

BRANDING x

INBOUND MARKETING

Understanding and applying branding theory
to maximize your inbound marketing efforts

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CEO + Founder

PixelDreams.com



Our Mission: *To help the good guys, to explore new frontiers, and to better the world through design.*

We are a creative agency with a love for culture, branding, and design. Our multi-disciplinary design thinkers are passionate, curious, authentic, and driven by purpose.

20% Investment:

Research + design, personal + professional development, field trips, holistic activities

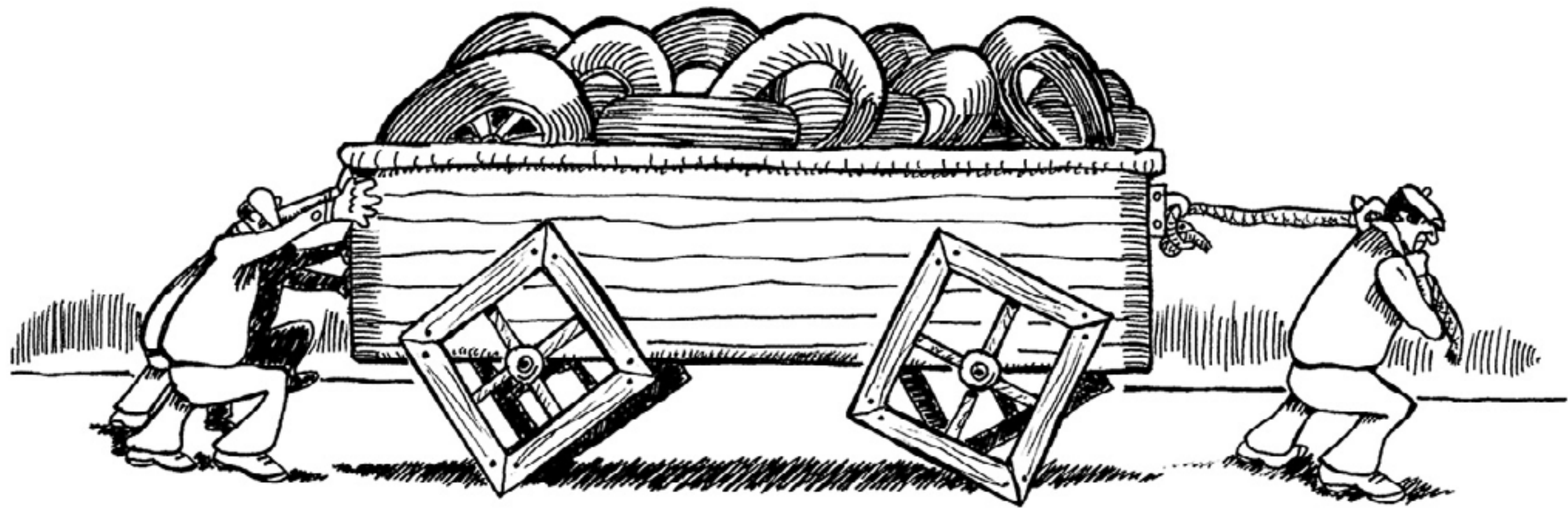
Design philosophy:

It is right or degrees of wrong

Assumptions

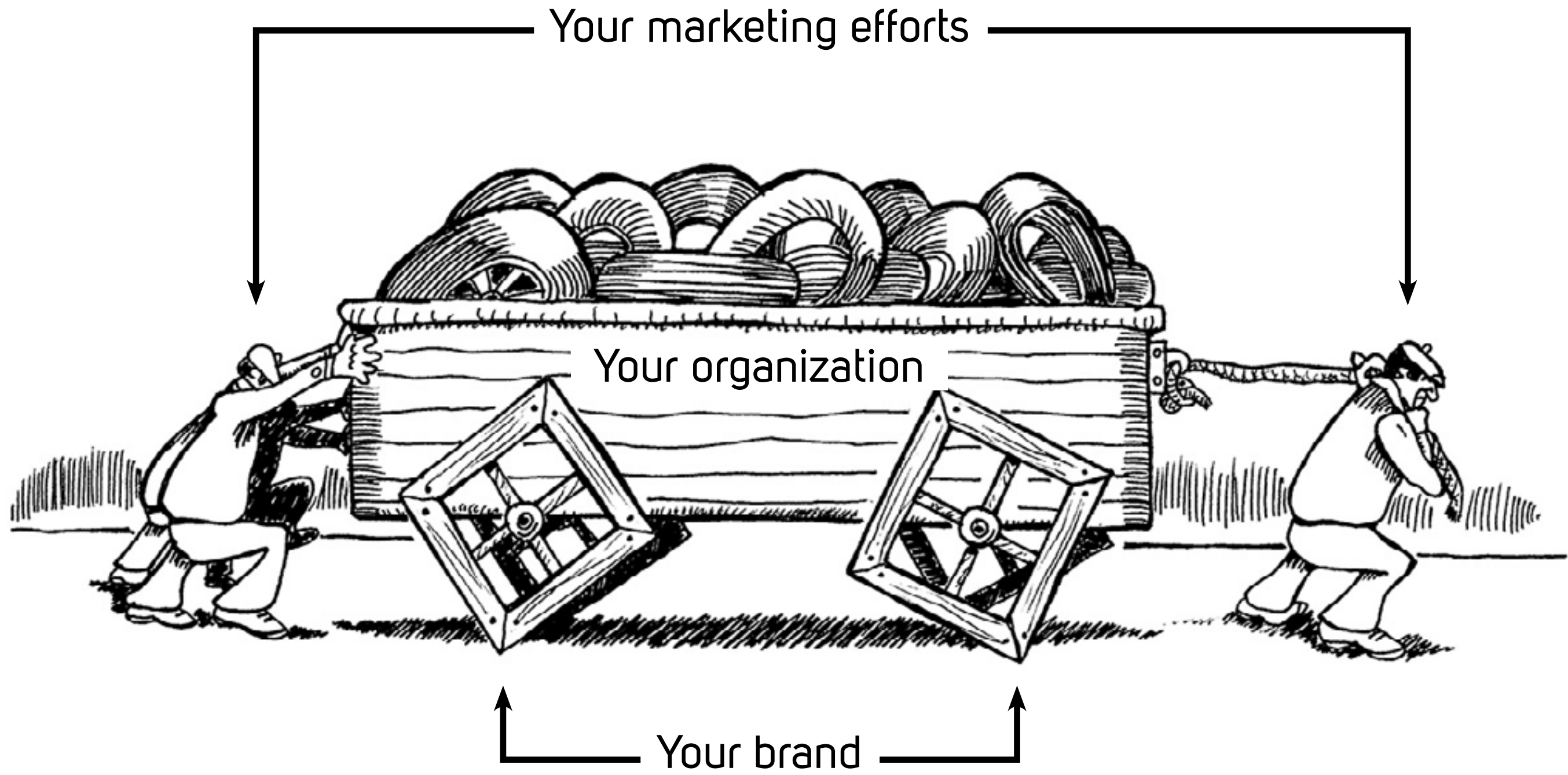
- 1. Your products & services are good (providing value to the world)*
- 2. You prefer to be top-of-mind (the first choice)*
- 3. Your reputation is important to you*
- 4. You'd prefer not to have to persuade or sell your products, services, or personality*



