

# Marketing & Branding

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# Objectives this morning

- What is a brand for a company
- What is marketing
- What is the difference between branding and marketing
- Why is market branding important
- Why is marketing and branding relevant

# Famous brands



# What is a brand for a company

Branding goes way beyond just a logo or graphic element. When you think about your brand, you really want to think about your entire customer experience...everything from your logo, your website, your social media experiences, the way you answer the phone, to the way your customers experience staff.

# What is a brand for a company

**IN SHORT - Your brand is the way your customer perceives you**



*The Most Abused Customer Is the Sold Customer.*

# What is a marketing

The action or business of promoting and selling products or services, including market research and advertising.

# What is the difference in branding and marketing

1. Marketing is your message. Your brand is who you are.
2. Branding comes first, marketing second.
3. You own your marketing; your consumers own your brand.

# Why is market branding important

- **Branding promotes recognition:** If your branding is consistent and easy to recognize, it can help people feel more at ease purchasing your products or services.
- **Your brand helps set you apart from the competition:** In today's global market, it is critical to stand apart from the crowd.



# Why is market branding important

- **Your brand tells people about your business dna:** Your brand experience tell your customer about the kind of company that you are.
- **A strong brand generates referrals:** People love to tell others about the brands they like. People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they love.

# Why is market branding it important

- **A strong brand helps customers know what to expect:** A brand that is consistent and clear puts the customer at ease, because they know exactly what to expect each and every time they experience the brand.
- **Your brand helps you create clarity and stay focused:** A clear brand strategy helps you stay focused on your mission and vision as an organization.

# Why is market branding it important

- **A strong brand helps customers know what to expect:** A brand that is consistent and clear puts the customer at ease, because they know exactly what to expect each and every time they experience the brand.

# Question?

Why is marketing and branding relevant to us ?

# THANK YOU

