

**How
we build
million
dollar
brands!**



**Hi
there**

We're



**BUMBLEBEE
BRANDING COMPANY**

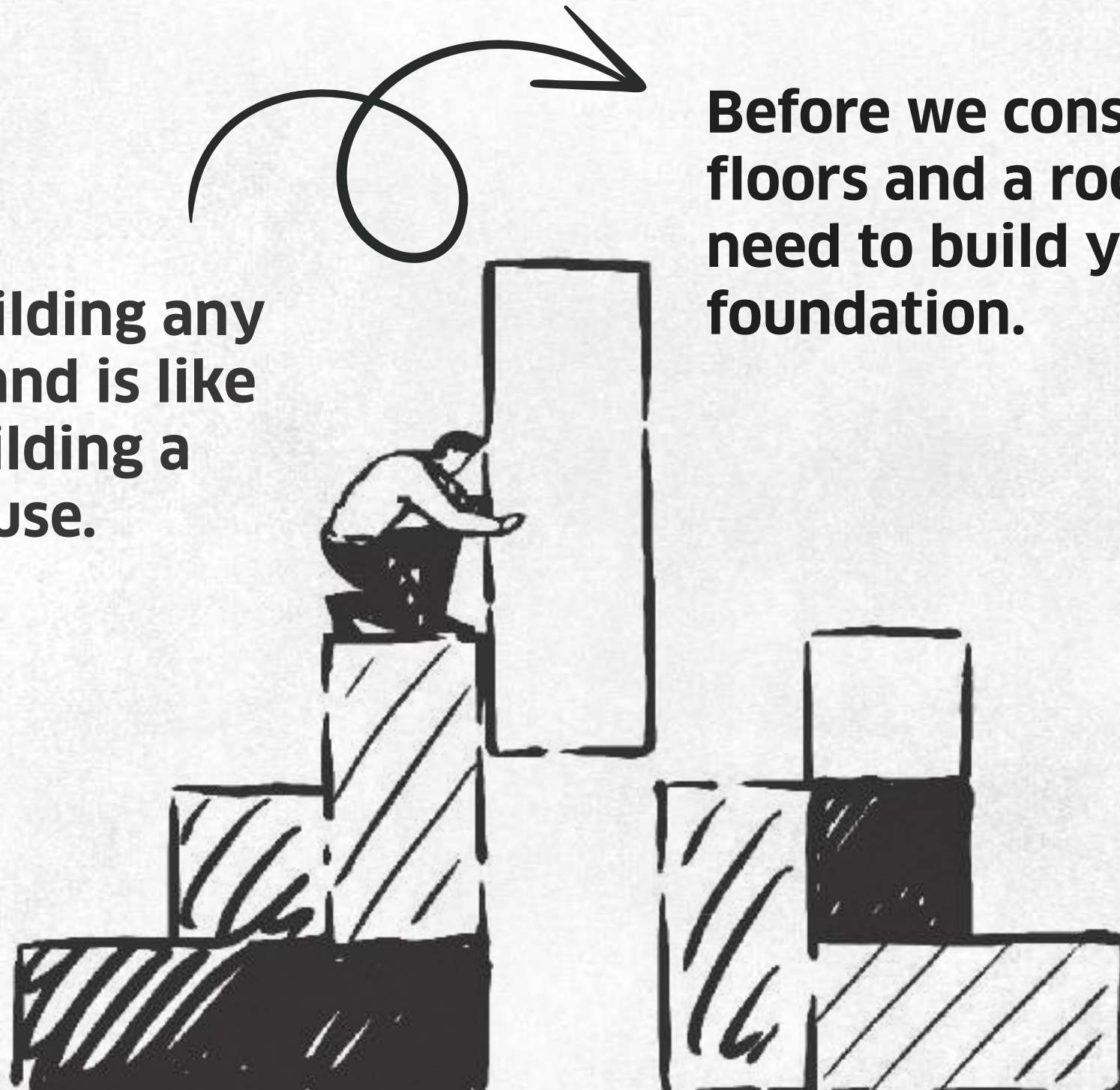
The **five-stage** power play to build a million-dollar brand:



**Breeze through this process effortlessly,
guided by this presentation!**



Building any brand is like building a house.



Before we construct floors and a roof, we need to build your foundation.

