

 ReferralRock

Brand Strategy Template

Part 1: The Fundamentals

1. Brand purpose

Why was your brand created?

2. Core brand values

What principles guide the actions behind your brand?

How will your brand live up to them?

3. Target audience

What is the market for your brand?

Be specific as possible (consult with your sales team, if you have existing customers) and constantly update this portion.



Part 2: Buyer Personas

Make a copy of this section for every buyer persona your brand constructs.

Buyer persona

Name:

A. Personal demographics

Age:

Gender:

Marital/Family Status:

Location:

Approximate income (annual):

B. Professional demographics

Industry:

Position:

Size of the company:

Who they manage or report to:

C. Information sources

Where does the buyer get their information? (i.e., sites, shows, podcasts, influencers)



Part 2: Buyer Personas (cont'd.)

Make a copy of this section for every buyer persona your brand constructs.

D. Goals and needs

What goals does your buyer have?
What needs do they seek to meet?

E. Problems and pain points

What problems does your buyer face?
What pain points do they have?

F. How your brand fits in

How can your brand solve their problems and meet their needs?
What other solutions are they currently using to solve those problems (include all substitutes and competitors)?
What reasons would a buyer have for not buying from your brand?
How can you respond to these reasons?



Part 3: Brand Mission & Vision

Brand mission

What current goals is your brand working toward?

What needs does your brand meet for your target audience now?

Brand vision

What future does your brand want to help create? Why?

How does your brand plan to make the future better for its target audience?



Part 4: Competitor Analysis

Make a copy of this section for every direct competitor in your analysis.

Direct competitor

Name:

How does this competitor market itself? Who is its audience?

What does this competitor do well?

Where does this competitor fall short? (opportunities for your brand to stand out)



Part 5: Value Proposition

Briefly state what the physical and emotional benefits your product or service offers.
How does your brand solve the audience's problems (better than the competition)?

Part 6: Brand Position

What characteristics and emotions do you want people to associate with your brand?
How does this position set you apart from the competition?

Part 7: Brand Story

Status Quo:

Conflict:

Resolution:



Part 8: Brand Messaging

Voice and tone

How does your brand speak to its audience?

Brand messaging

Slogans / taglines:

Other key words and phrases:



Part 9: Brand Imagery

Brand imagery

Logo:

Colors:

Style of imagery (with examples):

Typefaces:

