

# FARMERS ALLIANCE NETWORK

Supporting Central Indiana Rural Families in New Income Opportunities

## FAN Branding Package for Small Businesses

**What is Branding?** It is developing a unique image for your company with a name, logo, design, and tagline that creates personality and a positive emotional connection with your customer. Once the brand has been developed, it is applied uniformly to all communication materials such as advertising, signage, wearables, vehicles, printed literature, stationery, etc.

### **What are the benefits of Branding for the Small Business?**

- 🍓 Creates a professional image for your company, indicating success and improved value of the company.
- 🍓 Makes all elements of your communication program work harder and together – brand synergy.
- 🍓 Establishes positive emotional connection with your customer, generating high levels of repeat purchase.
- 🍓 Promises quality and consistent product satisfaction.
- 🍓 Reduces pressure on price because the brand helps take your product out of the commodity category.
- 🍓 Differentiates from competition.

**How does FAN help the entrepreneur (Client) with branding?** We use a five-phase brand development process as indicated below:

- 🍓 Strategic Input Session – the Client meets with the FAN marketing professional and together they complete a Strategic Branding Direction document. Input will include naming input, product category description, company uniqueness, promises company wants to make to customer, design and logo input from the Client and more.
- 🍓 Name, Logo/Design and Tagline Development for Client review. One or two alternative logos and taglines will be presented along with the recommended ones.
- 🍓 Potential Revisions Based on Client Input
- 🍓 Final Selection of Branding by Client
- 🍓 Application of Branding to Five Communication Pieces (plus digital art)

**How much does the branding process and package cost?** Large and mid-size marketing companies often pay five and six figure sums to develop their branding. But because of FAN in-house marketing expertise and access to qualified and reasonably priced design firms, FAN charges only \$950 for the entire branding process and package. A one-page agreement is signed and payment is made up front. In Phase 3 above, for each revision after the initial presentation and one revision, an additional \$150 will be charged.

**How long will the branding process and package take to develop?** With good Client availability, the entire process takes about 4-6 weeks.

### **What will the Client receive?**

- 🍓 The Client will receive a completed Strategic Branding Direction Document.
  - 🍓 The Client will receive a private consultation with a professional marketing consultant.
  - 🍓 The Client will receive proposed name, design, logo, and tagline with short rationale statements.
  - 🍓 The Client will receive one opportunity to revise branding elements (a fee will be charged for additional revisions).
  - 🍓 The Client will be presented with up to five applications of the branding to communication pieces of Client choice, e.g. stationery, wearables, signs, etc.
  - 🍓 A Client will receive a site visit to his/her business.
  - 🍓 Finally, the Client will be presented the final branding in hard copy as well as in digital art.
- Call (317) 290-3250 to learn more about this branding opportunity. We will accept a credit card (Visa or Mastercard) or check.