Similarly, your brand needs a foundation.

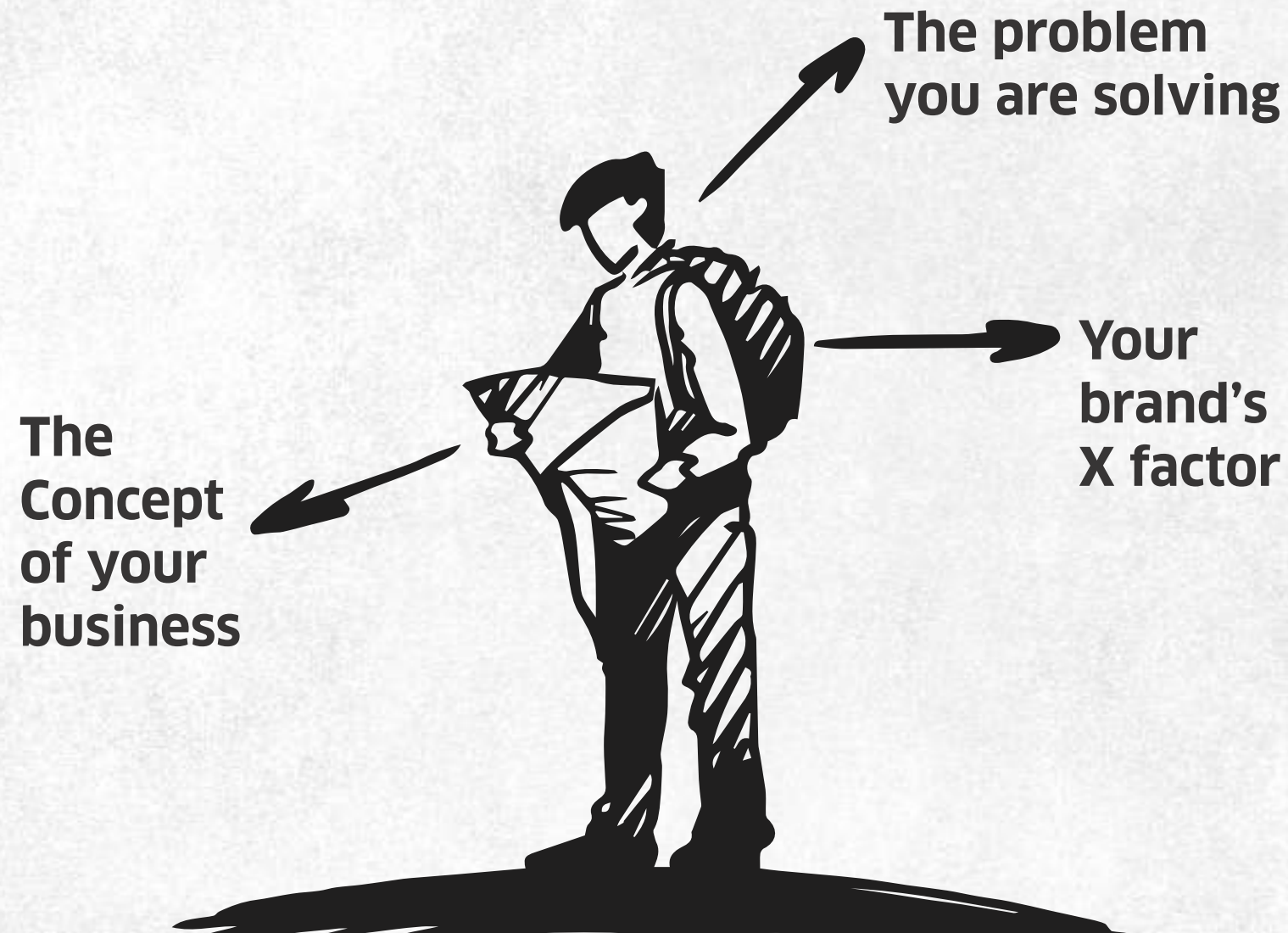


Your brand foundation consists of 3 pillars



Ideation,
Research &
Strategy

In this Phase, we will discuss



We get through this stage through a collaborative effort. **This phase is called Discovery.**

In the **Discovery**, we will extract your raw data, add our research and evolve with a strategy for your brand.



