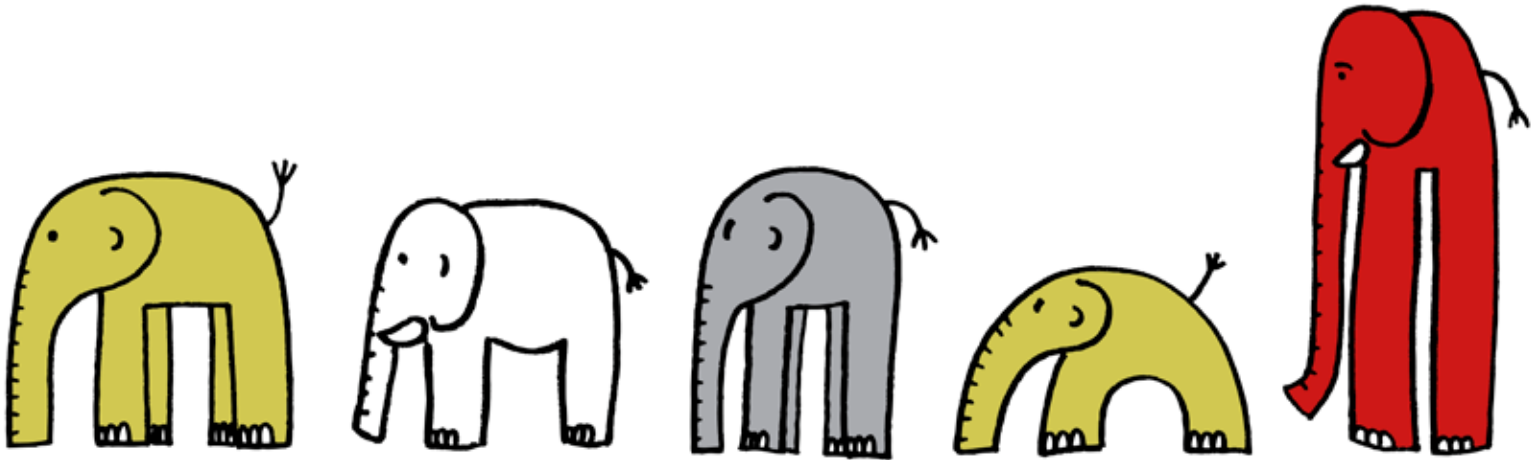


THE **BARTLES & ASSOCIATES'** POCKET GUIDE TO **MARKETING & BRANDING:**

how to get your elephants in a row



HOW DO YOU MARKET TO PEOPLE YOU DON'T KNOW?

01



RESEARCH

02



DESIGN

03



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TRAINING

At Bartles & Associates we start our methodology with researching consumers so that the rest of the steps fall into place smoothly. The research will drive the design, strategy and planning that communicate your marketing and branding to your customer, and influence the implementation and training for you and your staff on how to use the new brand and marketing plan effectively.

We believe there is an art to the science of marketing and branding strategy. Our five-phase methodology researches and identifies a company's philosophy, transforms philosophy into identity, develops a strategic plan to drive that identity, puts the plan into action, and turns action into the efficient delivery of your brand and image to your customers.



01 RESEARCH

RESEARCH: EVERY MARKETING OR BRANDING PROJECT BEGINS WITH THIS CRUCIAL PIECE

Understanding your ideal customer is like finding a needle in a haystack. Market research is the cornerstone of every successful business. It is this type of specialized, precise research that drives innovation and allows companies across broad industries to keep a close finger on the consumer pulse. It's also one of our specialties. Our market research services help you understand your target market and competitors to identify what conceptual space you can fill in your industry. This is achieved by using several different methodologies such as ethnography, intercepts, and online surveying, to name a few.

DESIGN: IF CHARACTER IS WHAT YOU TRULY ARE, BUT REPUTATION IS WHAT OTHERS THINK OF YOU, IT BOILS DOWN TO ONE POINT: IT'S ALL DRIVEN BY YOUR BRAND.

The presence, packaging, and delivery of your brand all depend on a fresh, intriguing, and dynamic identity. Fusing raw imagination with classy, sophisticated design ideas, our lead designer tailors drafts to your specific needs, and then guides you in selecting and refining the perfect identity for your business.

We design customized brands based on our clients' unique objectives and develop that brand into several design initiatives:

- Logo design and development
- Website design
- Business cards
- Letterheads and stationary
- Promotional pieces
- Posters
- Banners, etc.

03 PLANNING

PLANNING: A PLAN IS LIKE A BLUEPRINT – IT PROVIDES THE VISION AND DIRECTION FOR THE BIGGER PICTURE OTHERWISE IT'S LIKE THROWING GUM AT A TELEPHONE POLE AND HOPING SOMETHING STICKS.

Having a plan for your design and strategy initiatives is essential in bringing life to your brand and establishing its role in your company. What functions will your brand serve? How will your marketing strategy best suit your organization's goals? It's about planning for the future, learning from the past, and maximizing your present potential. It gives you control over your destiny and a huge advantage over your competitors. We provide you with the roadmap you need to understand your blueprint (hey, it can be confusing) and ensure that you can successfully navigate your way to success.

IMPLEMENTATION: WHAT IS A GOOD PLAN WITHOUT IT?

This is where you reap the benefits of all the hard work and tedious decision making. By effectively implementing the right branding and marketing solutions, your business will flourish and your ROI will begin to grow. But wait... you're not done yet. Implementation is an ongoing process that may involve campaigns, advertising, communication and media strategy, and personalized tracking mechanisms for each. We can help you navigate through that jungle, too.

TRAINING: WE WON'T JUST LEAVE YOU HANGING.

We provide you with resources and tools to teach you and your employees, on every level, how to utilize your company identity in line with your marketing strategy to create a cohesive, established brand. We provide our clients with manuals, reports and sessions that systematically give them an understanding of the new branding strategy and marketing plan. Brand manuals are an organization's manuscript to its identity that covers the company's brand definition and provides guidelines for specific usage of graphics, fonts and colors. Customer reports give an understanding of your customers and identify key recommendations on how to communicate to those customers. Finally, we provide training sessions on your new brand to you and your employees.



a little more about us

What we do at B&A is guide and consult businesses through the processes of building a successful brand through strategic planning, collective company effort, and implementing the right marketing solutions. We have our own spin on how we approach business (of course we do, right?). Our unique methodology and marketing and branding systems are customized to your organization and we take you step-by-step through the journey of implementing your brand strategy and marketing plan.

The operations of your organization directly reflect the effectiveness of your brand strategy and marketing plan. At B&A we believe businesses work as a whole rather than every department operating individually, which is why our holistic approach takes every aspect of a business into account. The ultimate goal is to deliver insight as to how an organization can communicate the brand to its customers in a seamless, self-sufficient, and successful manner.

DON'T BE A STRANGER

We're always up for a good chat. Drop us a line or call us to inquire about our services or just to run some ideas by us.

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