Mafost Marketing
a TeamTom Education Company

Basics of Your Brand

It's easy to be so busy working *within* your business, that it feels impractical to work *on* your business. If you don't have a professionally developed brand guide or marketing plan, let's at least start with these basics.

Brand Guide Essentials

Provide your brand color palette (i.e. #fffff, #002060, #00b0f0).

Provide your brand fonts.

Marketing Essentials

What is the primary problem you seek to solve?

List the most important benefits that your products/services offer.

What are some essential promises or headlines that represent your brand?

Your Business

List your core products/services with brief descriptions of each.

List FAQs about your brand with answers.

Tell me any other information about your brand. This could include company history, about the founder(s), what sets you apart from the competition, or additional FAQs, products, and services.