ViViD Branding

BRANDING RESOURCE MATRIX

			Definition	Type	Requirements	RESOURCES FREE	LOW-COST	PRO
The V.I.V.I.D.™ Model for Dream Development	DREAM	Name/Domain	The name of your company is the foundation of your brand.	Search	Your business name must be memorable (and available).	Name Generators, godaddy.com, State Dept of Commerce	namella.com ($97)	Branding Agency
		Mission, Vision & Values	What you are trying to do, its impact, and what's important to you as a business are the building blocks of your brand.	Dream	Clear, Compelling & Unifying	http://www.fastcompany.com/1400930/how-write-mission-statement-isnt-dumb	Flip Productivity Flip Map Course ($75)	Adam Red Vivid Session
	VOICE	Copywriting	Your business will need writing designed specifically for web, print, promotion, and sales.	Content	You must define your core message / brand promise.	copyhackers.com	udemy.com	Professional Help
		Communication / Email	Your email address, like your physical address, should say you mean business	Professional	Use your domain for all company email addresses	Some hosting companies include it for free. (Forward to the inbox of your choice, and set up identities for sending.)	Google Apps, Godaddy	Infusionsoft, Bitrix24.com
			Setting up effective email marketing program is vital for communicating with customers.	Marketing	Automation will save your life.*	mailchimp.com, constantcontact.com, Bitrix24.com	mailchimp.com, constantcontact.com, Bitrix24.com	Infusionsoft, Bitrix24.com
	IDENTITY	Logo	The mark that represents your company.	Identity	Must reflect the spirit of the type of business your are running.	fiverr.com, namella.com	tailorbrands.com	Logo & Standards
		Components	Utilize professionally designed branding components.	Letterhead, Business Cards, Envelopes, Signage, Labels, Banners, etc.	Consistent execution in all media	Microsoft Office templates, vistaprint.com	fiverr.com, gotprint.com	Adam Red Visual Identity
		Photography	The images associated with your brand	Stock	High quality, royalty-free or limited use	Google Images	Adobe Stock, Shutterstock	Ron Witherspoon Photography
	VISION	Marketing, Research & Targets	Whether selling a product or services, you need the materials to take you and your customers through the sales process.	Communications	Your core message and service and product offerings have to be defined for your audience.	Microsoft Office templates	fiverr.com	Custom
	INFORMATION	Website	A website gives you the opportunity to get your message out to a potentially global audience	Online Headquarters	Should integrate your visitors, message, and core processes	Britrix24.com, wix.com, webs.com, weebly.com	WordPress Content Management Systems (Template Based)	Custom Coded
		Social Media	Your social media profile graphics will need to be consistent with your brand	Conversation	Connects you to potential customers and facilitates interaction	Facebook, Twitter, Instagram, Google+	Hootsuite.com, Coschedule.com	Marketing, Management & Monitoring
		Advertising	Short and long-term campaigns intended to drive sales	Sales	Should educate, entertain, and motivate	Strategic Partnerships, Social Media	Social Media, Google, Local Publications	Trade & National Media
		Public Relations	Distribution of information to generate publicity from independent sources	Storytelling	Increases credibility and brand loyalty	Local Media, Word of Mouth, Social Media, Pro Bono	Sponsored Posts	Trade & National Media
		Promotion	Time-sensitive and designed to inspire a specific action	Direct Marketing	Should increase awareness, demand, or positioning	Strategic Partnerships, Social Media	Google AdWords	Custom Campaigns
	DEVELOPMENT	Business Phone	A separate number from your personal contact	Telecom	Branded messaging and answering protocol	Google Voice	grasshopper.com	Professional Service or Equipment
		Business Address	An established, consistent location	Real Estate	Must be accessible and credible	Home Office	USPS, UPS Store, regus.com, We Work	Lease or Purchase
		Finance	Effective stewardship of your money	Finance	Requires a defined process and the identification of trusted advisors	Wave App	QuickBooks Software, Online & Apps	Accountants, Bookkeepers
		Legal	Setting Up & Protecting your brand	Business Type, Copyright & Trademark	Should be based on your business growth plan	Apply the © & ™ symbols	legalshield.com, legalzoom.com, rocketlawyer.com	Incorporation, Trademark Attorney
		Systems & Processes	How you are going to deliver on your brand promise is dependent upon the establishment of clear, consistent processes	Operations	A plan for how to practically deliver on your brand promise consistently	paypal.com, squareup.com, eFax.com/free, Bitrix24.com	paypal.com, squareup.com, eFax.com	Organizational Design, Human Resources, Talent Management, Finance
		Talent	Build a team. They can be hired or contract.	Team	Should be based on your business growth plan	Trade services with other entrepreneurs	upwork.com, White Label & Private Label Services	Head Hunters

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