

Brand Strategy Template

An authentic brand strategy will help guide your decisions, build the bridge between you and your audience and bring your brand to life. Use this template for actionable steps to outline your brand strategy.

01. Purpose

Start by defining your brand purpose. Brainstorm all your thoughts to identify your ultimate goals when launching your business. Try to focus on the “why” and really dig deep. There are no stupid ideas.

02. Values

Try listing values that are honest, authentic, and represent your brand. Remember, your potential customers are looking for a brand with similar beliefs and values to theirs. Have some fun and brainstorm again.

- _____
- _____
- _____
- _____
- _____

03. Vision statement

Write a clear, concise, and meaningful statement outlining your long-term goals. Where do you want your brand to be in 5, 10, 20 years? Don't forget, your vision statement can change over time.

04. Mission Statement

Use your purpose, values, and vision statement to write an actionable statement that will serve as a roadmap for you, your team, and your stakeholders. Ideally, it should take no more than five sentences, so that you can share it more easily with the world.

05. Understand your audience

This is the time to really imagine who your customers will be. What motivates them? Who inspires them? Where are their pain points?

First, start with understanding your market analysis:

Provide a detailed description of your target audience based on your market research. Write out your findings based on competitors and your target market.

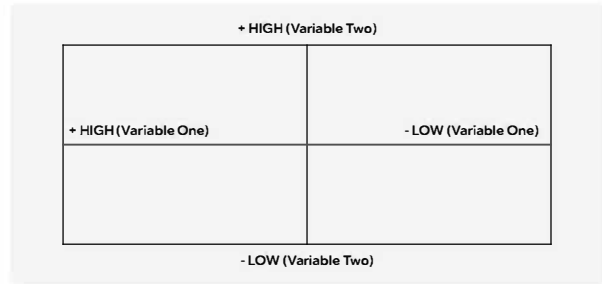
Create a detailed buyer persona to really understand your audience:

Think about age, sex, location, marital status, salary, job, and then go even further to wonder about your audiences inspirations, motivations, heroes and dreams. Consider their pain points, their challenges, their obstacles.

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06. Find your sweet spot

Use a simple perceptual map to plot your competitors and find any gaps in the market where you can fit in.



07. Tell your story

This is your opportunity to really win over your customers' minds, and hearts. Storytelling will build trust and foster meaningful relationships with your audience. Be sure to identify your brand voice first, to articulate your story.

Brand voice

How will you speak to your customers? A cohesive voice should encompass the personality, and the vibe of your brand—it will determine your communication style. This will help you express your story in a more honest and meaningful way. Try to think of some adjectives that describe your brand voice.

Brand Story

Time to tell your story! Using each of the elements from the previous steps, try to articulate your story. Speak from the heart and write it down in a way that is meaningful to you.

08. Design your Identity

Here is a checklist of the visual elements you want to include in your brand strategy:

- Logo
- Colors
- Typography
- Website
- Business cards
- Photos, illustrations, and icons
- Videos
- Social media pages
- Physical assets (printed brochures, merchandise, and packaging)

09. Stay true to your word

This is the time to foster brand loyalty. How can you encourage positive connections with your consumers? Think of your core values, and how your brand is felt by your audience, and jot down a few ideas of steps you can take to build customer relationships.

10. Include your team

Make sure to include others in your brand strategy. Collaborate. Ask. Survey. Challenge. Request. Listen. Observe. Grow. You can jot down some ideas from collaborative partners, or create a dedicated team for your strategy.