

Blog Article How Branding and Marketing Work Together?

Building your own brand might seem challenging, but the more you know, the less you fear. If you're reading this, it means you already have the most important part of the equation, the idea.

We would like to help you master the tools you need for brand building online. It's better to start with the most essential ones like digital branding, digital marketing, market analysis, competitor research, building buyer persona profile and its development.

Sure, it's a lot to take in, and we're here to make branding and marketing for you quick and easy.

1. What Differs Branding From Marketing

To understand the difference between digital marketing and digital branding and to see the whole picture, it's a wise step to define what their functions imply. Digital branding and marketing are not the same, even though they come together. Digital marketing is a combination of strategies and processes for promotional purposes. Meanwhile, digital branding is the process of shaping a brand, its identity, value, culture, and brand awareness. According to [Entrepreneur](#) magazine, "Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command". Now you understand that branding took its royal place in building business and must be treated as such.

If you're new to this, it's a lot to take in. That's why we take one step at a time and keep it simple to explain these processes.

Branding is much like creating your business identity. It is about finding your true "face" and "voice". When you find your "face" and "voice" you need to be seen and heard; that's the time when marketing comes in. Digital marketing helps to promote your business identity and to put you on the map.

2. Five Fundamentals of Branding

2.1. Before you start your brand building process, you should ask yourself several fundamental questions.

2.2. Why do you build a brand?

Start with establishing why you need a brand, what its goal is in the long run. If you already know the answer, you can move on. Yet if you still don't the main purpose of your brand, put some time and effort into understanding why. Keep in mind that clear vision and ideas are the fundamentals of digital branding.

2.3. What problem do you solve?

People tend to fasten and simplify all processes. This is actually the condition why most services and products exist: they simplify life by fulfilling needs, whether it's a food delivery or a Petcube to entertain your pet.

It's important to offer a solution to an existing problem and to showcase how exactly your brand can help potential customers. You could've come up with an excellent idea of a super convenient product, but if it's useless or repeats its analogs in the niche, people won't be interested. The offer should be unique and 100% valuable for a particular audience.

2.4. How do you want to be identified as a brand?

Another important question to be focused on is brand identity. What do you want to be associated with? [Neil Patel](#), a marketing and digital branding expert, suggests following good examples of world-known brands such as Google or Zappos that communicated their brand values and culture to customers.

2.5. Who is your target audience?

When you even start thinking about your future brand, one thought keeps occurring "Who do I do this for?". Finding your target audience and focusing on its needs is one of the main priorities for a brand. Because your customers are the ones who define, shape and modify your brand.

It's absolutely ok to be in search of your audience. Digital marketing tools are very useful in narrowing down characteristics and help you to build your buyer persona profile.

At the beginning, your brand attracts a certain buyer persona and you implement changes in the future the brand may be interesting for different types of customers; this way you risk losing the audience.

The beginning of brand development is always challenging. If you're willing to get things rolling, the market you want to fit in, study your competitors and create a buyer persona profile. In a word, start marketing.

3. Marketing Tools and Its Stages

Market analysis

Now let's talk about digital marketing tools and its stages. First thing, you need to find out what is going on in the market and research would be the best way to do that. As soon as you investigate the current dynamics of the market, including risks, trends and potential opportunities, it'll be easy to spot the most competitive brands and their strategies.

The next step we advise to take is *competitor research*. The more you know, the better. You should know who you compete with to create high-value propositions for your customers. To make that happen, a deep comparative analysis of rivals is a must. Remember that your competitors in the niche are a couple of steps ahead, so use that to your advantage. Examine their strategies, how competitors failed and succeeded, not to mention brand design online, social media channels and communication styles. One of the best and most effective methods to do that is SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

Here's the h tip on the top of all that. Never forget that their audience is your potential audience. This means you have the opportunity to become a "breath of fresh air" the audience had no idea it wanted.

Buyer persona

Speaking of the target audience, it's important to define who is your, yes only your, audience. Imagine who would be interested in your brand, who really needs it, who shares the same values and you do? Try to identify the average age of your customers, gender, location, education and profession. These characteristics are the core of a buyer persona profile or representation of your ideal customer. You may have more than one profile, depending on the type of your product or service. If you would like to know more details on how to create a buyer persona profile, feel free to check [here](#) or [here](#).

4. Brand Development

In previous sections, we reviewed how digital branding and marketing differ and complement each other, fundamentals of branding and marketing stages. Now we share with you how to use this information for branding development. Marketing analysis data is a good start, it shows where you are now. Yet only one approach will highlight where you need to be.

You might want to pay special attention to [buyer persona development](#). Not only your ideal customer shares your vision, but also generates revenue. So how beneficial buyer persona development is to your brand? For starters, it helps to determine what social media platforms are the most appropriate for reaching out; measure what type of content resonates with your audience; understand the tone of communication with customers that would generate a high response rate.

Buyer persona development gives a deep understanding of what is best for your brand right now and in the future. To think about it, buyer persona development is the lighthouse that always gives you the right way.

If the information was helpful, please let us know and keep on checking our updates.