

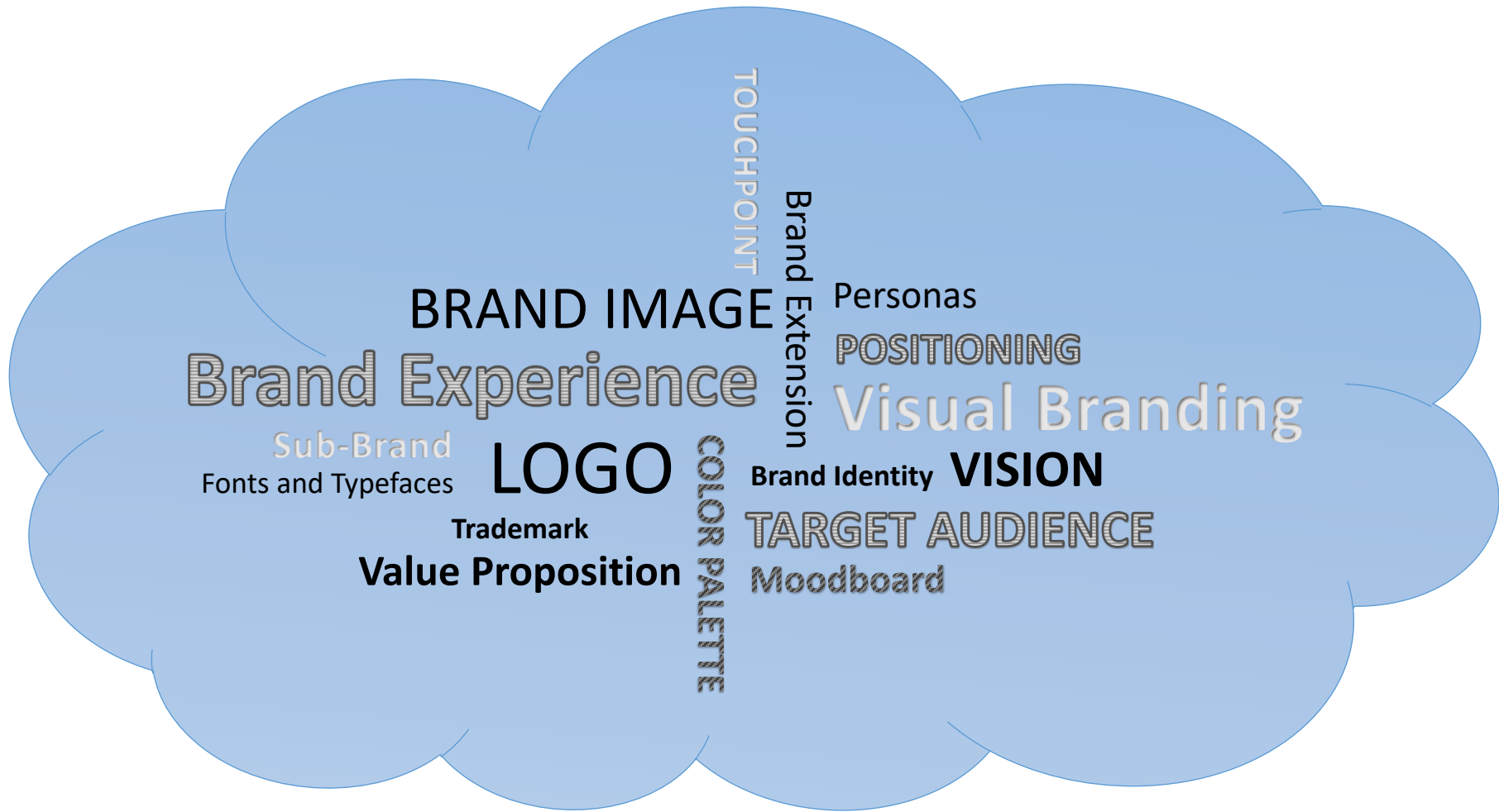


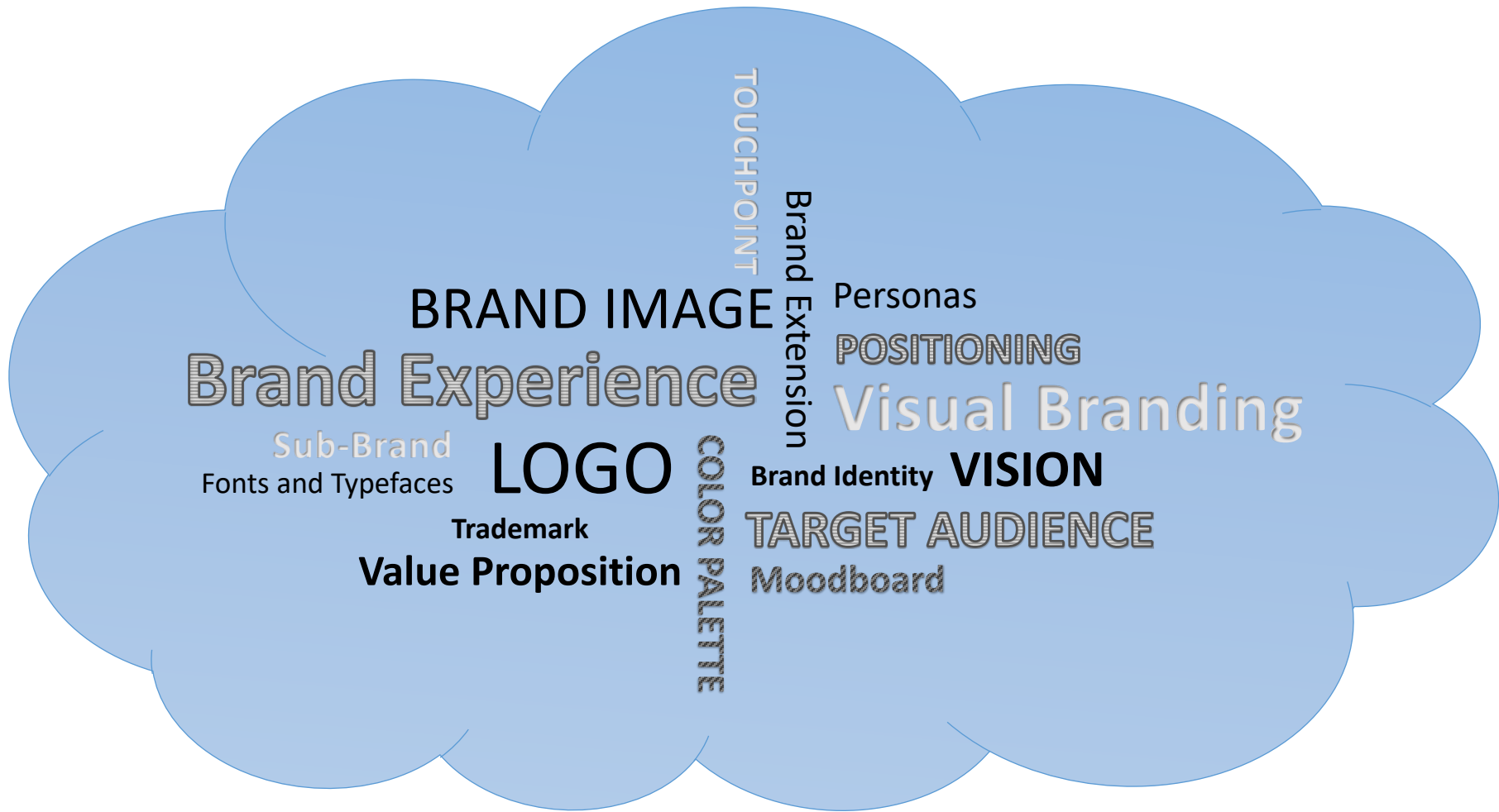
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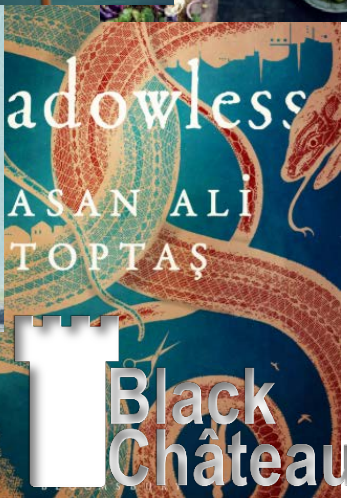
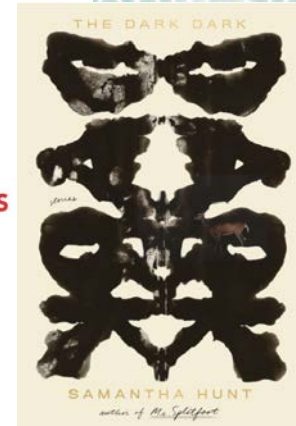
