

BUILDING BETTER BRANDS

The MARION Brand Building Process

MARKET RESEARCH

Gather the Business Intelligence Needed for the Marketing Plan

**CUSTOMER DEFINITION
& UNDERSTANDING**

Website Analysis
Focus Groups
Surveys
In-Depth Interviews
Internal Resources

**DETERMINE
CUSTOMER BENEFITS**

Functional
Emotional
Experiential
Aspirational
Self-Expressive

**COMPETITOR
UNDERSTANDING**

Social Media Audit
Focus Groups
Surveys
In-Depth Interviews
SWOT
Internal Resources

MARKETING PLAN

Analyze Market Research and Set Brand Strategy & Tactics

Brand Positioning / Differentiation / Target Customer / Brand Promise / Brand Personality / Marketing Mix

CREATE A TOTAL BRAND EXPERIENCE

Integrated Content Marketing Mix

TRADITIONAL

Print Advertising–
(Journal & Magazine
Ads, Capabilities
Brochure, Product
Brochures, Sales
Sheets)
Direct Marketing
Print Catalog
Trade Show Displays
Promotional Products
Annual Report
Printed Newsletters

Billboards
News Releases
Event Marketing
Post Cards
Writing–
(Creative, Technical,
Script)
Corporate Video–
(Scripting, Production,
Editing)
Public Relations
Packaging Design

INTERACTIVE

Custom Web Design
E-catalog
E-commerce
Database/Backend
Online Applications
Internet Marketing
Search Engine
Optimization (SEO)
Search Engine
Marketing (SEM)

Social Media
Marketing
(SMM)–(Blog,
Facebook, LinkedIn,
Twitter, Wiki)
Mobile Marketing
E-mail Marketing
E-newsletters
E-annual Report
Web Video
Mobile Web Design

**Brand
Identity**

Corporate Graphic
Standards
Logo Design
Color Palette
Typography
Package Design
Voice
Visual Style
Icon/Character

Company

Customer Value Chain
Company Culture
HR Systems
Sales
Customer Service
Marketing &
Advertising Dept.
Operations
Accounting
Delivery
Manufacturing
Intranet

STRATEGIC GOALS

The Total Brand Experience Delivers

Awareness / Consistency / Accessibility / Value / Relevant Differentiation / Emotional Connection

Resulting In Brand Preference

Decreased price sensitivity / Increased recognition and recall / Increased customer loyalty / Increased flexibility for future growth / Increased market share / Increased shareholder value with less risk

INCREASED SALES, REVENUE, PROFITS & EQUITY