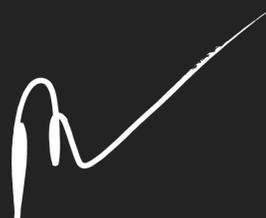


FROM A  
**BUSINESS**  
TO A  
**BRAND**

**HOW TO MARKET YOURSELF**



BY DAVID VILLA

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**BUSINESS**  
TO A  
**BRAND**

## **Branding your business.**

You hear this often in this day and age, especially among smaller start-up companies. It's almost unanimous that establishing a solid brand for your business is important if you have any hopes of it growing into something larger. But how do we do that? Wanting a brand and simply pushing it onto your market by stating it is not enough. You must live your brand if you truly want it to take off.

## **What does it mean to you to brand your business?**

To me, the “brand” of a company is simply what consumers perceive it as. The brand of the company can also be viewed as the “personality” of the business itself. Many businesses use strong branding to push their companies into international fame. Businesses like Coca-Cola, Chik-Fil-A, McDonald's, Apple, and Tesla are all known for, among other aspects, their great sense of company branding. A solid brand can take an average company with a decent product and transform it into something brilliant. A business with a strong personality sticks out, just as an individual with a strong personality does.

In this day and age, unless you've truly invented a technology that has never been seen before, you'll have competition. When you have competition, you'll have to stand out. By having a strong branding for your company that's easily recognized by consumers, you'll do just that.

## **How does one stick out?**

What about your business should you attempt to market and capitalize on? This is something that you'll need to decide as an entrepreneur. Take Coca-Cola, for instance, whom I previously mentioned. Coca-Cola utilizes a wide range of commercials and various labeling on their bottles in order to broadcast their image to the world. Some of their commercials are comical, others are targeted towards children with small cartoons and

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characters. Other commercials are more serious and attempt to generate warm feelings of happiness, family, and the American dream. Something that Coca-Cola's marketing team recently came up with was their personalized "share with" bottles. I'm sure that you've seen them by now, but these bottles have labels that say "share with" and have a common name on them. Social media exploded with consumers who had searched and searched until they had found their name or the names of their loved ones on the bottles of Coke. This branding subconsciously created a sense of personal connection with the company and was almost viewed as a game for some to find their names. Coca-Cola sponsors various sporting events, is the exclusive soft drink of multiple fast food restaurants and movie theaters, and, while being sure to stick to their American roots, they also make it clear that they seek to appeal to other nations as well. Coca-Cola has created a brand in which many view as a fun and exciting, happy-go-lucky business.

## **Connecting with Consumers**

But maybe you're not looking to seek out the personality and give off the vibe of fun that Coca-Cola has. That's okay! You, as an entrepreneur, have the creative control to determine what you want others to perceive of your company. For some, they rely on pushing their product as top quality for an affordable cost. Take a look at the automotive industry. This industry is a prime example of multiple companies who are all attempting to present themselves in various lights to consumers. For example, within the past few years, Chevrolet has utilized commercials that seek to display the quality and craftsmanship of their vehicles. A common layout of their recent ads features basic consumers being asked questions about automotive awards and reviews, only to be told that Chevrolet was the recipient of various awards in their industry. What Chevrolet seeks to accomplish through these commercials is to present to consumers not that they are the most inexpensive company, but that they are ahead of their competition in terms of quality. Instead of flashy and comical ads like that of Coca-Cola, they rely on the simple opinion of various reviewers in the automotive industry to push their brand.

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A competitor of Chevrolet, however, uses an entirely different approach to appeal to consumers and to bring personality to their company.

Dodge has relied heavily on commercials in order to brand themselves. This isn't done through the use of reviews or by pushing quality, however. Dodge has taken the approach within the past few years to appeal to the emotions of consumers. A great example that was well-received was their "God Made a Farmer" commercial. In this ad, Dodge appealed to several emotions of the American people. Dodge touched lightly on religion and discussed the many jobs that a typical, everyday farmer is in charge of. There was no incredible sales pitch, nor was there anything in the commercial that was obvious about swaying the public's opinion. Instead, Dodge painted a picture of a hardworking man that anyone could aspire to be more like. At the end of the commercial, the word "Dodge" flashed on the screen, with a picture of a Dodge Ram under the text. Dodge followed this style of branding with another commercial, which told the story of the company itself. This commercial shows the Dodge brothers, Horace and John Dodge, in their quest to create their own business. The ad also features several Dodge vehicles, both modern era as well as earlier models. Dodge uses their true underdog story to appeal to the emotions of consumers.

As you can see, there are multiple ways for you to create a brand for your company. You can be the business who relates to its customers with personal and emotional tactics, as Dodge does. Or maybe take the Chevrolet approach, relying less on emotion and more on pushing the idea of the quality of the product.

But how do these methods work? In order to understand how a company uses these tactics to push their product while being viewed by consumers in a positive light, you must first understand the psychology behind these methods. These methods as referred to in psychology as "Modes of Persuasion," and there are three basic methods.

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## **Modes of Persuasion**

1. **Ethos** – This mode of persuasion relies mainly on the morals of the targeted audience, as well as the authority or title of the presenter. A person with a doctorate degree in education will generally not need to prove his/her credentials. People will simply listen and be persuaded based on the merits and morals of the speaker.
2. **Pathos** – This mode of persuasion deals with the emotions of the audience. This is one of the most used modes in everyday conversation and is relied heavily upon by many different groups of people. Motivational speakers, politicians, salesmen, and authors have all been known to utilize pathos in their work.
3. **Logos** – This mode of persuasion deals with the use of logic and reasoning to prove a point. Rather than working off of emotion or authority, the speaker will rely on facts, statistics, and critical thinking in order to persuade the audience and push their opinion. While logos can be viewed by many as the most important and useful mode of persuasion, it too can vary in terms of effectiveness based on the audience in which it is presented to.

These three major modes of persuasion form the basis for nearly every argument, debate, sales demonstration, interview, or speech that you will hear. In everyday conversation, you may use only one or two of these styles, depending on your audience and environment. It is important to understand that in the world of marketing and in the journey to branding your company, it will be beneficial to utilize all three of these modes of persuasion. By using all three, you will have a much better shot at reaching the masses than by appealing to one or two of the modes of persuasion. However, many companies who have strong enough support in one of the three modes of persuasion will simply rely on it as their sole method of branding their business.

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If you are involved in marketing on any level, it is wise to keep these three modes of persuasion in mind as you are working on branding your business. By understanding and utilizing these three techniques, you will create a stronger and much more transparent personality for your company.

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## BRANDED

### Leave a Mark

The effect that a solid brand can have on an organization is unrivaled.

A brand, when utilized correctly, is directly responsible for increasing the value of your business.

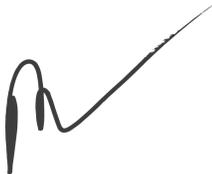
On the other hand, a brand that is ineffective, and doesn't resonate with consumers will be harmful to your company.

In this book, I'll be sharing the tips and strategies that have taken my company from a startup, to a multi-million dollar organization.

From a dream to a reality.

And from a business to a brand.

Leave a mark.



 **GET THE BOOK**

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## Connect with David



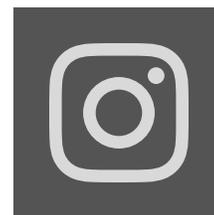
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