



Kim Hartz 
CONSULTING

MODULE #1

Key Elements of your
Brand



What is a brand?

Definition:

The process involved in creating a unique name and image for a product in the consumers' mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers





Defines what people think about you

Creates an emotional connection



“Your brand is what other people say about you when you’re not in the room.”

-Jeff Bezos, CEO of Amazon



Brand Must Haves

Who and what you want your business to be

What it does best to reinforce your brand

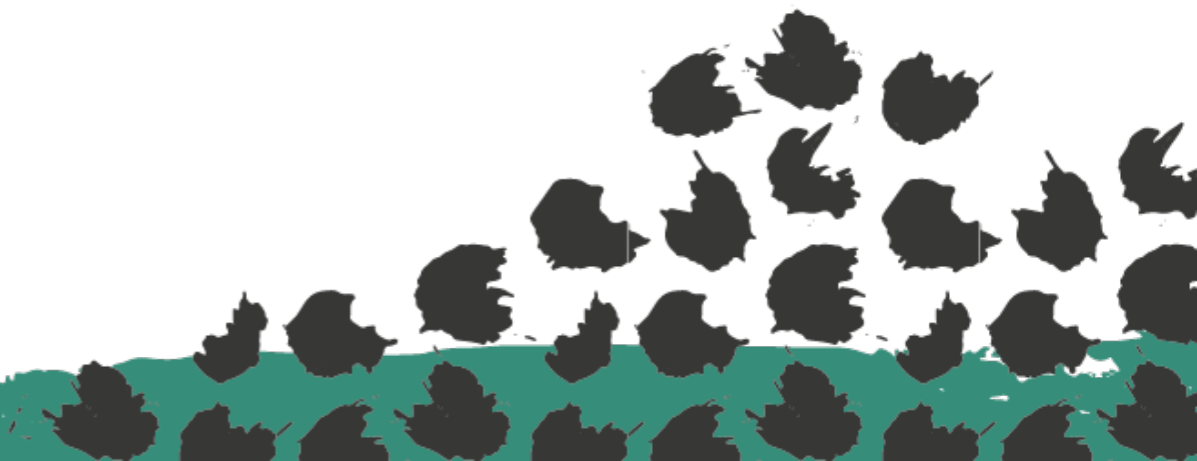


BRANDING ON THE BUSINESS LEVEL IS JUST AS
IMPORTANT AS BRANDING ON A PERSONAL LEVEL



The Power of Polarizing

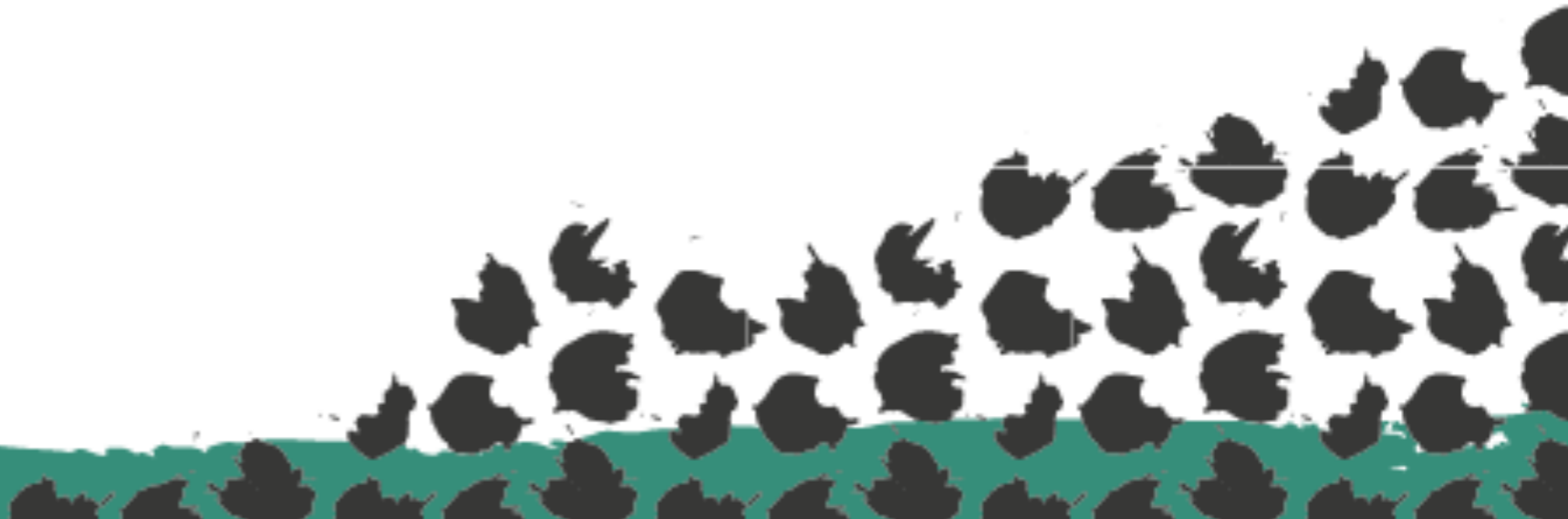
Attract the ones you want and repel the ones you don't



Key Misconceptions/ Branding Pitfalls



~~BRANDING = LOGO/IDENTITY PACKAGE~~



BUILDING A BRAND TAKES TIME, MONEY, AND
THOUGHT



THINK OF YOUR PHOTOGRAPHY BUSINESS LIKE YOU
WOULD ANY OTHER PRODUCT. THE ONLY
DIFFERENCE IS THE PRODUCT IS *you*.



INCONSISTENCY AMONG YOUR TOUCH POINTS
(WEBSITE, LOGO, BUSINESS CARDS, SOCIAL MEDIA
BRANDING AND MARKETING MATERIALS)



Key Branding Elements



A MEMORABLE, MEANINGFUL BRAND IS REAL AND HAS KEY BRANDING ELEMENTS

Identifiable Style

Clear Product Focus

Studio Environment

The Experience

Cohesive Marketing Identity



Identifiable Style

Your photographic style

How, what, & why you photograph



Clear Product focus

Products have to reflect the style in which you photograph and match up with your ideal client's wants and needs



Studio Environment

YOUR STUDIO ALSO HAS TO BE A REFLECTION OF YOUR BRAND

Including:

Studio space (if you have it)

The way you present yourself to clients



The Experience

Great Customer service

=

free marketing / referrals / happy clients



Cohesive Marketing Identity

You don't want to have an identity crisis and confuse your clients!



Review

Branding doesn't happen overnight

Avoiding the common pitfalls of branding

The key elements that make up and reinforce your brand

Your brand is an emotional connection your clients have towards you and your business