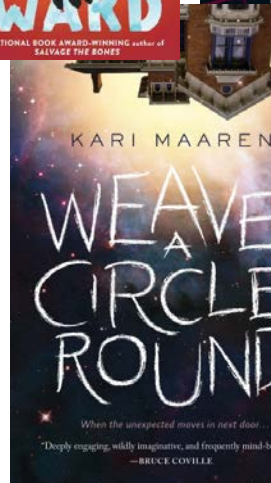
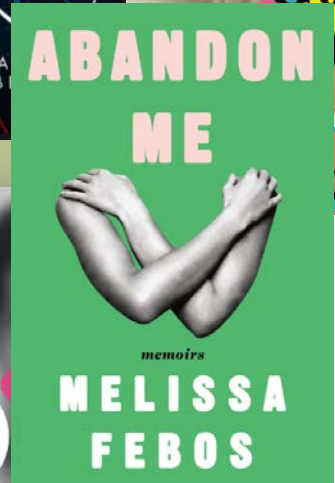
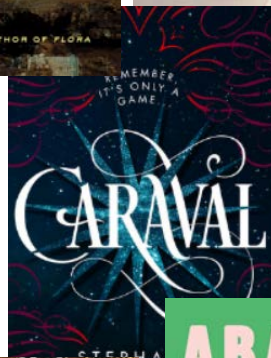
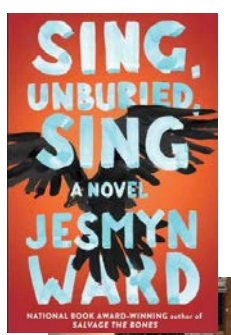
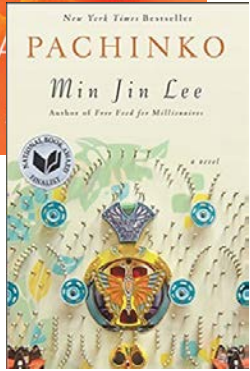
