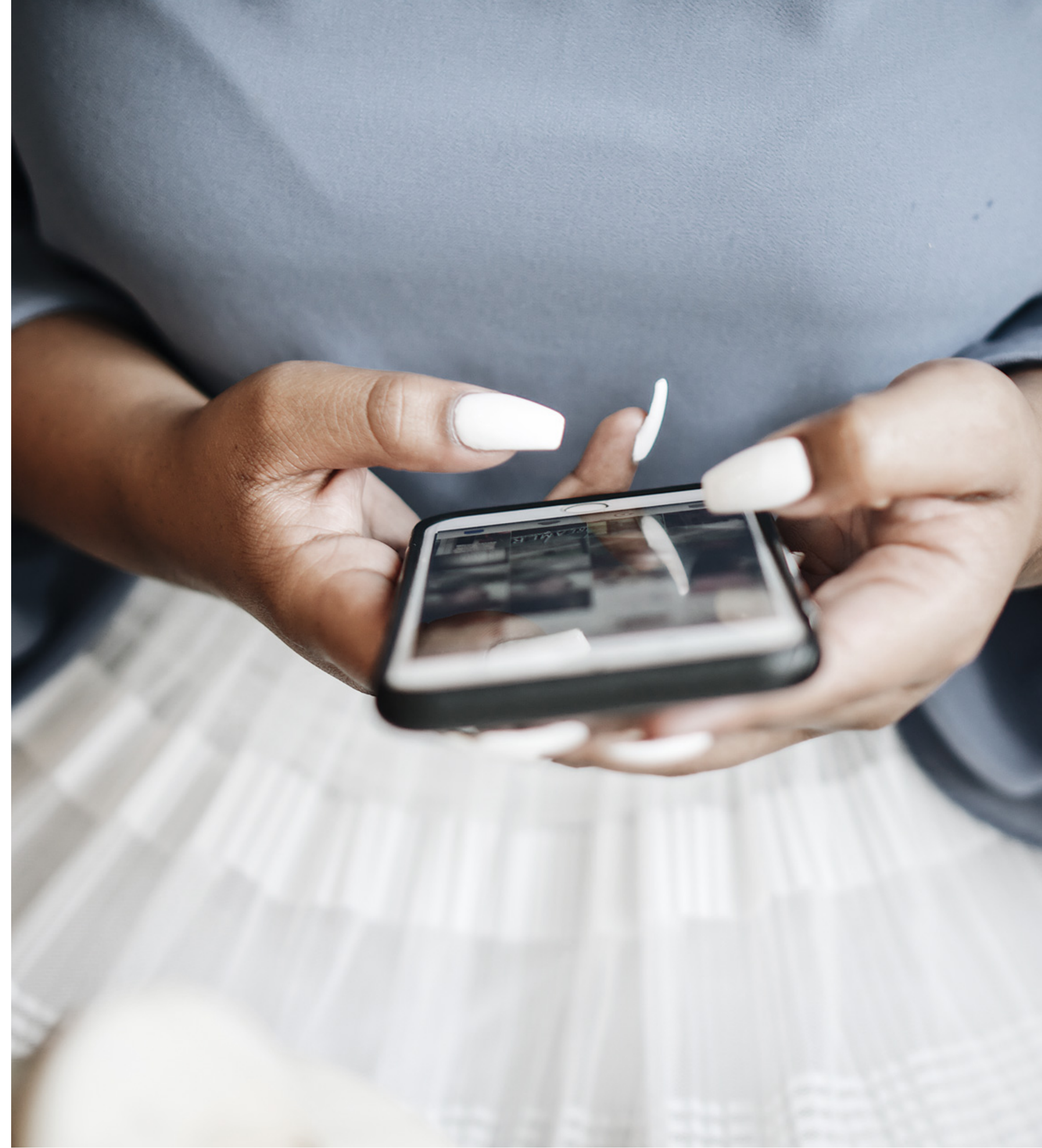


# Branding vs. Marketing

# In This Lesson, You Will Learn:

- The difference between Branding and Marketing





# In This Lesson, You Will Learn:

- The difference between Branding and Marketing
- Marketing tactics





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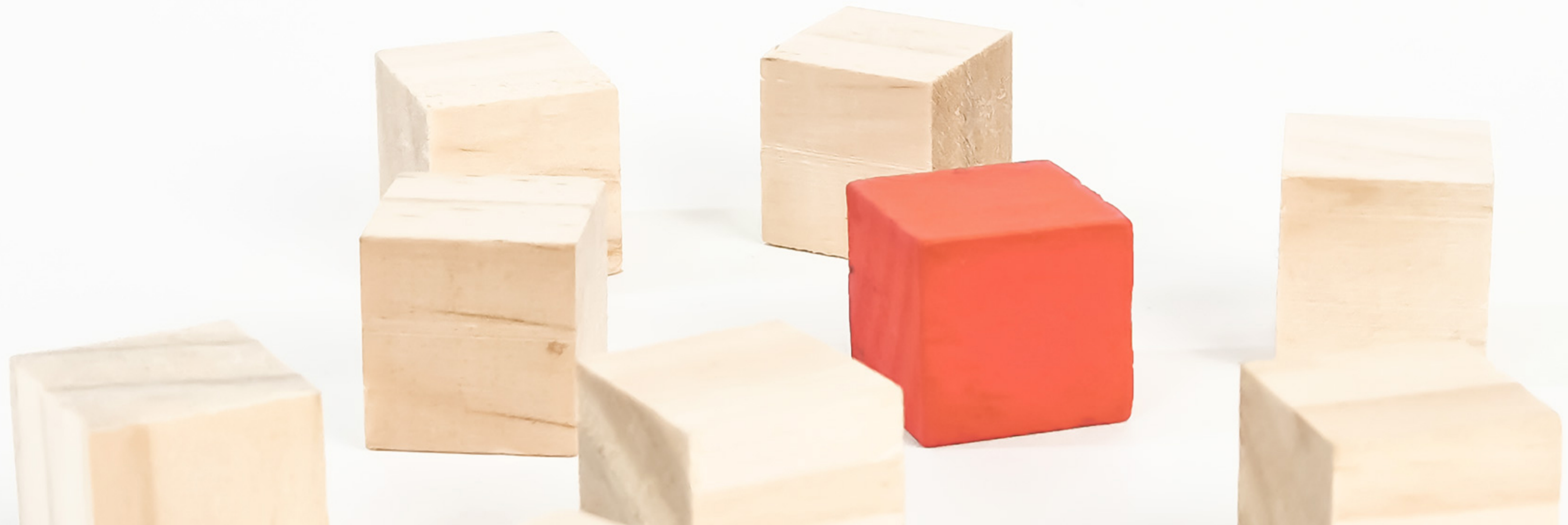
- The difference between Branding and Marketing
- Marketing tactics
- The 25/50/25 framework





# Branding

Branding is how you differentiate in the market



# 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

## 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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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

50%

Marketing

# 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

50%

Marketing

25%

Branding



# 25%

**Spend 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**

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