

The 5 Pillars of a Successful Brand Launch



Introduction

Hi There,

Thank you for downloading our eBook! We are so excited you are interested in learning about the five key pillars that make up a successful brand launch!

You most likely signed up for this book because you are thinking about launching your own company. If you are feeling a bit overwhelmed, we understand entirely.

There are so many moving parts when it comes to starting your own company or side hustle. That is why we wanted to write this eBook and help outline the essential things you need and how to get started creating them.

We hope you enjoy the information, and we will see you at the end to talk about the steps!



#1 - Brand Messaging

OVERVIEW

Your brand messaging is the story you are telling your customers about your company and products. Your messaging conveys our value proposition and inspires your audience to purchase from you. Depending on your brand, your messaging may be positive and uplifting, talking about goals and dreams. On the other hand, your message may need to be more severe if you solve a serious problem or try to prevent one in the first place.

ABOUT US

Your About Us paragraph will be a crucial part of your brand messaging, website, and overall marketing strategy. It must convey who you are, what you do, and why you are doing it. Thanks to the internet, shoppers want their information quickly. Therefore, you must tell them exactly what you are offering them if you're going to keep their interest. This paragraph will live on your home page, most social channels, and at the bottom of most content, such as blog posts and case studies.

MISSION STATEMENT

Today's consumer is not only interested in what you are selling, but why you are selling it. According to the [2019 Small Business Marketing Trends Report](#), people buy stories, not products. Therefore, you must speak to why you are starting this company and the mission you are on. What are you trying to accomplish? Whose life are you trying to make better? What problem are you trying to solve? These are the answers that will be the foundation for your Mission Statement.

VISION STATEMENT

Your Vision Statement is different from a mission statement and can be a bit more challenging to write. This is where you are talking about the vision you have for your companies. Where do you see your business 5-10 years from now? What type of impact do you want to make? This section will most likely change over time, but it's essential your audience know that you are going to be around for a while. If written correctly, this statement can make your customers feel they will be a part of something special.



#2 - Website

OVERVIEW

In today's world, everyone has a website. It's where you send people after you pitch your company. Therefore, you must create an engaging site that is easy to navigate. If visitors struggle to find your products, they will leave your site before ever learning about them. For some, the idea of launching a website is daunting. The key is to remember that when building a basic site for your new company, the hard part has been done for you.

SELECTING A URL

Before you begin, we suggest heading over to [GoDaddy](#) and seeing your desired URL is available for purchase. If you are selling products, then you will want a .com or .org ending to your URL. If the one you want is taken, we advise you to visit the website and see what company is currently occupying it. If the company is similar to yours, you may want to consider a new company name. However, if it is different, you can explore other URL options until you find one you like.

CHOOSING YOUR PAGES

When creating your first website, it's easy to think you need all the bells and whistles you have seen on other sites. The critical thing to remember is that you can always change your website as your brand grows. Right now, you simply need to create something as soon as possible that you can send your customers too. Your home page should include your brand messaging and links to the other pages on your site. Then, you need a page for people to view and buy your products. Lastly, you will need a Contact Us that captures information like email addresses.

CHOOSING A TEMPLATE

One of the reasons for creating a website seems so daunting is that they can vary so much. The cost of a website can range from \$1 - \$10,000, depending on what you want it to do. Furthermore, many new entrepreneurs are afraid that their lack of coding and technical skills will result in a lackluster site. Luckily for you, websites like [WordPress](#) and [SquareSpace](#) offer pre-built templates. All you need to do is view the templates they provide and then drag and drop the sections you want.



#3 - Social Media

OVERVIEW

According to a recent survey, the number of consumers using social media as a search engine is increasing. When people hear about your brand, the chances are high, they will look to social media to see what you are all about. They are also browsing your social channels to see what other customers have to say about your products and services. Your social channels must be up and running before your launch. This includes having things like your logo, about us, contact information, and link to your website.

CHOOSING YOUR CHANNELS

The number of social media options seems to keep growing. Some new business owners feel they must be on every single channel, so they do not miss out. However, the last thing you want is to create a social channel without having anything relevant to post there. The result is consumers finding an abandoned social page and making a negative assumption about your brand. Facebook and LinkedIn are two must-haves when it comes to your social presence. After that, research where your competitors are determined if you need to be on those channels as well.