Some deliverables in this phase are

Brand Strategy,
Brand Guidelines,
Buyer Persona,
Customer Journey
& Sales Process



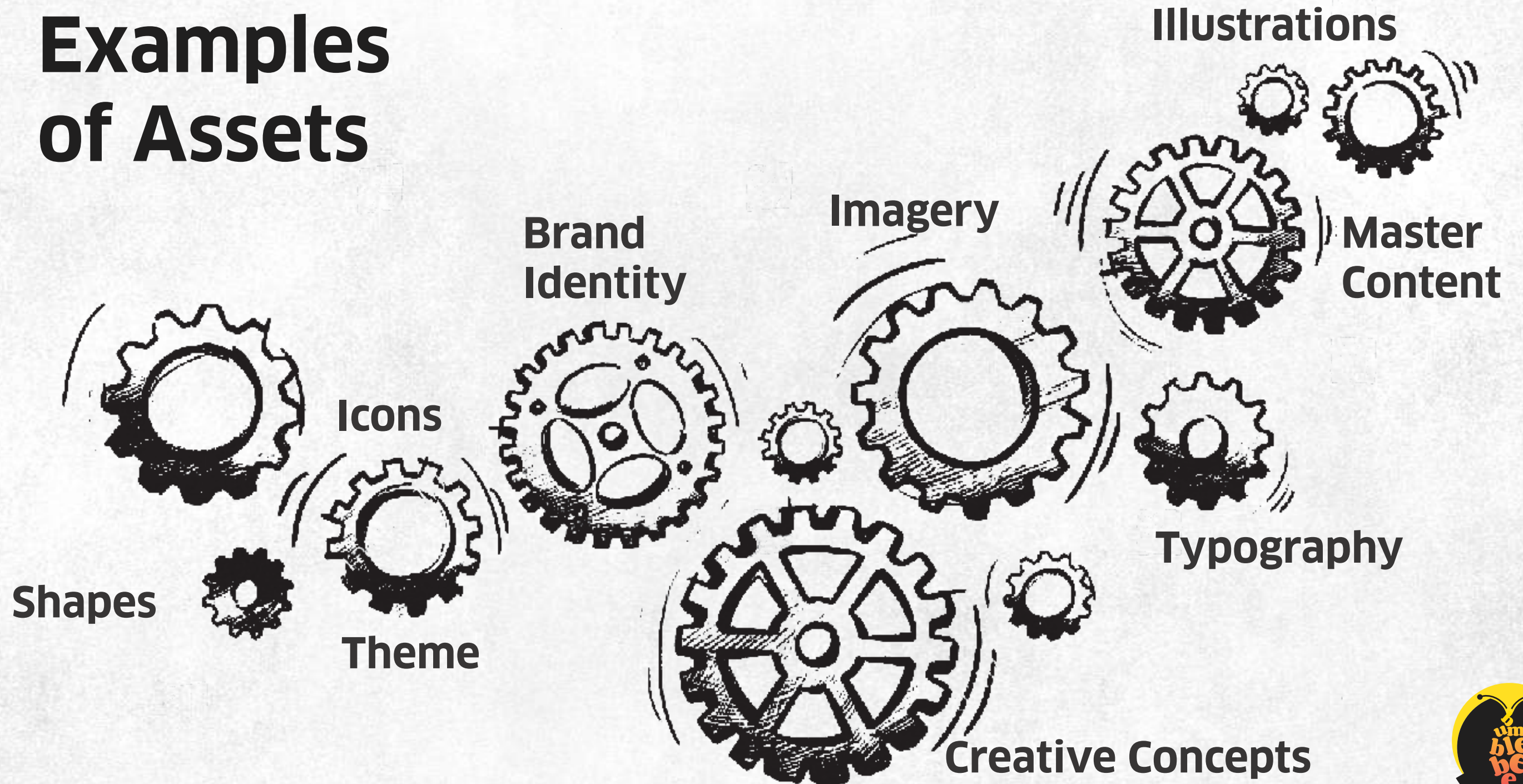
Once we
build the
foundation,
we start
creating your
assets.



Assets are like
your brand's
building blocks.
They can then be
used to build your
next layer.



Examples of Assets



Now that
your assets
are ready



We can get your
**potential
customers**
to interact with you.



