



Crafting a Unique Brand and Image for Your ISO Business

How to stand out from the competition with a unique brand and consistent image.

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Social media accounts for Pearl Capital are managed by Grant Pastor



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The Importance of Your Brand



What Is A Brand?



"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

~ Seth Godin

Which Brand is More Valuable?



\$16.4B



\$11.7B

Actual Value ≠ Perceived Value



What comes to mind when you think of



DOLLAR TREE

- Value Shopping
- Clarity of Pricing
- Anti Status
- Must Have / Needs Based
- Low Quality
- Convenient

TIFFANY & CO.

- Luxury Shopping
- *“If you have to ask the price...you probably can't afford it.”*
- Prestige Status / Ego Stroke
- High Quality
- Exclusive – Only in specific shopping areas



What Do Customers Expect?



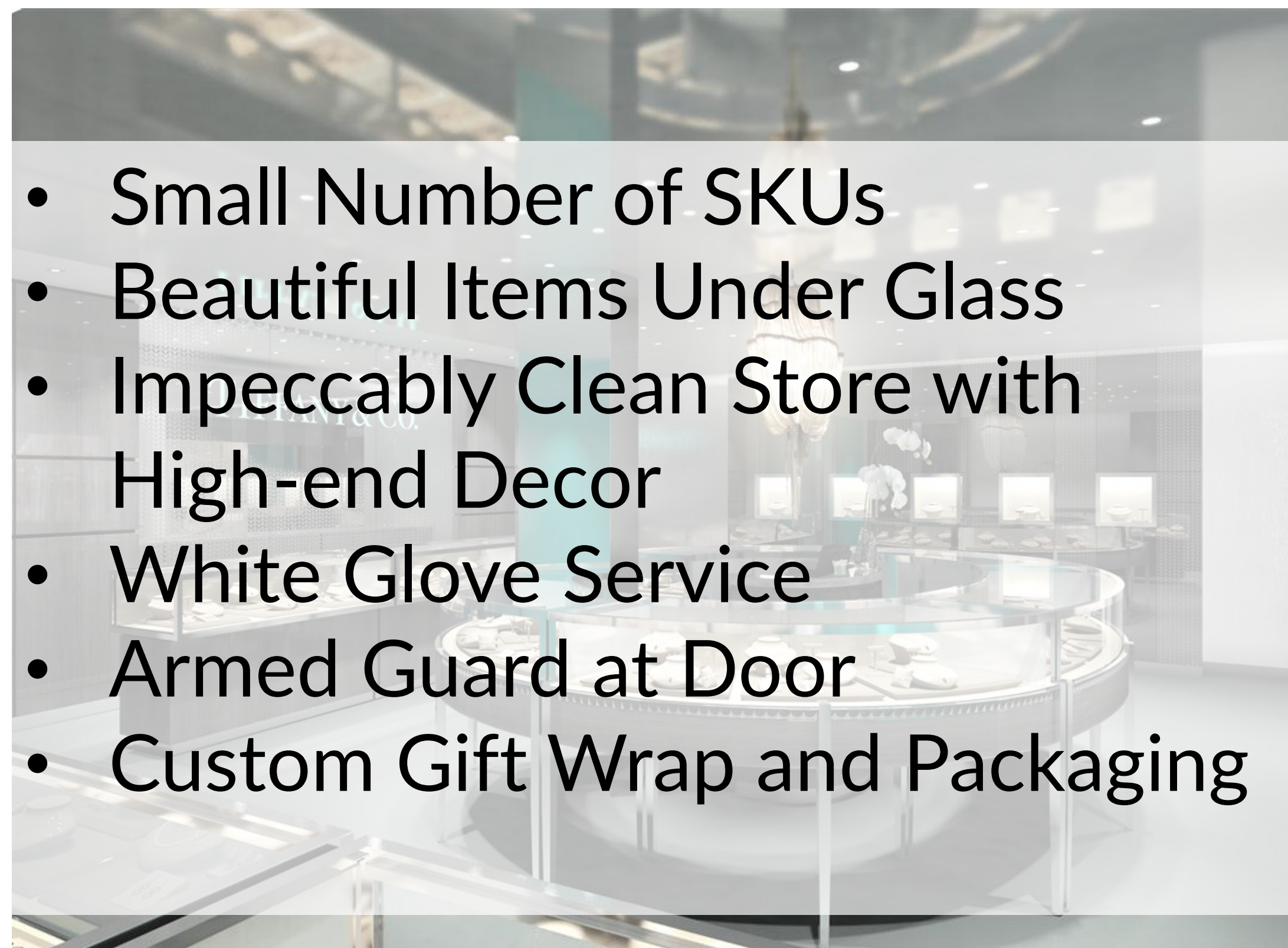
DOLLAR TREE®

- Large Number of SKUs
- Everything Priced at \$1
- Reasonably Clean Store
- Small Store Footprint
- Limited Customer Service
- Plastic Shopping Bags



TIFFANY & Co.

- Small Number of SKUs
- Beautiful Items Under Glass
- Impeccably Clean Store with High-end Decor
- White Glove Service
- Armed Guard at Door
- Custom Gift Wrap and Packaging





What Do Customers Remember?



DOLLAR TREE®



**Your Brand
Their Story**

TIFFANY & Co.



What Does Your Brand Say?



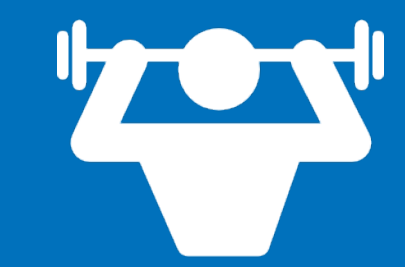
Hopefully, it says “Yes!”



Who Is Your Customer?



Many Mercedes Drivers Are Cash Poor



What Does His Ego Demand?



But They Would Sooner Die Than Downgrade to a Kia

Does It Make Sense to Use Kia Branding to Try to Attract Mercedes Drivers?



What Are You Projecting?



There's No Wrong Answer..