CREATING CONTENT

We are going to dive deep into your content marketing strategy in the next section. However, when it comes to social media, people expect engaging content that will make them stop scrolling. This includes branded images that include short messages about who your brand is and what you believe in. Try using a service like Canva to create social templates that will be inline with your overall branding. Remember, consumers do not want to be sold to directly. They want to be entertained and educated. Once they trust you as a resource, then they will buy from you.

SCHEDULING YOUR POSTS

It is not realistic to think that as a small business owner, you will be able to take time out of each day to post to social media. You will want to assign this responsibility to a designated person, such as a Virtual Assistant who understands your brand and messaging. Even then, there is no reason they must manually post to each page every day. Using a free service like Hootsuite allows you to schedule all of your posts for the week in one sitting. This ensures your channels are consistently being populated, and your audience is being engaged.



#4 - Content Strategy

OVERVIEW

Marketing influencers like Gary Vaynerchuck are constantly talking about the value of giving away free content to your audience. At its core, the content you create should educate your audience on your company, issues in your industry, how to solve some of the problems they are facing, and anything else your audience might be searching for. Content is used to capture customer information, engage website and social visitors, and establish yourself as an authority in your audience's eyes.

BLOG POSTS

Blog posts are a great way to educate your audience regularly. The key is to talk about topics that your customers want to learn more about. You can casually slip in something about your company if appropriate, but the idea is to offer value without asking for anything in return. This may seem counterproductive, but what you are doing is building a relationship and establishing yourself as a thought leader. Over time, your audience will recognize your brand as the "go-to" source for solving their problems and actionable insight.

INFOGRAPHICS

While some of your audience will enjoy a lengthy blog post, others prefer to have the information presented in the form of numbers and data. Infographics are a great way to tell a story using images, illustrations, and data points. If your product solves a problem, you may want to tell your audience the percentage of people who face the same problem. If your service has helped people achieve a positive result, you may want to share the number of people you have helped. The end goal is to use data as proof that your customers should buy from you.

CASE STUDIES

Case Studies are the perfect way to prove that your products or service has produced real results. If you have a customer success story to share, we recommend presenting it as a case study and sharing it across your website and social media. If you don't have one yet, keep this type of content in mind and use it as soon as you have done. Any case study can be broken down into three simple sections: the problem, your solution, and the result.



#5 - Sales Process

OVERVIEW

Once your website is up, your social channels are active, your messaging is set, and your content is created, you are ready to turn to your sales process. Before you put your products out into the world, you must be prepared for what comes next. This includes how you will accept payment, ship the items out, and retain customer information for the future. Having a process in place now will save you from making mistakes in the future.

CREATE A MARKETING CAMPAIGN

There are several different types of marketing campaigns, including social media, paid search, paid advertising, and more. Before you research which channel is best for you, it's key to lock down the basics of your campaign.

First, who are you targeting, and where do they get their information from? Second, what are you trying to sell? If you offer several products, you need to pick your most valuable one and start there. Lastly, what is your pitch? What makes your product unique enough to motivate the customer to make a purchase.

PROCESSING ORDERS AND GETTING PAID

Once you start sending customers to your website, you need a process that will send them their order and make sure that you get paid. GumRoad is an online platform that allows you to create individual product pages and processes credit card information for you.

The money goes straight into your account, and the order information gets sent to whoever is fulfilling the order. If you haven't already, you need to determine who will be shipping out the orders when they come in.

MANAGING YOUR CUSTOMER BASE

Last but not least, you need a Customer Retention Management system (CRM) to store all of your customer data. This includes customers who bought from you, people who filled out your form, website visitors who downloaded something off your website, or any other customer information you gather.

If your business relies on one-on-one personal relationships, your CRM is also where you store information about your client. Your CRM should accomplish two main tasks. First, you should be able to pull up a customer's information at any time. Second, you should be able to access your customer list when sending out a mass email like a newsletter or exclusive sale.



What's Next?

Hi Again,

We hope you enjoyed reading that as much as we did putting it together. Now you have a substantial checklist to work off of as you get ready to launch your business.

If you have any questions about what we talked about or would like to learn more about how our expert team of marketers can help your business launch, please send us a message at contact@360gatewaybrands.com and book your FREE introductory call.

We look forward to hearing from you!

