

STARTING UP A SMALL BUSINESS

A HOW TO GUIDE TO CREATE YOUR BRAND

A creative Workbook to Help You get Up and Running

12 Critical Elements for Effective Brand Marketing from Websites to flyers and more

INDUSTRY REPORT BY CONTENT BRANDING SOLUTIONS

FULL CIRCLE CONTENT MARKETING



Content • Brand Imagineering • Graphics • Marketing • Multimedia Design

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[Content Branding Solutions](#)

Customer Contact Information

Company Name

Contact Name

Phone Number

Email

Industry

Interested In

Number of Employees

Marketing Director Contact Name

Phone Number

Email

Existing website

Domain name

Host

Introduction

Instead of imagining yourself suddenly successful, together we will imagine all the steps it will take to achieve your success. It starts with **IMAGINEERING** Your Brand from your Audience and emotions and ends with a Marketing Plan to catapult your Brand to success.

Begin by searching the internet locally to see who your potential competition is; look at what they are doing, how they are doing it, and what their branding looks like.

Save the Internet links.

Who is Your Audience

Focus on the journey, not the outcome, by starting with the simple Who, What, When, Where, Why, How?

Buisness to Buisness B2B or Buisness to Consumer B2C

Think about who your core income-generating customer or target audience is.

B2B

What is your ideal target Business?

- Business size,
- Revenue
- What is their product, service, and area of expertise?
- Where the Area of operation, for example, Denver Metro, front range, I 70 corridor, Colorado, Rocky Mountain States, West Coast, USA, etc. :
- How far will they travel to see you?
- How far will you travel to see them?
- What is the cost of doing business?
- Who are the decision-makers?
- What are the titles of the decision-makers who will buy your product?
- Where do they gather?
- What are their company interests, goals, Mission, Vision, and Values?
 - An example is sustainability and resilience.
 - Look for a connecting thread.
- What emotions do you want your product to portray?

- Strength, Security, Solidity, Safety, Professional, Knowledgeable, Innovative, long-lasting, Sustainable, recyclable, etc.
- What conventions do they attend?
- What social media do they use?
- What are their pain points?
- How will you solve them?
- How will you create a relationship with Your Target Business market?
- How will you be your industry Thought Leader and go-to knowledge expert to attract clients to you?
 - How will you do this?
 - What is your plan of action?

B2C

Demographics. Start by asking yourself, "What are your ideal customer's demographics?" (age, sex, annual income, personal status, homeowner, profession, where they hang out, what sports or hobbies they do, etc.

- Who is your ideal customer?
- What related products or services do they buy or use that are similar to yours?
 - Are they an Apple user or Microsoft?
- What are their interests?
- What emotions do you want your product to portray?
- Where does your ideal customer buy?
- Where do they gather?
- When do they buy? What triggers them?
- How do they buy it? Online, in-person, by phone.
- Can you be the thought leader in your area, and how will you do it?



Your Company One-liner

This compelling one-line headline is your slogan that will convince your prospect to read the rest of your marketing piece. It should include what you do and how with the benefit of your differentiator. Consequently, you should include Your Product, Benefits, Emotional Benefits, cost savings, etc.

Your Elevator Pitch

This persuasive paragraph should convince your prospect that they need you. to read the rest of your marketing piece.

Products and Services

List out all your products and services in a word document and prepare a one paragraph of copy on each with high quality 1920 x 1080-pixel resolution or 300 dpi images that portray your offers all cropped as you want to see them.

The Offer and Unique Sales Proposition

What is it you are selling? This is your offer; Your Unique Sales Proposition is your Key Differentiator; it should set you apart from the competition.

- What is the average service or product cost you wish to sell or advertise?
- How much do you currently or intend to spend to get one customer?
- How much does or will your average customer spend a year?

What is your Unique Sales Proposition USP?

Call to Action CTA

You must tell your customer how to claim your offer and Unique Sales Proposition (USP) — **the CTA and Close.**

For instance, how do you want your customers to respond to your offer in the marketing piece, website, blog, call, social media, email, etc.?

