

Establishing Your Brand

A brand is a central component of your marketing plan. You can think of the brand as the overall vibration for “you” or your “organization or business. To know the essence of your vibration, be clear on what you represent—a clear vibration is a strong vibration. Those who are clear about what they represent, and carefully craft their brand messages experience the most success. To be strong requires consistency in how you present your main messages and core values within a marketing framework—how you will “frame” (portray) content to a target audience.

A marketing framework is the core for which you and your team go back to again and again, asking: Does this reflect our brand and our main core values?

The best way to figure out how to frame content is to ask the audience using the research methods we described above, starting with the right language to describe your core values and niche. From within this framework, you know whether a message or service area is going outside the brand. It helps to keep your vision clear, messaging strong and unified, and adapts to reflect how audiences feel about you and your services over time.

A marketing framework includes:

- name of organization or business;
- messages (like slogans or power phrases) you choose to express your content;
- core values expressed;
- metaphors or phrases with implied, deeper meaning;
- main imagery and media you are using, including logos, fonts, colors, pictures.

A brand also includes the feeling and perceptions your audience holds about your organization or business, determined by what that they feel when they see your messages. This affects whether they will be inspired to share your brand with people they care about in life. If they do, it will mean that they identify with your brand by association, relate to your messaging, and are likely to share the content you create.

Apple is a good example of a company that has built its brand over time. So much so, that when we see an advertisement for apple, they can have a photo of their newest model and the apple logo, and leave it at that. They have built the association of feelings and core values they want their brand to elicit in the audience so well, that now they don't even need to communicate with words for their logo is so deeply associated with excellence.

When determining the strength of your framework, look at how clearly the ideas are expressed, and whether there is a united and cohesive message within the framework as a whole.

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Let's look at an example of a professional singing group for which we applied a marketing framework based on the predetermined core value of joy:

The screenshot shows the website for 'the JOY singers'. The header features the logo 'the JOY singers' with a sun icon and the tagline 'Spreading Joy through the Power of Song'. Below the header is a navigation menu with links for Home, About, Events, Blog, CDs, Book Us, and Contact. The main content area is divided into three columns. The left column has a photo of the singing group and a testimonial. The middle column has a photo of the group and a description of their mission. The right column has sections for 'Upcoming Events' and 'Latest Posts'.

the JOY singers
Spreading Joy through the Power of Song

Home About Events Blog CDs Book Us Contact

About The Joy Singers

The Joy Singers are a singing group based near Nevada City, CA whose purpose is to help make [Ananda Music](#) more widely known.

They offer music that will inspire and uplift, not dogmatize or threaten anyone with new and unfamiliar beliefs; what they offer is more human than religious teaching.

They sincerely feel that this music, as a new form of artistic expression, is destined to have a major impact on society as a whole, and uplift our materialistic civilization into a more spiritually oriented

Upcoming Events
No Events

Latest Posts

- **The Joy Singers performing at World Brotherhood Day**
December 20, 2014
0 comments
- **These are the moments...**
December 13, 2014
0 comments
- **We're back...and raring to go!**
December 8, 2014
0 comments

Testimonials

The Joy Singers' music is like salve for your frazzled nerves.

— L.H. / South Bay

The core value of joy is represented very well throughout the page, in several ways:

- the name is clearly stated and related: The Joy Singers;
- the slogan is “spreading joy through the power of song;”
- the imagery (including logo) represents the feeling of joy, the rising sun in the header, the varying shades of yellow across the top, the happiness of the singers in their photos and brightness of the background;
- the font expresses the gracefulness of music and yet still maintains the feeling of power, reinforcing the slogan “spreading joy through the power of song”;
- and the main messages or phrases include “music to inspire and uplift,” “new form of artistic expression,” and there is a metaphor in the testimonial that alludes to a healing power with bold text.

Overall, this framework is strong in comparison to other spiritual singing groups, which tend to have disjointed messaging for more than one theme, or they don't use strong core values to determine these themes, subtly decreasing the energy and power of their framework.

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PRACTICE EXERCISE:

With the open tabs you have from doing an internet search on possible ways of phrasing what you have to offer (see Right Language (Keywords) exercise), go through each website and analyze the strength and clarity of its brand. (This is called a Framing Memo*).

As you view each one, write down answers to the following questions:

- At first glance, what is the feeling you get for what they represent energetically (the vibration)?
- What is the logo and imagery being used on their website? Their social media? Does it reflect their vibration?
- What is the name of the organization or business? Does the name reflect the vibration?
- What is their slogan? Does it too reflect the feeling? You are beginning to understand the framework of the brand.
- What are other powerful messages are repeated or used throughout their website to support the feeling and its vibration?
- If they share a story, how does the vibration of the site relate to the inspiration and meaning behind it?
- Are the core values reinforced by the feeling you got?
- So far, do the name, slogan, imagery (font, background color, photo, video), main messages, feeling, core value, and story go together? If not, how could it be improved? How could their brand be more clear and focused?
- What would you say their niche is? How does this relate to the messaging they use? Is the niche reinforced in the messaging?
- What do you think the target audience is based on the vibration they built? Are there more than one messages being communicated to potentially different audiences?



In efforts to improve the strength of your brand, let's see how you stand out in your field using the results of the framing memo:

- Do people know your name by your logo? By your slogan?
- Do people understand your mission or vision? Is the public aware of what you stand for and where you hope to go?
- Can others easily identify and tell your organization's story? Can they name your core values? Do you think you and your audience share these core values?
- What do you have to share that your audiences need?
- Compare yourself with others in your field: What do you have to give that is unique?
- Where can you make a bridge between what you have to give and your audience?

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Use these results to clarify and redefine your marketing messaging. Once you have identified the best way to frame your messages from the point of your brand, you are ready to design content and take your marketing plan from ideas to action.

*This research method was taught by a professor at Boston University, Dr. Michael Siegel. He was well known for his work across the country prohibiting smoking in restaurants and public spaces. He was successful at helping to protect many Americans from exposure at their workplace to secondhand smoke, and thus saving many lives.