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Module 3: Marketing and Branding

Session 2: Branding

Description

Session two will focus on understanding and developing a branding strategy for the business. Participants will explore brand ethics and analyse the factors that affect brand development. Participants will gain the knowledge and skills required to implement brand innovation.

Learning Outcomes

On completion of session two, participants will be able to:

- Understand the importance of branding
- Develop a brand strategy for the business
- Evaluate brand ethics and implement brand innovation

Indicative Syllabus			
Topic	Methodology	Activities	Resources
1) What is a brand 2) Why branding is important 3) Reasons for branding 4) Advantages of branding 5) How to create a brand 6) Value proposition 7) Values-driven marketing 8) Brand management 9) Brand equity 10) Digital brand management 11) Ethics in branding 12) Brand innovation 13) Branding tips for Agri-food entrepreneurs	A Blended learning approach incorporating both Classroom (face to face) and Online delivery	Participants will be expected to take the online lectures and the associated learning-by-doing activities sequentially.	Marketing Management (4 th European Edition) by Philip T. Kotler, Kevin Lane Keller, Andy Goodman, Mairead Brady and Torben Hanson ISBN: 978-1292248448 Principles of Marketing, Global Edition (18 th Edition) by Philip Kotler and Gary Armstrong ISBN: 978-1292341132 New Venture Creation: A Framework for Entrepreneurial Start-Ups (2 nd Edition) by Paul Burns ISBN: 978-1352000504 Brand Management: Co-Creating Meaningful Brands by Michael Beverland ISBN: 978-1473951983 Strategic Brand Management: Building,

		<p>Measuring and Managing Brand Equity, Global Edition (5th Edition) by Kevin Keller and Vanitha Swaminathan ISBN: 978-1292314969</p> <p>Why Branding? - https://www.sbmarketingtools.com/power-branding-small-businesses/</p> <p>10 Ways to Build a Brand for Your Small Business - https://www.marketingdonut.co.uk/marketing-strategy/branding/ten-ways-to-build-a-brand-for-your-small-business</p> <p>The Ultimate Small Business Branding Guide - https://www.canny-creative.com/ultimate-small-business-branding-guide/</p>
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1. What is Branding?

Branding can be described as the process of creating, maintaining, enhancing and protecting brands through the use of all a company's marketing mix variables. It is also the means by which companies differentiate their products and services from that of their competitors and create an identity and reputation for their brand. Branding entails creating a strong positive perception of your company and its products/services in your customers' minds by making use of elements such as logos, designs, mission statements and a consistent theme throughout all marketing communications. Building a brand requires commitment and must be properly managed as it can be an expensive and long-term development for businesses.

For further information, please see the following resources:

What is Branding?

<https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>

Branding

<https://www.entrepreneur.com/encyclopedia/branding>

What is Branding? 4 Minute Crash Course

<https://www.youtube.com/watch?v=sO4te2QNshY>

2. What is a Brand?

The Chartered Institute of Marketing (CIM) defines a brand as “The set of physical attributes of a product or service, together with the beliefs and expectations surrounding it - a unique combination which the name or logo of the product or service should evoke in the mind of the audience.” (2021)

It refers to the name given to a particular product or service or range of products or services to clearly distinguish it from its competitors and can usually be depicted as a logo, symbol, design, image or any combination of these.

Brands are not static. Once established, brand standards should continually be updated in the light of customer requirements i.e., the needs of your target market. The aim should be for brands to fit their customers’ needs like well-tailored clothes.



Creating a strong brand involves in-depth market research to identify your target market and work out why they should be attracted to your business. A strong brand will help customers to remember your business and feel greater confident that your products or services will suit their needs. It is important to note that customers tend to be loyal to a brand they trust.

