



Marketing Strategy & Brand Identity

Build a Brand That Attracts, Connects & Converts

Define your message. Strengthen your presence. Connect with your audience.

Who are you talking to?

Is your brand consistent?

Build a marketing plan that works.



1. Welcome Message

Welcome to Month 3!

This month is all about building a strong brand identity and creating a marketing strategy that works for *your* business – simple, consistent, and true to who you are.

A strong brand helps you:

- ✓ Attract the right customers
- ✓ Communicate clearly
- ✓ Build trust
- ✓ Increase sales
- ✓ Stand out in a crowded market

By the end of this workbook, you'll have clarity on your brand message, your visual identity, and a practical marketing plan for the year.

2. Understanding Your Brand

2.1 Brand Personality

Choose 3–5 words that represent your brand's "vibe":

- Friendly
- Creative
- Professional
- Warm
- Luxurious
- Fun
- Approachable
- Playful
- Bold
- Calm
- Modern
- Homely

Your words:

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2.2 Brand Values

(Examples: honesty, care, creativity, simplicity, empowerment, joy, quality)

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2.3 Brand Mission

What is the purpose of your business?

Why does it exist?

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2.4 Your Brand Promise

What can customers ALWAYS expect when they buy from you?

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3. Knowing Your Target Audience

3.1 Who Are You Serving?

(Describe your ideal customer)

- Age range:
- Location:
- Lifestyle:
- Challenges/needs:
- What they value:

Your notes:

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3.2 Customer Motivations

Why do they choose YOUR product or service?

3.3 Customer Objections

What might stop them from buying?

- Price?
- Trust?
- Understanding the product?
- Comparison with others?

Notes:

4. Your Unique Selling Proposition (USP)

4.1 What Makes You Different?

Fill this sentence:

Customers choose my business because...

4.2 Your Value Proposition

What problem do you solve and how?

5. Visual Brand Identity

5.1 Colours

Primary brand colours:

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Secondary brand colours:

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5.2 Fonts

Heading font:

Body font:

5.3 Design Aesthetic

Choose your style:

- Minimalistic
- Bright & colourful
- Elegant & soft
- Playful
- Modern corporate
- Handmade/homely
- Vintage

Your choice:

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5.4 Logo Usage Notes

Where and how should your logo appear?

(Examples: watermark, packaging only, on every social post, etc.)

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6. Marketing Strategy Essentials

6.1 Your Main Platforms

Tick the platforms where YOU will focus:

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ WhatsApp Status
- ☐ YouTube
- ☐ Email newsletters
- ☐ Local markets / pop-ups
- ☐
- ☐

6.2 Content Pillars: 3–5 core themes or topics that form the foundation of your brand's content strategy.

Effective content pillars include educational, promotional, behind-the-scenes, authority-building, and engaging content. These pillars define the main subject areas a brand focuses on to demonstrate expertise, maintain consistent messaging, and ensure relevance across social media, blogs, and marketing materials.

1.
2.
3.
4.
5.

Educate	Culture	Trust	Promotion	Inspiration
At home flower care Transporting flowers Lead times when booking in advance What flowers are in season when - more about the flower	Behind the scenes in the workshop Times you have saved the day	Staff Profiles Customer reviews Share client photos Share when collaborating with other suppliers or "freebies" for a function	Mother's Day Valentine's Day Delivery options Christmas Wreaths Share when popular flowers come in eg. Spring bulbs	Photos and/or videos of your work Client event set up photos Small business humorous quotes or motivation Floristry memes

(Example: Brand Pillars with content - Florist Business)

6.3 Brand Message

A simple message your audience must remember: "I help _____ by _____ so that they can _____."

7. Your Monthly Marketing Plan

7.1 Posting Frequency (Choose what works for you):

- Posts per week: _____
- Reels per week: _____
- Daily stories: Yes / No _____
- Carousels: Yes / No _____
- Emails per month: _____
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7.2 Key Marketing Activities

Tick what you want to do this month:

- ☐ Introduce a new product
- ☐ Run a giveaway
- ☐ Go live on Facebook/Instagram
- ☐ Collaborate with another small business
- ☐ Start a WhatsApp broadcast list
- ☐ Host a flash sale
- ☐ Attend a market
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7.3 Campaign Focus

What ONE product/service will you promote this month?

7.4 Content Ideas for your Brand Pillars

Fill in 3 posts for each pillar:

Pillar 1: _____

1.
2.
3.

Pillar 2:

1.
2.
3.

Pillar 3:

1.
2.
3.

8. Engagement & Community Building

8.1 Connection Ideas

Choose your strategies:

- ☐ Reply to all comments
- ☐ Engage with 10 customers per day
- ☐ Join local business groups
- ☐ Share behind-the-scenes moments
- ☐ Ask more questions in posts
- ☐

8.2 Building Loyal Fans

How will you make customers feel valued?

(Examples: handwritten notes, quick replies, personalised messages)

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9. Brand Consistency Checklist

- ✓ Do my posts have the same colours?
- ✓ Is my tone of voice clear and consistent?
- ✓ Do customers know what I offer?
- ✓ Does my content help, inspire, or educate?
- ✓ Do I show my face/behind the scenes at least once a week?
- ✓ Is my message the same everywhere?
- ✓ Am I making it easy for customers to buy?

10. Troubleshooting: When Marketing Feels Hard

10.1 What holds you back from posting?

- Fear of judgement?
- Not sure what to say?
- No time?
- Don't like being on camera?
- Overthinking?

Your thoughts:

10.2 Solutions

Write down *your* ways to make it easier:

11. Monthly Review

11.1 What worked well in your marketing this month?

11.2 What didn't work?

11.3 What will you do differently next month?

12. Monthly Checklist

- ✓ Brand identity defined
- ✓ Content pillars chosen
- ✓ Monthly plan created
- ✓ Campaign decided
- ✓ Posting schedule set
- ✓ Engagement strategy ready
- ✓ End-of-month review completed

13. Marketing Confidence Affirmations

"My brand attracts the right people effortlessly."

"I show up with confidence because my message matters."

"I am consistent, creative, and magnetic."

"My business grows every time I share my value."