

12 CREATIVE

BRAND ROADMAP

5 Proven Steps To Build Your Brand For Success

THIS ROADMAP WILL HELP YOU

Understand the steps to grow a profitable brand

Break down your goals step-by-step

Reflect on what works for your business

Grow and strengthen your brand foundation to position yourself for success



5 PROVEN STRATEGIES

Follow these steps closely to clearly define your goals and create a game plan to set yourself up for success.

1

Niche Down & Get Focused

Many times, people go way too broad. When you're talking to everyone, you're talking to no one.

2

Be Clear with your Brand Strategy & Brand Tone

Are you using the right tone for your desired target audience? Too often, people think words don't make a difference, but they do. How you write your copy is just as important as the colours you choose to represent your logo.

3

Set S.M.A.R.T. & Realistic Goals

When it comes to your brand, you should set a few goals. S.M.A.R.T. is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely.

4

Build your Marketing Strategy Playbook

Are you doing too many things at once? To strengthen your brand, you need to focus only on the things that bring you closer to your goals.

5

Ready, Set & Go

Create a strategic plan to ensure that you will remain consistent when it comes to your marketing playbook.

1

NICHE DOWN & GET FOCUSED

Figure out who your true target demographic is. Not just with age and education, but determine what problem you are solving.

Instructions

Fill out the questions below to help you niche down. Allow yourself the opportunity to think broadly about your customer and clientele.

What problem are you solving? How do you make your customers/clients life easier?

Who is your ideal customer/clientele?

Next Step:

Choose and select your top 3 products or services. Narrow it down to one that you want to focus on. This will be your area of focus when it comes to promoting both offline and online.

YOUR TOP THREE PRODUCTS OR SERVICES

Your Product List:

List out all your products and services

Top Five:

- 1.
- 2.
- 3.
- 4.
- 5.

*Narrow down your list to
5 products or services*

Top Three:

- 1.
- 2.
- 3.

*Narrow down your list to
3 products or services*

Items To Consider

Ideal Customer, Best ROI, Most Scalable, and Most Systematized

2

BRAND STRATEGY

Ask yourself the following questions prior to ensure you are consistent with your brand. This will help with your brand tone. Your tone is how you communicate with your ideal client both online and offline.

Brand Identity

What prompted you to start your business?

What need does your business solve?

What need does your business solve?

Brand Strategy

Who is your target audience?

Who are your top competitors?

What challenges are you facing?

Brand Messaging

“I use {this solution} to help with {type of problem} for {these types of people}”

“We create logos to generate more awareness for small businesses”

CREATE YOUR MARKETING TOOL LIST

Online:

Offline:

Internal:

IDEA BANK EXAMPLES

Online:

META Ads (Instagram / Facebook)

Google Ads

Digital Brochure

Website

Marketing Video

Organic Social Media Marketing

E-mail Marketing

Offline:

Printed Brochures

Outdoor Signage

Mailers

In-Store Signage

Out Of Home Marketing (Billboards)

Internal:

Training Manuals

Sales Scripts

Company Mission

Value Statements

Referral Programs

3

SETTING GOALS

Now that you know your brand tone and focus, what are the goals you hope to achieve when it comes to your brand?



SETTING GOALS

Create S.M.A.R.T. goals, that are Specific, Measurable, Achievable, Realistic, and Timely for your business. Then, relate these goals back to marketing and branding. How will your brand help support these S.M.A.R.T. goals?

Example of S.M.A.R.T. goals:

“The business will pursue 15 new leads and reconnect with 10 current clients to exceed sales quota by 5% before December 30, 2024.”

“Increase sales by 20% in November compared to the same period last year by attracting 2 leads per month through marketing and business development.”

EXAMPLE

S What do I want to accomplish?

M How will I measure my goal?

A How can the goal be accomplished?

R Is this a worthwhile goal?

T How long will it take to accomplish this goal?

PERSONAL

S _____
Specific

M _____
Measurable

A _____
Achievable

R _____
Realistic

T _____
Timely

BUSINESS

S _____

M _____

A _____

R _____

T _____

S _____

M _____

A _____

R _____

T _____

TIP: Remember why you started.

4

MARKETING PLAYBOOK

Are you doing too many things at once? Too many times, business owners do not realize how many things they are doing and that can create inconsistencies in branding.

INSTRUCTIONS

Below, write down everything you do for your brand. This can include customer experience e-mails, replying to Direct Messages on Instagram, Social Media, Videos, and print material.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

NEXT STEPS

Set 3 marketing goals and backwards engineer how you will get to that goal.

For example:

Step 1: I want to generate 120 leads next year.