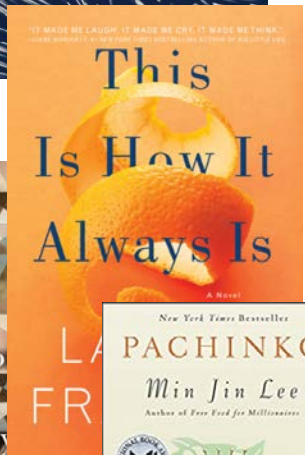
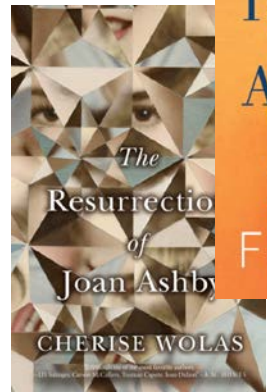
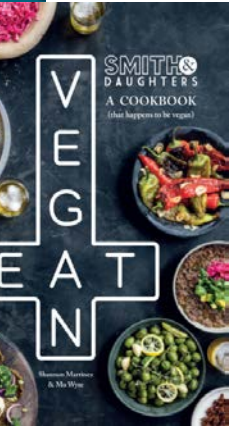
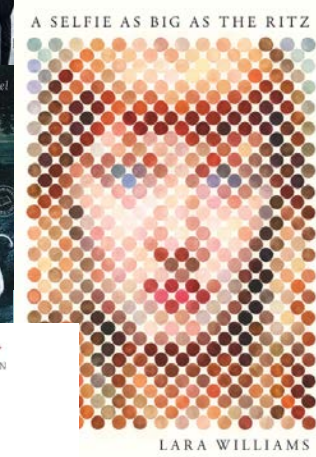
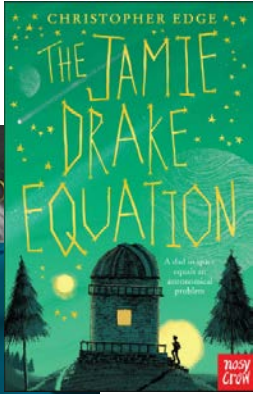
BEYOND BRANDING

PWSD JUNE 2018

BRANDING







Brand Positioning

Aesthetics

Placement



Brand Positioning

Answer these Questions

Why did you write this book?

Who is your demographic ?

Why you?



Brand Positioning

Why did you write this book?

1. Share passion or art: to be expressive
2. Turn book into film or TV
3. Make a statement and influence the world/society
4. Calling card book used as lead magnet to sell services like coaching, programs, services
5. Fulfill a life goal and achieve a sense of accomplishment
6. To educate, teach or inform
7. Build credibility in an industry and establish oneself as a thought leader, expert or speaker
8. Greater good—calling from above
9. Leave a legacy for family, friends, and community
10. To be a storyteller



Brand Positioning

Who is your demographic?

1. Don't say everyone—truly think about who you are targeting
2. What are their interests? Why do they care?
 - This helps inform your query letter—a literary agent or publisher wants to know who you target
 - This helps you write—who are you writing your book for? Imagine them as you are writing/editing
 - Helps you target readers when advertising
3. Take a cue from marketers who create profiles of their target demo
 - Give them a name, an age, an job, hobbies, hopes, dreams—give them a face

TARGET AUDIENCE

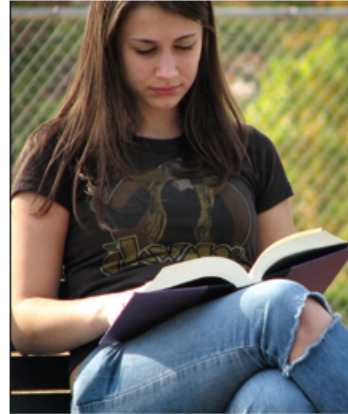
Genny "The Urban YA Lover"

Age: 26
City: San Francisco
Career: Designer for a mobile app
Income: 80K-90K
Education: Berkeley student

Style: Bold, risk taker, vintage, confident, worn, easy going, comfortable, revolutionary, strong, rock inspired, ironic.

Summary: This natural rocker girl embraces counter culture while also being a fangirl for stories that are popular.

Interests: Music, pop culture, quirky celebs and well as women who inspire her.



Shopping for Books: When looking for a new book, it's all about experience and emotional connection. She loves to read cool editorials about inspiring women, and she gets recommendations from bloggers she follows.

Budget: Sensitive to price, but willing to pay retail for a book she feels she must have.

Favorite Books: Handmaid's Tale, Hunger Games, Divergent, Gone Girl

Genres: YA, literary fiction, comics, historical fiction



Brand Positioning

Why you?

1. What is your story? The story behind the story is important for media pitching
 - Like writing your logline, but for *you* instead of for your book
2. Talking points and sound bites
 - 4 to 6 solid points
 - Features and benefits
3. Bio—long and short form
 - For media and press
 - For social media and profiles
 - For your website

Example Pitch

1. **Pitch One:** He wrote a fantasy adventure with a team of heroes you'll root for as they save their home from an evil invader. Vivid settings and magical worlds are waiting to be discovered. Meet author of this incredible page-turning book.
2. **Pitch Two:** He was addicted to video games and failing in school. His mother couldn't get him to put the Xbox down. Then, an English instructor helped him discover his writing talent. He channeled his video game addiction into a passion for writing, and published his first fantasy adventure novel at 16.



Look and Feel

Colors, Tone, Imagery and Style

Headshots and Portraits

Signature Logos, Fonts, and Style Guides





Colors, Tone, Imagery and Style

1. Create a mood board or vision board—a collection of imagery and pictures you like
2. Consider your genre and how it influences your overall tone and style
 - What colors do you like? Don't you like?
 - What fashions, trends, styles do you like?



Headshots and Portraits

1. You need a quality portrait or headshot—not a cellphone snap from 2012
2. Types of photos: headshots, portraits and editorial
 - Need to have it ready at a moment's notice
 - Consider lighting, background, props, emotion
 - Not a matter of humility, it is a matter of being professional





Photo by LifeTouch



Dot Caffrey
Fantasy Author



Born and raised in New York—mostly on Long Island and not “The City”—Dot Caffrey moved to California after high school. She did a three-year stint in the Navy before going to college and receiving a Microbiology/Medical Technologist degree.

Her father says she’s been a storyteller from the moment she began to talk. It was only in last few years that Caffrey decided to take her passion for writing seriously and write books for publication.

Her first novel in the *Trilogy of Power* series is called *Awakening Powers* and it introduces fans to 17-year-old Regnaryn who grows up in an idyllic land among mythical beings. She believes she is the last surviving human. Her world shatters when evil invades her dreams and demands she relinquish unknown powers foretold by her long-deceased mother.

Book two, called *Cursed Power*, delves deeper and presents us with Sevich who was born with the face of an angel, but cursed with the soul of a demon. What will his desire for his father’s throne drive him to?

When she’s not writing, Caffrey enjoys creating and wearing costumes (cosplay), playing video games—though she claims she isn’t very good—and watching NHL Hockey. She also enjoys spending time with friends and her loving cats.

www.DotCaffrey.com





Signature Logos, Fonts, and Style Guides

1. Big brands have style guides that list the fonts, colors by hex/pantone, and rules for how to portray the logo and branding
2. You may want to do a mini-guide—a document with your branding materials
 - You may want to have a logo or signature logo created especially for personality brands with rules for it
 - Fonts and typefaces may be included
 - Exact colors for consistency





KEYWORD RESEARCH

Keyword Analysis

Keyword and SEO strategy is obviously essential in ranking well in search engines against competitors. In our research, we found several kinds of keywords Labels of Freedom should target when creating content, copy, tags, etc. Keywords that rank highest in volume should be targeted because they are search terms Labels of Freedom's target customer is most likely to search. We also found some "Opportunity Keywords", which are terms which still have high search volumes but for which Labels of Freedom's competitors did not rank as high. By targeting these keywords, Labels of Freedom may be able to rank higher than its competitors.

We also looked at relevant terms with high search volume on the West Coast vs. those on the East Coast. Those terms can help to better target audiences on either coast by speaking to their specific interests. Finally, some search terms were searched in high volumes by both coasts, making them universally appealing and effective for those prime audiences. In addition, some of your competitors' names were searched in very high volume. By targeting their names as search terms, Labels of Freedom can piggyback on their marketing efforts to improve its own search ranking and market relevancy through website content that compares and contrasts the brands. Keywords can appear on the site publicly or only to search engines.

Some of the highest volume keywords are:

Missguided
Nastygal
Wildfox
Sabo Skirt
Sweater Dress
Sexy black dresses
Birthday dresses
Long Sleeve Romper
High Wasted Pants

Some of the Opportunity Keywords, for which competitors failed to rank as well are:

Prom dresses
Dresses
Homecoming dresses
Plus size dresses
Swimsuits
Maxi dresses
Formal dresses
Sunglasses
White dresses
American Beauty



STRATEGIC MARKETING PLAN Overview

Strategic Overview

Labels of Freedom is entering the ecommerce space at a very exciting time. Online and mobile are the fastest growing retail segments, and apparel is outpacing all other categories in online sales. Labels of Freedom's target customer base, millennials, is growing as well, and it one with immense buying power, which is only expected to grow as that audience matures and reaches its peak earning potential. Connected and technologically savvy, it is a group hungry for valuable information and insights from influencers plugged into the worlds of fashion and entertainment.

As a brand built around a credible style personality, Labels of Freedom will have relevance for those looking to stay on-trend. Millennials also seek emotional connections to brands, providing Labels of Freedom with an opportunity to reach out to its audience through its sincere and empowering brand message.

The online fashion space is already quite competitive, but there are still opportunities for brands who understand how to speak to their target audiences. Engaging, entertaining, and informative editorial can help retain customers and build loyalty, and new and powerful tools for managing customer relationships and collecting data about customer behaviors can allow for highly targeting messaging to make each Labels of Freedom customer feel like her shopping journey is one of a kind.

Leading competitors in this category edge out smaller companies by closely controlling vertically integrated supply chains that allow for lightning-fast product turnaround. Battling for market share against these behemoth brands will be a challenge, but with careful planning, an eye to authenticity, and creative approaches to building relationships with customer, Labels of Freedom can emerge as a leading online style destination.



SEO AND CONTENT STRATEGY

SEO and Content

SEO is a methodology of techniques and practices used by SEO experts to increase the number of visitors to a website. This is done by creating relevant content to produce high-ranking placement on a search engine results page (SERP). This applies to all search engines including Google, Bing, and Yahoo. Google is the most-used search engine by far, and is the one you'll hear referred to the most.

The search results displayed are influenced by a number of variables that are considered by a search engine's algorithm, a set of rules followed in order to produce a result. The exact algorithm of a search engine is unknown and is constantly changing. Labels of Freedom needs a consistent SEO and Content strategy that adjusts to algorithmic changes and keeps the brand at the top of results.

Website Copy Needs to be Keyword-Rich

The copy on your website needs to be keyword-rich. You need to use the terms and phrases people are searching in order for Google and other search engines to serve you up. Researching keywords starts with understanding your target demographic. Knowing how, when, and what they search for is the first step. Then you need to roll up your sleeves and use tools like Google Analytics to determine the best keywords to craft your content around.

Blog posts, how-to videos, and other content also need to use keywords. The list of keywords is ever-evolving, and new research should be conducted on a regular basis as part of the Labels of Freedom SEO strategy.

A Good SEO Strategy Is an Integrated Strategy

SEO is like the perfect scarf that ties an outfit together. When done properly, you'll see that your SEO strategy is a content strategy, and a social media strategy, and a public relations strategy, and web development strategy, and so much more. All these elements need to work in unison.

Labels of Freedom needs these SEO integrations for link building and authority enhancement:

- Social Media
 - Social link building
 - Online reputation
 - Authority
- Public Relations
 - Wire service press release back-linking
 - Influencer blog/website back-linking
 - Reviews and product endorsements back-linking
 - Optimization of online press page
- Content
 - Onsite SEO content for standard pages
 - Blog content
 - Product pages



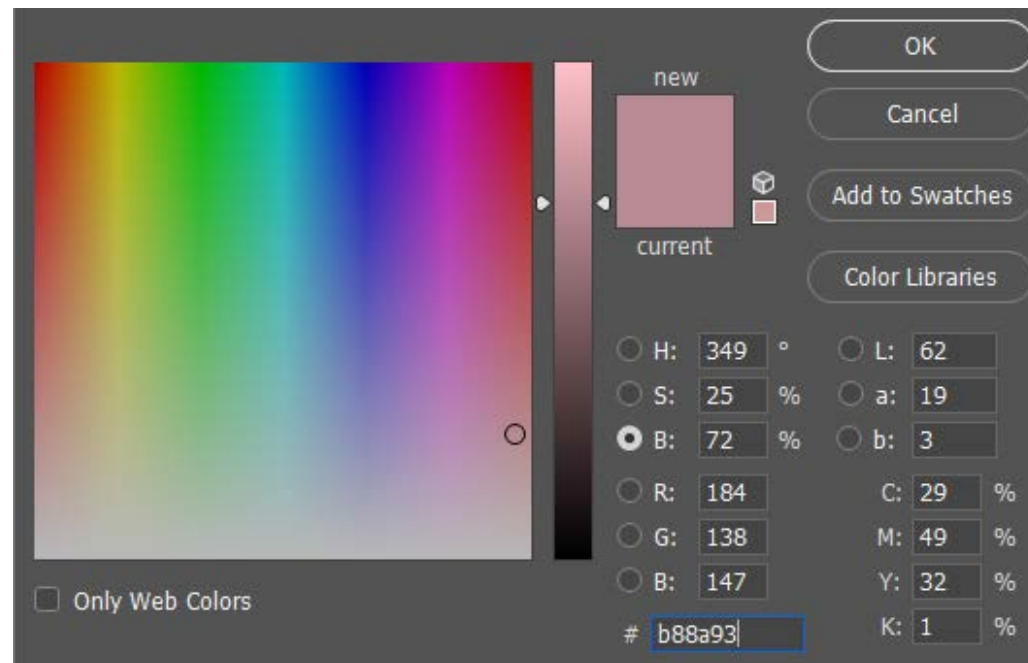
Books That Make You...