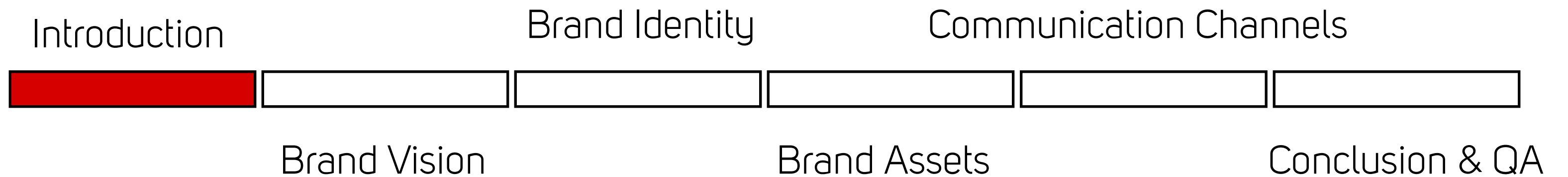






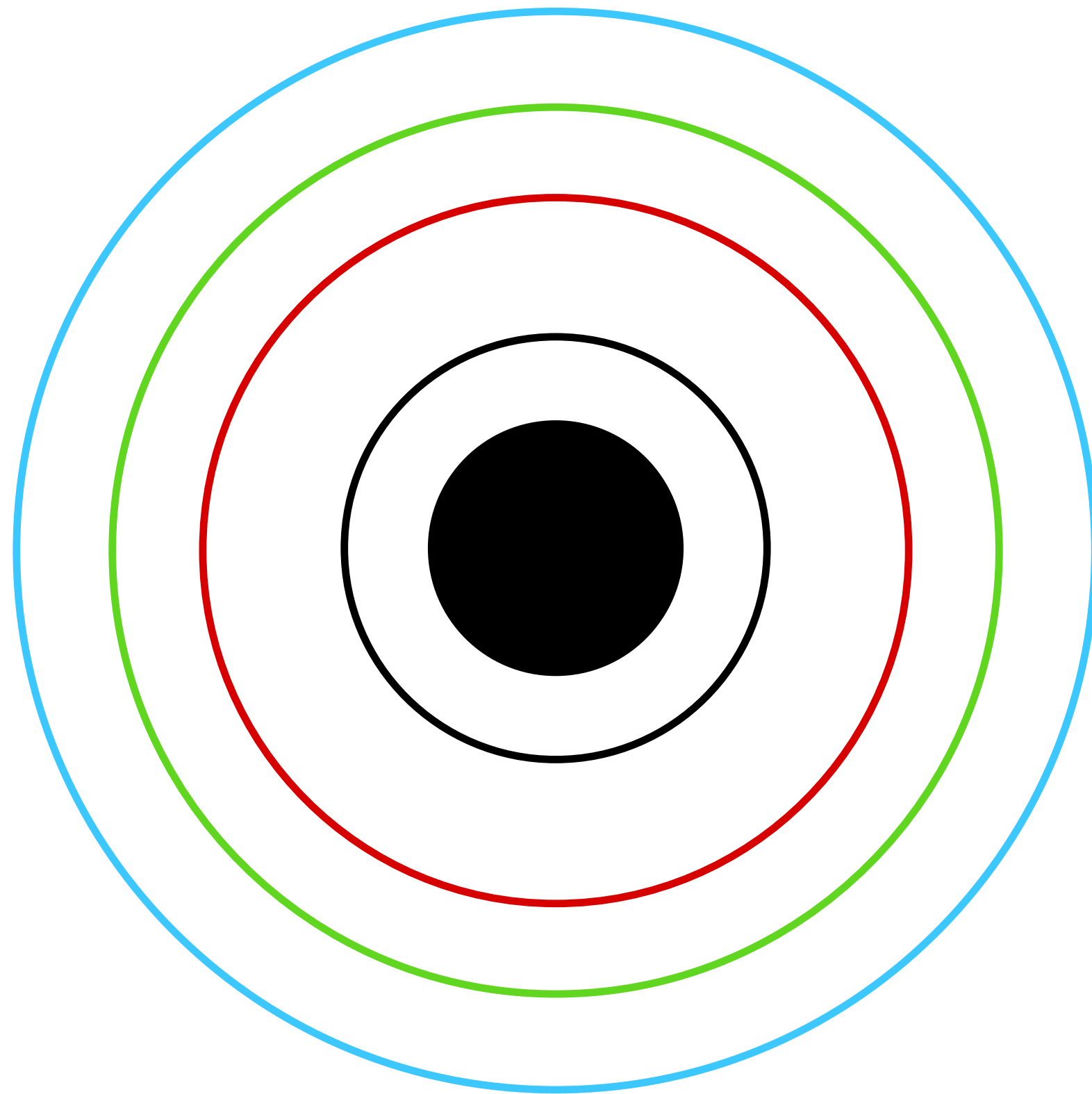


Presentation guide

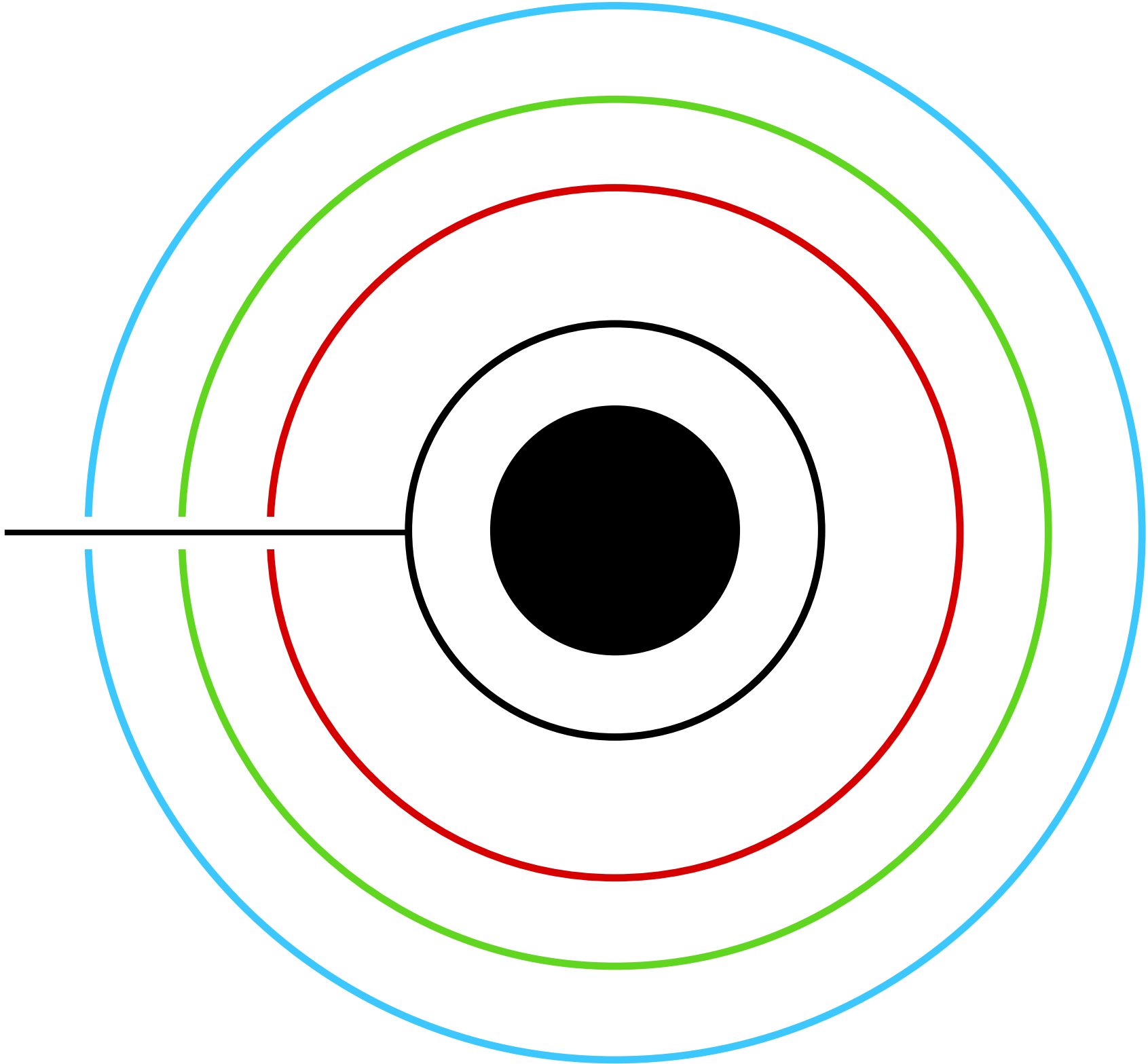


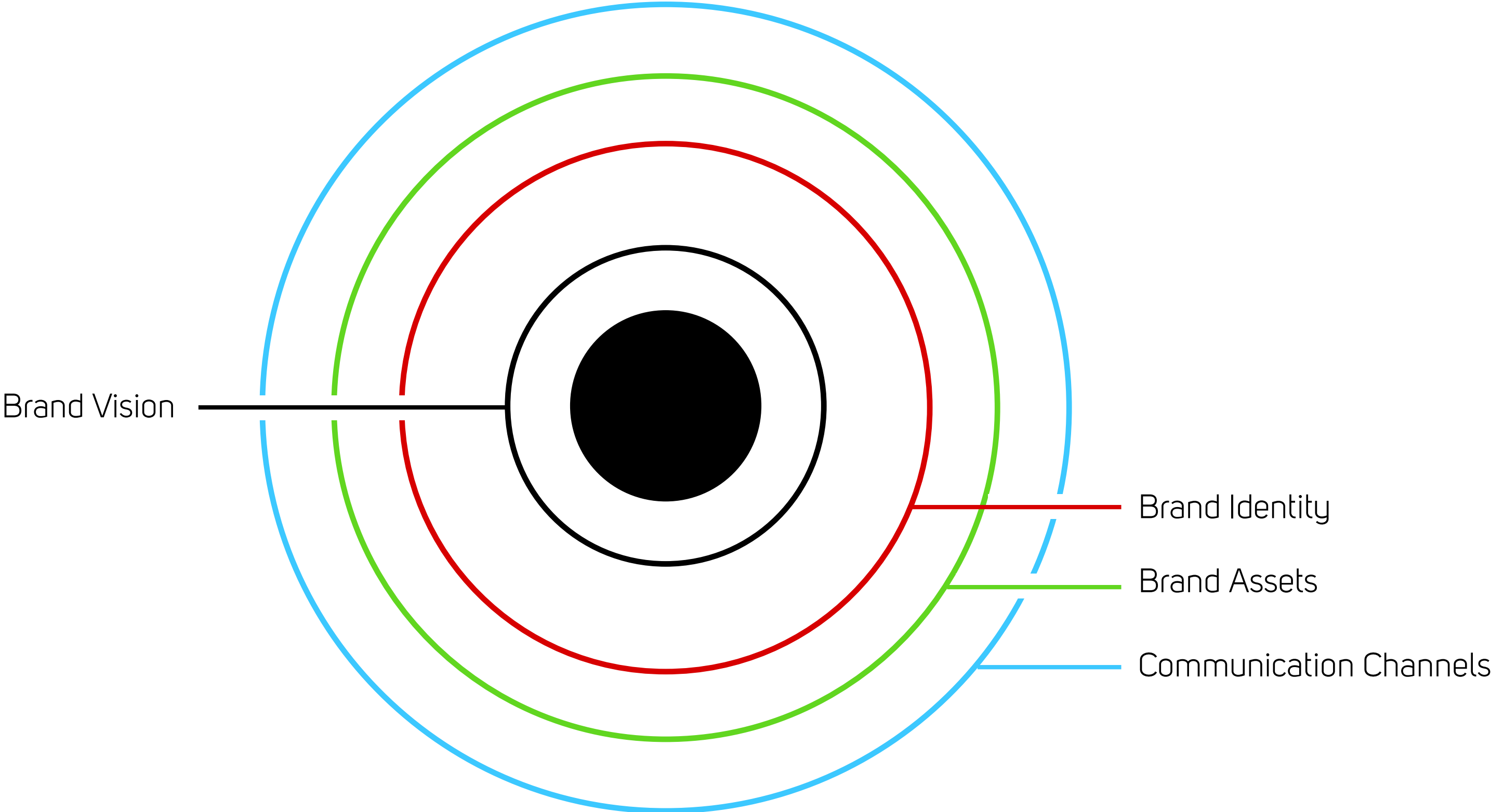
*Unlike any other area of marketing, **brand development** yields the highest level of appreciation over time.*





Brand Vision





Brand Vision
Brand Identity
Brand Assets
Communication Channels

Inbound marketing





Discover your brand vision

Why?



Discover your brand vision

*“A well-conceived vision consists of two major components: core ideology and envisioned future. **Core ideology**, the yin in our scheme, defines what we stand for and **why we exist**. Yin is unchanging and complements yang, the envisioned future. The **envisioned future** is what we aspire to become, to achieve, to create -- something that will require significant change and progress to attain.”*

- Jim Collins & Jerry Porras



Discover your brand vision

Yin & yang model

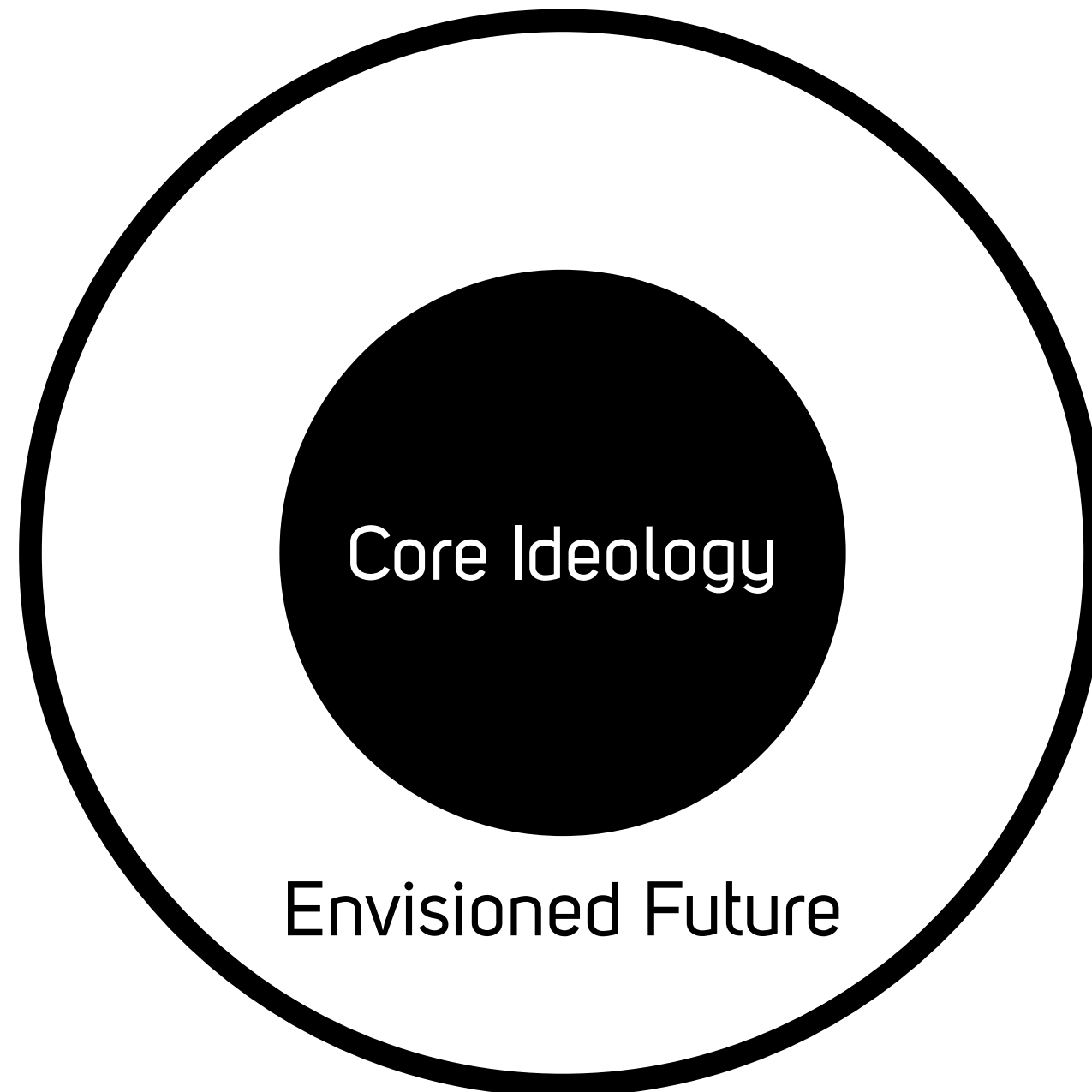


Brand Vision = Core Ideology + Envisioned Future



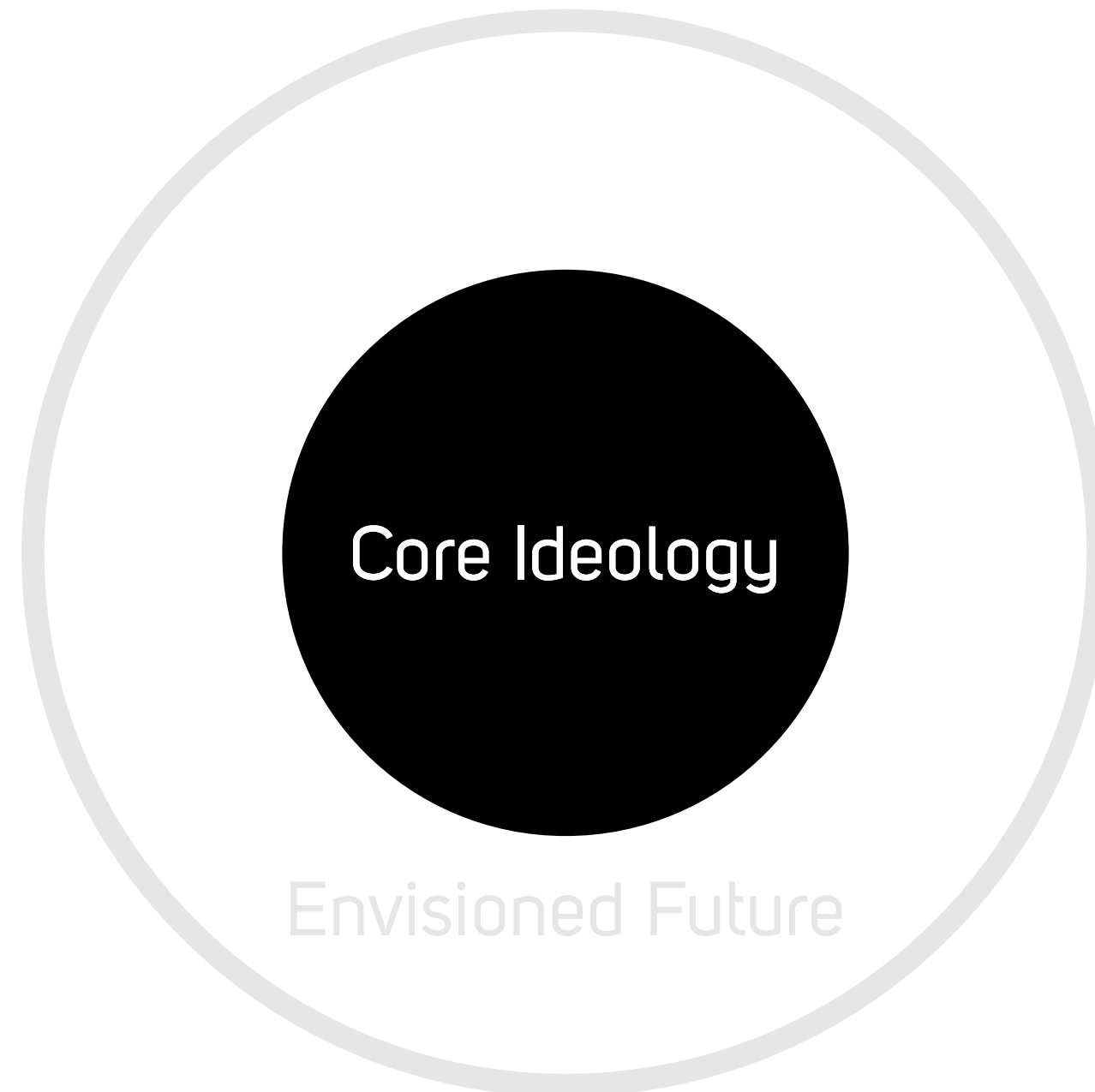
Discover your brand vision

The modified Collins' model



Discover your brand vision

Deeper into the core



Discover your brand vision

Core ideology

“You do not create or set core ideology. You discover core ideology. You do not deduce it by looking at the external environment. You understand it by looking inside.”

- Jim Collins & Jerry Porras



Discover your brand vision

Core ideology

Core Ideology =
Core Values x Core Purpose



Discover your brand vision

Core ideology

Core Ideology =
the WHY





Discover your brand vision

Core ideology > Simon Sinek's golden circle

“People don't buy what you do. They buy why you do it. What you do simply serves as the proof of what you believe.”

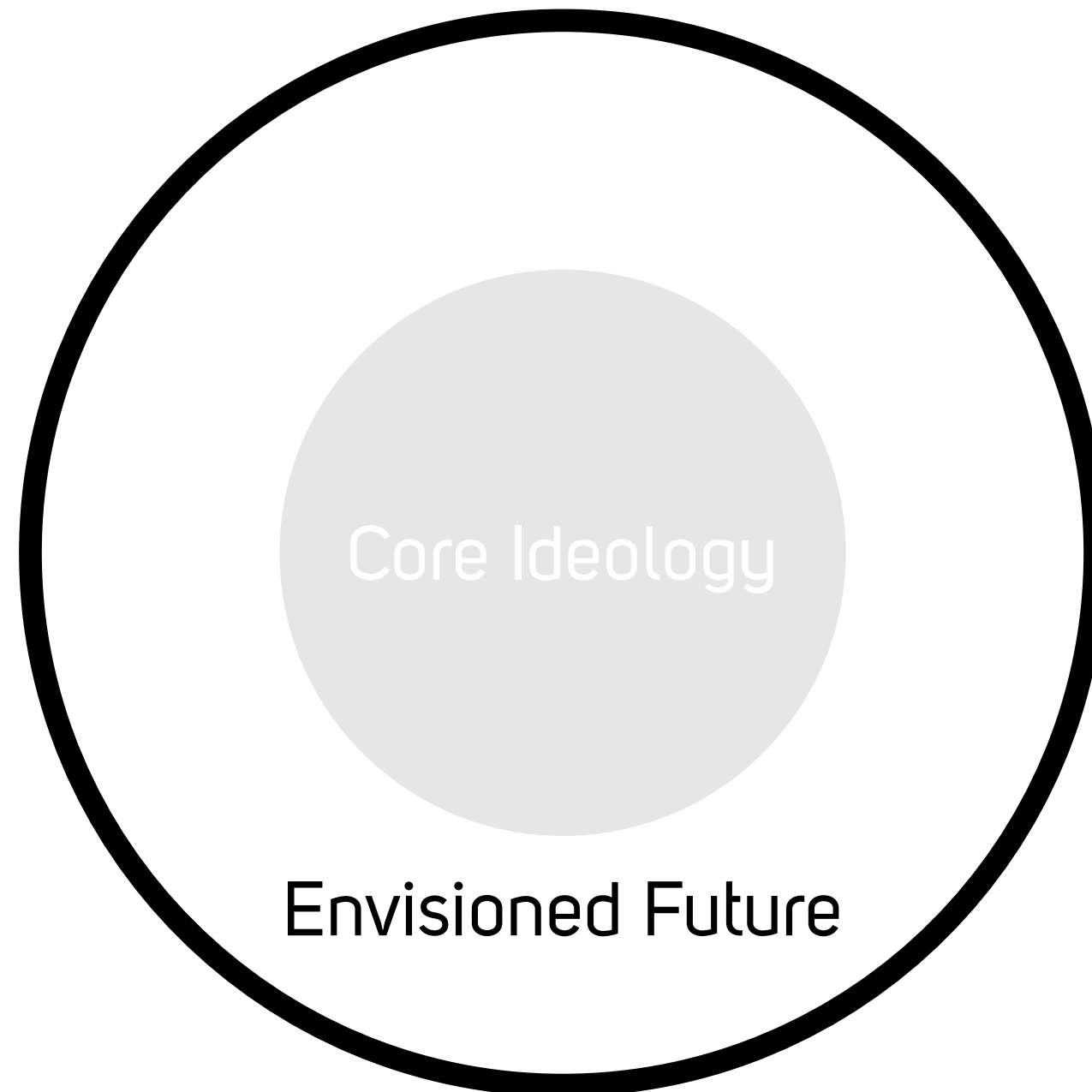
“The goal is not to do business with people who need what you have. The goal is to do business with people who believe what you believe.”

- Simon Sinek, How Great Leaders Inspire Action, TEDx



Discover your brand vision

Envisioned Future



Discover your brand vision

Envisioned Future

*“In addition to vision-level **BHAGs**, an envisioned future needs what we call vivid description -- that is, a vibrant, engaging, and specific description of what it will be like to achieve the **BHAG**.”*

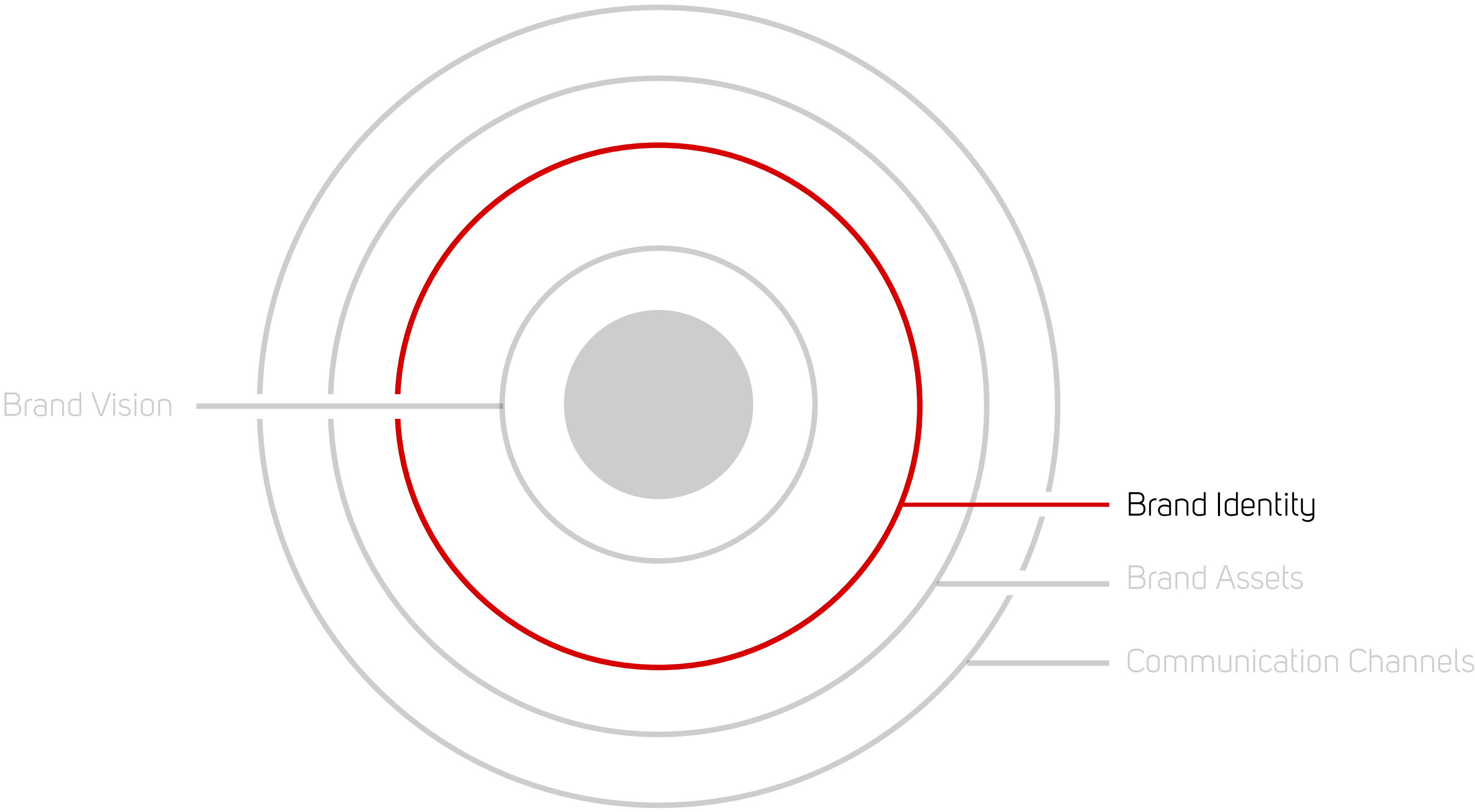
“Identifying core ideology is a discovery process, but setting the envisioned future is a creative process”

- Jim Collins & Jerry Porras





Design your brand identity



Design your brand identity

Brand identity

Your character, beliefs, voice, positioning, and the way you present yourself are all part of your brand identity.



