

Marketing & Branding Basics



■ BRANDING

Branding is your business identity — visuals, messaging, and customer experience that build long-term recognition.

■ MARKETING

Marketing promotes your products or services through various channels to drive awareness and generate leads.

■ Core Foundations

- Define your target audience — know exactly who you serve.
- Craft a compelling value proposition — what sets you apart.
- Maintain consistent messaging — same voice across all channels.
- Deliver strong customer experiences — every touchpoint matters.

■ Simple Marketing Plan Framework

01

Set Goals

Define clear, measurable objectives.

02

Choose Platforms

Pick channels where your audience lives.

03

Create Content

Post weekly, stay consistent.

04

Track & Optimise

Review results and improve.

Branding builds trust. • Marketing builds visibility. • Together they drive growth.