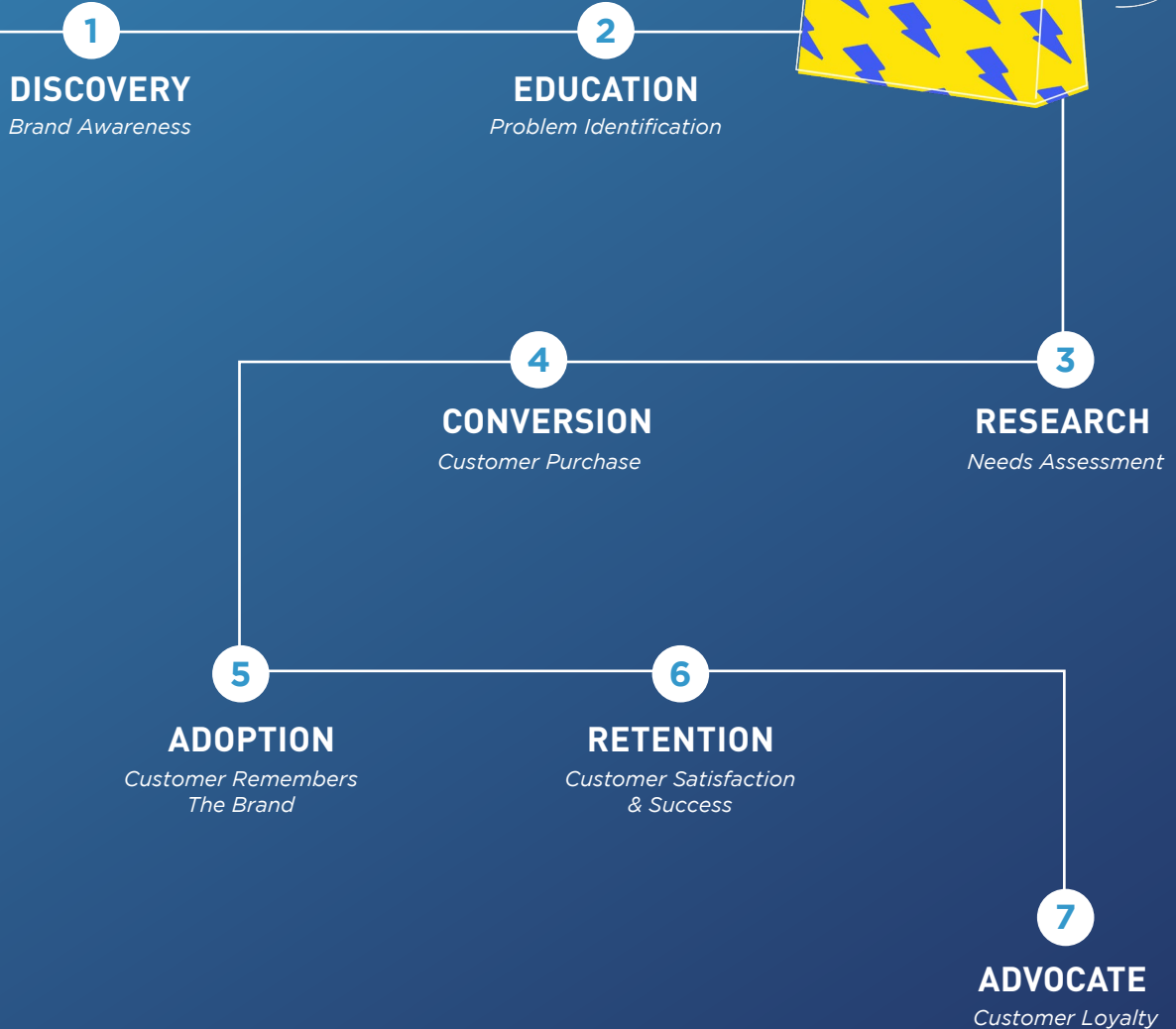
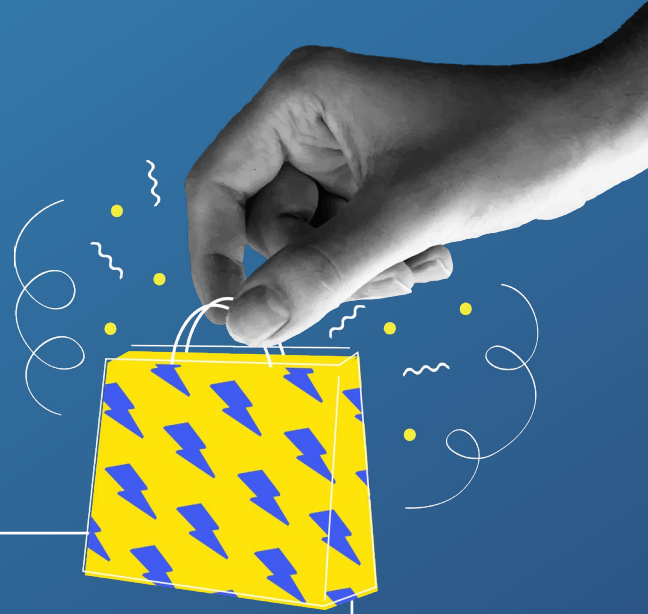
Step 2: In order to do so, I need to generate 10 leads per month.

