

SPARK*

Digital Marketing support
that puts you in control.



Small Businesses, Big Results.
ALL IT TAKES IS A SPARK.

BRAND
AMBITION™

Your Cultural Branding Strategy Board

1 CULTURAL VALUES

What causes do you care about?
What drives your culture?



2 TONE OF VOICE

How do you talk about your culture to your audience?



3 YOUR EMPLOYEE ATTRIBUTES

What traits do your employees have that embody your culture?



4 CULTURAL CONTRADICTIONS

Who'll be alienated by defining and promoting your culture?



5 KEY PARTNERS

Which key people will help you deliver your culture?



6 LIKE-MINDED INFLUENCERS

Who will help you promote and engage with your culture?



7 YOUR CHANNELS

Where will you and your team promote your culture?



8 CULTURAL OBJECTIVES

What objectives do you want your cultural strategy to achieve?



9 * SHORT TERM GOALS

What five quick things can you do to implement your cultural strategy?



Here's one we crafted earlier...

1 CULTURAL VALUES

What causes do you care about?
What drives your culture?



Education
Digital Skills
Development
Helping Start-ups & SMEs
Generating Leads,
Revenue and Profit.
Low Costs, High-
Performance.
Family Company
Anti-Establishment
Anti-Big Brand
Anti-Profit
Progress over
Perfectionism

2 TONE OF VOICE

How do you talk about your
culture to your audience?



Family-Friendly
Helpful
Confident
Bit Sarcastic
self-effacing



3 YOUR EMPLOYEE ATTRIBUTES

What traits do your employees
have that embody your culture?



Self-effacing.
Entrepreneurial.
Show a clear willingness to learn and
support others.
Happy to step outside their
specialism.
Clear teamwork skills.

4 CULTURAL CONTRADICTIONS

Who'll be alienated by defining
and promoting your culture?



Big Brands
Perfectionists
Other Marketing
Agencies
Marketing Specialists
Experienced Marketing
Staff & Middle Managers
Gambling Corporations

5 KEY PARTNERS

Which key people will help you
deliver your culture?



Internally - Senior Mangmt
Externally - Clients,
Followers on Social.
People we engage with.
Clubs we associate with



6 LIKE-MINDED INFLUENCERS

Who will help you promote and
engage with your culture?



Good Business Club
Northern Affinity
Leeds University Business School
Ad:Venture
The LEP

7 YOUR CHANNELS

Where will you and your team
promote your culture?



Externally
Linkedin - Personal and
Company Accounts
Instagram
TikTok
Email Newsletter (pending)
Blog and Website

Internally
Google Chat / Rooms
Email
Quarterly Update
Team Days
Staff Benefits

8 CULTURAL OBJECTIVES

What objectives do you want your cultural strategy to achieve?



Create an environment of continual improvement, learning and entrepreneurialism from the outset.
Support the skills development of new and current employees
Reduce staff and client turnover, through better hiring and business development policies.
Engage with like-minded businesses, that share similar ideals and a strong focus on giving back / driven by a strong set of morals.
Create a focus on being driven by more than profit.

9* SHORT TERM GOALS

What five quick things can you do to implement your cultural strategy?



- Amend interview questions and requirements to include a focus on entrepreneurialism and a proven track record in making money online through a personal project.
- Create partnerships to support Skills development in-house, and allocate free hours to support target organisations or third-sector companies.
- Create a content calendar driven around providing start-up and set-up advice.
- Research new groups to join with like-minded businesses.
- Define clear values and communicate them at the next quarterly catch-up.

Neill Wine has become a champion case study for Brand Ambition in the last year, as a result of the successful launch of a new brand, new sales channel and the Creation of a new revenue stream.

The pandemic shut down Neill Wine's main source of income: commercial alcohol purchases from restaurants and bars. Knowing they needed to create a new source of income, Neill Wine approached Brand Ambition to help drive revenue with a minimal budget to work with.

Within 6 months, we had a new website, revised brand and had generated over £50,000 in sales from an Organic Digital Marketing Campaign. An ROI of over 230%. The project started with a defined marketing strategy from our discovery process.

Results of the Explore. Audit

- Instagram would be the main social media platform.
- To cut through the noise, campaigns should focus on wine connoisseurs.
- We could increase average order value by 50%
- The campaign should use a mixture of Local SEO, Organic Social Media and Expertise Led PR.
- Start local, aim national, grow to UK wide.
- Utilise a Rebrand to create a point of difference & capitalize on the target market



NEILL
WINE

Neill Wine | Re-brand & Digital Roll Out



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**BRAND
AMBITION™**

Achievements

New Website w/ Ecommerce Functionality

Renewed Brand

New Revenue Stream

Wider National Customer Reach

More Followers

Increase in Brand Engagement
and Awareness

Results

28,946% Increase in Instagram Impressions

18,715% Increase in Instagram Reach

238% Increase in Top 100 Organic Ranking
Keywords

200% Increase in First Page Organic Ranking
Keywords

Over £50,000 generated in Revenue

SPARK*

EFFECTIVE.

AFFORDABLE.

Web Development

Strategy

Paid Media

Web Design

Social Media Management

EXPLORE.

EXCITE.

IGNITE.

EXPLODE.

Content Creation

Digital PR

Brand Creation

Technical SEO

Thanks for your time.

Any questions? Contact Sam Raife



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Document not looking quite right?

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