SEO / SEF Content

Your [Attraction Marketing Copywriting Content, Copy, and SEO](#) is the most critical piece to all your areas, from your website to your marketing. All your promotional materials from direct mail, social media, brochures, signage, etc., success will depend on the content for success. It would help to have your content ready for your website and all your marketing materials or pay a professional to write it.

Content Marketing gets 3x More Leads than Paid Search Advertising

Source: <https://www.hubspot.com/marketing-statistics>

Be prepared for your website design and marketing by creating your content.



Testimonial vs. Review: What's the Difference?

A testimonial or review from a verified customer about your product is far more valuable than "tooting your own horn."

The difference between a testimonial and a review is that the testimonial is more in-depth, and reviews are often through a third party like Yelp and, therefore, not always positively biased. Ask yourself what company would ask an unhappy customer for a testimonial.

Review

- A short snapshot of the customer's experience using the product or service.
- They are often provided to a third party like Yelp!
- Usually featured on another paid website or with another service, for example, a "List site." However, many "List site" reviews integrity is questionable.
- Usually in a written format, sometimes with a star-rating
- More impactful in larger quantities, for example, Amazon Book reviews

Testimonial

- A longer, more detailed story about the customer's experience before and after using the product or service.
- The customer provides the testimonial directly to the company.
- It can be used in commercials, brochures, and other promotional materials on the website.
- It can be written down or in a video.
- More impactful with greater length or detail.
- Do you want or are your customers posting reviews about your company online?
- What social media sites or websites do you have the most reviews or testimonials on?
- Of the social media sites or websites do you have access to?
- How do you currently ask customers for Reviews?

Testimonials and Reviews

- **Testimonials:** Do you want or are your customers posting testimonials about your company online?
- **Reviews:** Do you want or are your customers posting reviews about your company online?
- What social media sites or websites do you have the most reviews or testimonials on?
- Of the social media sites or websites do you have access to?
- How do you currently ask customers for Testimonials or Reviews?

List the current or past clients willing to provide written reviews and testimonials to showcase on your website and marketing materials.

Imagineer Your Brand with Eye-catching Graphics and Colors

A picture speaks a thousand words... let's paint the world for you!



Capture your prospect's attention!

- **What is your Brand Style:** Professional, Minimalist, Retro, feminine/masculine, luxury, organic, fun, etc?
- Do you have multiple logos for different media styles that match your brand style?
- What are your brand colors? Do they match your brand style or speak to your target audience?
- Do you have **Brand Style Guidelines** that we should follow, color, font, messaging, etc.?
- Do you have eye-catching existing branded graphics? Examples are project photos, professional team photos, logos, social media banners, and before and after pictures that tell your brand's story.

Always pair Your Brand with Positive Imagery and Energy

The Unconscious Branding Effect

Research reveals that image and emotion beat fact and logic. We are subconsciously conditioned to like and believe in the psychology of color and develop a preference for brands that use positive emotional conditioning.

Researchers called it the "I like it, but I don't know why" effect. This is the [Branding Effect](#). To help you know more about the Psychology of Color and its subconscious symbolism and what branding can do for your brand online, check out [Branding Services for Small Businesses](#); it's an in-depth read, or book a [FREE 30-minute complimentary consultation](#).

Be Impressive, Image is Everything

Do you Need a Brand Audit, Needs Analysis, and Brand Brief? Call Now 720-979-8555

[Discover Your Brand IMAGINEERING with Content Branding Solutions](#)

[Read our 4-part guide to Color Symbolism in Branding Marketing and Sales](#)



Be Impressive, Image is Everything

Now you have created your Brand messaging, be bold, and utilize high standards from your website design to your print and social media. Use high-quality professional content and graphics to tell your story.

NEED HELP? Find out More about our **All-inclusive** [ULTIMATE SMALL BUSINESSES STARTUP PACKAGES](#) .

THE All-Inclusive Packages Start At \$3,431 and include
Logo, Graphics, Website Design, and development
Small Business Identity Package and Social Media Setup.

