

WAVIA

*Branding,  
Marketing &  
Promoting*



**Branding,  
marketing &  
promoting:  
Branding  
yourself and  
your USP**

You've created your Unique Selling Proposition. Your branding is how you communicate what makes you different to the world.

You can communicate your brand in several ways:

- Through the language you use to talk about yourself.
- Through your print and online visuals.
- Storefront, policies and overall procedures and flows

**Branding,  
marketing &  
promoting:**  
**Why  
branding is  
important**

- Highlights your personality
- Showcases your expertise
- Distinguishes you from the competition
- Attracts target customers

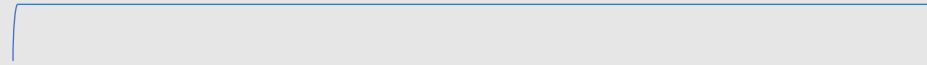
# What makes a brand successful?

- Unique
- Clearly defines who you are and what you do
- Consistent



# Connecting with clients

Your ideal client



**Online and  
Traditional  
Advertising**

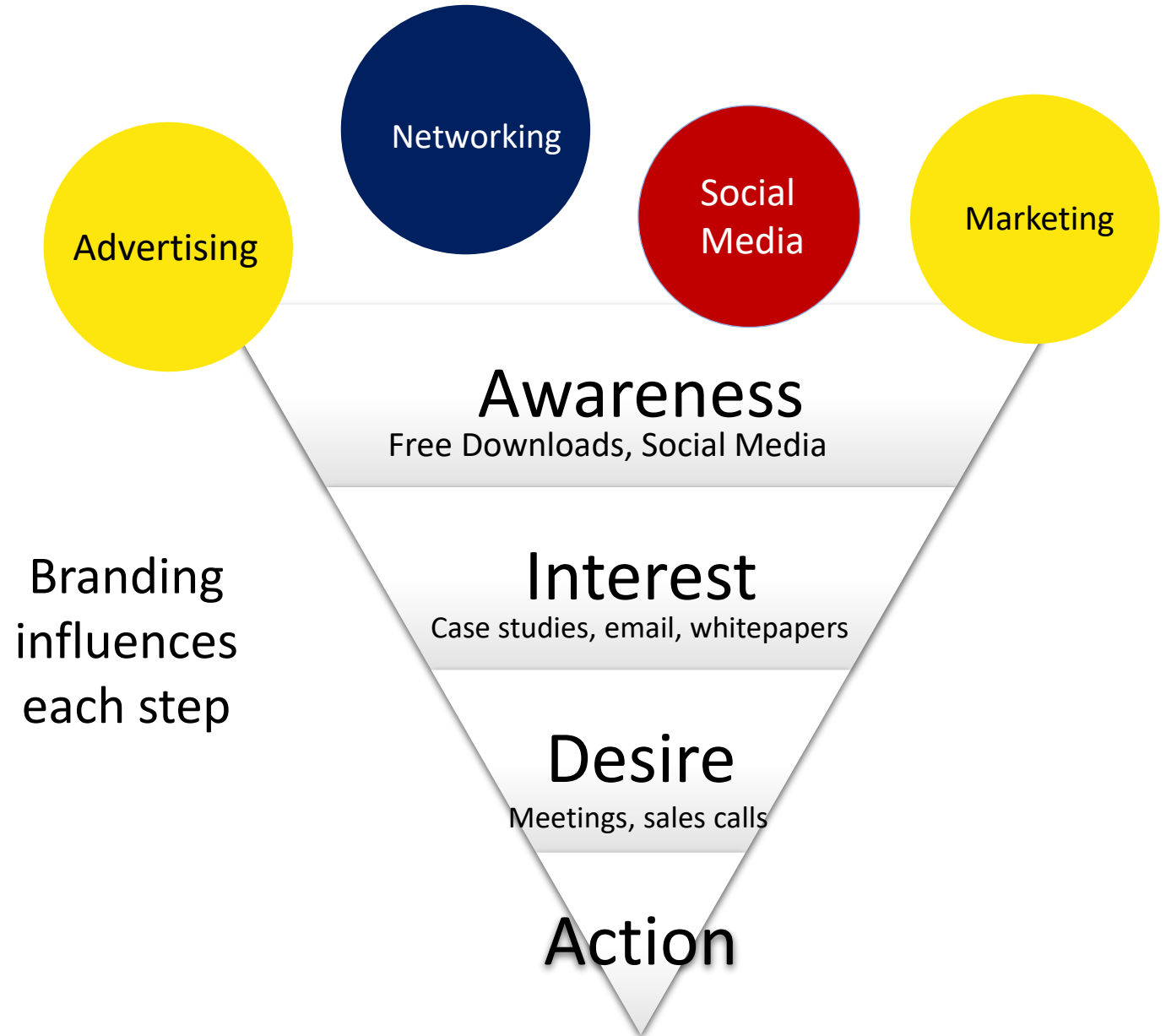
**Networking**

**Social  
Media**

**Marketing**

Your USP and branding

# Branding, marketing & promoting Marketing funnel



# **Branding, marketing & promoting Must-haves**

## **What it is:**

- Online Presence
- Social Media
- Business Cards/Printed Materials
- Customer Experience