**Your customers,
potential clients or
prospects must be
able to discover your
newly built brand.**

**You can't
just sit there
and expect
them to
come to you.**



Let's understand a consumer mind set

A potential
consumer will
interact with **your
assets if you**
Attract, Inform,
Educate and
Engage with them.



2

Show off
your brand
through
a world of
visual
content!



Next comes your
Visual Assets.



These are
visual mediums
where your
brand engages,
informs,
entertains and
educates
customers!



Examples of static content



- Stationery
- Case Studies
- Testimonials
- Reviews
- Website
- Social media
- Flyers
- Advertisements
- Emailers
- WhatsApp Communications
- Outdoor publicity
- Newsletters

Examples of video content



- Brand Concept videos
- Motion Posters
- Animated Content
- Testimonial Videos
- Product Videos
- Case Study Videos
- Corporate Video
- Virtual Events
- Livestreaming
- Remote Video Production
- Radio advertisements
- TV advertisements



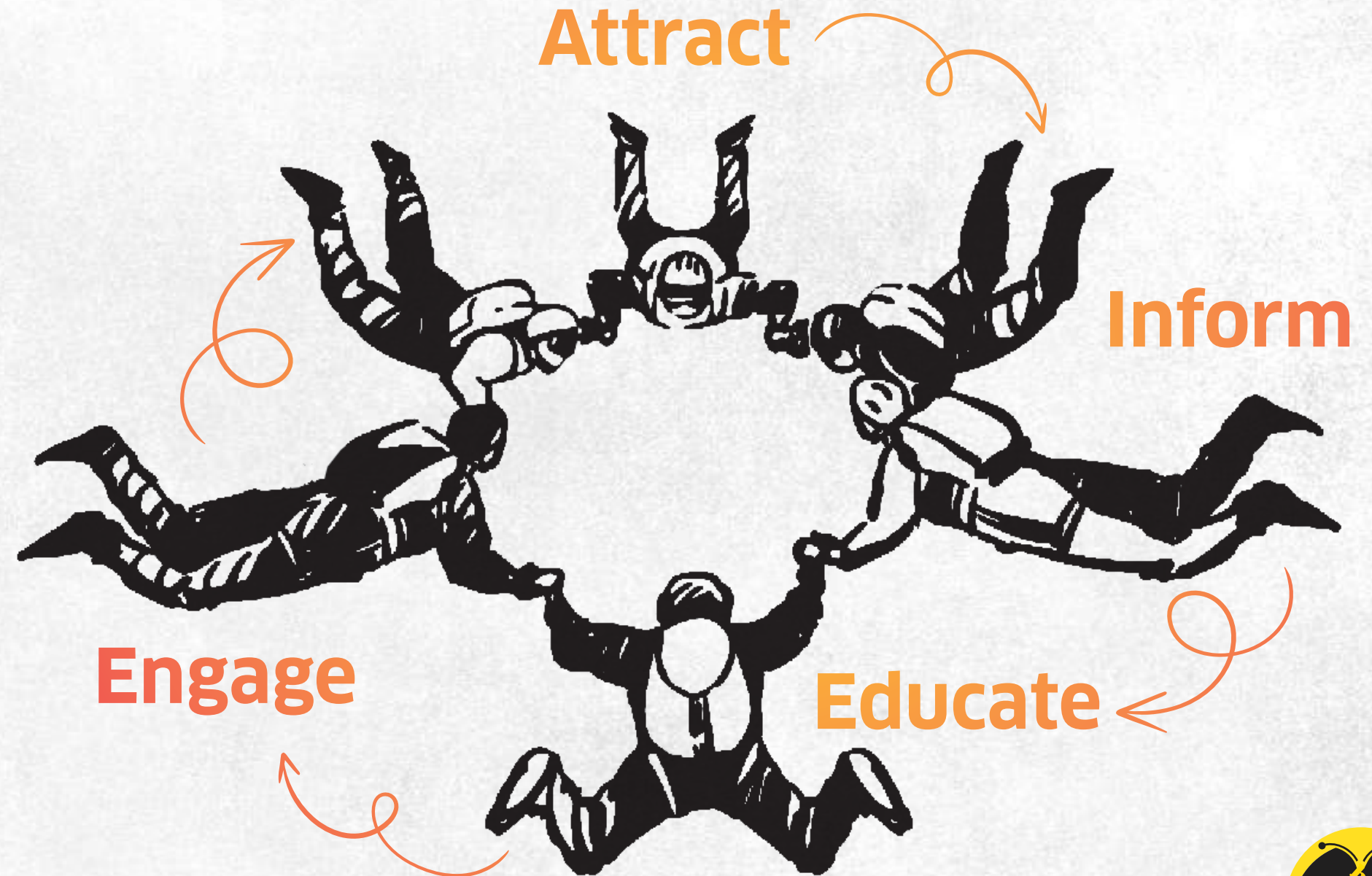
3

**Introduce
your brand
to target
audiences
with
a splash!**



The Consumer Discovery Life Cycle

This cycle will repeatedly happen until the point when a customer starts building **trust** in your brand. Once they build this trust, they become open to what you have to offer/sell.



Through this repeated process, your potential client/customer starts to **trust your brand and will believe that you can solve their problems or add value to them**

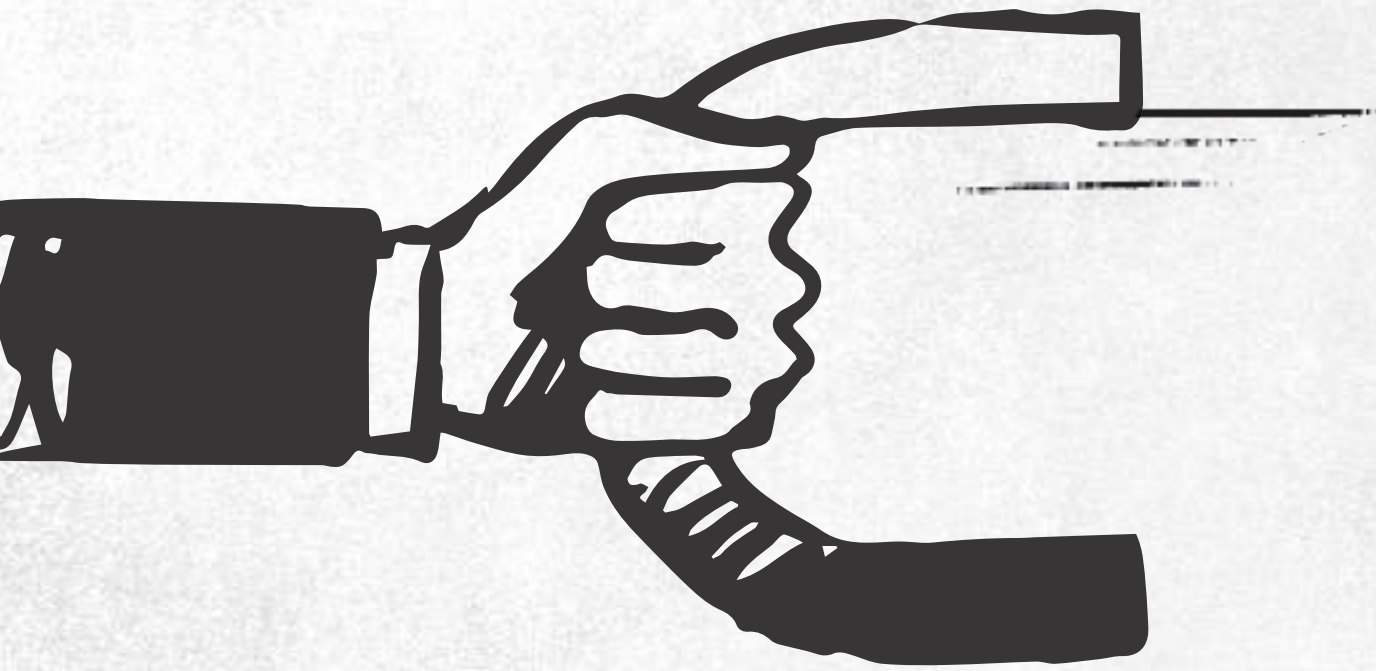
If we do this right, they will also consider you as an expert and will blindly accept your offering