Small Business - Startup Marketing Packages

Content Branding Solutions

BRAND AWARENESS

~~\$3,813~~

\$ 3,431

Branding

1 hour Creative Consultation One-on-one (\$175 Value)

1 Graphics based Logo Design with TEXT (\$350 Value)

Website Design and Development

2-3 Page Website Design Longform (\$1500 Value)

Scalable Custom Centric Design (No Templates)

Mobile Friendly

SEF/SEO 3 Keywords + Meta Tag

4 Branded Slide Show with Text

1 Social Media Link

1 Edits - limited Change

Page Builder Based Generic FREE WordPress Theme

No Additional Widgets

Non -Optimized

Images as given

Call to Action with Captcha Integration

5 Licensed Stock Images (\$140 Value)

1 Year GoDaddy Economy WordPress (\$190) Value

Microsoft 365 Email Essentials

2 Professional Mailboxes

FREE 12 Months Trial

Branded Email signature line for outlook

Free SSL For the Duration of Hosting

Yeast SEO Free

2 Hour Website Backend Tutorial (\$350 Value)

CBS 2 Months Premium support (\$50 Value)

Small Business Identity Package

500 Business Cards Double-sided UV Laminated Delivered (\$125 Value)

250 Full Cull Color Envelopes #10 (\$200 value)

250-1 Page Flyer, 1 side full color (\$200 Value)

***all products include 30 minutes of design**

Social Media Setup

Google My Business Profile Setup (\$150 Value)

1 Social Media Profile Page Setup, and Optimization + banner + logo (\$250 Value)

GROWTH - EXPANSION

~~\$6,959~~

\$ 5,568

Brand Imagineering

2-hour Creative Consultation One-on-two (\$700 Value)

1 Graphics based Logo Design with TEXT (\$450 Value)

Website Design and Development

4-6 Page Custom Website (\$2450 Value)

Scalable Custom Centric Design (No Templates)

Mobile Friendly

SEO Targeted Keyword Research on 4 Keywords

6 Branded Slide Show with Text

2 Social Media Links

2 Edits - limited Changes

Page Builder Based + SiteOrigin plugins + Theme (\$140Value)

Flash Toolkit widgets

Lazy Load - Optimize Images for Fast Load

Edited images + Image Optimizer

Call to Action with Captcha Integration

7 Licensed Stock Images Branded (\$260 Value)

Image SEO and Optimizing

1 Year GoDaddy Deluxe Managed WordPress (\$220 Value)

Microsoft 365 Email Essentials

3 Professional Mailboxes

FREE 12 Months Trial

Branded Email signature line for Outlook

GoDaddy SSL Certificate (\$120 Value)

1 year YOASt SEO Premium on-page (\$99 Value)

SEO by Name Only

ShortPixel Image optimizer one use

Everest Forms

3 Hour Website Backend Tutorial (\$525 Value)

CBS 6 Months Premium support (\$150 Value)

Small Business Identity Package

2 sets of 500 Business Cards Double-sided UV Laminated (\$280 Value)

500 Branded Customized Letterhead Signature line and Footer (\$200 value)

500 Full Cull Color Envelopes #10 (\$250 value)

500-1 Page Flyer – 2 sided full color (\$300 value)

***all products include 30 minutes of design**

Social Media Setup

Google My Business Profile Setup (\$150 Value)

2 Social Media Profile Page Setup, and Optimization + Banners + Logo (\$500 Value)

PLATINUM PRO

~~\$12,554~~

\$ 9,416

Pro-Brand Imagineering

3-hour Creative Consultation (\$1050 Value)

2 Graphics based Logo Design with TEXT (\$700 Value)

Website Design and Development

7-10 Page Custom Website (\$4500 Value)

Scalable Custom Centric Design (No Templates)

Mobile Friendly

SEO Targeted Keyword Research on 6 Keywords

8 Branded Slide Show with Text

3 Social Media Links

3 Edits - per page

Page Builder Based + SiteOrigin plugins + Theme + SiteOrigin Premium (\$325 Value)

