

a branded world

PODCAST

with
Luiza Campos



044 | WHY FOCUS ON BRANDING WHEN YOU ALREADY HAVE A MILLION OTHER THINGS TO DO? – QUESTION BY BUSINESS OWNER, ANDREW WANG

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 044 | WHY FOCUS ON BRANDING WHEN YOU ALREADY HAVE A MILLION OTHER THINGS TO DO? – QUESTION BY BUSINESS OWNER, ANDREW WANG

- Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 44.
- Announcer: [00:08](#) Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luzsa Campos.
- Luiza Campos: [00:27](#) Hello everyone and welcome to another episode of a branded world. A Branded World is a member of the Alberta podcast network, powered by ATB. In today's episode, I'm answering a question posed by Andrew Wang. Andrew is a managing partner in a capital management firm called Ronnymede, and Andrew's question is a question that I think it's in a lot of minds of business owners, entrepreneurs, leaders in organizations and businesses. So AI will play Andrew's question and you will hear the background. This was seen in a busy conference, but I will play his question and then I'll answer the question in a lot of detail. Don't feel you need to take a lot of notes. I will have of course the details of my answer in the show notes, which you can find if you go to a branded world podcast.com, and along with the show notes, I will have a guide to help you and to walk you through how to implement the answer to the question so there will be a supplement, a pdf that you can download and that will be available in the show notes at a branded world podcast stuck on. So without any further ado, here's Andrew's question.
- Andrew Wang: [01:39](#) Hi Luiza. I'm Andy Wong of runnymede capital management. We are a fee only financial advisor. I also run the inspired money podcast and I think in terms of branding for small business, oftentimes the challenges are that we are not marketing experts. We haven't gone to school for marketing and because of that it's kind of trial and error in running our businesses. We tend to. So many of us wear many hats, right? We have a marketing hat, we have our client servicing hat, we have our business development hat, trying to do some sales, so it's just so many items and then even the operational part of our businesses, we're involved with that too. And I joke with people that on Fridays have to take the garbage out

so you do everything. So corporate branding is just one item of many. And in a larger corporation you have the resources to hire a marketing team, a marketing leader who can dedicate the time and effort for overall strategy.

Andrew Wang: [02:53](#)

Um, so for small business trial and error, it ends up being fragmented because often we don't have an overarching strategy. We don't take the time to sit down in a conference room or have a retreat and say, let's just focus on marketing today. Let's just, let's just focus on branding today and define our brand. The simple things, just simple elements of keeping our corporate brand on point. What ends up happening is that you kind of cut and paste a lot of things together. You know, the reality is that we all get busy and like I said, we're wearing many hats and you're doing different things. If I think small businesses, if you have a customer who says, can you do this for me? A lot of the time you say yes and you figure out a way to serve them because that's what we're in the business of doing, right?

Andrew Wang: [03:47](#)

We're trying to serve our clients as best as we can and as small businesses we have that flexibility to customize our services to meet the needs of our clients. But from a branding perspective, sometimes that gets confusing because after you do that for 20 years and someone asks you, what does your company do? What's your brand? You do a lot of things. Uh, so that, I think that's one of the challenges for small business owners. You do a lot and you're not sure how to succinctly and eloquently define what does your brand represent? And again, these are things that I think that companies will sit down and devise the strategy for. And often small business owners don't have the time to do that.

Luiza Campos: [04:34](#)

So that was Andrew's question and I believe that many of the listeners and many small business owners, entrepreneurs or leaders of organizations can relate to what Andrea was saying. How can we focus on branding when we are trying to run a business, when we are wearing all these different hats and just trying to serve our clients the best you can and after many years of trying to deliver these services, it becomes a little hard to define who you are. So the question of why focus on branding when you already have a million other things to do is a question that I believe a lot of business owners and entrepreneurs are asking. This is a valid question because as Andrew mentioned in his question to me,

most entrepreneurs and business owners are not trained on branding and don't have the knowledge or skills to do it so they're not familiar with the topic and therefore they don't quite understand the value of dedicating the effort and resources to do it.

