



## 309 – Branding and Design Training for Small Business

Days, 8 Hours/day – Optimum class size, 8 - 9 students

### Training Description:

Trainees will be educated to the cutting-edge design techniques, tools and crowd sourced communities they can leverage and begin utilizing right away. By the end of this workshop an employee should have a firm understanding of the components of a powerful brand and also be able to build out a myriad of brand building assets when back at Corporate Headquarters. This workshop is designed to help a senior management team understand the fundamentals of corporate branding that underpin some of the world's most well-loved organizations.

### Training Objective:

The workshop will focus on the 3 key marketing pillars of the branding landscape

1. Logo & Identity Design
2. Asset Development Creation
3. Developing a Brand Strategy

### Skill Attainment:

The workshop will provide the knowledge needed to build out a brand designed to attract and convert new business. Specific skills include:

- Designing and coding a website using the latest software, tools, hosting and CMS platforms
- Creating a top-tier logo, tagline and identity on an affordable budget
- Building out optimized digital marketing assets for the numerous online channels and platforms available to connect with prospects and clients
- Developing print ads, trade show booths, sales literature and pitch decks that separate you from the competition

These skills are transferable within the company, industry and are highly desirable by any manufacturer.



## Training Agenda:

### Day 1 – Branding and Design Overview

In order to market successfully, manufacturers must begin embracing all of the branding techniques, tools and technology available in the market to ensure differentiation, engagement and top-line growth. The first step in this process is understanding all of the branding tools, platforms and best practices available to leverage and put to good use. The first day of this 3-day workshop provides a comprehensive overview of the design and branding landscape and the foundational pillars for a powerful brand. Talking points will include:

- Understanding the difference between marketing and branding
- Exploring the leading digital design trends today
- The Do's and Don't's of building a brand
- The tools, platforms, and crowd sourcing communities available for a manufacturer to strengthen their brand at an affordable cost

### Day 2 – Developing a Brand Strategy and Implementation Schedule

In this section of the workshop, we will assist manufacturers with the development of the marketing assets needed to grow their companies. In addition, during our exercises we will help manufacturers fully personalize the assets to their own needs.

- Exercise 1 – How to build out a branding strategy for your business.
- Exercise 2 – How to develop an asset development implementation plan to bring your branding roadmap to life

### Day 3 – Bringing your Brand Strategy to Life

In this section of the workshop, we will assist manufacturers with the development of a customized branding strategy. In addition, during our exercises we will help manufacturers leverage a network of designers and coders and copywriters needed to implement the personalized strategy.

- Exercise 1 – What marketing assets do you have at your disposal and how can they be strengthened?
- Exercise 2 – Research all of the touchpoints on a consumer's journey with your brand
- Exercise 3 – Develop a branding strategy/game plan to implement at your company immediately