Step 3: To get 10 leads per month, I need to post on social media 5 times a week.

Step 4: After connecting with people 5 times a week, I need to send 3 direct messages on social media every day.

1. _____
2. _____
3. _____

THE CUSTOMER JOURNEY



5

READY, SET & GO

Create a plan that you can follow when it comes to how often you revisit your branding. What does an ideal week look like? How will you make time to ensure all your marketing materials are coherent?

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

ITEMS TO CONSIDER

Facebook Post

Instagram Post

Instagram Story

TikTok Post

Instagram Reels

Networking E-mail

YouTube Filming

YouTube Posting

Podcast Interview

Asking for Google Reviews

LinkedIn Article

LinkedIn Post

Revisit Weekly Goals

Revisit Monthly Goals

Update Website Content

Create Blog Post

Pinterest Post

Create Freebie

Send E-mail Newsletter

Sales Calls

Internal Meetings

Digital Meetings

Asking for Referrals

Cold E-mail Outreach

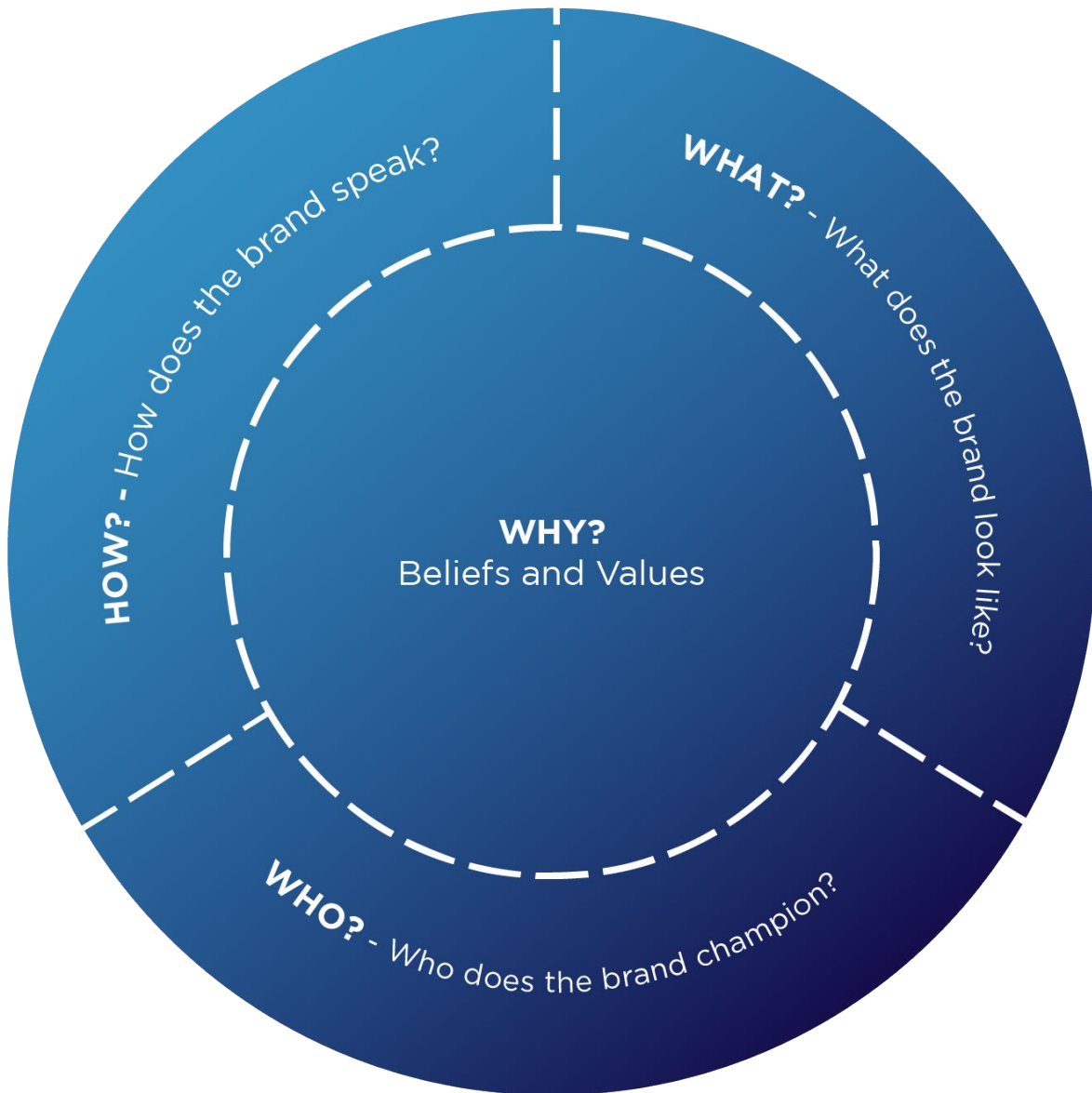
Webinars

12 CREATIVE

**BRAND
DISCOVERY
WORKBOOK**

Framework for finding the voice of your brand

DEFINING THE BRAND



YOUR SERVICES

Questions below to help you niche down.
Allow yourself the opportunity to think
broadly about your customer and clientele

What are your main services/products?

What unique value propositions set you apart from other companies in your field?

What problem are you solving? How do you make your customers/clients life easier?

**What are your top 3 products or services?
Narrow it down to three that you want to focus on. This will be your area of focus when it comes to promoting both offline and online.**

BRAND STRATEGY

Questions that will help ensure you are consistent with your brand. This will help with your brand tone. Your tone is how you communicate with your ideal client

Who are your ideal customers?
Describe your ideal customer.

Who are your competitors?