Luiza Campos: [05:34](#)

This question is also often asked because although most entrepreneurs and business owners may not have the training on branding, may not really fully understand what branding is and the benefits or value of it, they all have at least some understanding of marketing and the need for it. They may not know. All that is involved for the most effective ways are latest trends for marketing, but they have heard enough about it to know the need for marketing within their businesses, so if there is a choice to be made between marketing and branding, they will tend to lean on marketing because it just sounds more familiar and it sounds more as a need for their businesses and something that will bring more returns to investment rather than branding or they confuse branding with marketing, if I'm already doing some marketing efforts. Isn't that part of branding so as business owners and leaders in an organization, it is essential to understand the difference between branding and marketing so you can really effectively utilize both of them because both of them actually need to work together.

Luiza Campos: [06:39](#)

You need both branding and marketing and they are connected. They're quite different, but they are connected. Most business owners may be more familiar with marketing as I said, that they are with branding as marketing is to some extent used by most businesses, so businesses want to have obviously as much people as possible to learn about their product or service and to purchase it, and most people understand marketing as being the way to reach this potential customers and clients. So this has been traditionally how business has operated and how marketing has worked. You push out your message toward the masses, but what message are you pushing out and what does it look like and what the it sound like. That's where branding comes in. In a nutshell, branding is who you are and marketing how you reach your audience. Branding is strategic. While marketing encompasses your tactical goals, Branding is the core of who you are and therefore it must be developed, identified, and really clearly articulated in the very beginning of setting up a business.

- Luiza Campos: [07:49](#) It is a foundational piece of an organization. If you already have an existing organization but you have not articulated your brand yet, it's not too late. It does need to be done, but it's not too late and you should try to do it as soon as possible because it is that foundational piece and everything reflects and comes out of that brand. So branding sets the foundation and marketing is more of an end of the process piece. When marketing is a push of information, right, you're pushing information out to your potential customers. Branding is a pool. It attracts this potential. Customers or clients because they see their values reflected in your organization. If you are or if your organization has been in business for a while, it is essential to clearly define who you are as a brand. Ideally, before you begin to formulate your marketing methods, tools, and tactics.
- Luiza Campos: [08:47](#) So that's why we want to do that before you do the marketing piece, but if you haven't done that yet, as I said, there's still time that you should act now. Your brand defines and clearly articulate who you are and he guides all your marketing the language you used, the colors you use the logo, the massive changes. Everything that you do. Businesses or organizations who don't have their brand defined end up with inconsistent marketing messages are messages that are very similar to their competitors. We see this a lot, right, because we haven't identified our brand who we truly are. We tend to focus on marketing messages that are based on the features and benefits of our product, but products and services tend to be very similar and consumers have a million options, so if your messages are highlighting what you do and how you do it, they get lost in a sea of other very similar messages.
- Luiza Campos: [09:47](#) So in case of Andrew's business, if you see most wealth management or financial management marketing, they have massive changes such as great knowledge and results, helping you plan for the future. Tailored advice, you know, our services is first rate. Our team have x number of years of experience. These are all messages that could literally be delivered by any other financial wealth management firm and are very focused on the product or the service that they offer. You see these often too with nonprofits, for instance, you know we often see messages like we change lives, we give hope, or we build bridges, or we are there for you. These are all messages that although may be true and be an outcome

of the product or service that they're offering, it doesn't really help engage. It doesn't really attract. It doesn't really speak about the organization. What is the true value that they're bringing to that community, who they are as an organization, so you get the idea.

Luiza Campos: [10:54](#)

This message is stent to be very similar. Sometimes even the images used are similar and they could literally come from any business in that industry or niche. They're not unique. They don't help differentiate your business or organization. They tend to focus on your watt and how so on the type of products or services that you provide and the features and benefits of these products and services, but they don't talk about who you are, why you do what you do and the true impact or difference that you give to your customers and clients. The other big difference is while your brand evolves with time in response to your growth or changes in services or consumer demands, the foundational of your brand is your core principles, so your brand values and vision should remain the same and would rarely see an overhaul, so your marketing tools and methods should constantly be updating and changing to ensure you are as effective as possible, but your brand values, even though you may evolve your brand based on, as I said, your growth or your the consumers' demands and needs, that core base of values and principles should remain the same.

