

Branding vs. Marketing

In This Lesson, You Will Learn:

- The difference between Branding and Marketing



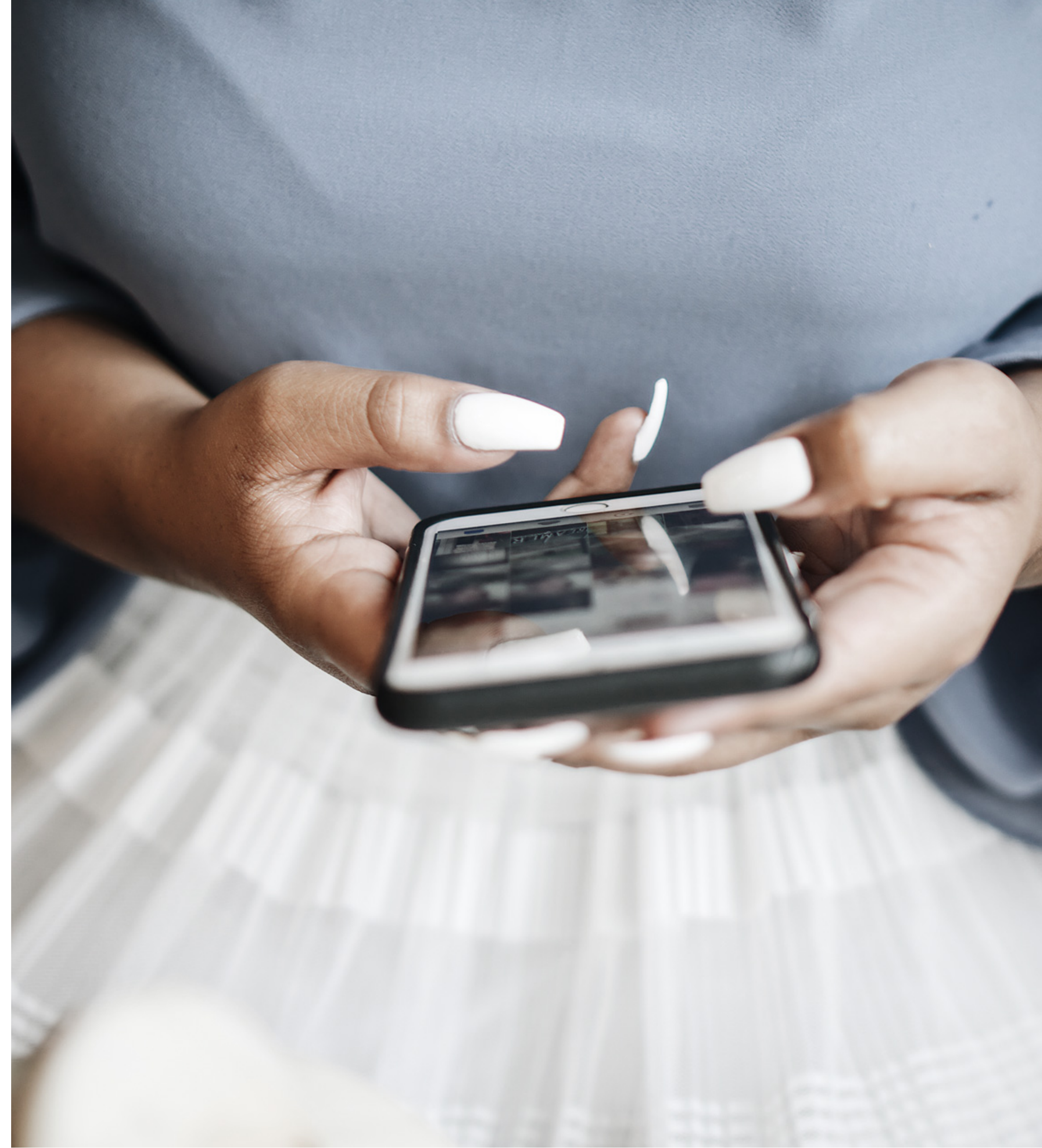
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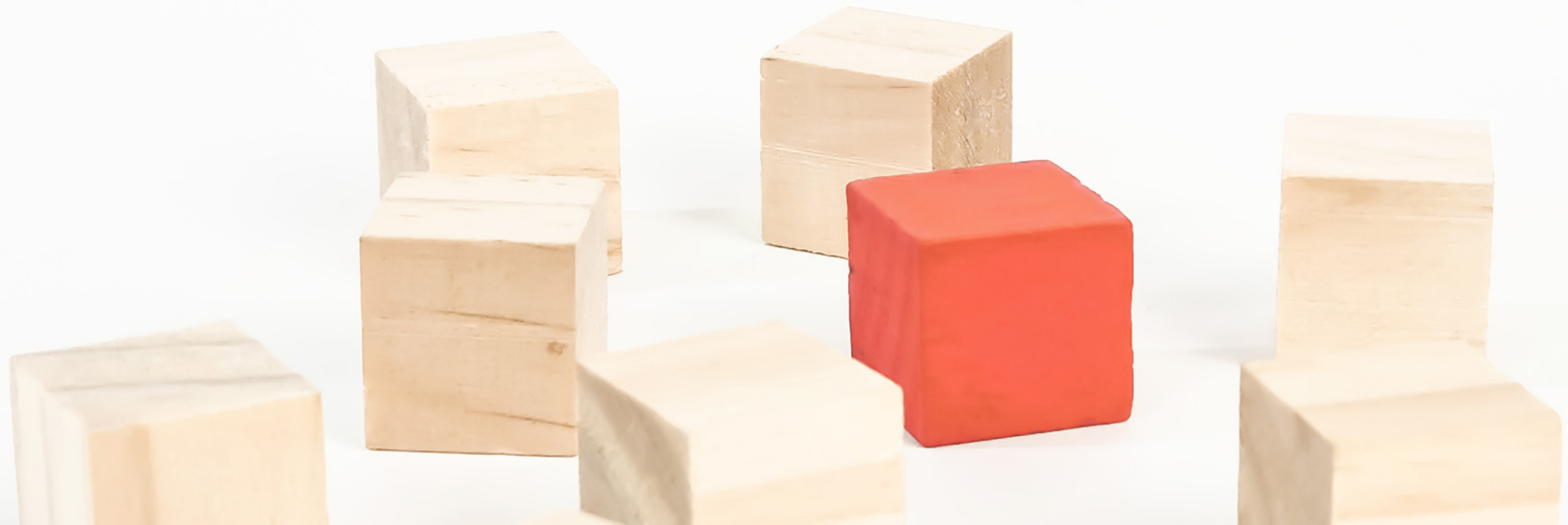
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- Marketing tactics
- The 25/50/25 framework



