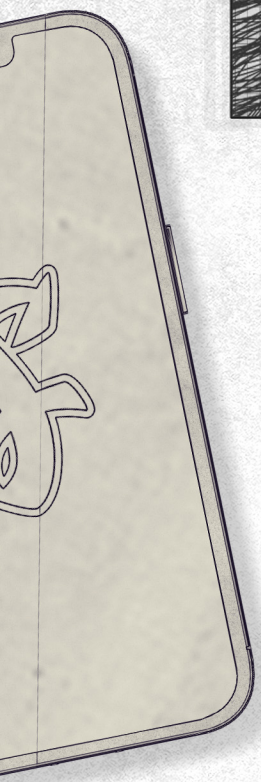
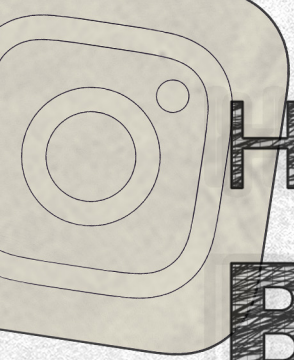


How To

Build A Brand From a Scratch



*Work Harder
Than Everyone
Else*



How to **Build Your Brand From Scratch**

So, you've decided that you want to start your own custom apparel brand.

Whether you've been thinking about it for years or it's a recent decision, starting your own brand can be an incredibly rewarding experience. But where do you start? How do you take your idea and turn it into a reality?

Luckily, we're here to help. This guide is for entrepreneurs who want to build a strong and recognizable brand for their business from the ground up.

Creating a memorable brand is essential for any business, big or small. Your brand is what sets you apart from your competitors and establishes an emotional connection with your customers. It's what makes people remember you.

A stellar brand can help you attract new customers, retain existing ones, and charge more for your custom apparel. If you're not already investing in branding, now is the time to start!

This guide will teach you how to:

- Clarify the purpose of your brand
- Define your target market
- Develop a brand strategy
- Create a unique visual identity
- Write compelling brand messaging
- Craft strong calls-to-action to promote your brand

You'll have everything you need to create a powerful brand that will help you achieve your business goals. Let's dive in!

1. Your **Brand Mission Statement**

The first step in building your brand is to define your mission statement. This is a short, concise statement that encapsulates the core of what your business is all about. It should answer the question, "Why does my business exist?"

For example, Nike's mission statement is "To bring inspiration and innovation to every athlete* in the world."

*If you have a target market, be sure to include them in your mission statement.

Your mission statement will serve as the foundation for all of your branding decisions moving forward, so take time to craft it carefully.



A decorative graphic consisting of a grid of orange dots of varying sizes, arranged in a pattern that tapers towards the top and bottom. The dots are scattered across the page, with a higher density in the upper and lower sections.

Here are a few thought-starters for your mission statement:

- What problem are you solving?
- Who are you helping?
- What need does your business fill?
- What are your core values?

Once you have a good understanding of your mission, it's time to move on to the next step: understanding the purpose of your brand.

2. The Purpose of Your Brand

What are you trying to achieve with your brand?

Are you building awareness for your business? Drive sales? Increase customer loyalty?

Questions to define the purpose of your brand

- What are your business goals?
- Who is your target market?
- What do you want your customers to think or feel when they see your brand?

Some businesses try to accomplish multiple objectives with their branding.

However, it's important to focus on one or two key goals so that you can create a cohesive and effective brand strategy.

3. Your **Vision and Goals** for Your Brand

After you've determined the purpose of your brand, it's time to set some goals. What do you want to achieve in the short-term and long-term with your branding efforts?

Be specific and measurable when setting your goals so you can track your progress and adjust your strategy as needed.

Possible goals to consider include:

- Increase brand awareness by X%
- Generate X leads from branding initiatives
- Drive X sales from new customers
- Increase customer loyalty by X%

Choose the goals that are most important to your business and make sure they align with your overall brand values.



4. Your **Brand Strategy**

This will be a roadmap for all of your branding decisions in the future.

There are a few key elements to consider when crafting your brand strategy:

- **Your target audience:** Who are you trying to reach with your brand?
- **Your positioning:** How do you want your brand to be perceived by your target audience?
- **Your brand pillars:** What are the core values that you want to communicate with your brand?
- **Your messaging:** What are the key messages you want to communicate about your brand?
- **Your tone and voice:** How do you want your brand to sound?
- **Your visuals:** What kind of visual identity do you want to create for your brand?
- **Your channels:** Where will you reach your target audience?



5. Defining Your Target Market

The first step in developing your target market is to define your ideal customer. Who are they? What do they do? What are their interests?

Defining the market is a great first step, but it's also important to keep in mind that your primary target market may not be the only group of people you want to reach with your brand.

You may also want to consider secondary markets that you could reach with your branding efforts. For example, if you're selling a product for new parents, you might also want to target grandparents as a secondary market.

Once you have a clear understanding of who your ideal customer is, you can start to develop your targeting strategy. This will help you determine where to reach them and how to best connect with them.

6. Your Niche Market

You might be wondering how a niche market is different from a target market. The answer is that a niche market is a subset of your target market.

It's important to understand the difference between these two concepts because it will help you better define your branding strategy.

Your target market is the group of people you want to reach with your brand. Your niche market is a smaller group within your target market that has specific needs or interests.

For example, if you sell running shoes, your target market might be people who are interested in fitness. Your niche market might be runners who are training for a marathon.

