

# MARKETING AND BRAND PROCESS

## SMP

3-4 WEEKS

### Meeting 1

CLIENT ATTENDS

*Completed by Marketing Team*

What we don't know and what makes us different — Audit

### Research

*Completed by Marketing Team*

Ask the right people the right questions:

- Survey customers, employees, competitors to understand existing landscape
- SWOT Analysis
- Ideal customer profile

### Meeting 2

CLIENT ATTENDS

*Completed by Marketing Team*

Our findings and recommendations

## BRAND STRATEGY

3.5 WEEKS

### Workshop 1

CLIENT ATTENDS

*Completed by Marketing Team*

Getting the strategy right  
Aligning the strategy from SMP into an implementation plan & realistic budget.

### Create Personas

*Completed by Marketing Team*

Your value & ideal customers segments

- Create personas for key customer segments
- Recommendations for use of personas

### Workshop 2

CLIENT ATTENDS

*Completed by Marketing Team, Design Team and Copywriter*

Your message & branding  
Present summary from Workshop 1

### Copywriting

*Completed by Copywriter*

Summary of findings from Workshop 2

## APPLICATION

DEPENDS ON WHAT IS REQUIRED

### Determine key collateral

CLIENT ATTENDS

*Completed by Marketing Team*

Determine priority deliverables  
Marketing team to work with client to determine a list of priority collateral.  
ie: website, newsletter, business cards etc.

### Copywriting

*Completed by Copywriter and Design Team*

Develop copy for each collateral item  
(only if required)

Copywriter to work with client to develop first draft content for each collateral item. Sometimes this stage happens after the Design concept development stage is the format needs to be determined before the copy can begin.

## DESIGN

DEPENDS ON WHAT IS REQUIRED

### Concept development

CLIENT ATTENDS

*Completed by Design Team*

Concept development of brandmark

### Design development

*Completed by Design Team*

Design development of brandmark

### Design refinement

*Completed by Design Team*

Design refinement of brandmark

### Finished art

*Completed by Design Team*

Finished art of brandmark  
At the end of this stage, artwork is sent to print or goes live if digital.