Luiza Campos: [12:18](#)

Another very important aspect to keep in mind is that branding must be something top of mind and something that every single person within your organization, regardless of their position, department or job description, must do constantly on a daily basis and with every decision and every action. Branding is who you are, so all your decisions and actions must reflect that. Marketing on the other hand is something that typically your marketing department does. Other departments and people within the organization may make suggestions or be asked to partake, such as in events. For instance, or some collaborations, but commonly speaking, marketing tend to be a responsibility of the marketing department. Branding is a responsibility of the entire organization. Everyone has a role to play in branding. There are areas where Brendan and marketing overlap, of course, so since marketing is a dissemination of your message, a reflection of your brand, it does need to do that.

- Luiza Campos: [13:25](#) It needs to reflect that brand needs to take from that brand and make sure that it is expressing it correctly. So the type of messages, the tone of voice you use, the visuals you use, the type of photography or videography, the response to your clients, everything must reflect and be consistent with your brand. So in marketing you use tools such as Seo, which stands for search engine optimization tactics or content marketing or online and social media marketing, and more traditional forms of advertising like television, radio, or print campaigns. In branding, you tap into empathy, values, meaning purpose, connection and significance to your audience. So when Andrew mentioned in his question that there's a lot of trial and error, there's a lot of fragmented efforts and messages. Part of it is because they don't have a defined and well articulated brand. When you have a well articulated brand, it is a lot easier to be much more coherent, much more consistent in your messaging, in your efforts.
- Luiza Campos: [14:43](#) It is much more clear the path you need to take and how to engage and attract that customer, how to become meaningful to your potential customers and also to address Andrew's point of we don't have the time to do this. When you define your brand, when you have a well articulated brand, you save a lot of time because the types of messages you put out, how you look, the type of customer service you provide, how everyone in the organization needs to act to fulfill your brand values and purpose. It becomes a lot clearer. All your decisions are much more clear. The Path you need to take are much more clear in how you express and talk about your organization is a lot clearer so there's a lot less time in guessing what to say and all of these trial and errors that Andrew mentions that he has to do.
- Luiza Campos: [15:40](#) So building your brand. It does take time, but it's a bit like sharpening your knife. If you take the time to sharpen your knife first, it becomes a lot easier and a lot faster to do all those nice cuts or sharpen your ax. If you sharpen your ax and you take the time to do that, and in fact, if you dedicate most of the time to do that, it's a lot easier to then chop that would so now you may understand the difference between marketing and branding, but if you're still unsure of the importance of branding, really it all comes down to conversions. So we spent a lot of time and effort in trying to reach our audience or our potential customers in raising awareness for our business

organization and wild raising awareness is important. People need to know you exist. Of course, what really counts is getting those potential customers to become customers and better yet not just a one time customer but a loyal customer.

Luiza Campos: [16:39](#)

So after all the time and resources you spend trying to raise awareness and convert a potential customer into a customer, you want a relationship, not just a one time transaction. You want that customer to become loyal, and what that means is that you want that customer to come back and choose you every time they need that product or service. You want them to feel part of your organization or business so they will spread the word about you to their friends and family, and they will give you the benefit of the doubt and second chances when you make a mistake, which unfortunately, besides our best efforts, we all do from time to time. So while you could create your marketing strategies with nothing other than keyword trends and the most effective marketing methods within your industry, your conversions will be lower if your customers are not connected to you.

Luiza Campos: [17:35](#)

As a brand, marketing helps you sell and branding helps you connect with your customer in a meaningful way. Branding brings meaning to your customer. It makes them relate to your business and organization. It creates that deep connection. You may achieve success without branding, just merely relying on the quality of your product or service or on your marketing methods, but with branding, your success will be far more substantial and long lasting. Customers have more and more choice, especially when you can now buy from anywhere and have it delivered to your door the next day, or when you have the option of picking from hundreds of wealth management firms, restaurants, clothing stores, or fitness classes. You get the idea or when you can donate right to thousands of nonprofits, even within a specific area, being education, clean water, health or or whatever the case may be. So consumers are basing their decision on who they feel matches their values, the bast, because the option for the services and products is there.

