

Brought to you by | **BRANDPOP**

The Brand Pop Brand Plan

Your Guide to Building A Brand That Pops!

BRANDPOP



Brand Feelings

EMOTIONAL BENEFITS

- I feel curious about how we make our audiences feel and how to better understand that experience
- I feel confident because we have a strong grasp on our brand's messaging and how it resonates with our customers
- I feel energized to really own who we are and the relationships we form, with more clarity and authenticity
- I feel hopeful and confident about where my brand is heading

SELF-EXPRESSIVE BENEFITS

- I'm in control of my brand and message
- I am a self-starter with the foresight to develop a strong foundation for my business
- I am aware of my own limitations and what I do not yet know
- I care about becoming the best version of myself and growing my business

Brand Personality

PERSONALITY

Trendy Professional

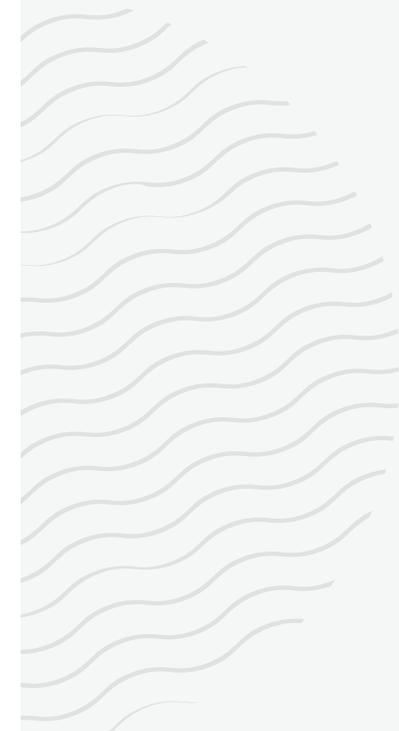
Friendly

Helpful

Simple

Confident

Practical



Brand Messaging

Brand Call to Action

BRAND CALL TO ACTION

**Be a Brand that
stands out. An online
workshop to take your
Brand to the next level.**

Brand Messaging

Main Supporting Points

MAIN SUPPORTING POINTS

Proven marketing best practices

Stop losing out on sales and craft messaging that will help your business grow

Self-guided online workshops

Our 7-part online workshop walks you through every step of the journey to create a Brand that connects with consumers and helps you sell more product

Created by Brand Marketers for you

Brand Pop was created by entrepreneurs and the founders of a multi-million dollar advertising agency. Every secret revealed in the Brand Pop workshop comes from years of experience building successful Brands

Brand Input survey to help you gather information

Don't be alone in this journey. We have a custom-built survey platform that can be used to gather input on your Brand from customers, employees and friends

Brand Messaging

Product / Services
Overview

PRODUCT / SERVICES OVERVIEW

Brand Survey

The Brand Input Survey can be shared with your fellow founders, current customers or employees. It asks questions related to how your Brand makes them feel and what makes you unique. This can be done by new Brands and established Brands. This Input is then categorized and analyzed for you to reference while going through the Online Brand Workshop.

Online Brand Workshop

This 7-section online workshop is completely self-guided and can be completed at your own pace. Each section comes with an overview video giving away industry best practices used by the pros, as well as case studies and samples. This will change the way you think about marketing and will take your business to the next level.

Brand Plan

The Brand Plan is the final output from the workshop. The Brand Plan is a structured, action plan for how you should make consumers feel and what you should be saying to them. This plan will make it easy to update your website

Brand Story

BRAND STORY

Brand Pop was created by marketers with a love of brand development who were frustrated by the lack of tools and good advice being given to entrepreneurs and business owners. Over the last ten years of building an advertising agency and working with clients ranging from local real estate agents to Fortune 500 businesses, we realized that Brand Development does not have to be mysterious. There are tried and true principles that map back to how consumers make decisions that you can apply to your business. The Brand Pop roadmap was created after years of learning what worked well and what didn't. We took our best knowledge, tips and tools and put them into Brand Pop to share with fellow entrepreneurs. We know what it is like to hustle and build a company from scratch. We are here to help you reach your next level and build a brand that stands out.