

In Progress

Due



Define your value proposition. Any good brand knows what it offers and why it matters. Make your product or brand stand apart by clearly communicating the value you provide customers beyond the point of sale. A strong value proposition means customers are more likely to choose you, rather than the competition when decision time rolls around. [Create a compelling value proposition that sells.](#)



Make your brand stand out. Your brand is not just a logo. It is the way your company makes people think, feel, and act after every interaction with your brand. Stand out with a clear and consistent personality, message, and visual identity on every platform you communicate with customers on.



Develop a brand style guide. A great way to ensure all communication is consistently on-brand is to develop a [brand style guide](#). Include all design and messaging components in this guide. Your brand style guide is the lens to filter all branded content through.



Consistency is key. One of the easiest ways to increase brand awareness and get people to trust your brand is to ensure all touchpoints are on-brand. Keep the look and feel of your brand consistent across platforms, whether it's a Hulu commercial or Facebook post.





Know your audience. The key to any good brand is one that knows its audience inside and out. Dig into consumer insights to gain an understanding of who your audience is and why they would be interested in doing business with you. Niche research provides a deeper and more psychological understanding of your audience, giving you the competitive edge in the marketplace. Cult uses this scientific approach by digging into [ethnography and narratology](#) to uncover the emotional connections consumers develop with brands.



Establish your messaging. Once you have developed your value proposition, visual identity, and target audience, you can begin to establish your brand's messaging. Remember to keep all messaging on-brand and emphasize the value customers will receive after purchasing from your brand.



Develop a strategic launch plan. Now that you have all the pieces in place, create a timeline for when, where, and how you are going to launch your brand. Create timelines, ad and PR strategies, as well as the creative. This is where the power of working with an outside branding agency like Cult can come in handy as external experts guide you from strategic brand development to a successful launch!



Have questions? Feeling overwhelmed by your product or brand launch? Cult is here to help.

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