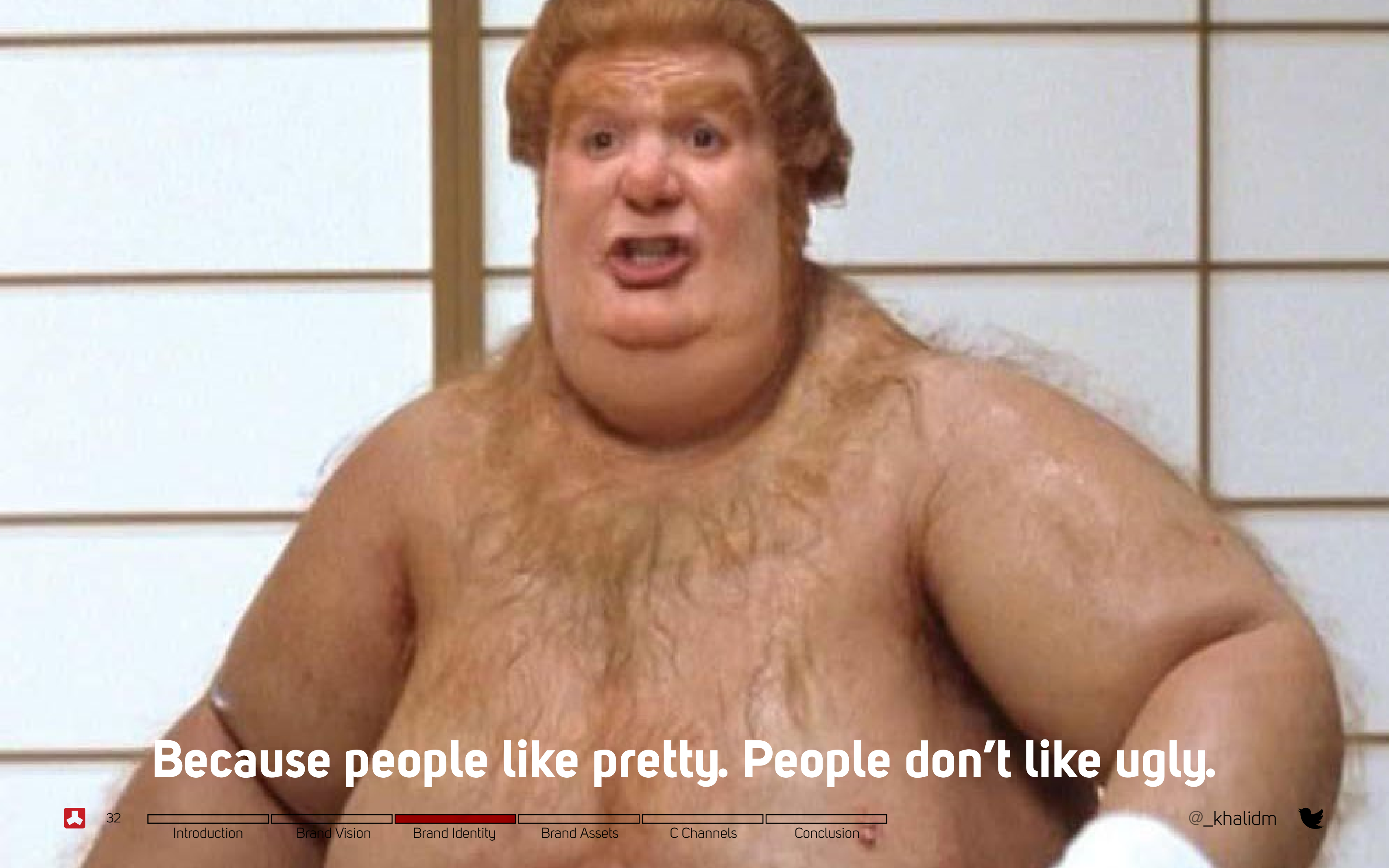
Why?





Because people like pretty.





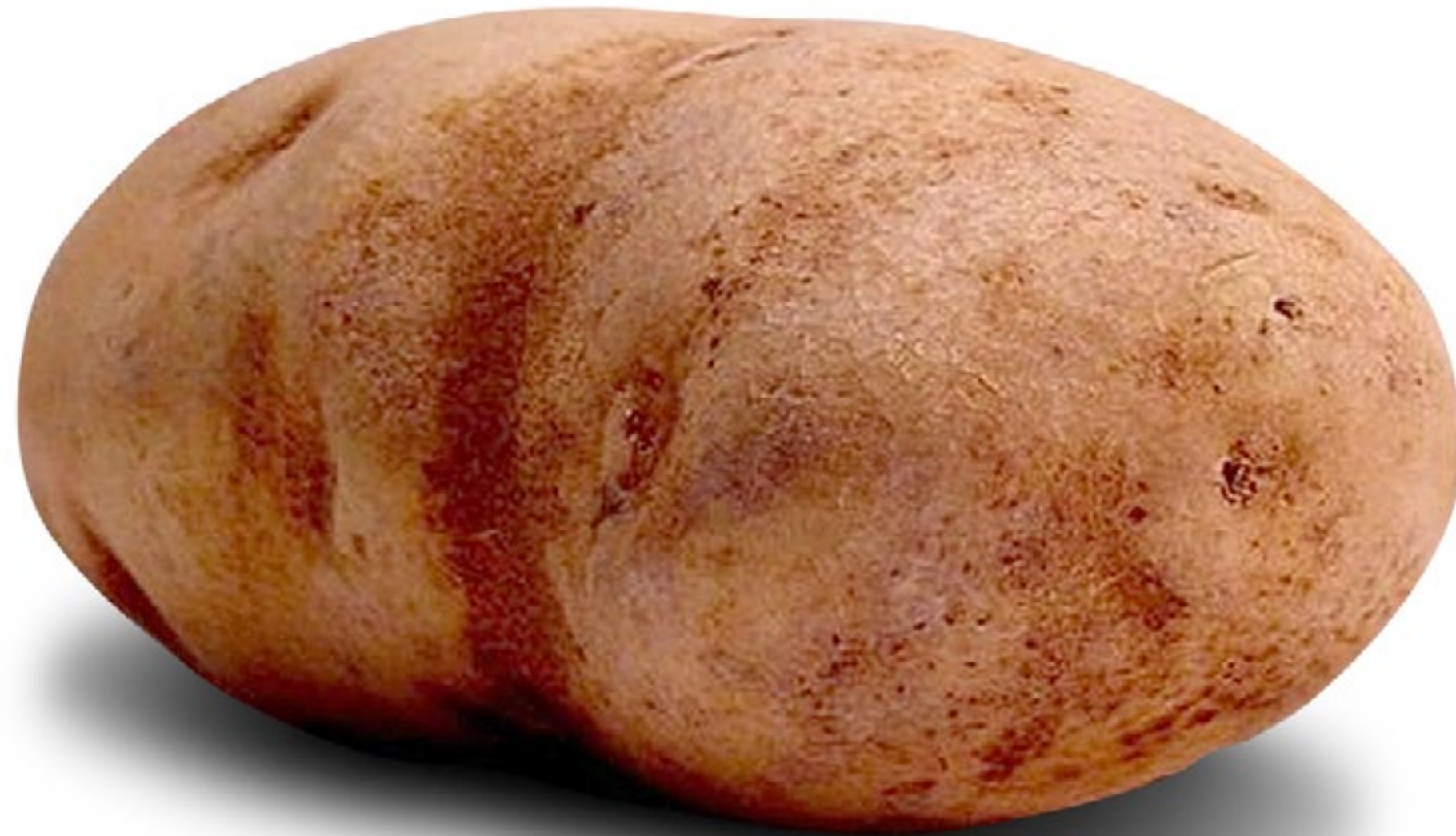
Because people like pretty. People don't like ugly.



Case Study

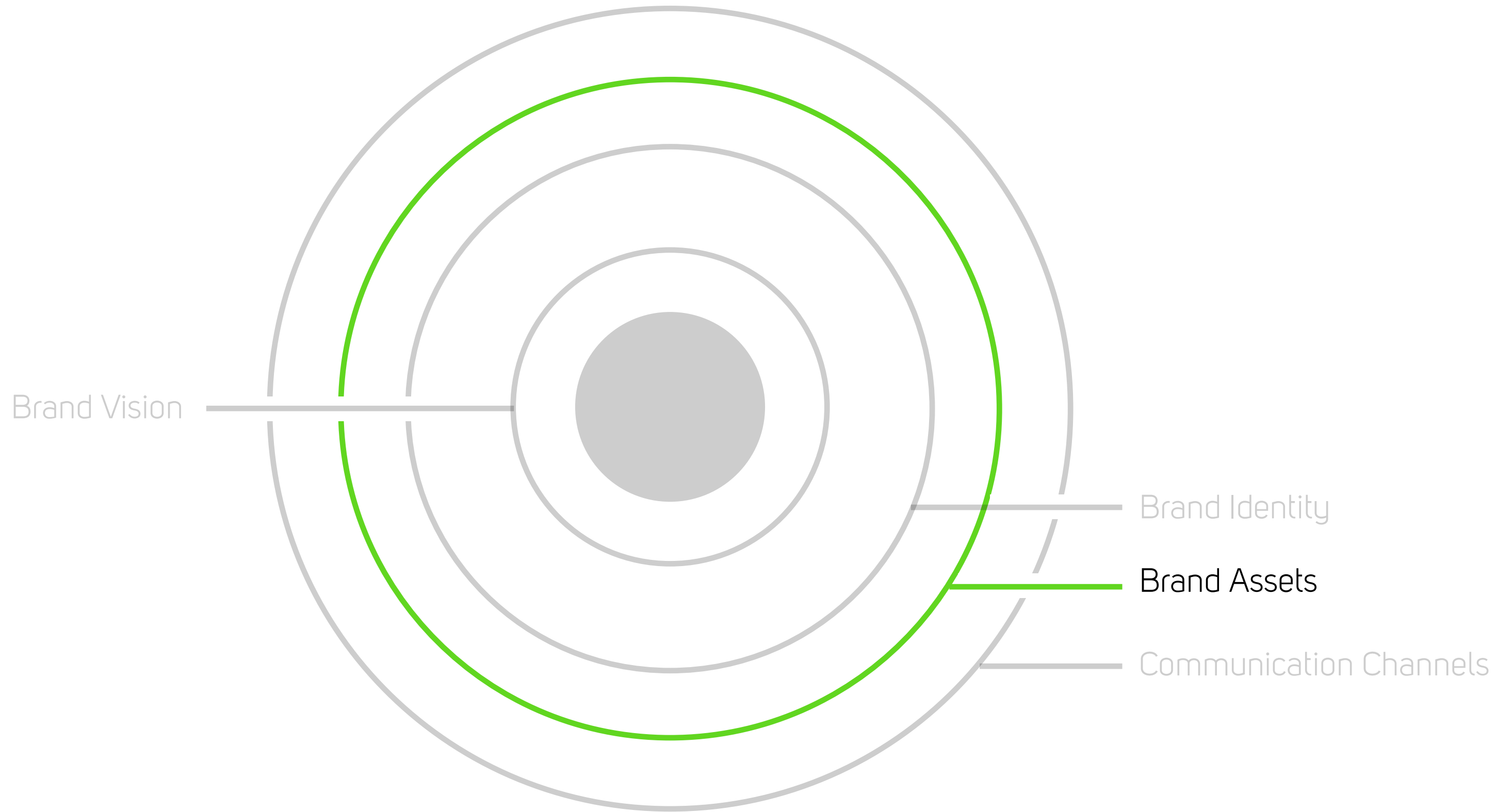


Case Study





Develop your brand assets



Definition:

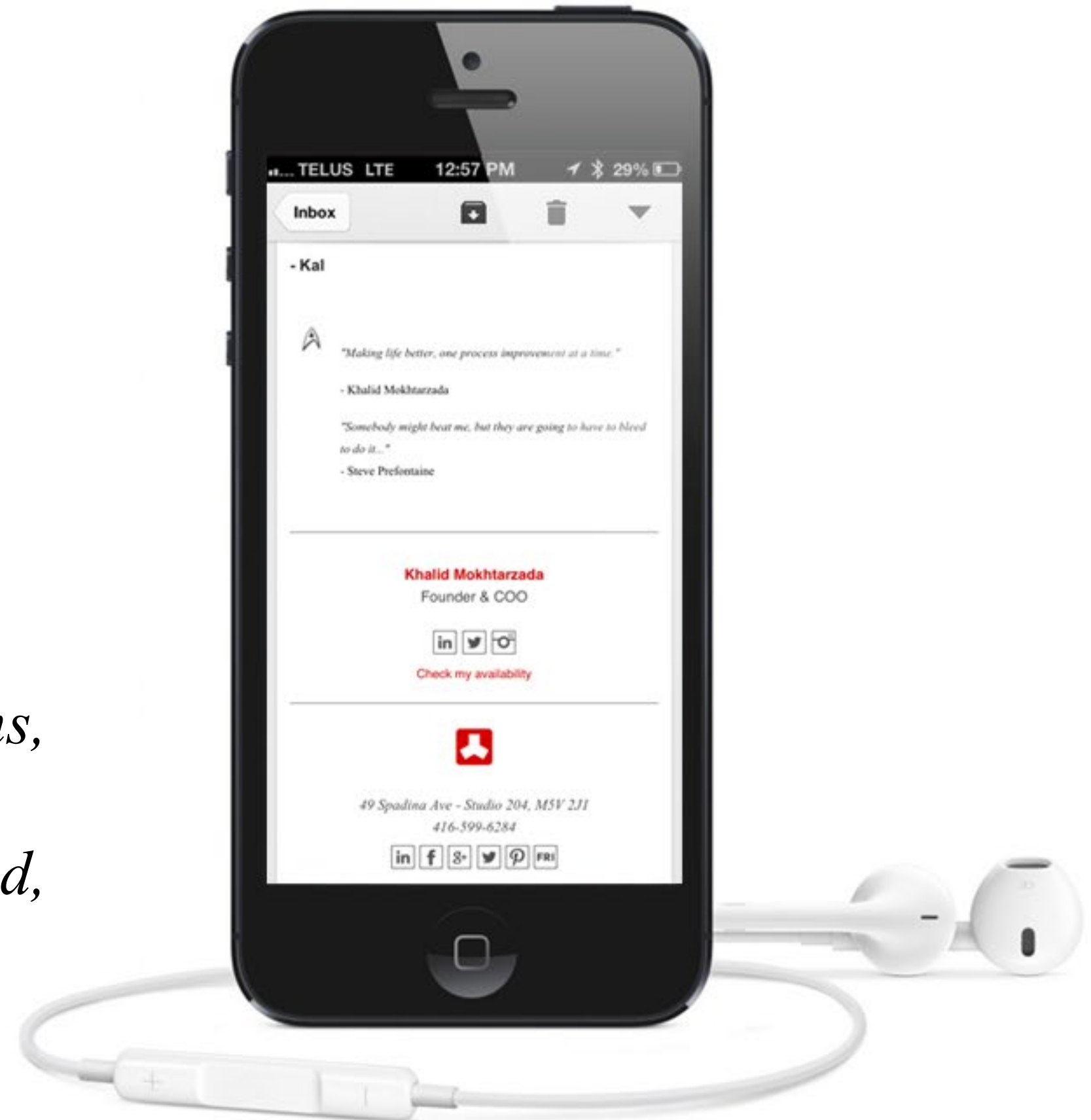
Brand assets strengthen your brand and continue to provide value years after you have invested in them.



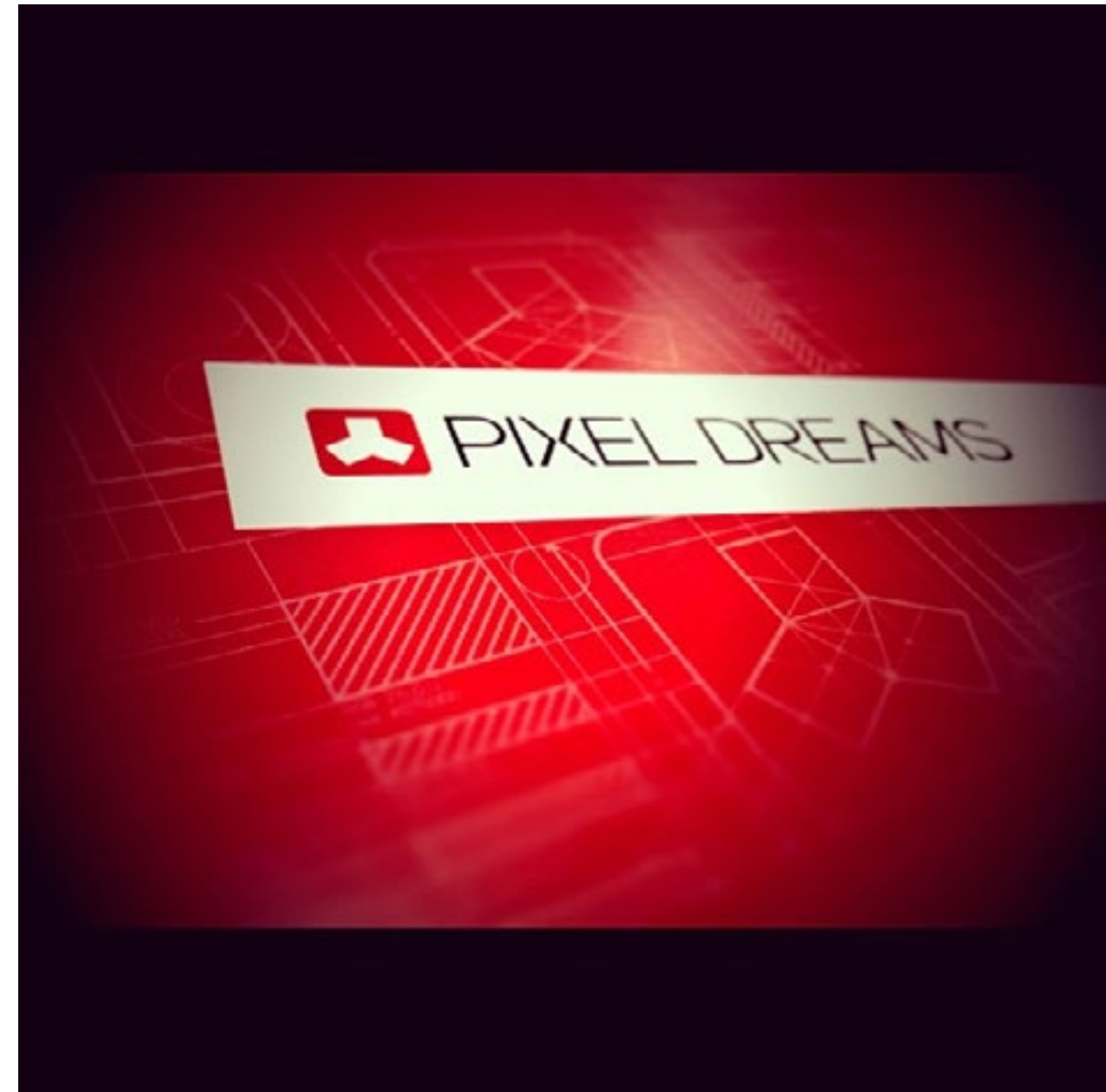
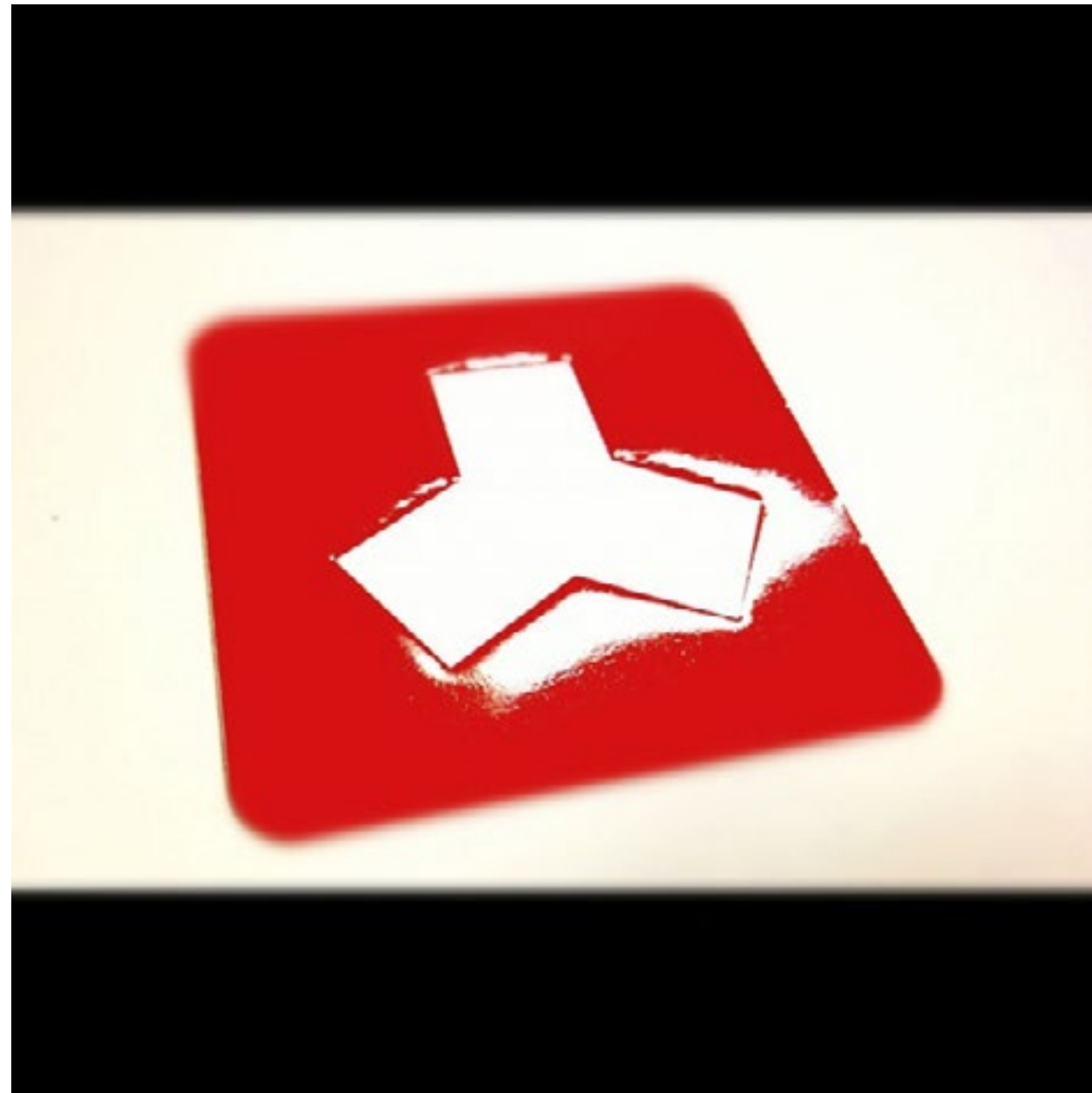
Definition:

Brand assets strengthen your brand and continue to provide value years after you have invested in them.

*Your brand assets can include: a brand book and style guide, uniforms, process templates, email signatures, stationery (business cards, letterhead, USB keys), and **content**.*







From an inbound marketing perspective

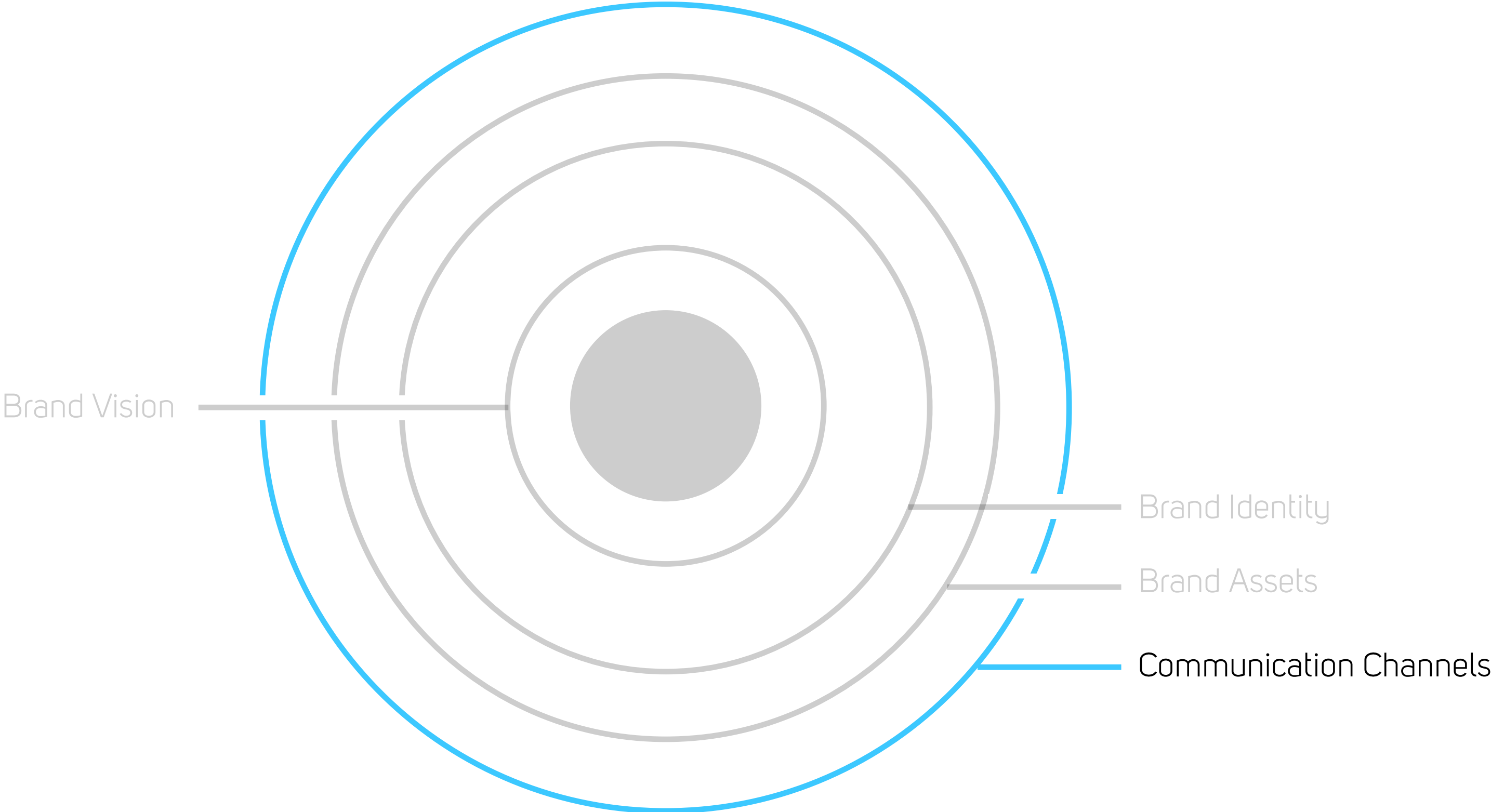
Content

Blog posts, videos, social media content, e-books, white papers, and podcasts are examples of Inbound Marketing assets.





Build your communication channels



Definition:

Think of your communication channels as anything your brand communicates to your audience with.



Definition:

Think of your communication channels as anything your brand communicates to your audience with.

***This includes:** web properties, advertising, Store-front displays, sales-people, and call centers.*



From an inbound marketing perspective

Communication channels

Website, landing-pages, blog, newsletter, and social media properties are some examples of inbound marketing communication channels.





Conclusion & QA

*Unlike any other area of marketing, **brand development** yields the highest level of appreciation over time.*

Discovering your brand vision and designing your identity should be your first consideration, as all forms of strategy and communication will be modeled after it.



Case Study

Wild Card

Event planning

Parties of 10 to 3,000

Casino themed

Jack & Jills

Show girls

Raffles

High-end & luxurious



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Wild Card

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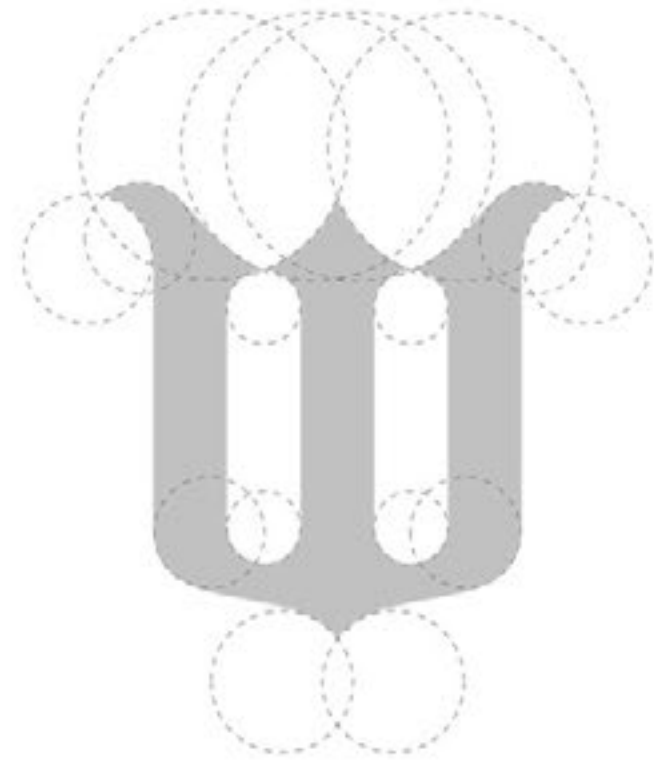