What is currently working for your business?

What are your current challenges?

What is your Brand Messaging?

“I use {this solution} to help with {type of problem} for {these types of people}”

E.g. “We create logos to generate more awareness for small businesses”

YOUR VALUES & GOALS

Identifying the guiding principles and future aspirations that shape your brand.

What are some of your business CORE Values?

What are some business goals you are hoping to achieve with the help of this process?

Where do you want your business to be in 3, 5, 10 years from now?

VISUAL IDENTITY

Digging into the visuals that reflect who you are. Your visual identity is how your brand stands out from the others.

Where did your current visual identity come from?

How do you feel about your current visual identity? What made you feel like you wanted a change?

Do you have any photos, videos, forms, or other documents that we should take into account?

Provide a list of adjectives or short phrases to describe your brand's desired look and feel.

What brand elements do you want to have in your branding?
(Colour, imagery, etc)

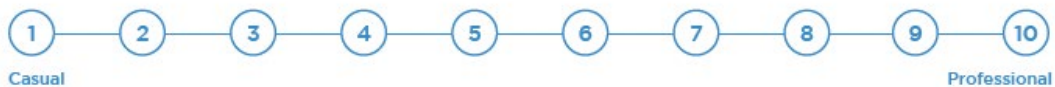
BRAND TONE

Complete this scale of 1 - 10, to help determine where you position yourself when it comes to your brand tone. Brand tone is how your brand communicates with your audience, customers & clientele.

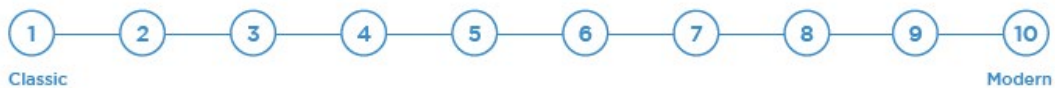
How would you like your voice/tone or attitude of your brand? (Describe in 3-5 words)

E.g. enthusiastic, fun, friendly, passionate, caring, trustworthy, authentic, bold, mission-driven, professional, thoughtful, conscious, honest, approachable

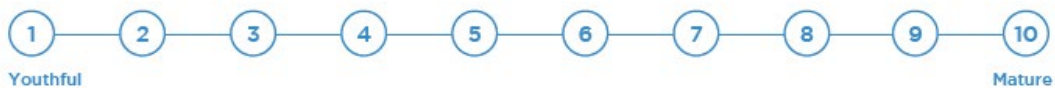
Casual vs. Professional



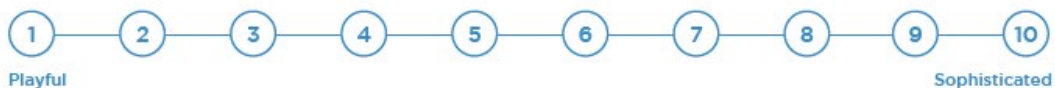
Classic vs. Modern



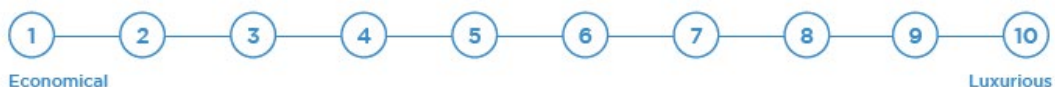
Youthful vs. Mature



Playful vs. Sophisticated



Economical vs. Luxurious



12 CREATIVE

contact@12creative.co
www.12creative.co