Characteristics of Strong Brands

- They are well perceived
- They are progressive

- Responsive to changing customer expectations
- Respectful
- Seen to be ethical or fairly produced

To become well established in the minds of your customers, your brand must accomplish the following objectives:

- Deliver a message clearly and succinctly
- Reaffirm your credibility
- Build an emotional connection with your audience
- Generate goodwill and loyalty
- Motivate your potential audience to buy or take the next step

Branding should be considered in the early stages of starting a business as launching a business with a strong brand will give you a greater chance of success. The reality is, if you run a business, you've got a brand, whether you realise it or not. You can either let it take shape haphazardly or you can take control of it and manage it to your advantage. What you do with it is up to you.

Activity:

How would you define your brand?

For further information, please see the following resources:

Brand – Definition and Meaning

<https://marketbusinessnews.com/financial-glossary/brand/>

What is Brand Strategy and How to Do it

<https://www.youtube.com/watch?v=TqczYbFPWnk>

3. Importance of Branding for Your Business

Branding goes beyond your logo, symbols or graphics that you use on your website or social media. It is the way that your customers perceive you and represents the entirety of their experience with your business. Your brand represents who you are as a business, what you have to offer and why customers should care. Creating brand experience for customers does not occur automatically. It is the result of well thought out and strategic planning and should be based on a good understanding of the needs and wants of your target audience.

Why Branding is Important for Your Small Business

- Branding distinguishes your business and enables it stand out from the “noise” of the competition. It makes your product/service easily identifiable to both existing and potential customers.
- Your brand tells the story of who you are as a business; your values, what you stand for and what customers can expect when they deal with you. It's your chance to “introduce yourself” to your customers.

- It builds an emotional connection between your business and your customers. Since most purchase decisions are driven by emotions, rather than logic, this is really very important.
- Effective branding creates a strong identity that customers relate to which in turn, engenders loyalty and goodwill for the business.
- Builds trust – the more customers interact with your business and your brand, the more they get to trust you and what you stand for.
- It motivates your audience to buy from you. People only buy from brands that they **know**, **like** and **trust**. So having a strong brand that people are familiar with, have grown to like and consequently trust results in sales for your business.
- Having a strong brand generates referrals for your business. People love to talk about brands they love and encourage others to try them out because they've had a good experience with the brand.
- Branding generates growth. When your brand is continually associated with good quality, great customer service, and happy customers, the only way is up.

Activity:

1. How much would you pay for this bag of vegetables? And why?



For further information, please see the following resources:

What is Branding and Why it is Important for Your Business

<https://www.brandingmag.com/2015/10/14/what-is-branding-and-why-is-it-important-for-your-business/>

Why Branding is Important in Marketing

<https://www.thebalancesmb.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845>

How Important is Branding for Small Business

<https://www.youtube.com/watch?v=ZUQ4gN8w6rw>

The Importance of Branding for Small Business

https://www.youtube.com/watch?v=NjwrNbK71_s

4. How to Create a Brand

Your brand embodies the totality of your business is. It is how you communicate who you are to your audience. Everything about your brand tells your story and describes you; from your business name, to the choice colours you use, to your choice of font, the elements used, how you or your team answer the phone and how you show up on social media. This story must be clear and cohesive across all your communications so that your customers don't get confused.

What to consider when creating your brand

- Your brand should reflect your value proposition i.e., your promise to customer or the value that they can expect to get from doing business with you. All of this should be based on your target audience.
- Aim to create a brand that is both distinctive and easily identifiable. You are not the only business in your industry, so you want to stand out from the crowd. You also want to make it easy for your customers to identify you.
- Purchasing is an emotional experience so, consider the emotional aspect of your brand. Your target should be for your customers to have a positive emotional experience when they interact with your business. You want them to feel good when they buy your products or services. This is what keeps them coming back.
- You want to Keep It Super Simple (KISS). Keep your branding and brand communication simple and straight to the point. Customers do not like to feel like they have to jump through hoops to understand what you're trying to say to them.
- People tend to do business with companies they are familiar with. If your branding is consistent and easy to recognize, it can help people feel more at ease purchasing your products or services.
- People can't talk about brands that they don't remember so your brand must be memorable.
- Be consistent or be forgotten. Consistency is key. Existing and potential customers must consistently hear about you and what you have to offer to think of you when they need your products/services.