Only after
they trust
your brand,
will the sales
process start

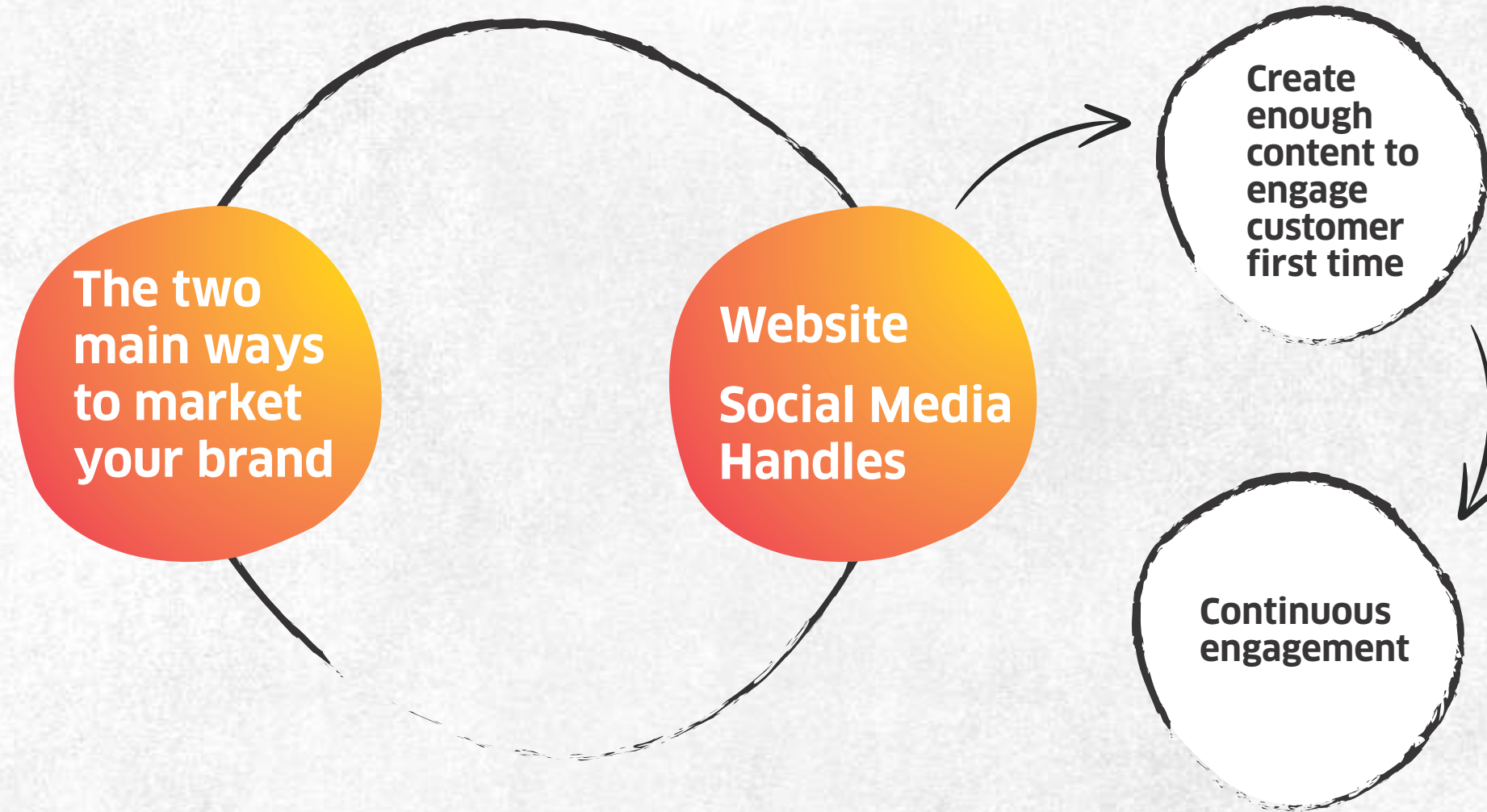


For a customer to repeatedly come back to your social media handles and your website, your brand will need to regularly create content and engage with them



Customers must feel needed, wanted & engaged.





For this regular and continuous engagement, we frequently update content throughout these two main mediums.