Flash Toolkit widgets

Lazy Load - Optimize Images

Image Optimizer

Call to Action with Captcha Integration

10 Licensed Stock Images Branded (\$450 Value)

Image SEO and Optimizing

1 Year GoDaddy Ultimate Managed WordPress (\$310 Value)

Microsoft 365 Email Essentials

5 Professional Mailboxes

FREE 12 Months Trial

Branded Email signature line for Outlook

GoDaddy SSL Certificate (\$120 Value)

Website Security Essentials (\$260 Value)

1 year All in One AISEO Pro (\$200 Value)

AIOSEO - Image SEO

AIOSEO - Local Business

ShortPixel Image optimizer

Everest Forms

4 Hour Website Backend Tutorial (\$700 Value)

CBS 12 Months Premium support (\$350 Value)

Ecommerce / CRM at additional cost

Video on Request at additional cost

Small Business Identity Package

3 sets of 500 Business Cards, Double-sided UV Laminated Delivered (\$450 Value)

500 Branded Customized Letterhead Signature line and Footer (\$200 value)

750 Full Cull Color Envelopes #10 (\$300 value)

750 1 Page Flyers – 2 sided full color (\$350 value)

Trifold-print and design of 250 (\$450 value)

***all products include 30 minutes of design**

Social Media Setup

Google My Business Profile Setup (\$150 Value)

3 Social Media Profile Page Setup, and Optimization + Banners + Logo (\$750 Value)

1 hour online MTG for Social Media success strategies and awareness (\$175 Value)

Note for all Packages a 100% Deposit is required when proposal is signed to get the discounts offered. Powerful Ecommerce solutions are available on request at additional cost. CRM integration on request at additional cost. Customer Provides Domain Name and Content.



The 3 Secrets to Marketing

Whether you're launching your own business or product and looking for ways to refresh your company's marketing efforts, the most effective way to grow a community of followers and catapult your success is to learn how to authentically market your brand.

1. It's Not About Doing Things the "Right Way." It's about doing things "Your Way."

Build your Growth Mindset. First, if you feel like your marketing isn't productive, select five members of your target audience and ask them, "If you were going to buy a product or service like mine, how would you want that product to make you feel?"

Pay attention to Emotions. For example, wearing Nike makes people feel strong, sporty, and ready to play. People love driving a Subaru; they feel sustainable and fall in love with their Outback and the concept of being part of nature. Chanel gives people a feeling of effortless sophistication, timeless luxury, glamour, and style. All these products provide the user with a sense of personal emotional success.

Feelings and emotions are what the customer is buying—even more than the product itself.

2. Authenticity

If You Don't Feel Connected to What You're Doing or Saying, Your Audience Won't Either

Market your product passionately with gratitude, compassion, and pride. Be passionate about your product and benefit from nourishing your social relationships, leading to more success and happiness.

Nine times out of 10, your most authentic, practical marketing ideas aren't going to come from copying others — they're going to come from that genuinely passionate part of yourself that got you this far.

Authentically market your brand "Your way" as its star thought leader and go-to knowledge expert.

3. Communicate with Consistency, Repetition and Authenticity

Develop Mental toughness, believe in yourself, and consistently and authentically market your brand.

Try, and Try Again!

For instance, you may need to pitch yourself as a guest blogger constantly, send out a newsletter every two weeks, or a blog that you post to Facebook, LinkedIn, or Alignable every Tuesday and Thursday—or a combo of all three! Obviously, repetition is vital, but it comes down to the strength of your willpower to succeed.

Authentically Connect with those You are Interested in; don't try to make a sale.

You must be a great marketer if you want to catapult your business, product, or personal brand. And to be a great marketer, you must do the work consistently. But I promise, if you make that marketing authentic and your own—It becomes Fun —it will feel less like work and more like finding really extraordinary, exciting ways to connect with your community.

FREE eBooks on the state of digital Marketing

Boost your leads with our free eBooks and guides.

FREE eBooks

CALL 720-979-8555 To GET YOUR FREE STATE OF DIGITAL MARKETING REPORT

Download Your FREE eBooks on the state of digital Marketing.