Buttoned Up & Traditional



Hip & Tech Forward



Direct & Practical

☰ As Long As You Are Consistent

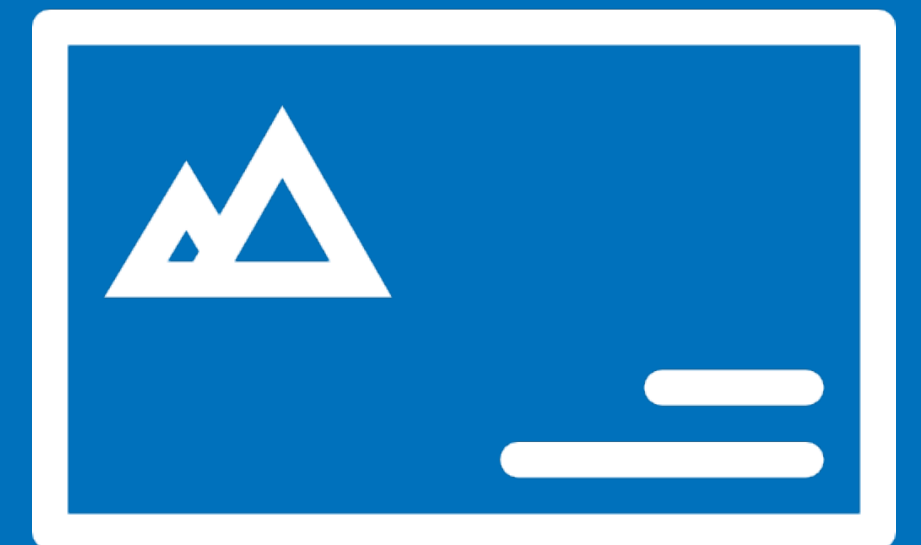


"I don't Care" Hair
& Nose Ring

Waxed Mustache
& Hipster Beard

*Use Hipster Style to Serve Hipster Professionals
Hipsters Know Other Hipsters*

Keys To Branding Consistency



Your Target Customer

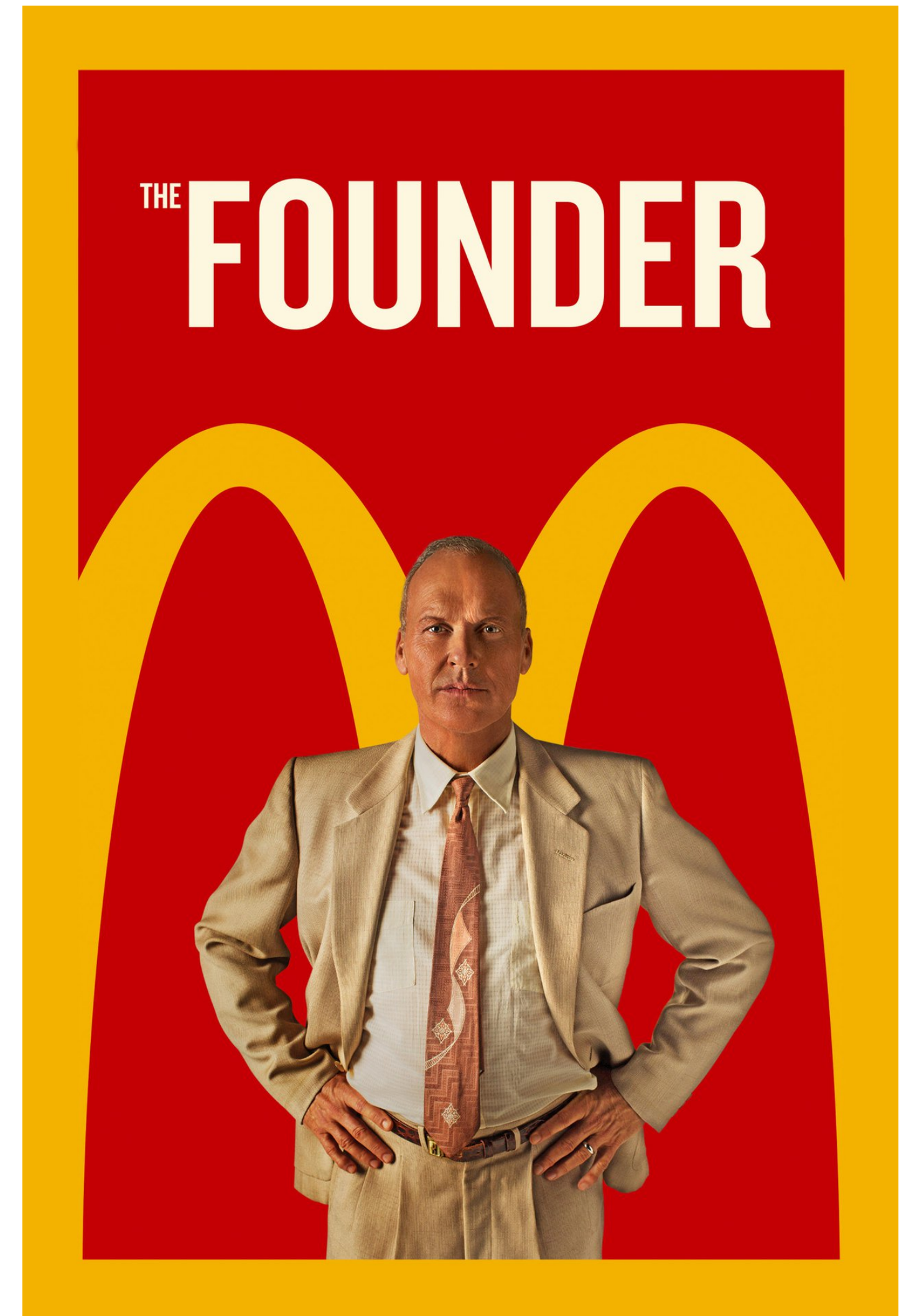
- What makes your niche tic?
- Brand to fit their *needs & ego*

Your Value Proposition

- “We help you solve X problem(s)”
- Repeat it often
- Make sure your team is on board

Your Presentation

- Logo, Print, Website, Email, etc..
- Phone voice and script



What Are Competitors Missing?