Luiza Campos: [18:44](#)

So how do you choose? You choose who you feel you know the best and who you can relate to, who you trust, who could give you the future. You want the better versions of ourselves that we are so looking for. So

customers base their decisions on the stories that they see, not the stats or homogeneous key messages that are used in marketing. By so many, this is why so important for you to really define who you are and what your values are in demonstrate that you are committed to those values and that you live by those values so customers can pick those organizations or businesses that they see their own values reflected in and that they can trust because they have proof points that they leave by those values. So if you are going to build a brand, how do you go about building your brand?

Luiza Campos: [19:40](#)

And as I said before, this will be in a supplement that you can download. So all you have to do is go to a branded world podcast.com. Look for episode 44 and you can download this pdf so you don't need to take a lot of notes. I will outline very three basic steps on how to build your brand. The first one is it has to start with your why, with the reason of why you are in business and your brand purpose. That's number one is finding and defining your why. The second is what is the true value or the difference that you are making? This is not how different you are, but the difference you are making for your customers' lives, for your community, and the third one is being able to express that brand through everything you do and say all the time so people can build trust and confidence in you and they can see that you actually mean what are you saying that you are, are actually leaving by your values.

Luiza Campos: [20:46](#)

So to recap, the first thing you need to do is to find and define your why. The second thing is to be able to understand and articulate the difference you make, not how different you are, but the difference that you make. And the third one is to be able to express your brand in everything you do and say all the time and honestly, even if this feels really cumbersome and you don't feel you may be able to deliver on everything, it is so rewarding and it is so useful to go through these exercises. So I really, really recommend you're doing that. So for the first one, for finding your why or brand purpose, you know, it all starts as I said, with your why, the reason you do what you do, the purpose you have, other than making money, of course that drives you. What makes you get up in the morning and face all the challenges and hurdles of owning a business or of leading an organization.

- Luiza Campos: [21:49](#) What is that passion and the best way to help you identify your why is to ask yourself some questions. So if you are the founder of the business, this question should be somewhat easier for you to answer. If you're not the founder, try and talk to the founder of the business or the organization to find out what was that initial purpose, that drive and passion that they felt that made them drop everything to start this business or organization. So if you have access to the founder, go talk to them. If you are the founder even better, these answers should come a lot easier for you and the questions that I want you to ask yourself. The questions I wanted to work on are what are your brand values? Most organizations already have a defined set of values and that's great if you do already take a look at those values and make sure that they are still your values, that they're still relevant to your organization, so define what your values are.
- Luiza Campos: [22:50](#) What inspired you to build your business. What was that impetus? What was that need? What was that purpose that you had? What is the vision that you have for the future? What is the future that you are trying to build and why you with so much choice? Why should a consumer choose you instead of all the other options they have? Why you? If you overhear someone talking about your organization, what do you want them to be saying? How do you want your customer to perceive you? What is the image that you want people to have of your organization? How do you want people to feel when they interact with you or think about you? How'd you want your customers to describe you as a company? So these are the questions that I wanted to work on and I wanted to answer to help you to find your why, your reason to exist and your brand purpose and try to answer these questions in a conversational tone.
- Luiza Campos: [23:51](#) Don't worry about language at this point. Where we really want is to get to the truth to what really is your purpose as an organization or as a business other than making money. Of course, once you have these questions answered, I wanted to move on to the second step and the second step is to finding the true value or the difference you make. So not how you're different, but the difference you make. So this is not about your product or service or how that product or service is different from the competition, but rather what is the difference you make? What is the true benefit your customers experience or take away with them when they

interact with you or when they use your product or service. It's about the deeper meaning and impact to having your customers' lives. So I'm going to give you a couple of examples to try and illustrate what I mean by this.

Luiza Campos: [24:47](#)

So for example, a florist, they sell beautiful flowers for different occasions and what the customer is purchasing. Of course, our flowers, the true value they get is not how fresh and beautiful the arrangements are or how suitable they are for the occasion being an anniversary and you baby a house warming or a death in the family, the beautiful arrangements and how suitable they are for the occasion. That's an expectation and it's basic for being in that flower business and the benefit or the difference that the customer get. It's not even the fact that the flowers last a long time or are aromatic or beautiful, the true benefit and the reason customers are purchasing those flowers. So the true difference that you are making is that you are helping that customer spread joy, remind people of that they are loved and appreciated or that there's somebody there thinking about them.