Activity:

Think about your brand.

- a) What emotion would you like customers to associate with your brand?
- b) When customers are asked about your business, what would you like them to say?

For further information, please see the following resources:

10 Simple Ways to Build a Brand for Your Small Business

<https://www.smallbusinessrainmaker.com/small-business-marketing-blog/10-simple-ways-to-build-a-brand-for-your-small-business>

11 Successful Steps for a Successful Brand Building Process

<https://freshsparks.com/successful-brand-building-process/>

10 Ways to Build a Brand for Your Small Business

<https://www.marketingdonut.co.uk/marketing-strategy/branding/ten-ways-to-build-a-brand-for-your-small-business>

How to Build a Brand from Scratch – 6 Steps to Success

https://www.youtube.com/watch?v=T9-5bnw24_Q

5. Criteria for Choosing Brand Names

The brand names associated with your products and services are amongst the most valuable assets that your business owns therefore a good deal of thought should be put into making this choice. Your brand name is the first impression that a customer has of your business, so should reflect how you want your business to be perceived and what you want to communicate to your audience.

What to consider when choosing a brand name

- 1) **Memorable** – How memorable is the name you have chosen? How easy is it to recall and recognise by your audience? If your brand name doesn't stick with customers, they are unlikely to remember you when they need a product or service that you offer. For example, short brand names such as Virgin, Sky and Google are quite memorable.
- 2) **Meaningful** – Is the name credible and representative of your value proposition? Does it suggest something about a product ingredient or service quality or the type of person who might use the brand? E.g., RightGuard deodorant or Energiser batteries.
- 3) **Likeability** – How aesthetically appealing is the name? Is it likeable visually, verbally and in other ways? Does it draw in your audience? E.g., Chupa Chups or Mr Muscle.
- 4) **Transferable** – Can the name be used to introduce new products or services in the same or different categories? For example, the Kellogg's "Snap, Crackle and Pop" slogan has been translated across Europe.
- 5) **Adaptability** – How adaptable and updateable is the brand name or slogan? E.g., The Bird's Eye image still remains relevant today.
- 6) **Protectable** – How legally protectable is the brand name, image or slogan? In particular, names that are synonymous with product or service categories can be difficult to manage. For example, instead of saying "Did you do a search on the internet?", people tend to say, "Did you Google that?".

The first 3 criteria (**memorable**, **meaningful** and **likeability**) are geared towards brand building, while the last three (**transferable**, **adaptability** and **protectable**) are more "defensive". They deal with how to leverage and preserve the equity in a brand name in the face of challenges.

Activity:

Using the criteria set out above, think of a brand name that you might use for your business.

For further information, please see the following resources:

5 Criteria of a Breakthrough Brand Name

<https://www.smartbrief.com/original/2019/10/5-criteria-breakthrough-brand-name#:~:text=Instead%20of%20choosing%20a%20name,to%20create%20uncertainty%20or%20confusion.>

Criteria for Choosing a Brand Name

<https://branduniq.com/2010/criteria-for-choosing-a-name-for-your-new-brand/>

How to Create a Great Brand Name

<https://www.youtube.com/watch?v=rzbXht7MJVM>

How to Choose a Great Business Name – Creating an Amazing Brand

<https://www.youtube.com/watch?v=txS7IsRumS8>

6. Value Proposition

Values are your core beliefs. They determine your priorities and influence your attitudes and the actions that you take. And in the same way that they apply to your personal life, values apply to your business as well. The values that you set for your business create expectations for how you operate, as well as how you treat people. Values form part of the cognitive/psychological processes that help shape and develop the culture of your business. And sharing these values within the organisation creates a bond that binds the organisation together, motivating and aligning people. Organisations with strong values tend to recruit staff who identify with those values, thus reinforcing them. They also help create a bond with customers and suppliers alike that can underpin a strong brand identity.

