

Is your brand woven through every aspect of your company? Does it connect with all of your key stakeholders in a meaningful way? Can your brand foundation scale as your business grows? These are simple questions, with not so simple answers.

If your answer is "No," or "I don't know," I can help.

Brand Development – We'll start with the basic brand framework: What do you do, why do you do it and who are you doing it for? What's at the root of your story to customers, investors and new employees? I can help you build a brand foundation and story that scales from startup to enterprise.

Foundation – The who, what, why and why care of your business

- Vision, Mission, Values and Core Message/Promise

Brand Story – How does your brand story relate to your target audiences

- General audiences
- Role specific

Story Telling, Messaging and Positioning – What do you say to your core audiences to make them choose your company over someone else? How do you differentiate yourself from the competition?

Core/Target Audience – Who are you talking to and what interests them?

- Definition
- Customer journey mapping
- Audience specific messaging
- Audience specific tactics

Competitive Positioning – How do you differentiate yourself from the competition?

- Competitive/Market Analysis
- Competitive Messaging
- Opportunity/Gap analysis

Product Messaging – What are you selling? How does the customer benefit?

- Competitive positioning
- Audience specific messaging

Investor Pitch Support – How are you going to make their investment payoff? What is your go-to-market plan and how will your brand succeed?

General Marketing Consulting – Once you have your story and your messages, how are you going to get them in front of the right audiences? What's the best way to tell your story over time? They may include:

Strategic Marketing Planning
Go-to-market strategy
Campaign planning
Marketing/Brand Audit

If you need help, my expertise in brand development and marketing can take your startup to the next level and build a company that delivers on your brand promise.

Contact me, Andrew to schedule a brand discovery session for your start up.