Luiza Campos: [25:46](#)

Another example could be an ice cream shop and you can actually listen to episode six. They interview that I did with James Boettcher from fiasco gelato to see a real life example of an ice cream shop finding their true brand, finding their why, purpose and expressing that, so if you are in the ice cream business, you sell different flavors of ice cream and what the customer is purchasing is of course ice cream, but the true value that your customer gets. It's not in the yummy flavors of ice cream. Again, that's an expectation for the customers that the ice cream who will be of good quality and will taste good, but the true value is in that moment of happiness, of enjoyment, of treating themselves or loved ones. It's the comfort it brings her the pleasure and joy that they feel while eating the ice cream and again to listen to a great real life example.

Luiza Campos: [26:45](#)

Listened to episode six with my interview with James Boettcher about fiasco gelato. It's a great example and you will see how he expresses that true value of their brand and of course, to use the example of Andrew's, if you are a wealth management firm, it's not about the experience your team has or the diversification of portfolios or the right type of investments. That's again an expectation from your customer. The true value you

bring is the peace of mind and the trust that you will be able to leave your future as you have planned because that capital management or wealth management firm has taken care of you, has made the right decisions for you. So I hope you can see what I mean by the difference that you're making, the true value that your customer receives from using your product or service. So to answer this question, to help you identify what that true impact and value is, what your customers really get from engaging with you.

Luiza Campos: [27:48](#)

It is best if you can interview your customers directly and ask them directly the true benefit that they get from your product or service. So try to make some time to interview you, real life customers that you already have and ask them such questions as why do they choose you instead of your competition? How are you different? What is it that attracts them to you rather than your competitors? How do they feel when they interact with your company or with your organization and it's important to make sure that you concentrate and focus on the feelings that they have. How do they feel? What are the values that they believe you hold true and live by, and why are those important to them? Why are your product or service important or valuable to them? How does your product or service make their lives better? And what would they miss if you were no longer in business tomorrow?

Luiza Campos: [28:47](#)

So this questions were really help you identify, particularly if you talk to your customers directly, the true value that they get by interacting with you. Now we move into the third step which is expressing your brand in everything you do and say all the time. So this is an area where I see a lot of brands coming short, even being brands. Many businesses and organizations do take the time to define their brand, but many don't know how to bring that brand to life. Most business and organizations are unsure of what to do differently from what they already do in providing their service or or delivering their products and how to involve everyone in the organization to play their role in bringing the brand to life. Remember, branding is the responsibility of every single person within your organization. It does not sit solely on one department, so you really need to bring everyone along.

Luiza Campos: [29:47](#)

Branding is how you are and who you are is defined by the actions, the behaviors, and the decisions your entire

staff from top to bottom makes. It's not just about the nice stories or messages you right or how your website or bricks and mortar locations look like or how your instagram account looks like. Branding is everything. You can have a great product or service and great looking and easy to navigate website, but if the customer doesn't experience, doesn't feel your brand every time and everything and every point of contact that they have with your organization, then the brand is inconsistent. Then you're not delivering on your promise. You're not living by your values, and I think we've all had experiences like that when we don't quite feel that the brand really came through with our experiences. This is where brands like Disney or Zappos are remarkably good at.

Luiza Campos: [30:46](#)

You can learn a lot from these brands. You know when you go to a Disney resort or park, everyone from the janitor to the person in a Disney character costume. We'll bring the Disney magic to live. They do things like having the security guards carry notepads and ask for autographs. If they see a child dress up in a Disney character costume, they make the child think. They fooled them. They made the security guard think that there are actually that Disney character you can imagine, right? Held this is bringing that magic and that happiness to this most magical and happiest place. On Earth, you can totally see the experience of that child and their parents being really on brand. Zappos is all about customer service, so they truly live by those values and you can listen to my interview with Tyler Williams from Zappos. This is episode 38 to get all of the details of how they do this, but because they are about customer service and they live by those values, they are rewarded for things like being on a phone call with a customer for over 10 hours in the other company would see this as a terrible waste of resources and terrible for the bottom line.