Branding

Branding is how you differentiate in the market



Marketing

- Creates awareness



Marketing

- Creates awareness
- Generates leads



Marketing

- Creates awareness
- Generates leads
- Converts leads to sales



Marketing

- Creates awareness (Content Marketing)
- Generates leads (Capturing Emails)
- Converts leads to sales (Special Offers)



Marketing Vehicles

Digital

Website

SEO

Google PPC

Email Marketing

Social media (organic and paid)

Voice

Text

Video



Marketing Vehicles

Digital

Website

SEO

Google PPC

Email Marketing

Social media (organic and paid)

Voice

Text

Video

Traditional

Brochure

Business Cards

Postcards

Flyers

Promotional items

Signage

Ads



What comes first?

Large corporations can spend millions on image ads or “branding” ads. Startups and small businesses need to drive traffic with direct response marketing.

25%

Branding

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25%

50%

Branding

Marketing

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25%

Branding

50%

Marketing

25%

Branding

25%

Start by spending 25% of your budget or effort developing your brand identity.

This means the look and feel, the voice, the emotions you want people to have towards your business, and the values that your brand stands for.

50%

Then pivot and spend 50% of your budget or effort marketing your offers through the marketing channels that make the most sense for your business.

This could be organic social media posts, paid social media ads, Google pay-per-click ads, email marketing, and traditional media such as postcards, flyers, and brochures.

25%

After making sales and collecting data, use the remaining 25% to make adjustments.

This could be adjustments to the actual products and services or the customer experience at each touchpoint.

Summary

- The difference between Branding and Marketing
- Marketing tactics
- The 25/50/25 framework