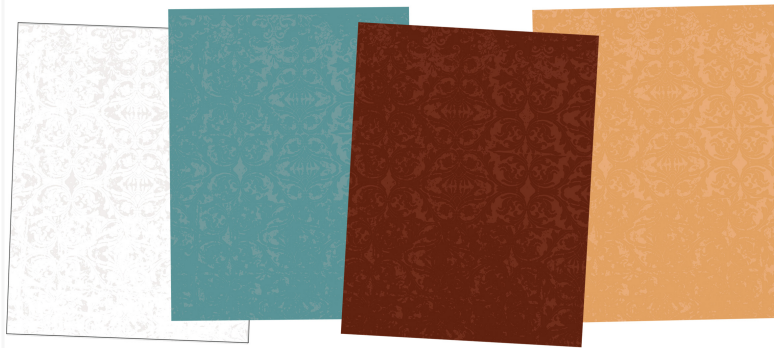
Your Brand Colors

What to consider

1. Choose 3 or 4 colors.
2. Which color will be your flagship color?
3. Which will be your secondary?
4. Hint: Solid white or black is a popular secondary color as it accents most brighter or darker colors.
5. A great Designer can create a personality that fits each piece that's consistent with your brand.

Brand Colors

Ann Monteith's Persnickety Pet Photography brand color palette



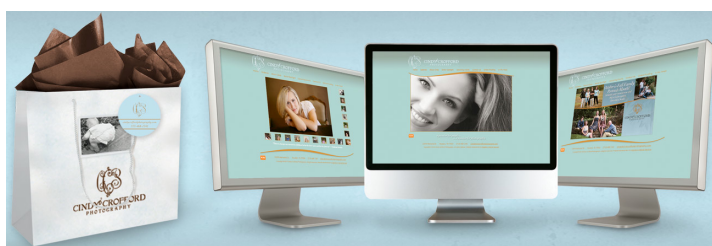
Can you see the brand?

Ann Monteith – Annville, PA



Can you see the brand?

Cindy Crofford - Houston, TX



Professional Guidance

Marathon

How Marathon makes it easy to create a brand.

1. A friendly person to help you from start to finish.
2. We guide you with choices from the start.
3. You have a professional Designer creating pieces who understands this industry.
4. You always have the final say in every piece.
5. Our Designer creates a personality that fits each piece and remains consistent with your brand.

Essential Products

Every successful business has a core set of products and materials that supports their brand.

The Essential Products of every successful brand.

Professional Logo

The logo for KZ Photography, featuring the letters 'KZ' in a stylized, cursive font, followed by the word 'PHOTOGRAPHY' in a smaller, sans-serif font.The logo for mcg photography, featuring the letters 'mcg' in a lowercase, sans-serif font, followed by the word 'photography' in a smaller, sans-serif font.The logo for gfm graphic metaphor, featuring the letters 'gfm' in a stylized, lowercase font, followed by the words 'graphic metaphor' in a smaller, sans-serif font. Below this, the words 'FINE ART PHOTOGRAPHY' are written in a very small font.The logo for CAMELOT STUDIOS, featuring the word 'CAMELOT' in a large, serif font, with 'STUDIOS' in a smaller, sans-serif font below it. A small crown icon is positioned above the letter 'E' in 'CAMELOT'.The logo for Gray's PHOTOGRAPHY, featuring the word 'Gray's' in a large, cursive font, followed by the word 'PHOTOGRAPHY' in a smaller, sans-serif font.

The Essential Products of every successful brand.

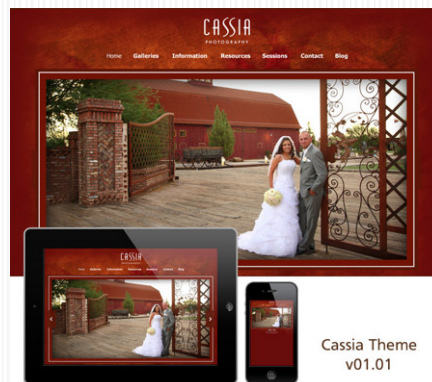
Brochures



The Essential Products of every successful brand.

Website

Mobile friendly!



Launch Party?

You can turn you rebranding into an advertising tool for added community awareness.

Launch Party?

1. Venue?
2. Guest list
3. Mail invitations
4. E-mail
5. Social Media Announcements
6. Food
7. Gift bags with promotional materials
8. Interactive activities
9. Photography!

Keep on Keepin' On!

Don't loose momentum. Effective marketing requires consistency.

Keep on Keepin' On!

The biggest mistake most studios make with their marketing & branding is that they do something only once hoping this will create the one big thing that they've been waiting for.

Keep on Keepin' On!

Successful studios understand that consistency is KEY.

But how do you do that when there's only so much money to spend?

The Budget

Balance your budget and maximize your effectiveness thru a combination of marketing efforts!

Marketing Balance

1. Social Media Strategy
2. Community Displays
3. Network with other businesses
4. Get involved in your community
5. Personalized mail
6. Referrals

Marathon Solutions



- **Marketing Advantage Program**
 - A comprehensive, 24 month program
 - Best for photographers looking for on going marketing support as well as creating a brand!
 - Every dollar spent applies to marketing materials! <http://marketingadvantageprogram.com>
- **Branding Essentials**
 - A 12-month brand-building plan
 - Ideal for photographers starting to brand or rebrand a business or product line<http://www.marathonpress.com/branding-essentials/>



Summary

1. Rebranding takes time and money
2. Know the purpose for rebranding?
3. What do you want to convey? To Whom?
4. Work with a company that understands your industry!

Design • Marketing • Education • Websites



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