LAUGH. SCREAM. HOPE. DREAM.

Primary font:
Jenna Sue

Secondary font:
Playfair Display

Color:
#b88a93





Places for Your Branding

Social Media

Amazon and Goodreads profiles

Your Website

Book Cover

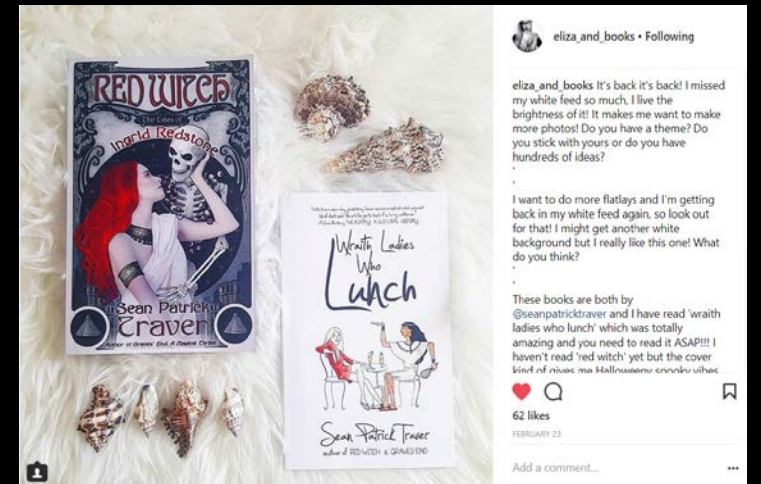
Advertising





Social Media

1. Consistent branding across all profiles—same headshot, same or similar background, bio and book information
2. Different social media platforms allow you to express your brand in different ways
3. Where is your demographic and how do they engage on social media?





Amazon and Goodreads

1. Amazon, Goodreads, others need consistent branding just like social media
2. Complete your profiles for maximum effect
3. Link to your website or blog—consider SEO benefits



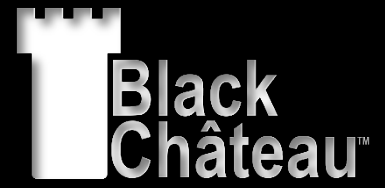
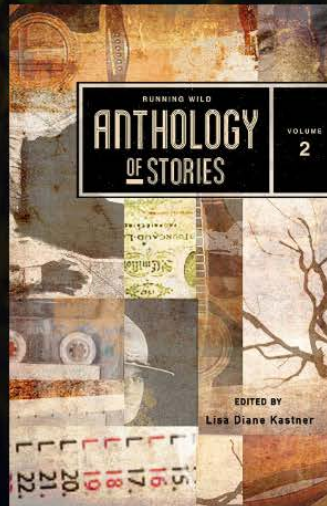
Your Website

1. The hub for all your info and marketing, information, and content
2. Can really showcase your branding
3. Who is your target audience?
 - Beyond readers, are you looking to attract clients?
 - Sell your book to be turned into a movie?
 - Book speaking engagements?

Tori Eldridge
Author

Challenging perception and empowering
the spirit each and every day

[HOME](#) [ABOUT](#) [BOOKS](#) [BLOG](#) [EMPOWERMENT](#) [CONTACT](#)





Book Cover

1. Headshot may go on inside flap or back cover
2. Portrait may even be on front cover or personality brands/business books
3. Portraits or editorial can be used on memoirs and biographies



Advertising

1. Online ads: display and PPC ads
 - Google
 - Facebook/Insta/Social Media
 - YouTube
 - Goodreads
2. Print advertising
 - Magazines
 - Brochures
 - Programs
 - Signage





www.BlackChateauEnterprises.com