Your value proposition is your value-laden offering or promise for your customers i.e., what you have to offer them. It is the reason why customers buy from you rather than your competitors. Customers buy a product or service because it provides a benefit or solves a problem for them. It is essential that the features and characteristics of your offering must combine to deliver that benefit to the customer, or they will not buy it. Keep in mind also, that values are articulated not just with words, but also by actions i.e., “walking the talk”. If your product or service does not deliver on the value promised, the customer will not return.

Your value proposition should clearly state:

- 1) How your product or service will solve a problem for your target customers – This requires a good understanding of who your target market is, what their problems and pain points are and what is needed to solve their problems.
- 2) The benefits they can expect – This includes both tangible and intangible benefits. Again, a good understanding of your target market and their wants and needs is required here.
- 3) Why they should buy from you rather than your competitors – What differentiates your offering from that of your competitors? For instance, is your produce certified organic, do

you operate as an environmentally responsible sustainable business or do you offer a loyalty program? What's your edge over the competition?

Activity:

Take a moment to think about what values you would like your brand to represent. Once you've identified them and written them down, think about how these values differentiate your brand from that of your competition.

For further information, please see the following resources:

Value Proposition

<https://www.investopedia.com/terms/v/valueproposition.asp#:~:text=A%20value%20proposition%20refers%20to,choose%20to%20buy%20their%20product.&text=A%20value%20proposition%20can%20be,product%20or%20use%20a%20service.>

The 5 Step Guide to Defining Your Product Value Proposition

<https://www.humanisation.com/blog/the-5-step-guide-to-defining-your-product-value-proposition>

Value Proposition and Customer Segments

<https://www.youtube.com/watch?v=m2IPvT920XM>

7. Values Driven Marketing

Values-driven marketing is based on a relationship with the customer that sees him/her as more than just somebody to sell to. It is part of the concept of relationship marketing and seeks to actively engage with customers and use them to help sell existing products/services as well as develop new ones. To achieve this, a good relationship must have been established with customers; one that is based on mutual self-interest i.e., there is something in it for both the customer and the business.

The aim of values-driven marketing is to make a genuine connection with your customers that goes beyond interest in a product or service and to create deep, meaningful **value** in their businesses or lives. Following this approach forges a deep bond between brand and customer and cultivates a lifetime of customer loyalty.

Activity:

Think about how you might engage in values-driven marketing for your brand.

For further information, please see the following resources:

The Goals of Values Based Marketing

<https://smallbusiness.chron.com/goals-valuesbased-marketing-21639.html>

Values Based Marketing; Why Do You Need It?

<https://sassy.marketing/values-based-marketing/>

Marketing and Values

<https://www.youtube.com/watch?v=P-IXyLJ39eM>

8. Brand Management

Now that you've gone through the hard work of building your brand, you need to maintain it. That's where **brand management** comes in. Brand management is the process of monitoring and maintaining your brand and your brand reputation. Its aim is to increase the perceived value of your brand products and services over time. When done right, effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.

Brand management should begin with an analysis of how your brand is currently being perceived in the market vis a vis how you would like for it to be perceived. Document a plan to achieve your desired objective and take the necessary steps should be taken to achieve this.

Activity:

Think of how you would like your brand to be perceived by your audience and think of steps that you can take to make this perception a reality.

