How to Build Your Brand

Table of Contents

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Why Branding Matters

What Makes a Brand Strong?

Whether you're developing a marketing strategy for the first time, brainstorming ways to launch your small business, or just looking for a refresher on the basics of branding, there's one thing you should keep in mind: **the way you brand matters.**

Branding can help new and existing businesses carve out a niche in saturated spaces where established businesses might have the upper hand. Keeping your business top of mind for your audience is crucial to getting off the ground and building a healthy pipeline—and appealing to customers with unique visuals, strong messaging, and a clear company vision is the best way to start creating trust.

71% of consumers say brand trust is more important to them now than in previous years

Source: Edelman Trust Institute, 2023 Trust Barometer, June 2023

Let's take a look at an example. Meet Jennifer: she's a small business owner who just opened a brick-and-mortar location alongside the digital store she's been running for the past two years. Business is fair online, but the opening day at her shop saw less foot traffic than Jennifer anticipated. Now, a month after opening her doors, Jennifer is concerned that she might have to close up shop until she can diagnose why customers aren't coming in.

Luckily for Jennifer, she got some helpful feedback from one of her loyal online customers. He said he hadn't realized the shop was Jennifer's at all, because she'd opted to create a different logo for her physical sign than the one she'd been using for her digital business. Jennifer leapt into action and focused on aligning her in-store advertisements, business cards, and social media posts to show off her brand's consistency. After a week of the new look, Jennifer saw more customers coming in, and she was able to show them the best parts of her business.

Small business owners just like Jennifer often experience growing pains while they work out their own brand identity. It's normal to begin a path towards branding, get feedback, then to circle back and start from scratch. But for marketers who are just embarking on their path to branding, where's the best place to start?

Based on our conversations with leading brands across industries, we believe the best place to start building your brand is at its foundation. By starting at the beginning and working your way up, you can begin an iterative process that elevates your brand to new levels of individuality—and attracts more customers. **That's what makes a brand strong: when a customer can recognize it from a single glance**.

At HubSpot, we're passionate about supporting small business owners and marketing professionals with resources to help them create, monitor, and scale at a pace that works for them. That's why we've created this marketer's guide to crafting a brand foundation, messaging matrix, and visual style guide. You can leverage the tips, tricks, and instructions within this guide to gain a clearer understanding of your business's goals—and develop a style guide that other team members can use to maintain your brand's consistency.

Inside This Guide

» Exercises to define branding elements

» A worksheet to record your progress

» A style guide template to establish your visual identity

» Tips and tricks for launching campaigns

» Strategies for developing scalable campaigns

» Recommendations on campaign monitoring tactics

» Resources and further learning opportunities from HubSpot

Creating the Bones of Branding

Strategy: A Brand's Foundation

Before you jump into advertising, writing, and design work all at once, it's a good idea to set some ground rules. Marketing is more likely to succeed when it's based on a **strategy.** Your brand strategy can change depending on the channel, audience, and key performance indicator (KPI) you'd like to achieve, but core tenets of branding should carry through from one campaign strategy to the next.

Those core tenets make up the foundation of your brand. They are the guiding principles that define why your brand exists, why it should matter to customers, and what long-term goals you want to accomplish.

Laying the groundwork early is crucial to the success of your brand's marketing. Without knowing your foundational beliefs, your messaging and designs will often be based on examples from others, or on unsubstantiated guesswork. That lack of clarity can make any marketing effort more likely to underperform.

Brand Definitions

Let's begin laying the groundwork for your brand's core tenets. First, download our Brand Identity Worksheet and take a look at the first slide for guidance. Then, consider the questions below as you start to dive in.
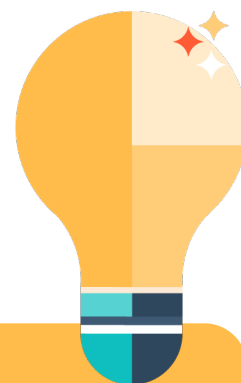
Ask Yourself:

» What is your brand's **mission**?

» What are your **values**?

» Who is your **audience**?

» What is your brand's **story**?

» What **goals** do you want to achieve?

» What is the **promise** you make to your audience?

» What is the **unique value** that only your brand can deliver?

By answering these questions, you can form your brand's foundation and begin building an identity with confidence.

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Mission

Your mission is the reason your brand exists. It's why you created your small business or joined your team in the first place—and it's the reason you continue to roll up your sleeves and put in the work. As you look for opportunities to scale and reach new customers, your brand's mission is the objective you set out to accomplish—and the action it takes to achieve that objective.

Take a look at Ikea, the budget-friendly home furniture retailer. Its mission statement is: "To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them."

Ikea's mission statement clearly demonstrates **why** the business exists, **what** future ambitions it possesses, and **how** Ikea plans to make that ambition come to life.