Fun First. Discover [IMAGINEER Denver](#) and Meet other Creative Fun Entrepreneurs from diverse backgrounds to discuss everything from Start-ups to Small Businesses, Ideas, Tactics, and Strategies to boost success.

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Content Branding Solutions

Your Solution for Personalized Websites and Digital Marketing Industry-Wide!

Attract, retain, convert, and delight visitors online with personalized websites and digital marketing solutions for professionals, built with your target audience in mind, to help your conversions skyrocket and grow your bottom line.

We offer the most direct and relevant digital marketing, personalized, targeted content, and tools you need to stand out and grow your business online. We help you create a tailored, targeted content library, automated social media sharing, blog scheduling, targeted automated email marketing, and more. Our team of experts in the trenches 'gets it.' We make growing your business a breeze, helping you attract your ideal client and convert more leads into customers.

Our Imagineering team connects all the divergent pieces to create a comprehensive digital marketing plan to give you the competitive edge to skyrocket results.

For more information about how our personalized approach to digital marketing can take your business to the next level,

[Book a FREE 1-1 DEMO with Cheri and Peter Lucking](#)
[or CALL 720-979-8555.](#)

Cheri and Peter Lucking

Co-CEOs of Content Branding Solutions

Content Branding Solutions a creative digital content marketing company. Our team specializes in personalized attraction marketing content, graphics, website design, and associated consulting services in the U.S.A.

FULL CIRCLE CONTENT MARKETING

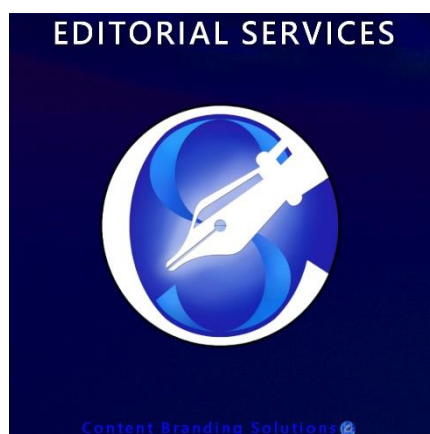
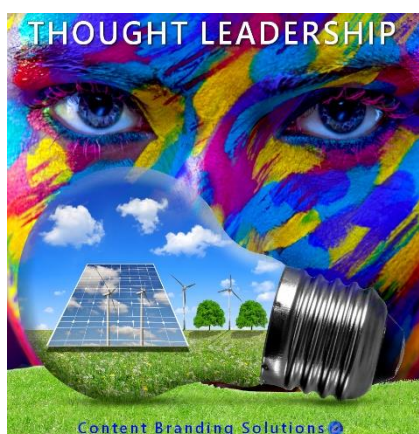
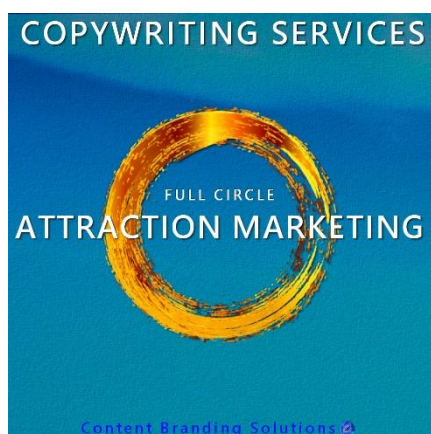


We Communicate in Words, Images, and Actions for all your Content Marketing Needs

Discover Content Branding Solutions

As a Digital Creative Agency, we Imagineer Brands by repositioning You to give You the Competitive Advantage. We utilize Personalized Branded Content, Images, and Graphics to tell Your Story and Vision.

We are Experienced Content Writers. We have published content for multiple genres, including TV, Radio, and Multimedia. We Write Blogs, eBooks, White papers, Custom Case Studies, and Emails with creative, eye-catching graphics. We share our love of Persuasive Words and Graphics to Empower Your Clients to Act.



[Click an Image To Explore Our Skills](#)

Discover why We are the Proven Team that will Get Results for You
As Together We Imagineer Your Brand.

