



THE
WEDDING SCHOOL
SALES AND MARKETING

BRANDING





HOW TO BRAND

- ▶ Does your target market determine your brand?
- ▶ ...or does your brand determine your target market?
- ▶ Gather inspiration by knowing your business mission statement
- ▶ Know your brand and marketing message
- ▶ ...wait, what?

MISSION STATEMENT

- ▶ Concise, decisive, and cutting to the heart of your business
- ▶ What do you do, and who do you do it for?
- ▶ How do you do what you do? What are your values?
- ▶ How do you provide value to your clients?
- ▶ “Susan Stripling Photography is dedicated to creating timeless, exceptional images to a discerning clientele. We promise extraordinary image-making and unparalleled customer service.”



BRAND MESSAGE

- ▶ How do you want customers to feel when they interact with your business?
- ▶ How will an interaction with your business make your client's emotions change?
- ▶ What will clients think, feel, and experience in an intangible way by interacting with your company?
- ▶ Distill that into one short, concise sentence.
- ▶ "Susan Stripling Photography is art."



MARKETING MESSAGE

- ▶ This is what your value is, how it is applicable to your business and only your business, and how it helps your clients.
- ▶ You have to illustrate your potential client here. You need to know who you're talking to, who you're serving, what you're promising to them, and why you're better than your competition.
- ▶ "For discerning, beauty-loving brides and grooms, when you work with Susan Stripling Photography you will receive one of a kind, heartfelt artwork of your own wedding."





THE TARGET CLIENT

- ▶ It's not just anyone who will pay for your services
- ▶ Being specific doesn't equal being exclusionary
- ▶ You're trying to find who is most likely to buy
- ▶ You may not be your own target market
- ▶ Who will benefit from hiring you?
- ▶ Some of this is learned over time
- ▶ My target client dictates my branding



GATHERING INSPIRATION

- ▶ Pinterest is popular for a reason!
- ▶ Colors, pictures, clothes, anything you like
- ▶ Don't think "how would this translate into a brand?"
- ▶ Really take the time to discover what you're drawn to
- ▶ Don't mentally push yourself in a direction. Let go of preconceived notions

HIRING A PROFESSIONAL

- ▶ You get what you pay for!
- ▶ Who designed sites and logos that you like?
- ▶ Ask for referrals from photographers and other creative businesses
- ▶ Establish your logo first
- ▶ Create a site that will be timeless but still on point
- ▶ Make sure you can make edits yourself!



YOUR WEBSITE

- ▶ Hire a designer or do it yourself?
- ▶ Set yourself up for SEO success
- ▶ Good Gallery, and why it's great
- ▶ Create a blog on an editable platform
- ▶ Set your blog up for SEO success
- ▶ Make sure you update your site and blog often