Check out more tips on writing mission statements here!
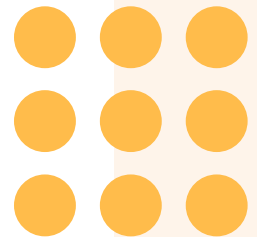
Values

Your brand values are the ideals that consistently guide your brand's actions—no matter what future direction your brand may take. Values often stem from goodwill efforts to make an impact and improve the customer's overall wellbeing. Brands often have three or more values that guide them.

Coca-Cola, the leading beverage company, has seven brand values: **leadership, collaboration, integrity, accountability, passion, diversity,** and **quality.**

These values provide a concise, clear understanding of what Coca-Cola prioritizes in its actions.

Coca-Cola 2024 - "Spills"

Audience

Your audience is the group—or groups—of people you aim to serve with your brand's offerings. If your brand offers more than one product or service, you will likely have multiple audiences to target. Some important things to keep in mind about your target audience are:

- » Age
- » Demographic
- » Physical location
- » Common behaviors
- » Core values

Ikea's audience, for example, focuses more on younger people who are moving into their first apartment—or budget-focused shoppers ready for a renovation. Ikea doesn't target upscale customers looking for regality at a high price tag.

By defining your audience and understanding what matters to them, you can take a look at your messaging and materials to create graphics, social media posts, and other campaign assets that appeal to them.

Ikea 2024 - "Don't Worry, You Can Afford It"

STILREN
Vase

Dhs 29

Don't worry, you can afford it.

IKEA   Al-Futtaim

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Brand Story

Your brand story is the tale of how your brand came to exist. It's often an internal piece of writing that employees, agency partners, or other stakeholders reference to feel inspired. Brand stories are often expansions of mission statements that include more detail of the "why" behind the belief.

Brand Goals

Your brand goals are the internal guideposts you set out to achieve. Goals can change or remain consistent as your business grows. For example, goals can include **brand awareness, generating sales leads,** and **building brand trust.** As you gain new customers or reach out to new markets, it's a good idea to reevaluate your brand goals and make sure they're consistent with your brand's trajectory.

Brand Promise

Your brand promise is the guarantee that you make to your customers. It's often like a tagline, with some of the more catchy brand promises resonating with customers long after they engage with the brand.

Geico, the insurance provider, makes this promise: "15 minutes or less can save you 15% or more on car insurance." While the brand often uses this promise in marketing materials, the message is the same, even when that promise isn't featured word for word.

Unique Value Proposition

Your unique value proposition, or UVP, is the key differentiator that makes your brand stand out from the competition. The UVP is a brief statement about the value that audiences will get from your products or services. Depending on how many products you offer, you may develop several UVPs for each product.

Samsung, the electronic manufacturer, has this UVP for their Galaxy ZFold4: "Get Ready to Unfold Your World." It's a short, digestible statement that explains what customers can expect to experience when they purchase that smartphone model.

See more tips on writing UVPs on our blog!

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10

Exercise #1

Now that you understand the core tenets of a brand's foundation, it's time to start building your own. On slides 3-9 of your Brand Identity Worksheet, write down what you believe are your brand's mission, values, audience, story, goals, promise, and UVP. **Don't proceed to slide 10 just yet.**

Once you're finished, take a look at your brand's existing materials. This can be print collateral, such as posters or signage, or digital assets, like social media posts or your website.

- Do your existing brand assets match up with the information in your brand's foundation?

- Where do you see differences, inconsistencies, or areas to improve?

With your brand foundation in place, you may start to see where your materials have strayed from your brand's core tenets. This is normal— and it's a great first step towards growing your brand identity. By using your foundation to influence how your brand shows up across touchpoints, you can start to develop a consistent presence that's recognizable and memorable.

Remember: Creating a marketing strategy without a brand foundation can negatively impact KPIs and lead to disconnected creative assets.

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Defining Your Brand Identity

Foundation vs. Identity: What's the Difference?

Now that your foundation is in place, you're ready to start developing your brand identity. Understanding the differences between these components can help you start carving out your identity with messaging and visual elements.

Brand identity is easily recognizable across touchpoints. Think of brands like Apple, LEGO, and Nike. Apart from their iconic logos, these brands also have other elements that make them stand out.

Brand Foundation

Composed of key elements that determine why your brand exists.

Brand Identity

The way your brand presents itself to the world.

Apple presents itself as a status symbol, with sleek, cutting-edge graphics and a straight-to-the-point messaging style.

LEGO has hallmark high-contrast colors and family-friendly language that's both accessible and pleasant.

Nike's signature swoop is the brand's North Star, with all messaging, visuals, and personality elements laddering up to that simple, impactful image.

You can use your brand's recognizability as a litmus test for a strong brand identity. And you can start building your own from scratch by understanding what goes into your identity:

- Personality
- Messaging style
- Audience personas
- Visual identity

Brand Personality

How do you know which colors should appear in your logo? Should your social media descriptions use exclamations, or keep it more subdued? What fonts should appear on your website, and where should you use photography over illustrations? These are all questions that you can answer with a well-defined brand personality.

Think of your brand as a friend that you're meeting for lunch. Imagine what your brand would say as a greeting. Would it wave, give you a hug, or immediately jump into the conversation? Consider what clothes your brand would wear: would it opt for bright colors and flashy accessories, or show up in business formal attire with a briefcase in hand?

Envisioning your brand as a person can help you translate ideas—like fashion sense and conversation style—into the guiding principles that define your brand's personality.

Take Apple, LEGO, and Nike as examples again. Where LEGO would be a more enthusiastic and playful lunch partner, Apple might take a business call before the appetizer arrives—and Nike would focus on your lunch as fuel for its workout.

Learn more about developing your brand personality on our blog!
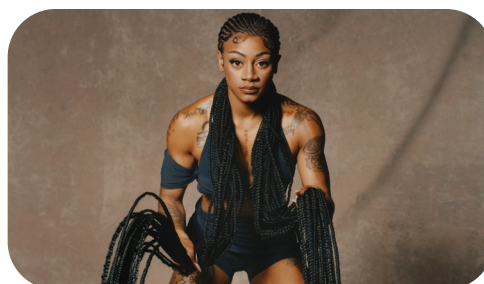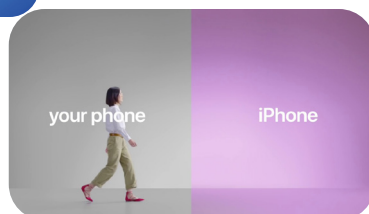
Brand Messaging

Your messaging is the source of truth for every piece of writing that represents your brand. There are several components within a brand's messaging, including:

Voice + Tone

The way that your brand speaks and how that voice changes per audience

Key Messages

The points you want to get across about your brand

Positioning Statement

The way that your brand presents its value in specific mediums

Tagline

The memorable, quippy phrase helps customers remember your brand

While your writing won't appear the same everywhere— for example, Instagram posts will read differently from your website's "about" page—your brand messaging should be comprehensive enough to offer guidelines for every instance where you'll write brand materials.

To keep your brand messaging organized, consider adding guidelines to a messaging matrix. Messaging matrixes keep your most important messaging in a table. You can reference this matrix, and other voice and tone guidelines, when you write blogs, website pages, social media posts, ebooks, or anything else related to your brand identity.

**Want to write a memorable tagline? Read our guide here!**
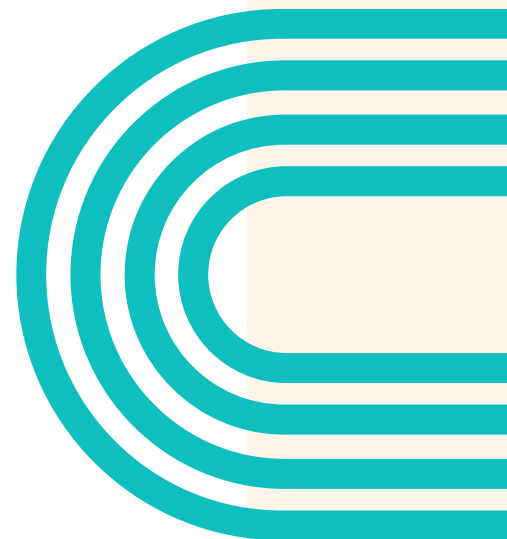
Audience Personas

Since you defined your target audience in the last chapter, you're now ready to dig deeper. Audience personas are handy reference guides for the writers and designers creating materials for your brand. Personas take a closer look at the people within your audience, often giving them a face, name, and backstory. By personifying your audience, it's often easier to write for them or design images that will matter to them.

Let's use Jennifer as an example again. In her persona, we'd mention that Jennifer is a 35-year-old small business owner with limited knowledge of marketing principles. We'd explain that Jennifer is looking for ways to grow her business, but because she's busy, she needs digestible insights that she can apply to her website in minutes. We'd say that Jennifer values authenticity, and that she doesn't appreciate feeling like a number when she talks to suppliers.

We just created a profile for Jennifer that we can refer to over and over again. That profile can help us define our brand personality in a way that resonates with audience members just like Jennifer.
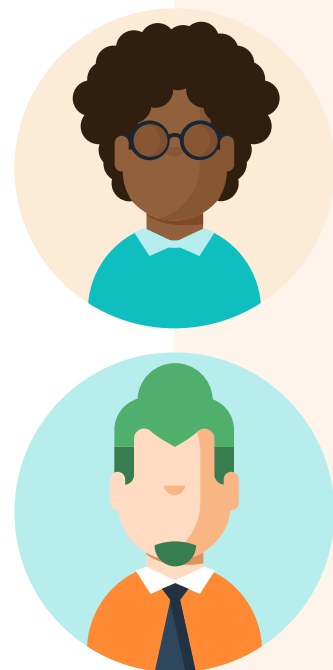
Tip

Struggling to write an audience persona? Don't be afraid to get creative! Try envisioning a customer you've worked with in the past. You can also model the personas after a friend or family member.

Visual Identity

Your brand's visual identity is the comprehensive point of reference for all graphic elements associated with your business. In the next chapter, we'll take a look at the individual components within your visual identity—and **give you a separate template to collect your ideas.**

Exercise #2

It's time to begin the next section of your <u>Brand Identity Worksheet</u>: messaging. The worksheet will help you define your messaging, write an audience persona, and create a brand messaging guide that you can share with anyone who will write for your brand. **Start with slide 10!**

• Make sure your brand foundation work from the last chapter is handy.

• Move on to slide ten of the Brand Identity Worksheet.

• Read the instructions carefully and fill in the blanks.

• Refer to the definitions, examples, and suggestions in Chapter 2 of this ebook to guide your answers.

• Make sure your answers align with your brand foundation work.

Building a Style Guide

Exercise #3

Use our free Style Guide Template to start crafting guidelines and principles that will make your brand recognizable in physical and digital environments.

What Is a Style Guide?

A style guide is like a reference book for all the visual elements of your brand. You, your internal staff, and any external partners you have—like creative marketing agencies or freelancers—will use your style guide as a source of truth for every visual asset you create.

Why Do Style Guides Matter?

Style guides promote brand consistency by establishing rules and guardrails in the creative process. By referring to a style guide, any artist, designer, or creative consultant can create visuals that accurately and cohesively represent your brand.

How Do I Use This Template?

- With your brand strategy and messaging work handy, download the template below. You'll be able to access it in Google Slides.

- Take a look at the instructions on each slide. Write notes directly in the slides or in another document—whatever feels right for you.

- Show your work to a teammate, colleague, or artistic advisor.

- Refine your answers based on feedback.

- If you have digital galleries, asset folders, preferred software, and/or preferred stock websites, add links to these resources on each slide.

Download the Template

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What's Included in a Style Guide?

Logo

Guidelines for creating and maintaining consistency with your brand's most recognizable image

Color Palettes

Rules for choosing color modes and palettes in different mediums
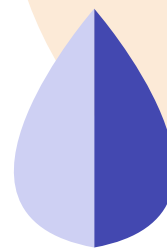
Fonts + Typography

Downloadable fonts or guidelines for choosing appropriate alternatives

Iconography

Best practices for developing cohesive icons in different channels

Duolingo 2024 branding

Photography

Requirements for photography featuring people, places, products, and services—including stock selections

Graphic Design

Best practices for creating illustrations and data visualizations that align with your visual identity

Layouts

Mockups, templates, and grids that ensure consistency in digital and physical formats

Animation

Guidelines on infusing motion into graphic design

Airbnb visual identity

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Preparing Your Brand for Launch

How to Begin Campaigning

With your foundation, identity, and style guide complete, you're ready to start developing an optimized brand campaign. Follow these steps to get your campaign off the ground.

Steps to Launch Your Campaign

» Define your goals

» Choose a campaign type

» Choose a campaign channel

» Craft a CTA

» Get internal alignment

» Begin creative conceptualization

» Create assets
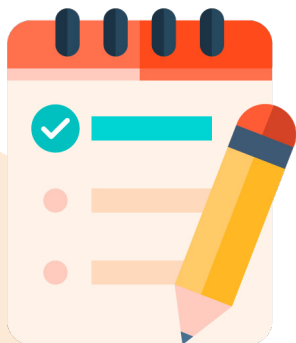
» Launch your campaign

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STEP #1
Define your goals

Goals exist at different stages of the sales funnel. They are the objectives or KPIs that you can measurably accomplish with a campaign. Understanding your goals ahead of time can help you choose the right campaign that will most efficiently drive results.

TOP OF FUNNEL
Driving brand awareness

MIDDLE OF FUNNEL
Generate qualified sales leads

BOTTOM OF FUNNEL
Convert leads into customers

STEP #2
Choose a campaign type

Focus your campaign on a single idea. With this approach, you can dedicate your efforts to one objective and avoid spreading yourself—or your team—too thin. Campaign types, and their goals, can include:

- **Brand awareness**, which reaches new customers

- **Product launch**, which announces a new feature from your brand

- **Lead generation**, which entices top-of-funnel customers closer to conversion

- **User engagement**, which encourages existing customers to get the most value from your brand

Learn more about marketing campaigns in our blog!

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STEP #3

Choose a campaign channel

Campaigns perform better when they occur in the right locations. That's where channels come in. Channels exist as the ecosystems where your brand campaigns are most likely to reach your target audiences. There are several campaign channels to choose from, including:

Paid channels

Social media ads, product sponsorships, and event or influencer endorsements

Earned channels

Features on existing websites and publications not owned by your brand

Owned channels

Outlets owned by your brand, including email lists, newsletters, and your social media accounts

You can choose a single campaign channel or opt to show your campaign in multiple places. For example, some brands pair owned social media posts with paid social ads, or use paid social ads to drive to an owned landing page.
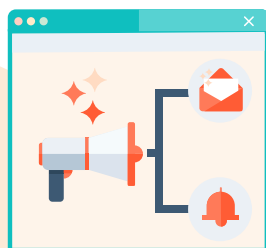
STEP #4

Craft a CTA

Your CTA, or call to action, is the behavior you're encouraging within your target audience. CTAs often appear as clickable buttons on websites or scannable QR codes on print materials. The best-performing CTAs are actionable, punchy, and easy to find on a creative asset. Because CTAs are crucial to moving customers farther down the sales funnel, it's important to create one—or a few—options in your campaign.

Tip

Make your CTA stand out by making it personal. Try using words like "my" and "me" to make your target audience feel empowered every time they click, scan, or engage.

STEP #5

Get internal alignment

If you're creating a campaign with a team, it's important to make sure all the right members get to add feedback early on. Many brands choose to work with creative agencies, for example, or freelance artists to develop the creative assets that will make up their campaign. Make time to connect with your internal team—and any other creative stakeholders—to collect their thoughts on your best path forward. Focus on connecting with team members who:

- Have a close connection to the material as a subject matter expert (SME)

- Can provide timely feedback that works on your campaign's timeline

- Are working on creative assets, measuring analytics on the backend, or publishing assets once they're ready

Consolidate the feedback you receive and consider what you can use to improve your strategy. If you can't incorporate every piece of feedback, prioritize the areas that feel most important to your campaign's performance.

STEP #6

Begin creative conceptualization

Conceptualization helps you confirm alignment with your creative team before they create final assets. Meet with the designers, interactive creators, and graphic artists on your campaign and provide them with an overview of your goals and desires. Consider requesting mockups or moodboards to explore a variety of potential campaign directions. Don't forget to share your style guide and brand messaging with your creative team!

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STEP #7

Create assets

Your assets will be the most visible aspects of your campaign. They can include email banners, social media graphics, ebook content, landing pages, and all other materials that your target audience will interact with. You should choose the types of assets you'd like during the conceptualization phase, but if you're not sure what to create, try consulting with your team for their suggestions. As you receive final assets, double check that they align with your brand foundation, brand identity, and that each asset looks consistent with the other.

STEP #8

Launch your campaign

Once you've created your assets, you're ready to publish them—and begin your campaign! Test your digital assets in a variety of browsers and devices to make sure they appear correctly across all touchpoints. For physical assets like mailers or signage, quickly check their quality before shipping them out or putting them up for display.

Tip

Try A/B testing a few versions of the same advertisement. You can monitor their performance and move ahead with the option that's earning more audience attention.

Exercise #4

Most digital campaigns have a social media component where brands garner attention from followers—or from new users via boosted content. Social media is a powerful way to establish and maintain a consistent presence online. Some brands operate exclusively through social media, with links to their online stores in their bio or shoppable products listed directly in their feeds.

Now that you're ready to launch your campaign, take a look at the most popular social media channels where you can engage audiences.

- **TikTok:** A video platform where user-generated content (UGC) attracts young audiences worldwide

- **LinkedIn:** A professional networking platform where professionals connect over business interests

- **Instagram:** An image and video platform where users of all ages can explore, create, and shop

- **YouTube:** A video platform where users can share video content and subscribe to their favorite creators

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Continued from previous page

With these platforms in mind, it's time to start your next exercise.

- Choose a platform where your brand already has an account.

- Analyze your activity on the platform. Do you maintain a regular posting cadence? How much engagement do your posts receive? Are your posts aligned with your foundation and identity?

- Search for brands similar to yours. How does your brand stack up with theirs?

- Repeat steps 1–3 with every platform where you have an account.

- Identify platforms where your brand doesn't have a presence. What benefits would there be to joining?

Keep this information in mind—it'll come in handy as you prepare to **scale your brand**.