Content we Update for Web

Content We produce

- Blogs
- Case Studies
- White Papers
- Website Updates / Webpage Updates / Banners
- Testimonials and Reviews
- New Products and Service
- Newly signed up client feedback
- Events and Updates
- Gallery and Videos

Promotions We Can Do

- SEO
- Google Ads
- Influencer activity



Content we update for Social Media

Content We Update

- Instagram content
- Facebook content
- LinkedIn content
- YouTube content
- Medium content
- Quora content
- Reddit content

Promotions We Can Do

- Ads
- LinkedIn Premium -
Network + Connect
+ Lead Gen
- Influencer Activity
- Brand Collaborations



**In addition to these channels,
we will build and maintain**



**accounts, which allow you to register
your business online and provide
information, pictures, and updates to
attract more customers.**



4

**Attract
leads
to your
brand &
turn them
into sales!**



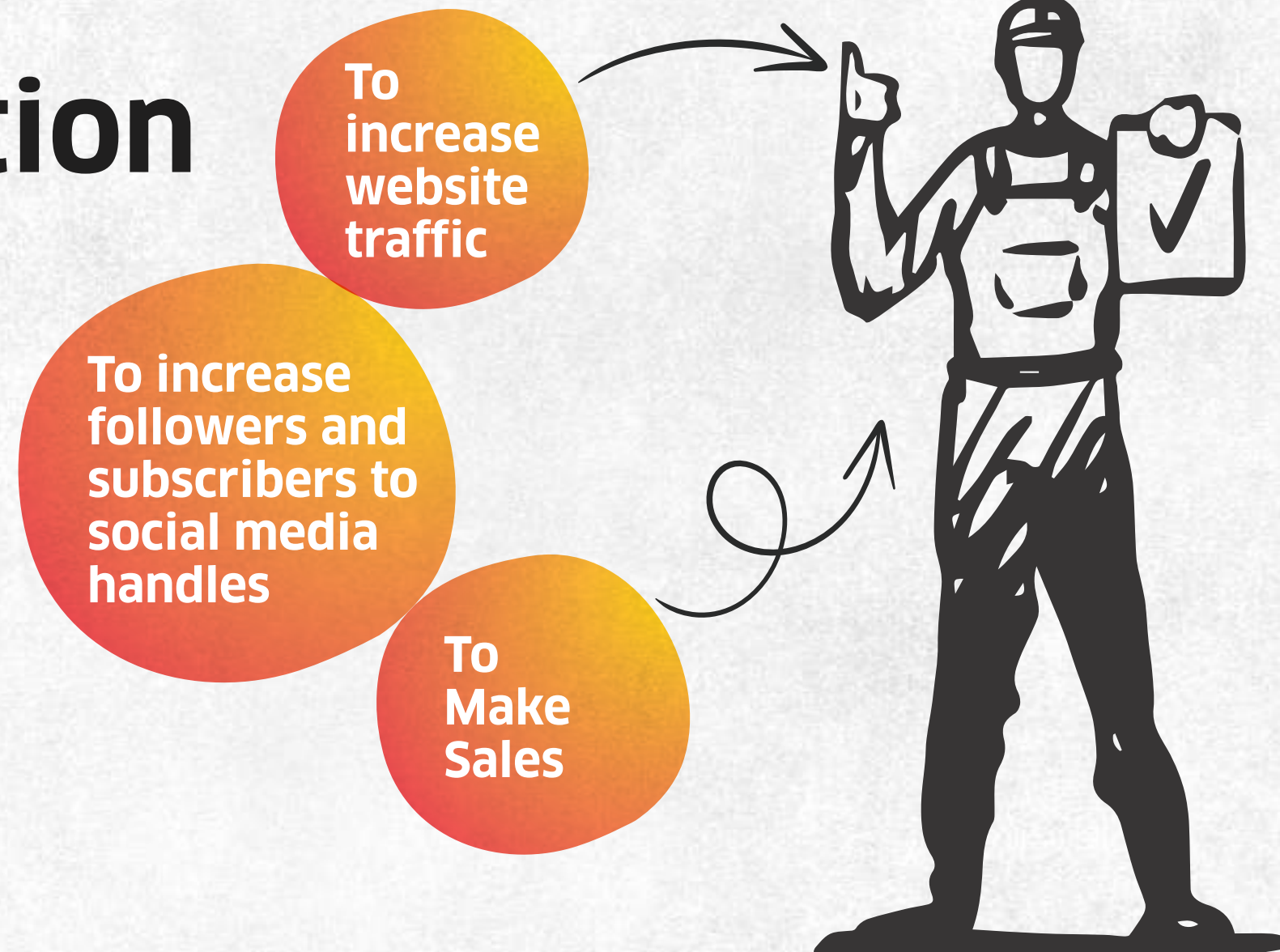
Once the
Foundation,
Branding &
Marketing
are in place,
we can
concentrate
on Leads



