



Brand Strategy Template

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1. Brand Purpose:

Start by defining your brand's core purpose. Why does your brand exist, and what problems does it aim to solve?

2. Brand Vision:

Describe what the future looks like with your brand in it. What is your ultimate goal as a company?

3. Brand Mission:

Detail the day-to-day operations and tactics that your brand will use to achieve its vision. What are you doing to fulfill your purpose?

4. Brand Values:

List the principles that guide your brand's behavior. These should be non-negotiable and foundational.

5. Brand Promise:

Articulate what customers can consistently expect from your brand - every single time.

6. Target Audience:

Specify who your ideal customers are. Consider demographics, psychographics, behavior, and needs.

7. Competitor Analysis:

Identify your main competitors and analyze their strengths, weaknesses, and strategies to find your unique positioning.

8. Unique Selling Proposition (USP):

State what makes your brand unique. How do you differentiate from your competitors?

9. Brand Voice and Personality:

Define your brand's voice and the personality traits it embodies. Is your brand professional, friendly, humorous, serious, or quirky?

10. Visual Identity:

Specify your brand's visual elements including the logo, colors, typography, and any imagery style guidelines.

11. Brand Positioning:

Explain how you want your brand to be perceived in the minds of your target audience compared to your competitors.

12. Brand Touchpoints:

Identify all the points of customer interaction with your brand, from discovery to purchase and beyond.

13. Brand Story:

Narrate your brand's background and journey. This story should align with your vision, mission, and values.

14. Marketing Strategies:

Outline your brand's marketing strategies for engaging with your audience, driving brand awareness, and facilitating conversions.

15. Measurement and Analytics:

Identify key performance indicators (KPIs) to measure the effectiveness of your brand strategy and outline how and when you'll review these metrics.

Please note that this is just a template and can be customized depending on your specific needs and the nature of your business. It's also a living document and should be reviewed and updated regularly as your brand and market evolve.