WILDCARD









Wild Red
Hex #AF0F0F
RGB 175, 15, 15
CMYK 21, 100, 100, 14

Deep Red
Hex #5F0505
RGB 95, 5, 5
CMYK 35, 99, 95, 56

Rush Red
Hex #EB2323
RGB 235, 35, 35
CMYK 1, 98, 99, 0

Vegas Orange
Hex #F56919
RGB 245, 105, 25
CMYK 0, 73, 100, 0

Winning Gold
Hex #FFCD19
RGB 255, 55, 25
CMYK 1, 18, 96, 0

Excited Yellow
Hex #FFF55F
RGB 255, 245, 95
CMYK 3, 0, 73, 0

Gun Metal
Hex #323232
RGB 50, 50, 50
CMYK 70, 63, 62, 59

Brushed Steel
Hex #BEBEBE
RGB 190, 190, 190
CMYK 26, 20, 21, 0

Platinum
Hex #E6E6E6
RGB 230, 230, 230
CMYK 8, 6, 7, 0

Onyx Black
Hex #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90







Case Study

Navvia *Formerly IT Optimizer*

Saas

Enterprise

ITSM

BPM

Innovative

Technology



Case Study

Navvia
Formerly IT Optimizer

SaaS

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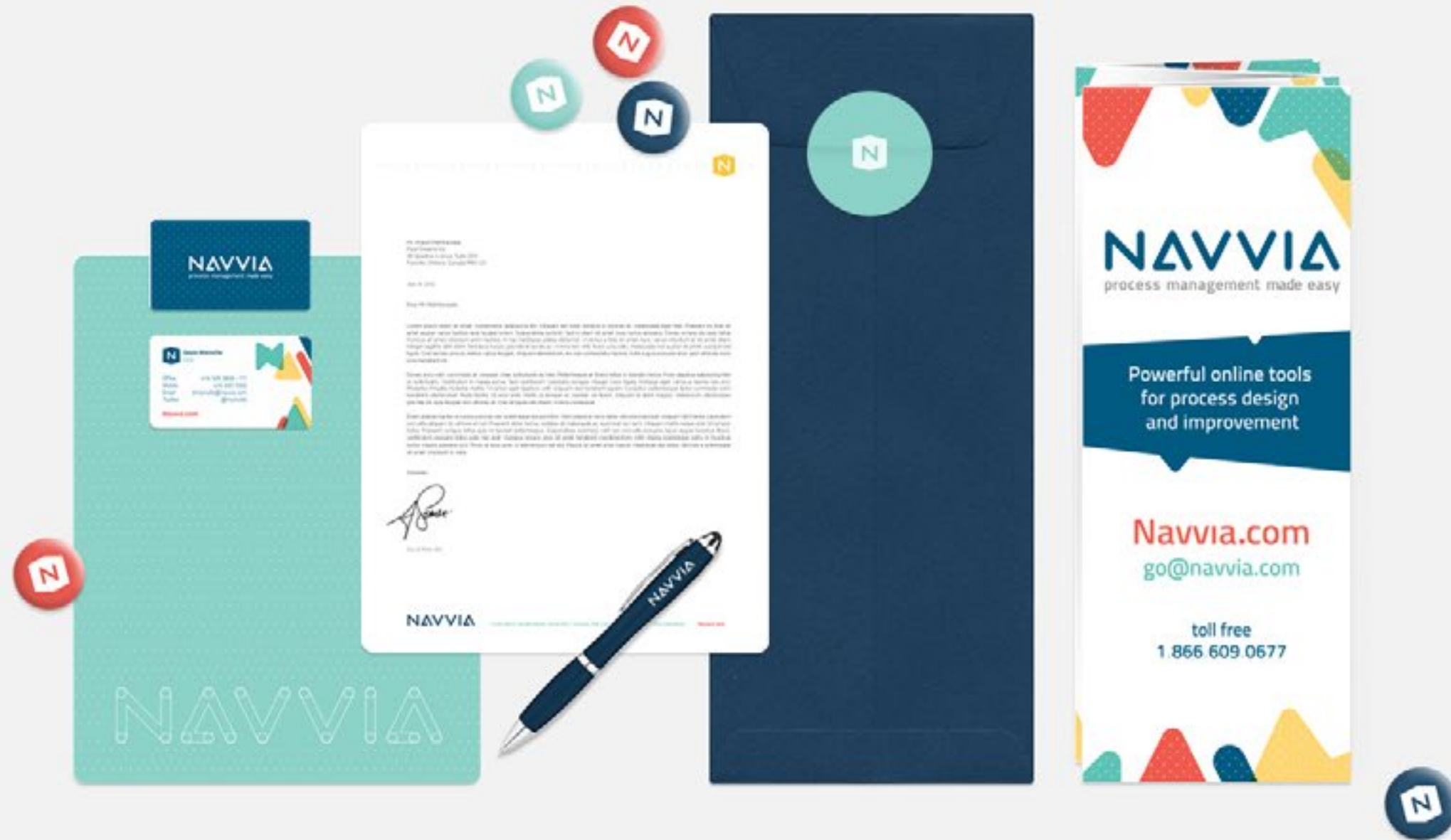
NAVVIA

process management made easy

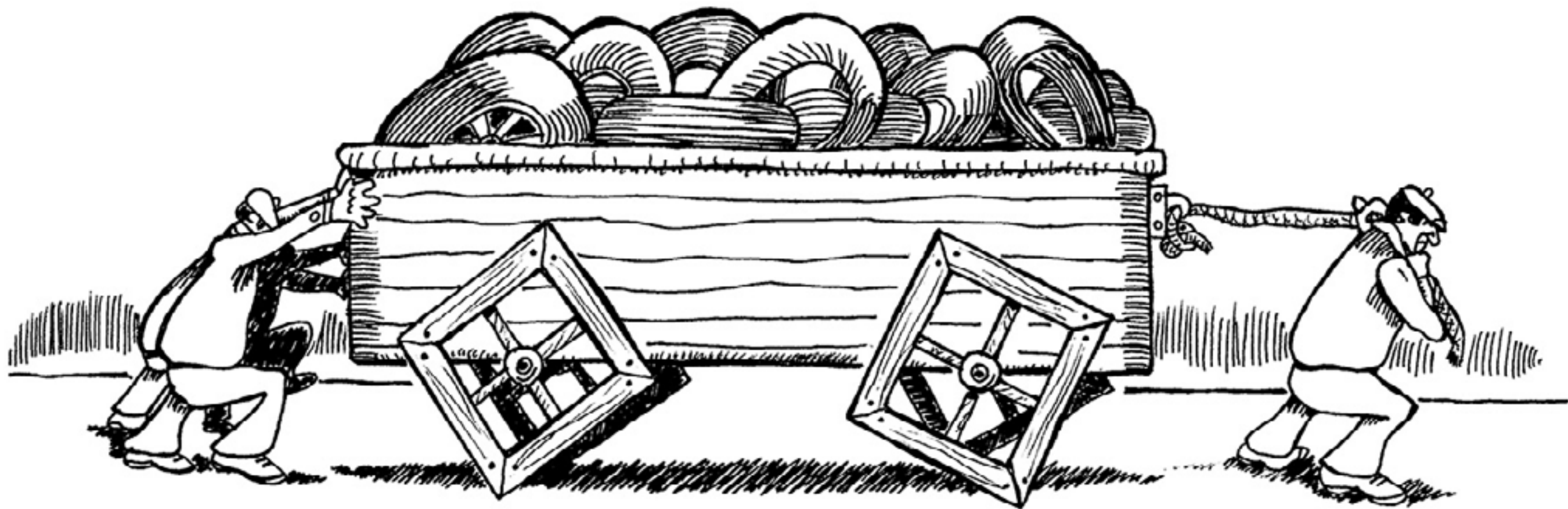


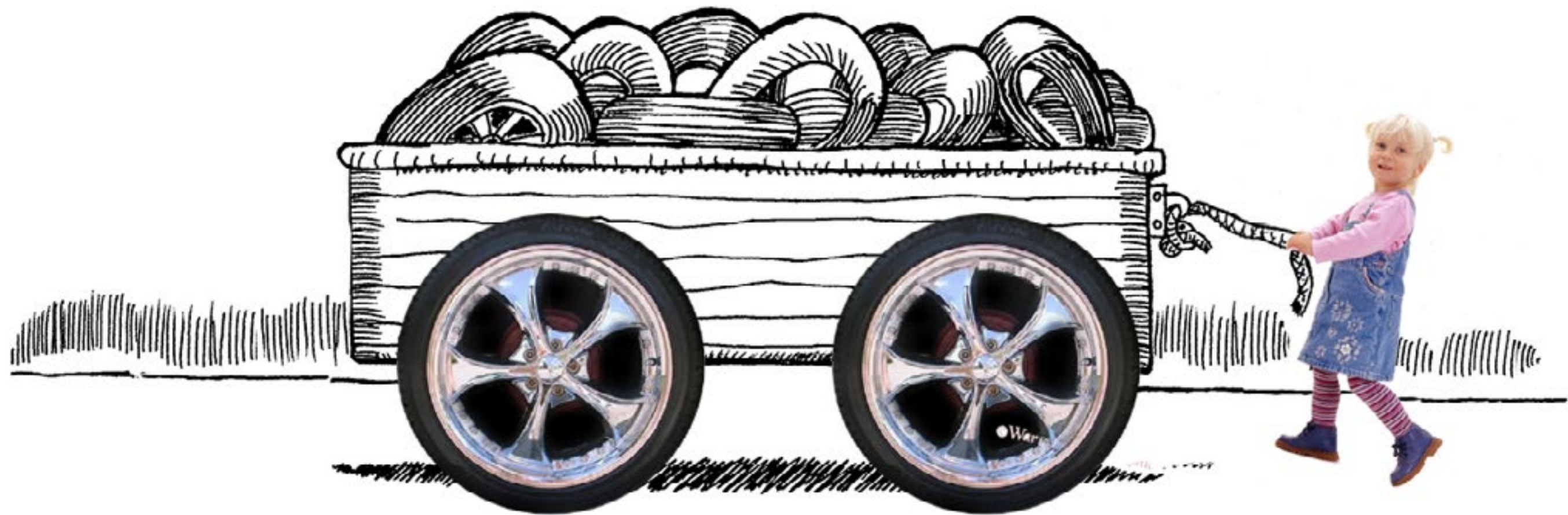












Thank you.

