

# Ep 24: 4 Tips for Utilizing Brand to Differentiate in a Crowded Space

## Lessons from the craft beer industry

- Make sure your "why" translates into all communication channels.
  - Your "why" is the foundation of your brand.
  - Addresses a key consumer need that goes BEYOND function.
  - Creates an emotional connection with your consumer that differentiates your brand.
- Make sure your communications strategy is rooted in your brand character.
  - If you were defined as a person, who would you be?
  - Create 3-4 tone-of-voice (TOV) principles for your visual and verbal communication and integrate into your marketing channels.
  - This humanizes your brand and makes you more relational.
- Use your brand as a lens by which to make decisions on your marketing efforts.
  - Where and when is the best way to engage your consumer?
  - Create compelling messaging and content that exemplifies why they should choose you.
  - Establish KPI's, monitor and refine.
- Use the lens of your brand to evaluate competitive threats.
  - Your brand provides a subjective filter by which to evaluate risk and avoid a knee-jerk reaction.
  - Evaluating through your brand helps you to weight the short-term impact with the long-term impact .
  - Your reaction plan is better informed as you are clearer on what to monitor.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete