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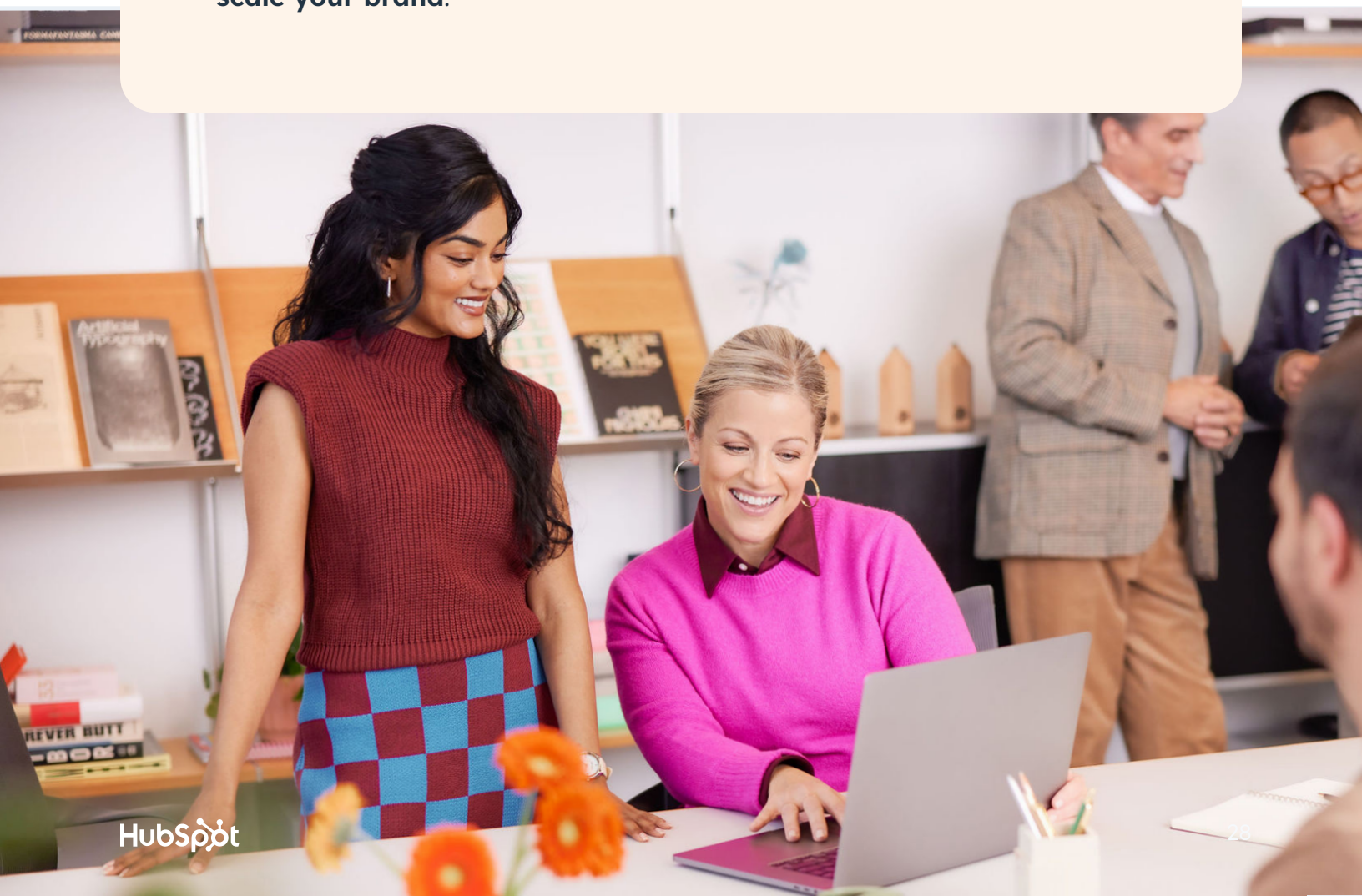
Scaling Your Brand
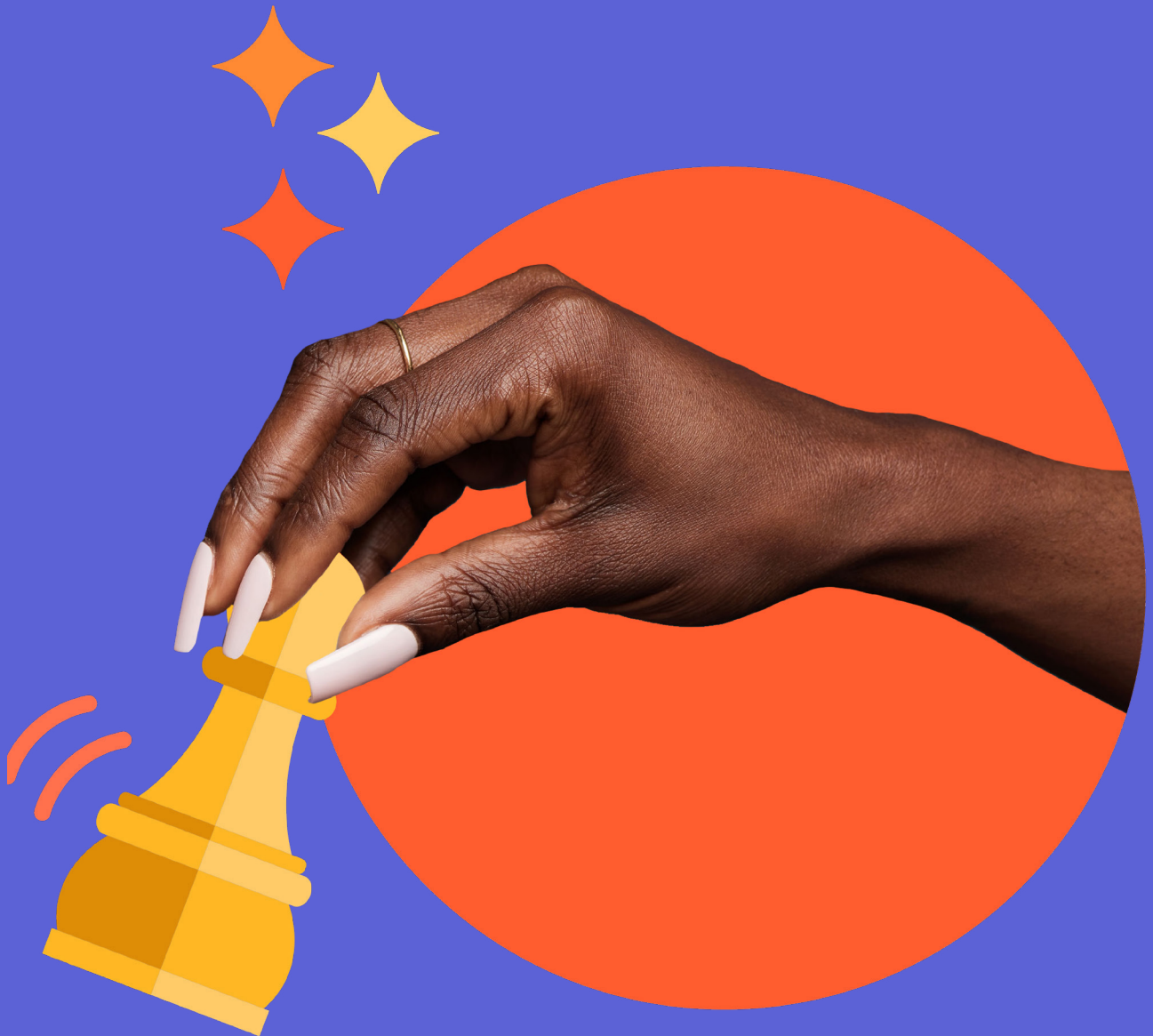
How to Evolve Campaigns and Grow Your Brand

You've built your branding from the ground up and launched an optimized campaign! But the work is just beginning. Think of your marketing as a living, breathing process that requires consistent effort to grow. A one-off campaign that garnered successful engagement is great, but without more campaigns to follow it up, your brand might show up as a one-hit wonder without the foundation needed to keep growing.

Think back to the social media exercise you completed. A single post that goes viral can open the door to new possibilities for your brand—but without following up, that engagement can quickly fizzle away.

The most straightforward way to design campaigns that help scale your brand is to develop a repeatable framework. Let's take a closer look at steps you can take to evolve your campaigns and support your business's future.
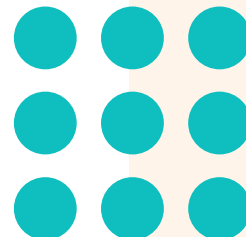
> » Templatize for faster activations
>
> » Activate cross-channel campaigning
>
> » Create evergreen and timed content
>
> » Experiment with software
>
> » Collect performance data

Templatizing Your Assets

Building assets from scratch ensures that each version is unique. But when you have a successful layout in place, there's no need to reinvent the wheel. Explore your existing assets and consider how you can leverage templates to speed up the creative process— and save resources at the same time.

Explore our free branding resources for templates and exercises to craft repeatable brand assets!

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Cross-Channel Campaigning

By using one channel to promote an asset in another channel, you can create an engaging loop where your audience feels grounded and confident. You can often see cross-channel campaigns in action via social media channels.

Let's check in with Jennifer again. She's developed a brand awareness campaign where a social media influencer promotes Jennifer's products in a series of three posts. Audiences can click a link in the influencer's bio to visit Jennifer's online shop. From there, they can purchase Jennifer's products—and use the influencer's promo code for a small discount.

By engaging with an existing social media presence and directing traffic back to Jennifer's owned channel, she boosted her engagement and reached new customers for her business.

The Right Content at the Right Time

In some situations, you may want to create assets that are tied to a specific date, product, or promotion. These assets belong to **timed content,** which include activations that can only drive results for a specific period. Timed content can help you build hype for an event, launch, or holiday—and position your brand as active and relevant.

Evergreen content, on the other hand, can exist in perpetuity. Because evergreen content isn't tied to a specific moment or event, it can promote longevity and consistency—and position your brand as a thought leader.

Consider creating a mix of timed and evergreen content. You can use this strategy to appear well-rounded in digital and physical spaces.

Marketing Software

If you find it challenging to keep up with lead generation, campaign analytics, and targeting strategies, marketing software may help you clear the noise. Marketing software is a supportive tool that equips you and your team with user-friendly dashboards and messaging suggestions to help drive conversions. Software like Marketing Hub, for example, uses artificial intelligence (AI) to offer data-backed suggestions and free up time with automation.

Data Collection

If scaling is your goal, then it's vital to collect performance analytics on each of your campaigns. Effective data collection can help you understand what worked in a campaign—and what didn't—and plan your next move with trustworthy insights. By iterating on past campaigns, you can position your brand as a consistent presence for your audience, and in some cases, show them that you're willing to grow.

Many channels, such as social media platforms, paid ads on search engines, and owned websites, provide native analytics to measure your campaign's success. If you're working with an influencer or providing an endorsement, make sure that you can collect analytics from them.

Exercise #5

It's time to see how your campaign performed. Follow these steps to gauge your analytics, learn from the insights, and begin strategizing how you can scale.

- Collect analytics from your campaign channels.

- Analyze how your campaign performed. What went well? Where are there areas for improvement? If you created timed content, how many people engaged with your ad before it expired?

- Examine other channels where you did not launch your campaign. How would a cross-channel strategy boost your engagement next time?

- Take a look at any social media posts you created. Could the layout improve by using a template?

- Write down your thoughts and search for patterns. Create a list of actions you can take to improve your next campaign.

Now that you know how to scale your brand campaigns, let's take a look at ways you can monitor their progress in real time.

Monitoring Your Brand's Progress

Strategies for Effective Monitoring

You've built your branding from the ground up, and now you're ready to create informed campaigns that help you scale your business. But before you kick back, there's a final step in the campaign process that should never be overlooked: monitoring.

Why Does Monitoring Matter?

Successful brand marketing is driven by data—and monitoring is the most straightforward way to access that data. Monitoring can also help you identify quantifiable metrics and KPIs for demonstrating growth over a period of time. With those KPIs, you can ensure that your campaigns are staying consistent with the values you identified in your brand foundation.

Let's look at some KPIs that brands commonly monitor and what they mean for campaigning.

KPIs to Watch

» Follower and subscriber growth

» Engagement metrics, such as downloads, registrations, and signups

» Click-through rates (CTRs) on search engines

» Purchases and sales conversions

» Customer retention

» Return on ad spend (ROAS)

Monitoring is the process of tracking your campaign performances over time, consolidating analytics into a workable strategy, and executing those strategies to make important decisions about your business's future.

Monitoring can also help you diagnose when campaigns aren't working

Let's check in with Jennifer one last time. She's created a landing page on her website for a downloadable template. The landing page prompts users to enter their name, email address, and phone number, then submit the information to access the template. Because Jennifer is monitoring her site analytics, she sees that the landing page has high traffic—but users leave the page without entering any information.

Jennifer tries removing the required phone number field, and sees better user engagement as a result. Without monitoring her campaign performance, Jennifer wouldn't have understood why her template failed to garner any attention.

Tips for Applying the Data Received from Monitoring

Agile campaigning

By monitoring your data in real time, you can make quick adjustments to your campaign before it concludes.

A/B testing

With two or three advertisements running at once, you can use data to select the best-performing option.

Free Resource: A/B Testing Kit

Retargeting

Collecting performance data can help you understand which members of your target audience are close to moving farther down your funnel— and what tactics you can use to encourage their next move.

Creating new assets

If you discover that an asset does not attract engagement, you can use performance analytics to help determine how you can change that asset in your next campaign iteration.

Return on Ad Spend

Return on ad spend, or ROAS, is another valuable KPI that you can determine by monitoring your campaign performance. If a campaign delivers low ROAS, you can choose to pivot away from that campaign style in the future. On the other hand, you can prioritize campaigns that deliver high ROAS.

Ask yourself these questions to determine your ROAS:

» Does this campaign fall within my budget, or is it too expensive right now?

» How can I automate certain tasks to free up my time and resources?

» What areas can I optimize in my campaign to get closer to my KPIs?

Marketing Software Tools

Marketing software can help automate the monitoring process without a large impact on your budget. Effective software can output metrics in a user-friendly spreadsheet, dashboard, or readout that empowers you to make data-backed decisions.

If marketing software is right for you, consider opting for AI-powered solutions that can efficiently monitor all your campaigns at once—and offer relevant suggestions that help you scale.

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Exercise #6

In this final exercise, you'll determine the KPIs you'd like to monitor throughout your campaigns. Remember to base your answers on the foundation, identity, launching, and scaling exercises you've already completed.

- Ensure that your campaigns are hosted in channels where you can easily access performance data.

- Refer to your brand mission, values, and goals from your foundation work. What KPIs will help you stay on track to meet your goals?

- Write down 3–5 KPIs you'd like to monitor. If you're not sure, check out our blog for some suggestions.

- Consider how you'll monitor these KPIs. Will you use native analytics? Assign it to a team member? Use marketing software?

- Reevaluate your KPIs at the end of each campaign. Ensure they still align with your branding goals and make adjustments where necessary.

With this exercise complete, you've completed your brand building journey! As you prepare for a long, successful future, consider how you can get support from more staff, external agencies, or a marketing partner throughout your experience.

A Partner You Can Depend On

You're Ready to Take the Next Step

You've put in the work, and now you have the tools, resources, and experience you need to strategize for attuned campaigns that ladder up from a solid brand foundation. Congrats!

Want to keep your progress rolling? You can access a library of educational resources from HubSpot to support all your branding and creative needs.

Keep Learning with HubSpot

- HubSpot Academy: Take our free courses and get certification for dozens of marketing tactics!

- HubSpot Blogs: Check out our blogs for modern insights on the current state of marketing.

- HubSpot Templates: Access free templates to develop marketing campaigns, budgets, and matrixes.

- HubSpot Marketing Hub: See how you can drive revenue and qualified leads with our software designed for marketers—it's free!

Don't Forget Your Homework

Download your Brand Identity Worksheet and Style Guide Template to put the knowledge you've gained to work.

Questions?

We're happy to help! Reach out to us for a demo or information on Marketing Hub. We're online 24/7.

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