

## Marketing and Branding Strategy : Using Advertising Effectively (Summary)

Marketing and branding strategy requires a well-balanced plan and repetition. The core principle of an effective marketing and branding strategy is perception is reality, particularly in advertising. You want to create the image of what you want to be not what you are.

A well-planned marketing and branding strategy involves more than just a logo. It should communicate the personality, character, and charisma of your business. You create this brand by differentiating your product and selling an emotional experience.



Because buying decisions are made emotionally then justified logically, the best marketing and branding strategy unites both sides of the brain. This is the way to motivate action.

Your marketing and branding strategy should be based on the answers to the following three questions:

- What are my clients really buying from me?
- What are the major benefits my business provides?
- How is my business unique?

One of the best examples of a marketing and branding strategy is Starbucks. Customers aren't buying their coffee; they are buying the “experience” of buying and drinking coffee in the unique Starbucks environment.

The marketing and branding strategy you choose should connect with the hearts, heads, and guts of potential customers. By leveraging all three responses, your strategy will be powerful and effective.

As you first begin developing ads for your marketing and branding strategy, remember to keep it simple. A compelling headline, an attractive photo, a brief testimonial, and bullets listing specific benefits are essential elements of an effective ad.