For further information, please see the following resources:

5 Inexpensive Branding Strategies for Small Businesses

<https://99designs.co.uk/blog/business/cheap-branding-strategies-small-business/>

How Brand Management Has a Direct Impact on Your Bottom Line

<https://blog.hubspot.com/marketing/brand-management>

Brand Management Principles for Business Growth

<https://www.youtube.com/watch?v=Hn4r9Byr5BQ>

Brand Management

https://www.youtube.com/watch?v=hIM8lbsje_8

9. Brand Equity

Brand equity is the added value that is given to a brand's products and services. Brand equity and value is reflected in how consumers think, feel, and act with respect to the brand. It is also reflected in the prices, market share and profitability that the brand commands for the business. A strong brand value is a valuable asset for any business. When well-managed, brands can have extraordinary economic value and are the most effective and efficient creators of sustainable wealth.

Activity:

What do think is the brand equity of your business?

For further information, please see the following resources:

Brand Equity

<https://www.investopedia.com/terms/b/brandequity.asp#:~:text=Brand%20equity%20refers%20to%20a,superior%20in%20quality%20and%20reliability.>

What is Brand Equity? How to Build and Measure it

<https://www.marketingevolution.com/marketing-essentials/what-is-brand-equity-marketing-evolution>

The Importance of Brand Equity

<https://www.youtube.com/watch?v=8W5ycYuhrK8>

What is Brand Equity, and Why Should You Grow It?

<https://www.youtube.com/watch?v=yKbzP4qesAk>

10. Digital Brand Management

Similar to brand management above, digital brand management is the process of managing how your brand is perceived and its reputation in the digital space. This covers any brand presence that you may have via your website, social media pages, blogs, apps and just about anything that exists digitally. Taking steps to manage your brand digitally enables you to take control of customers' experience and interaction with your business. As always, any decisions taken around this – digital brand management, should be focused on your target customers and what their wants and needs are.

The current shift towards all things digital makes it critical for any brand to have a strong digital presence in order to survive. To achieve this, it is important to ensure that the same brand management plan is followed for both your online and offline channels to maintain consistency in your brand and its messaging. Consistent communication is also required within the organisation to ensure that your team are aware of the strategy being employed and their assigned roles.

Activity:

Consider your target market and think of which digital channels (website, email marketing, Facebook, Instagram Pinterest etc.) would be applicable to them.

For further information, please see the following resources:

The Complete Guide to Digital Brand Management

<https://www.lucidpress.com/blog/complete-guide-to-digital-brand-management>

What is Digital Branding and How to Do it Right

<https://99designs.co.uk/blog/logo-branding/digital-branding/>

What is Digital Branding

<https://thebrandsmen.com/what-is-digital-branding/>

Digital Marketing in 5 Minutes

<https://www.youtube.com/watch?v=bixR-KIJKYM>

11. Ethics in Branding

In recent times, ethics and social responsibility have ranked high not only in corporate agendas, but also as a strong influence in consumer buying decisions. According to The Branding Journal, an ethical brand is “A **brand** that represents a company, organization or person whose products, services and activities are: 1) morally correct. 2) do not harm people, animals and the environment. 3) contribute to society and public good in a responsible, positive, and sustainable way.” (The Branding Journal, 2018).

Where a business has chosen to imbibe ethics and social responsibility as part of its organisational culture, this should be presented as part of its value proposition. Their social and ethical values and beliefs will have to be made clear and reflected not just in what they do, but also in how they do things as a brand. These values must also be clearly signalled to their customers, employees, suppliers, and every entity that they deal with. It is critical that these values and beliefs be sincerely felt and communicated, otherwise they will be quickly found out and any trust that has been built up will disappear in an instant.

Businesses should put in place a written code of ethics, foster a company tradition of ethical behaviour, and hold people fully responsible for observing ethical and legal guidelines. Where business do not perform well ethically, they risk being exposed thanks to greater use of the internet and customers being able to reach thousands through social media. On the flip side, businesses that have proven themselves to be genuinely ethical tend to be more favourably looked upon by customers and also reap good commercial rewards.

Activity:

Think about steps that you could take to present your business as an ethical brand.

