

Branding 101 for My Chat Lesson

Junaid S.A.A.

Main Purpose of Branding

To do

- Main purpose of branding is to differentiate our product from every other product in the market
- It should create a perception that there is no other product on the market quite like our product

Done

My Chat Lesson
differentiators –

1. Name
2. Logo
3. Colors
4. Category – delivery of lessons using chat
5. Tagline

Customer Wants

To do

- It is important for the brand to define something our customer wants
- Customer will ask 'Can this brand really help me with what I want?'

Done

- Delivery of educational content in a natural, simple and fun manner.
- Feedback we are getting from customers is that it does.

Three questions we can ask ourselves

To do

- What do we offer?
- How will it make customer's life better?
- What does the customer need to do to buy/ acquire what we offer?

Done

- A unique, natural, simple and fun way to learn
- By taking away some of the learning roadblocks
- Download it on Android store and use it with one field sign in and otp for free.

The essence of branding

To do

- The essence of Branding is to create simple, relevant messaging we can repeat over & over so that we 'Brand' ourselves into public consciousness.

Done

- Messaging is – “India’s 1st Chat Learning Platform making learning natural, simple and fun.”

The ultimate objective of Branding

To do

- The ultimate objective of a branding program is to dominate a category.
- How do you generate publicity? Buzz around what you offer? By being the first. By being the first brand in the category.
- What works in Branding today is publicity not advertising.

Done

- We have created a new category of learning through chat
- We are the first in that category.
- We are publicizing that we are the first in this new category.

Promote the category

To do

- The most efficient, most productive, most useful aspect of branding is creating a new category.
- A leading brand should promote the 'category' not the brand.

Done

- We have created a new category 'Chat lessons'
- We have been and will continue to promote chat lessons and saying that it makes learning natural, simple and fun.

Owning a word

To do

- You must focus on owning a single word in the prospect's mind – a word nobody else owns
- This will be used as a generic term even if we have other competitors building similar apps.

Done

- We own 'Chat-lesson'
- It would be used generically - E.g. "I am revising using chat lessons"

Authenticity of a brand

To do

- An authentic brand is one that decides to be transparent and consistent in its messaging and branding initiatives.
- It has business values it remains true to, and most essentially, it is honest.

Done

- We have been consistent and honest in our messaging so far

Marketing + Branding

To do

- Marketing is building a Brand in the mind of the prospect.
- Marketing is Branding – it is impossible to separate the two.
- The single most important objective of the marketing process is the process of brand building.

To Do

- We have the brand foundations in place.
- Need to spread the word.

Branding across borders

To do

- There are no borders to global brands

To Do

- We are currently promoting as India's 1st chat learning app – we can re-think this as we grow.

Single mindedness

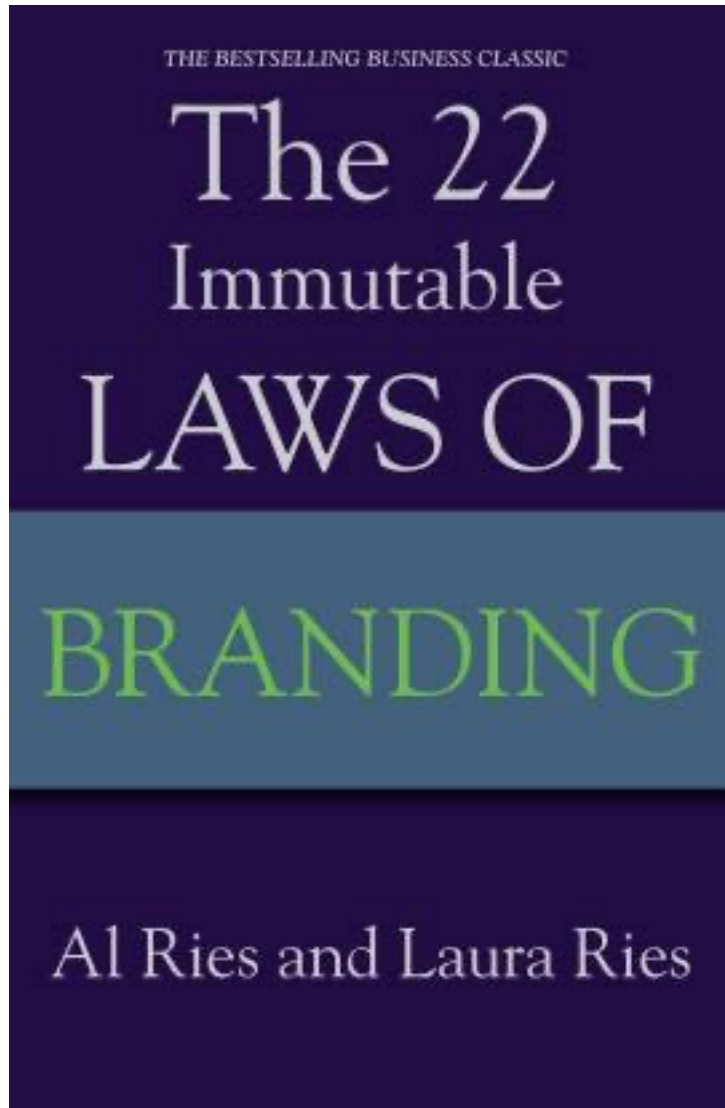
To do

- The most important aspect of a brand is it's single-mindedness.
- It's a single idea or concept that a brand represents inside people's heads

To Do

- We need to make sure that we focus on offering chat lessons and be careful when we want to offer any other type of learning content delivery.

Suggested reading



#1 Wall Street Journal Bestseller

DONALD MILLER
New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

End