When you define your niche market, be as specific as possible. This will help you create more targeted marketing campaigns and connect with the right people.

7. Your **Core Values**

Your core values are the foundation of your brand. They should guide all of your branding decisions and help you connect with your target audience on a deeper level.

Think about the values that are important to you and your business. What do you stand for? What do you believe in?

Possible values to consider include:

- Quality
- Innovation
- Customer service
- Integrity
- Social responsibility

Although these are suggestions, there are no right or wrong answers. The most important thing is that you choose values that are authentic to you and your brand.

Choose the values that are most important to you and make sure they align with your overall brand strategy.

8. Your **Brand Voice** and **Overall Personality**

Your brand voice is how you communicate your message to your target audience. It should be consistent across all of your channels and touchpoints.

A lot of people get voice and tone confused. Your tone is the emotion behind your message. It can be serious, friendly, or anything in between.

Your voice, on the other hand, is the personality of your brand. It should be consistent in the way you communicate your message, regardless of the tone.

Think about the perception you want to project with your brand. Do you want to be seen as friendly or professional? Fun or serious?

Your brand voice should be reflective of your overall brand personality. It should be consistent with the way you want your brand to be perceived by your target audience.

9. Your **Visual Identity**

Your visual identity is how you communicate your brand visually. It includes elements like your logo, color scheme, typography, and imagery.

Think about the look and feel you want to create for your brand. What colors do you want to use? What kind of font do you want to use for your logo?

Your visual identity should be reflective of your overall brand personality. It should be consistent with the way you want your brand to be perceived by your target audience.

When you define your visual identity, you will want to consider:

- Your logo
- Your color scheme
- Your typography
- Your imagery

Your visual identity **should be reflective of your overall brand personality**



10. Your **Marketing Channels**

Your channels are the places where you reach your target audience. They can be online or offline, paid or organic.

Channels to consider include:

- Your website
- Social media
- Email marketing
- Paid advertising
- PR and media relations
- Events and tradeshows

Choose the channels that are most effective for reaching your target audience. Make sure you have a clear strategy for each one.

11. Your **Brand Messaging**

Your key messaging points will help you communicate your brand to your target audience. It should be consistent across all of your channels and touchpoints.

Think about the key messages you want to communicate about your brand. What do you want people to know about you? What makes you different from your competitors?

Your brand messaging should be reflective of your overall brand strategy. It should be consistent with the way you want your brand to be perceived by your target audience.

12. Your **Call To Action**

Your call to action is what you want people to do after they see your brand. It could be something like visiting your website, signing up for your email list, or following you on social media.

Think about the specific actions you want people to take. What will help you achieve your overall business goals?

Your call to action should be reflective of your brand strategy. It should be consistent with the way you want your brand to be perceived by your target audience.

When you define your call to action, consider what you want people to do after they see your brand. Do you want them to visit your website? Sign up for your email list? Follow you on social media?

13. Your **Content Strategy**

Your content strategy is the plan for the types of content you will create and how you will distribute it. It should be aligned with your overall brand strategy.

Think about the kind of content you want to create and how often you will create it. Will you blog weekly? Create monthly video content? Send out a weekly email newsletter?

Your content strategy should be reflective of your overall brand strategy. It should be consistent with the way you want your brand to be perceived by your target audience.

When you define your content strategy, consider what kind of content you want to create and how often you will create it. Will you blog weekly? Create monthly video content? Send out a weekly email newsletter?



14. Your **Brand Guidelines**

Your brand guidelines are a document that outlines all of the elements of your brand. It should be used as a reference for anyone who is creating content or working on behalf of your brand.

Think about the elements you want to include in your brand guidelines. Do you want to include your mission statement? Your logo usage guidelines? Your color scheme?

When you define your brand guidelines, consider what elements you want to include. Do you want to include your mission statement? Your logo usage guidelines? Your color scheme?

15. Your **Metrics To Measure Success**

Your metrics will help you track your progress and measure your success over time. They should be aligned with your overall business goals.

Metrics you may want to track include:

- Website traffic
- Number of website visitors
- Number of email subscribers
- Number of social media followers
- Number of leads generated
- Sales revenue
- Customer satisfaction rates

These are just a few examples. Choose the metrics that are most important for measuring your success. Track them over time and adjust your strategy as needed.

16. Launch Your Brand

Now that you have all of the pieces in place, it's time to launch your brand.

Start by creating a timeline for your launch. When do you want to start promoting your brand? How will you roll out your content strategy? What other activities need to happen before you launch?

As you launch your brand, be sure to promote it across all of your channels. Get the word out there and make sure people know about your new brand.

When you're ready to launch your brand, create a timeline for how you will roll out your content and promotion strategy. Consider what other activities need to happen before you launch. Then, promote your brand across all of your channels. Get the word out there and make sure people know about your new brand.



17. Evaluate and Adjust

After you launch your brand, it's important to evaluate your progress and make adjustments as needed.

Look at your metrics and see how you're doing. Are you meeting your goals? If not, what can you do differently?

As you evaluate your brand, be sure to keep your target audience in mind. Make sure your brand is still appealing to them and that it aligns with their needs.

Evaluate your brand regularly after you launch it. Look at your metrics and see how you're doing. Are you meeting your goals? If not, what can you do differently? Also, take a look at your overall brand strategy. Is it still relevant? Does it need to be adjusted? Keep your target audience in mind as you evaluate your brand and make sure it is still appealing to them.





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