For further information, please see the following resources:

Ethical Marketing – 5 Examples of Brands With a Conscience

<https://www.wordstream.com/blog/ws/2017/09/20/ethical-marketing>

How Should Ethics Factor Into Your Brand Identity

<https://www.forbes.com/sites/serenitygibbons/2019/08/15/how-should-ethics-factor-into-your-brand-identity/>

Why Brands with Ethical Principles can Boost Their Customer Relationships

https://www.youtube.com/watch?v=7CiFH_8MxLM

What is Social Responsibility Marketing

<https://www.youtube.com/watch?v=E6qEEmla2Es>

What is Ethical Marketing

<https://www.youtube.com/watch?v=6miRdd8m9Nk>

The Business Case for Ethical Branding and Packaging

<https://www.reachbrands.co.uk/blog/the-business-case-for-ethical-branding-and-packaging/>

12. Brand Innovation

Brand innovation is the process of evolving and leveraging your brand in changing markets. It's about being agile and responsive and adapting your brand according to constant changes so as to remain relevant to your target market. Brand innovation is becoming increasingly important for businesses as strong brands and product innovations are required to maintain a competitive advantage and fuel growth.

Different Ways of Innovating

- You could improve or replace some of your business processes to increase efficiency and productivity
- You could extend the range or quality of some of your existing products and/or services
- You could develop an entirely new and improved set of products and services
- You could add value to existing products, services or markets to differentiate your business from your competitors and increase its perceived value to the customers and markets

Benefits Associated with Brand Innovation

- Helps your business stay relevant to your target audience
- Boosts brand visibility and business growth
- Encourages creativity and new ideas
- Helps your business implement new marketing initiatives and stay relevant in your industry
- Helps improve productivity and reduce costs

Activity:

Based on what you have learnt about brand innovation, what innovation option do you think may be suited to your brand?

For further information, please see the following resources:

Why Innovation is Essential For Brand Success

https://medium.com/@anthebranding_boulder/why-innovation-is-essential-for-brand-success-d951e983d8c

7 Ways Small Companies Can Out-Innovate Big Corporations

<https://articles.bplans.com/ways-small-companies-innovate>

5 Examples of Innovative Small Business and What We Can Learn From Them

<https://www.trustedemployees.com/learning-center/articles-news/learn-from-innovative-small-companies/>

Apple Brand and Products Innovation Roadmap

<https://www.youtube.com/watch?v=u2NHkVBrKXA>

13. Branding Tips for Agri-Food Entrepreneurs

Here are a few tips that you may find helpful with branding your Agri-Food business:

- Care deeply about your farm vision and communicate that in all that you do and make.
- Be consistent.
- Be flexible; keep in mind that there's always room for improvement.
- Focus on the customers that are actually your target market.
- Always frame your messaging from the customer's perspective. Think, what's in it for them.

For further information, please see the following resources:

Why Farm Brand Matters

<https://university.upstartfarmers.com/blog/farm-brand>

7 of the Best Ways to Advertise Agricultural Products

<https://www.fwi.co.uk/mediacentre/2015/12/16/7-of-the-best-ways-to-advertise-agricultural-products/>

8 Tips on Building Your Personal Farm Brand

<https://smallfarmnation.com/8-tips-on-building-your-personal-farm-brand/>

6 Best Agribusiness Marketing Strategies for a 2021 Comeback

<https://blog.farmmarketid.com/blog/agribusiness-marketing-strategy>

Key References Used:

- Burns. P (2018) *New Venture Creation – A Framework for Entrepreneurial Start-Ups*. 2nd Ed. Macmillan International HE.
- Kotler et. al.(2019) – *Marketing Management* (4th European Edition) Pearson Education.
- Ethical Branding: A Guide for Creating More Ethical Brands (2018) – The Branding Journal. <https://www.thebrandingjournal.com/2018/02/ethical-branding-guide/#:~:text=An%20ethical%20branding%20strategy%20will,society%20of%20today%20and%20tomorrow.> (Accessed 12/03/2021)