BRANDING
Brand Positioning
Aesthetics
Placement
Answer these Questions

Why did you write this book?

Who is your demographic?

Why you?
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

Genry
“The Urban YA Lover”

Age: 26
City: San Francisco
Career: Designer for a mobile app
Income: 60K-90K
Education: Berkeley student

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

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

Interests: Music, pop culture, quirky celeb 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 editorialis 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
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
   • 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.
Aesthetics

Look and Feel
Colors, Tone, Imagery and Style
Headshots and Portraits
Signature Logos, Fonts, and Style Guides
Aesthetics

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
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 Regina who grows up in an idyllic land among mythical beings. She believes she is the last surviving human. Her world shatters when she discovers her dreams and dreams she relinquish unknown powers bestowed by her long-deceased mother.

Book two, called Convinced Power, delves deeper and presents us with Stivich 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 (costume), playing video games—though she claims she isn’t very good—and watching NFL football. 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 crucial to earning well in search engines against competitors. In our research, we identified several types of keywords. Labels of Freedom should target when creating content, story, tags, etc. Keywords that top-nicked in search 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 volume but for which labels of Freedom's competitors do not rank as high. In targeting these "opportunity" labels of Freedom may be able to rank higher than its competitors.

We also looked at various terms with high search volume on the Visual Co. to sense on the East Coast. Those terms can help to target larger audiences on either site by acting on their specific interests. Finally, some search terms were searched in high volume by both coasts, making them universally appealing and effective for those entire audiences. In addition, some of your competitors' terms were searched in very high volume. By targeting those terms as search terms, Labels of Freedom can piggyback on their marketing efforts to increase its own search ranking and market awareness through viable content that companies and contracts the brands. Keywords can appear on the site publicly or only to search engines.

Some of the highest volume keywords are:

- wedding
- from go
- italic
- baby skirt
- Brauer Chaus
- Top Stash dresses
- 90's, stashed dresses
- Long Sleeve Huarache
- high-heeled flats

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

- front dressers
- obese
- Homecoming dresses
- Plus size dresses
- swimsuits
- Mat dresses
- formal dress
- sunglasses
- White chiffon
- American beauty

STRATEGIC MARKETING PLAN

Overview

Strategic Overview

Labels of Freedom is entering the e-commerce space at a very exciting time. Online and mobile are the fastest-growing retail segments, and experts predict additional e-commerce categories in various levels. Labels of Freedom's target customer base, regardless of dressing, as well as this season appears to grow as the promotional economy and respect for dress expenditures. Connected and technologically savvy, it is a group hungry for valuable information and insights from influencers plugged into the world of fashion and entertainment.

As a brand built around a creative state of mind, Labels of Freedom will reframe for their looking to stay current. Millennials also seek emotional connections to brands, providing Labels of Freedom with an opportunity to reach out to its audience through its stories and empowering brand messages.

The online fashion space is already quite competitive, but there are still opportunities for brands who understand how to speak to their target audience. Engaging, entertaining, and informative brand content that resonates with customers can help build relationships and keep customers returning. Labels of Freedom can leverage this by focusing on building a brand that customers can relate to and feel comfortable with.

Leading competition in this category edge out smaller companies by clearly controlling vertically integrated supply chains that allow for efficient product turnaround. needles 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 customers, Labels of Freedom can emerge as a leading online style destination.

SEO and Content Strategy

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) for all search engines including Bing, Yahoo, and Google. Google is the most used search engine to do this, and a site you've never linked to has the most.

The site needs improved are fallback to a number of services that are considered to be a search engine algorithm, a set of rules followed in order to produce a result. The core aspect of a search engine is a ranking and is constantly changing. Labels of Freedom needs a consistent SEO and Content strategy that addresses to algorithm 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 in the first place. 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 as an Integrated Strategy

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

Labels of Freedom needs these SEO suggestions for building and authentic enhancement:

- Social media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - Google+  
- Public Relations
  - Off-site press release back-linking
  - Influencer blog websites back-linking
  - Events and product enhancements back-linking
  - Optimization of online press page

- Content
  - Share SEO content for standard pages
  - Blog content
  - Product pages
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?
Challenging perception and empowering the spirit each and every day
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