Imagine you are a business owner in need of capital and you come in contact with one of your competitors:

- Did their website and other material resonate with you?
- Based on your first impressions do you trust them to solve your problem?
- If you talked to them were you treated well?
- What are the things you **KNOW** you can do better than them? Do customer know that they should care about those things?

Branding Mojo





Impressions Matter

**“SERIOUSLY, I THINK
YOU’VE DUNKED
THAT COOKIE
ENOUGH.”**

- Nobody ever



Emotionally Compelling Content

1. Funny
2. Useful
3. Beautiful
4. Inspiring

Emotions Are Everything

How do your customers *feel* about you and your company?

Color Drives Emotional Response

Red: Danger, Passion, Excitement & Energy

Orange: Fresh, Youthful, Creative & Adventurous

Yellow: Optimistic, Cheerful, Playful & Happy

Green: Natural, Vitality, Prestige & Wealth

Blue: Communicative, Trustworthy, Calming & Depressed

Purple: Royalty, Majesty, Spiritual & Mysterious

Brown: Organic, Wholesome, Simple & Honest

Pink: Feminine, Sentimental, Romantic & Exciting



Make a Promise

And Stick To It



What Do Customers Value?

- Time – Speed of Delivery
- Price – Low Cost
- Quality – No Mistakes
- Ego – *“You Deserve the Best”*
- Community – Keeping it Local or Doing Business with Like-Minded Folks (Shared Values)
- Fairness & Honesty – No fine print or hidden fees. *“We do what we say we’ll do.”*