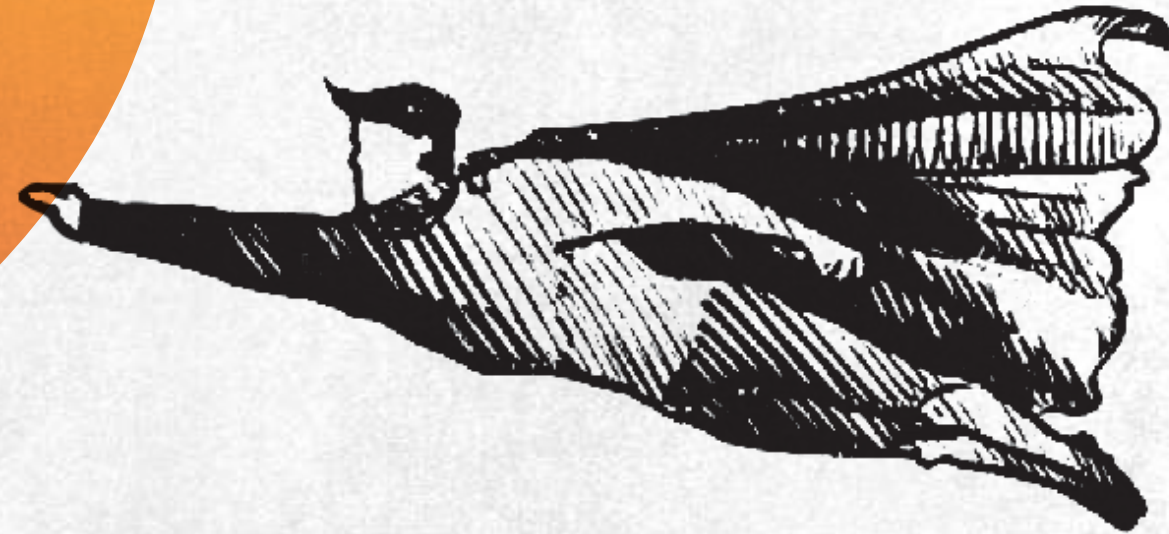
Through the sales process, we can get a lead or make any prospect enquire about products or services.



Objectives of lead generation



Checklist of items needed to be able to sell digitally



- ✓ Buyer Persona
- ✓ Customer Journey
- ✓ Problem & Solution
- ✓ USP
- ✓ Existing marketing & Sales channels - review
- ✓ Existing Revenue Generation Channels
- ✓ Measure of existing marketing channels
- ✓ Existing Feedback on product and company (taken online and offline)
- ✓ Going through existing Sales report



Once those items are ready, we build the following:

- Ideal Buyer Persona
- Optimal Customer Journey
- Sales Process
- Sales Funnel
- Sales Deck / PPT
- Case Studies
- Testimonials & Reviews
- List of Services / Products and its rates
- Videos
- Sales Enablement Page
- Catalogue the Sales document



We generate leads through:

- Website
- Landing Page
- Social Media Handles
- Emails
- Cold Calls

To meet the objectives, we use:

- Technology
- CRM
- Marketing Automation Tools



5

**Pick an
add-on
to sustain
your
brand
momentum!**



**You're free to
choose to pay
whenever
you need an
add-on!**

**If you have already
built a strong brand,
begun marketing
efforts, and are
generating leads, we
invite you to pick from
our bouquet of add-on
services,**



- Domain Registration
- Email Hosting
- Web Hosting
- CRM Software
- Focus Group Study
- Consumer Surveys
- Market Research
- ERP Software
- Planning Budgets
- Event Management
- Influencer Marketing
- Design Retainer
- Web Maintenance Retainer
- One-Time SEO Optimization
- Reporting and Analytics
- Ad-hoc content development
- DIY Website editor
- Stock images





Welcome to a
delightful
partnership,
powered by
strategy!
**Shall we
begin?**

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