brand personality:

WHAT IT IS & HOW TO ESTABLISH IT FOR YOUR BUSINESS

Brand personality is a powerful tool that can be utilized to bring new customers and clients to your business through characteristics that appeal to them. It helps your customers connect with your business by showcasing it's a personality through your branding, social media, marketing materials, etc.

What is brand personality?

Brand personality is the human characteristics that add a little spice to your brand and business. Something I always like to tell clients is that brand personality is how you would describe your business if it were a person. So for me, and Laurel & Ives, my brand personality is a little rough around the edges, but very knowledgeable, it is trendy and relatable, with a little flare of uniqueness through my authenticity and humor. These characteristics allow my clients and customers to really connect with me on a personal level.

To throw some numbers in here, I have a 100% client relationship success rate after meeting with the business owners in person.

Once clients see my social media profiles and take a look at my website, come to my office and meet me in person (or virtually) they're able to form a connection with me that makes them comfortable and also confident in our abilities to work together.

It is so important to showcase the characteristics of your brand personality consistency in all aspects of your business. Which is what you'll see when you look at my Instagram, office, and website.

Types of brand personalities

While I was studying for my Masters, I read this great journal that broke down the five different types of brand personalities. According to the author of the journal, Jennifer Aaker, the five types of brand personalities are...

SINCERITY | EXCITEMENT | COMPETENCE | SOPHISTICATION | RUGGEDNESS

These are just starting points for you to further develop your brand personality. When considering all the aspects I mentioned above about my brand personality, I would fall into the sincerity category. Let me give you a little breakdown of the characteristics of each brand personality type so you can understand why:

SINCERITY	EXCITEMENT	COMPETIENCE	SOPHISTICATION	RUGGEDNESS
• Wholesome	• Passionate	• Intelligent	• Elegant	• Tough
• Trustworthy	• Adventurous	• Dependable	• Composed	• Athletic
• Authentic	• Enthusiastic	• Successful	• Confident	• Competitive
• Humorous	• Imaginative	• Principled	• Tactful	• Dependable
• Inviting	• Inspiring	• Conscientious	• Chic	• Resourceful

How to identify your brand personality

STEP ONE   **DETERMINE YOUR VALUES**

Values should always be the overall foundation of your business. Use your core values to build every aspect of your business. Choose which values mean the most to you and that will also help you excel in your industry.

My key tip for developing a value statement is establish why you built your business, what you want people to get out of your business, and what you're passionate about all in one sentence.

my value statement:

"Laurel & Ives is a creative marketing agency that specializes in creating brand personality for small businesses to help their businesses grow into recognizable brands. We do this through social media marketing and brand design services."

How to identify your brand personality

Understanding your audience will help you determine what they want to get inspired by. You will need to understand the buyer persona in order to understand how to relate to your ideal customer or client. The best way to learn about your audience is through the analytics you use to connect with them (social media, subscriber lists, emails, etc.). You can also ask a few questions while analyzing your audience to evaluate them as a customer/client (while these questions are product-based, they can be used for services, as well):

> Does my audience care more about luxury products or affordable products?

> Is my audience driven by logical decision making or emotional/sentimental decision making?

> What is my audience doing when they're not utilizing my product? are they shopping? exploring local restaurants? hiking? traveling? attending sporting events? etc.

The more you understand your audience, the more you can present them with useful and purposeful information relating to your business while utilizing your brand personality.

How to identify your brand personality

GO ON A DATE WITH YOUR BRAND

Sit down with a coffee or glass of wine, and write a list of questions you would ask someone if you were getting to know them on a date. Take those questions and ask them to your brand and see what answers pop into your head (without second-guessing it). This is a great way to get to know what your brand's personality would be like. Here's some ice-breaker questions to get you started:

What's your go-to show/movie on netflix?

Are you the party host, the entertainment, the person that jumps in the pool fully clothed, or the person wiping up the spilled drink on the counter?

What's your biggest fear?

what do you do for daily motivation?

if you could only have one drink (not water) for the rest of your life, what would it be?

Once you have established your brand personality it's important to share this with your team. If multiple people are representing your brand whether that's in store, online, or on social media, you need to make sure that there is consistency.

Need help identifying your brand personality?

awesome, i can help!

I can help you breakdown the three brand personality development steps to fully establish your brand personality.

We can work together to implement your brand personality into a fully customized branding package, your social media presence, your marketing materials, your website, and more.

If you're interested in seeing how I can help you both establish your brand personality and implement it, take a look at our branding information and schedule a consultation with me today!

learn more   contact us