

**Na business way care, we dey
patronise.**

People. Brands. Communities.

@O_gbemiro, Dec 2020

Who are you?

**Until you know who you are,
you will not know when you have strayed into who you are not.**

Brand Strategy

This should answer the question of “Why the FK should we care about you”?**

- What does your brand stand for?
- What is your brand promise?
- What personality does your brand convey in its marketing?

Branding no be logo!

You can have a good brand and have a bad logo.

- Be intentional about the experience you want your brand to be known for.
- Your Logo should remind people about a feeling, quality or experience. What is it for you?
- You can have a good brand and a bad logo; but wouldn't you prefer having a good brand and a good logo?

**Values no be
for paper alone.**

Do it! Live it! And allow your people experience it.

What are you doing?

Your offerings.

- Pay attention to details
- Make it simple enough for the people you are doing it for to understand it.
- Be clear about your offerings and get the best people to do it.

Who you are doing it for?

The people.

- Who are they?
- Where are they?
- Who are the people they respect?
- What are the biases they have?

Reward Loyalty

Have your people.

- Build Tangible connection
- Build a community
- Follow up

Thank You

Any Questions?