Improve Your Brand Today

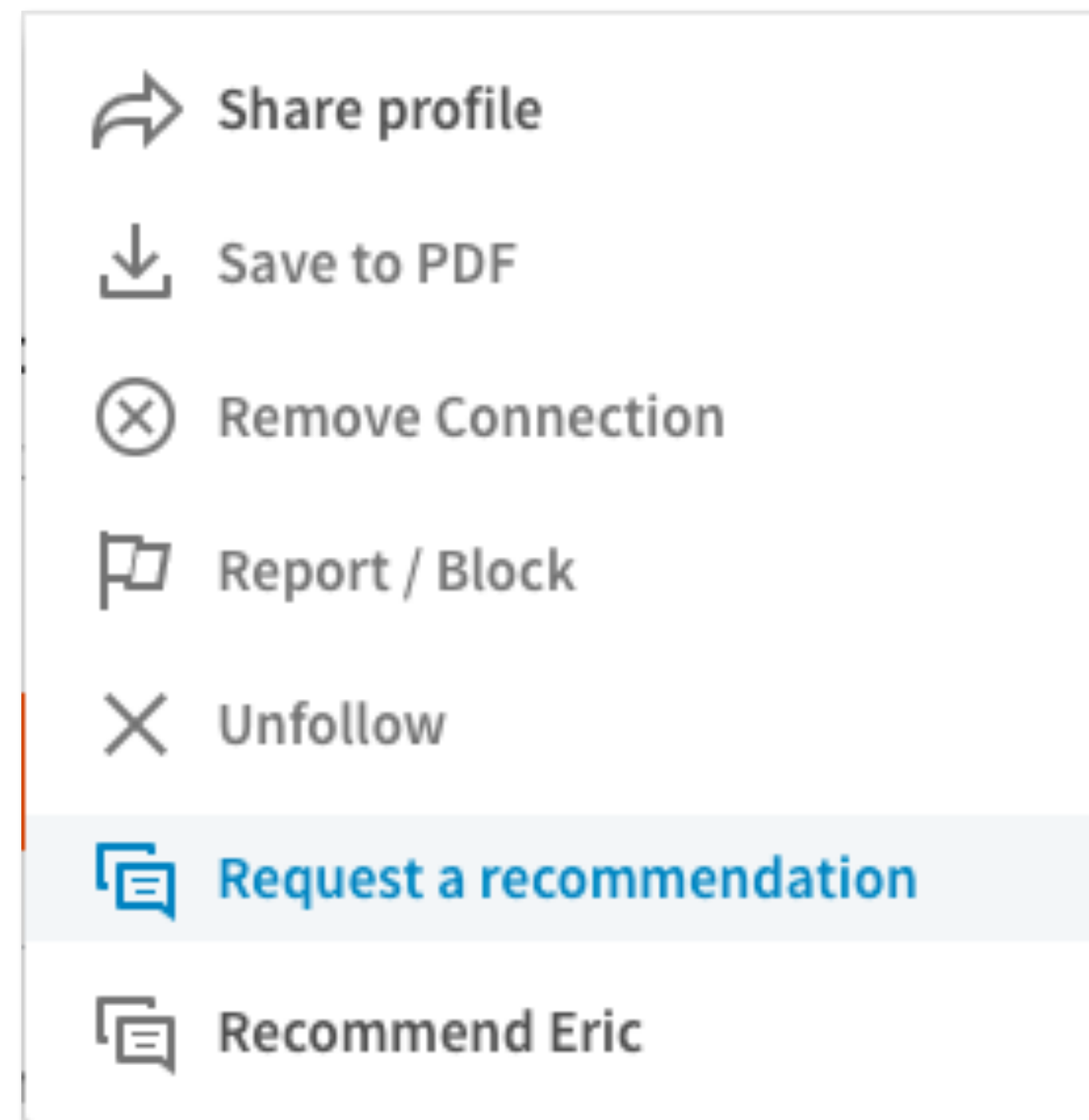


Low-Cost Ways to Make Sure Your Brand Resonates



Ask Customers To Give You a Recommendation on LinkedIn

1. Connect with your best customers on LinkedIn.
2. Go to their profile and use the “Request a Recommendation” feature.
3. Ask them to describe what they valued most about working with you.
4. Review their responses for common themes.



Pro Tip: Revisit [“Social Sales for ISOs”](#)



Send a [Quick Survey](#) to Gain Brand Guidance

1. Most Important Thing: What was the most important thing in the customer or prospect's decision process?

2. What Does Your Brand Say?: Ask the customer to describe your brand. Use questions like:

- If you were to refer our firm to a colleague how would you describe us?
- If you were going to do a Google search for the solution we provide what would you search for?

3. What Else Do They Like: You can learn a lot about people by the products and services they use. Have fun with it. Ask “would you rather” questions like “Starbucks or Dunkin Donuts?” or “iPhone or Android?” or “Sports Car or Truck?”



Rebranding As An Exercise

Open a Branding Competition

Use a service like [99designs](#) to kick start a rebranding exercise:

- These services are relatively inexpensive and they walk you through the branding thought process.
- You end up with a variety of designs to explore and consider.
- Most importantly, you can invite your team and customers to vote on which design resonates most.

Logo & brand identity pack

Nail that first impression with a stunning logo, and seal the deal with a flawless brand that's as unforgettable as your business. Start a Design Contest and our designers will create a custom logo with a full brand identity you'll love, guaranteed.

- ✓ Includes logo, business card, letterhead & Facebook cover
- ✓ Starting at US\$599 **Save 39%+**
- ✓ Step-by-step support
- ✓ 100% money back guarantee

[Get a design](#)

[How it works →](#)

by CogitoDesigns

For The Next Month



Your 30-Day Challenge



1. **Develop a Tagline – 10 Words Or Less**
2. **Brand Audit**– Look at your website, emails, social media, print materials, and call your phone queue. What picture does it paint?
3. **Revisit Your Niche – Does your current brand resonate with this target market?**
4. **Connect & Survey – Your customers and prospects are goldmines. Learn from them.**

Bonus: Post to social daily. Half of branding is planting the seed of recall. Frequency of communication improves referrals and elevates you to the top of the consideration set for new business.



Thank You

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