Luiza Campos: [32:08](#)

But since Zappos brand and purpose is to provide the best care for their customers, they see this as a win. This fits with their brand. They see 10 hours on the phone with a customer as giving that one customer the care and attention that they needed and deserved. So to successfully be able to leave by your brand and have your customer experience. So branding everything you do and say you need to create the right culture within organization and you need to create the right processes to sustain and to reward that culture, to reward your

people, to live by your values and creating the right culture can be difficult and you need to be very intentional about it and to help you do that, to help you define what is the culture that you want to have and how to bring that. July, here are some questions to help guide you through that.

- Luiza Campos: [33:10](#) What is your internal company culture? Have you actually defined it? How you want your culture to be given your brand values? How do you know you are living by those values? One thing is to have a set of values and most organizations do, but how do you know you are living by those values? What does your personality as an organization and what are the behaviors that you need every staff member to take to be like so you know you are being true to your values. Are Your internal processes or performance evaluations or employee recognition or key measures reflective and supportive of your brand values? Are your hiring processes aligned to filter and select talent that shares your brand values? Does your onboarding and ongoing training include a heavy component of your brand and how to live by your brand values? Are you consistently reflecting, reminding and providing examples of how to live by your brand values?
- Luiza Campos: [34:23](#) So these are the three basic steps to help to find your brand. Again, first if find and define your why, your brand purpose. The second one is to find the true value or the difference you make, and again, this is not about you or your product but about your customer, and the third one is to express your brand in everything you do and sale the time. And to do that, you need to build the right culture and be very clear on how your staff can live by the brand values and bring the brand to life. It does take time and reflection to define your brand and it does take a lot of dedication and commitment to bring that brand to life. It's not enough to just define your brand. You have to be really intentional in everything you do to bring the brand to life, but the benefits of doing so can be incredible.
- Luiza Campos: [35:18](#) Having a defined brand and truly living by that brand will help you differentiate yourself from your competitors. It will build loyal and long lasting customers and your brand becomes your guide for all your decisions, making it a lot more clear and what messages in tone to use for all your marketing as well as other business decisions you

know who should you partner with, how your product should be made or delivered? Who should you hire and other decisions? As with anything worthwhile investing in, it does take time and effort, but it is worth it. Your brand should be a foundational part of Your Business or organization. It helps bring clarity and he makes all business decisions much easier and clearer. It makes it a lot easier and much more compelling to talk about your organization and help convert customers or funders and he builds trust, loyalty and long lasting relationships.

Luiza Campos: [36:21](#)

Branding is a business tool and when done right can bring you more returns than any other effort to making your business organization. I hope you enjoyed this episode. If you have a question about branding out of how you can develop your implemented in your business organization, please do send it to us. We would love to hear from you. You can just so by either leaving us a voice message so you go to a branded world podcast.com and click on the button that says, leave us a message and you can leave a voice message with your question or you can send us an email to info@marcusstrategy.com. Again, I will have all these links in the show notes@abrandedworldpodcast.com.

Luiza Campos: [37:17](#)

We would love to hear from you. Also, please don't forget to subscribe to the show if you haven't done so yet. Please subscribe in Apple podcasts either by going to the APP store and searching under podcasts for a branded world or directly through the purple APP on your iphone. You can also subscribe via Google play or Google podcasts. Now, a word from our sponsor at ATB ATB has an arts and culture branch, so it's called the branch of arts and culture and you can find out more about it at atb.com/forward. The branch and I will include the link in the show notes. Atb has this branch because they know that artists do not have a traditional income, so they need to do business with a bank that is not traditional. A bank that is flexible enough to be able to support them and the needs that they have.

Luiza Campos: [38:08](#)

As artists. I love how Atb does dad because he truly reflects their genuine intention to listen to their clients and respond and provide them the right services for them. So if you are an artist, please check out ATB's branch for arts and culture. And again, we'll have the link

in the show notes and you can find those@abrandedworldpodcast.com. And finally, if you like a branded world podcast, I think you might also enjoy another podcast that is part of the Alberta podcast network powered by ATB called, don't call me a guru. This is a podcast all about social media from social media strategists, Tyler Jack Butler, and Linda home. So check it out, don't call me a guru and I will have the link on the show notes as well. Thank you so much. And until next time.

Announcer: [39:00](#)

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