## **What it should be:**

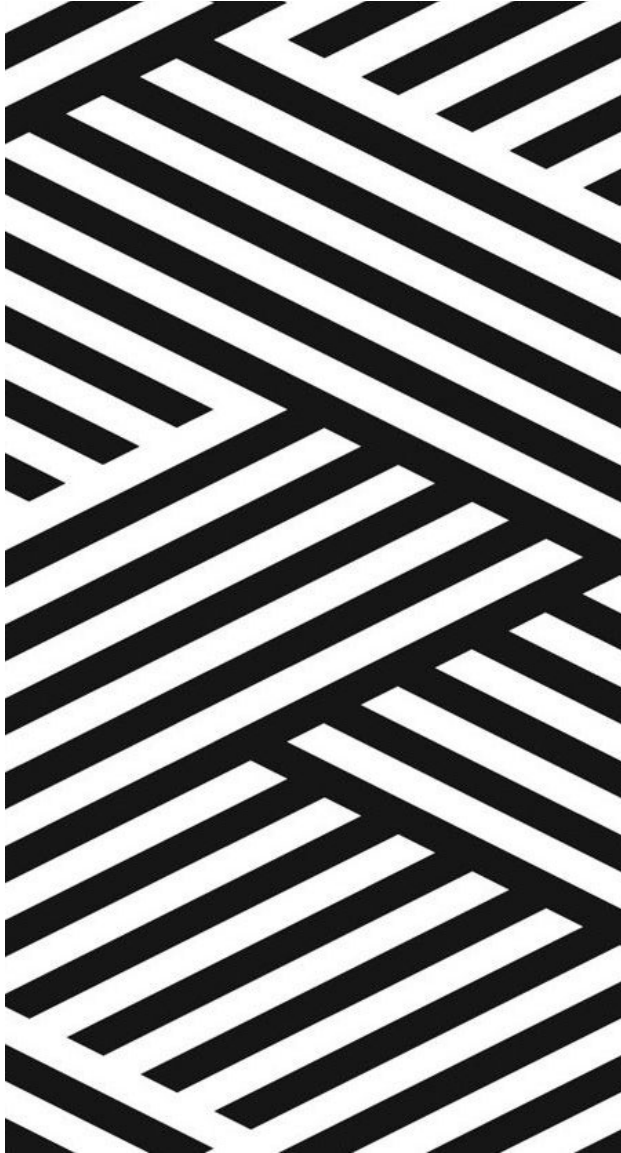
- Easy to find
- Scannable
- Consistent
- Targeted
- Problem/Solution
- Total experience end to end

# Getting your first clients

- Tap into your net work and let people know what you are doing.
- Get involved in groups where your ideal clients are! Be a source of information, ask questions and give relevant feedback – be of value.
- Ask for referrals.
- Don't rule out freelancing sites.
- Get beyond friends and family.
- Getting started does not mean cheap

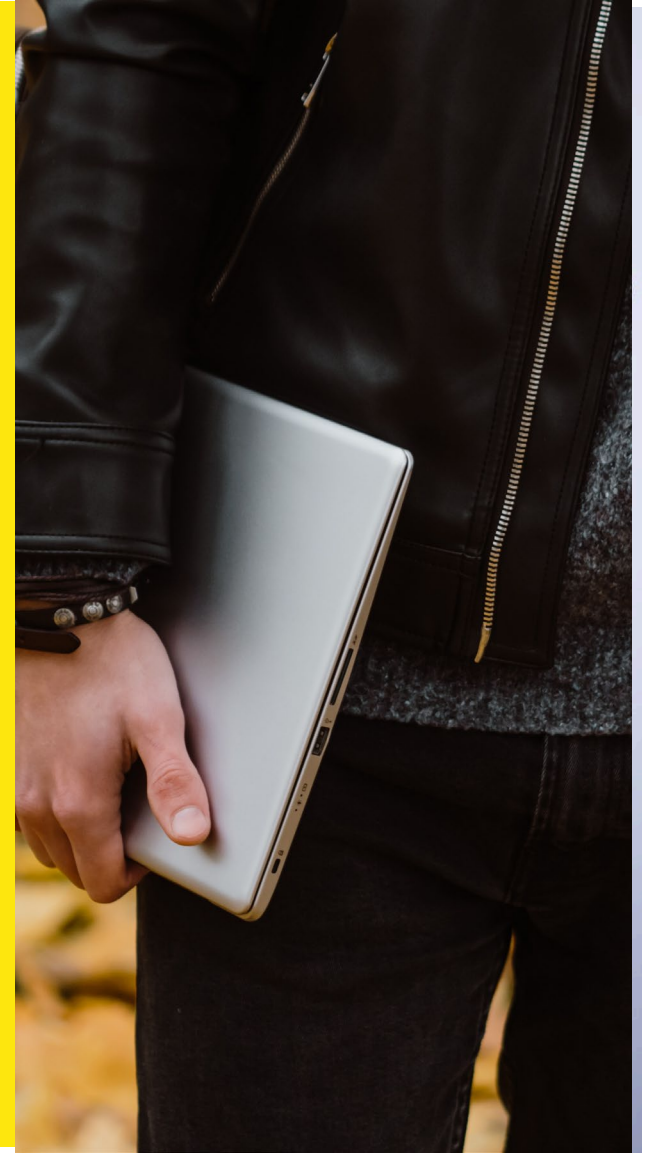






If you are brand new to design....

Make sure you have a portfolio that is representative of the type of work you want. If not build your portfolio. Volunteer and create work





# Take-aways and action items

- Where and how will you connect with your clients?
- How will you allow customers to get to know you? What processes will you use to nurture potentially interested clients?
- Create your marketing funnel.
- Make sure your branding is consistent, memorable and reflects your USP.
- Keep your target customers in mind.