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







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



2 TONE OF VOICE

How do you talk about your culture to your audience?





What traits do your employees have that embody your culture?





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



5 KEY PARTNERS

Which key people will help you deliver your culture?



Who will help you promote and engage with your culture?



7 YOUR CHANNELS

Where will you and your team promote your culture?



LIKE-MINDED

8	CULTURAL	OBJECTIVES
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What objectives do you want your cultural stategy to achieve?



9* SHORT TERM GOALS

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

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Here's one we crafted earlier...





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

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?



Show a clear willingness to learn and support others.

Happy to step outside their specialism.

Clear teamwork skills.

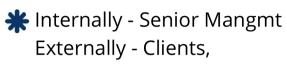
Who'll be alienated by defining and promoting your culture?



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?



Followers on Social. People we engage with.

Clubs we associate with

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 stategy to achieve?



Anti-Profit

Progress over

Perfectionism

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.

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A New Channel and Pushing Beyond Stagnant Sales

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

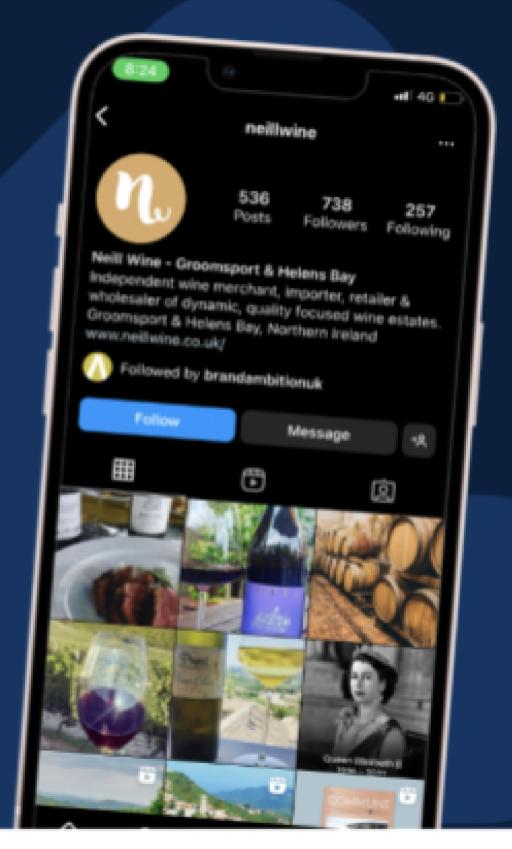








Neill Wine | Re-brand & Digital Roll Out







A New Channel and Pushing Beyond Stagnant Sales

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





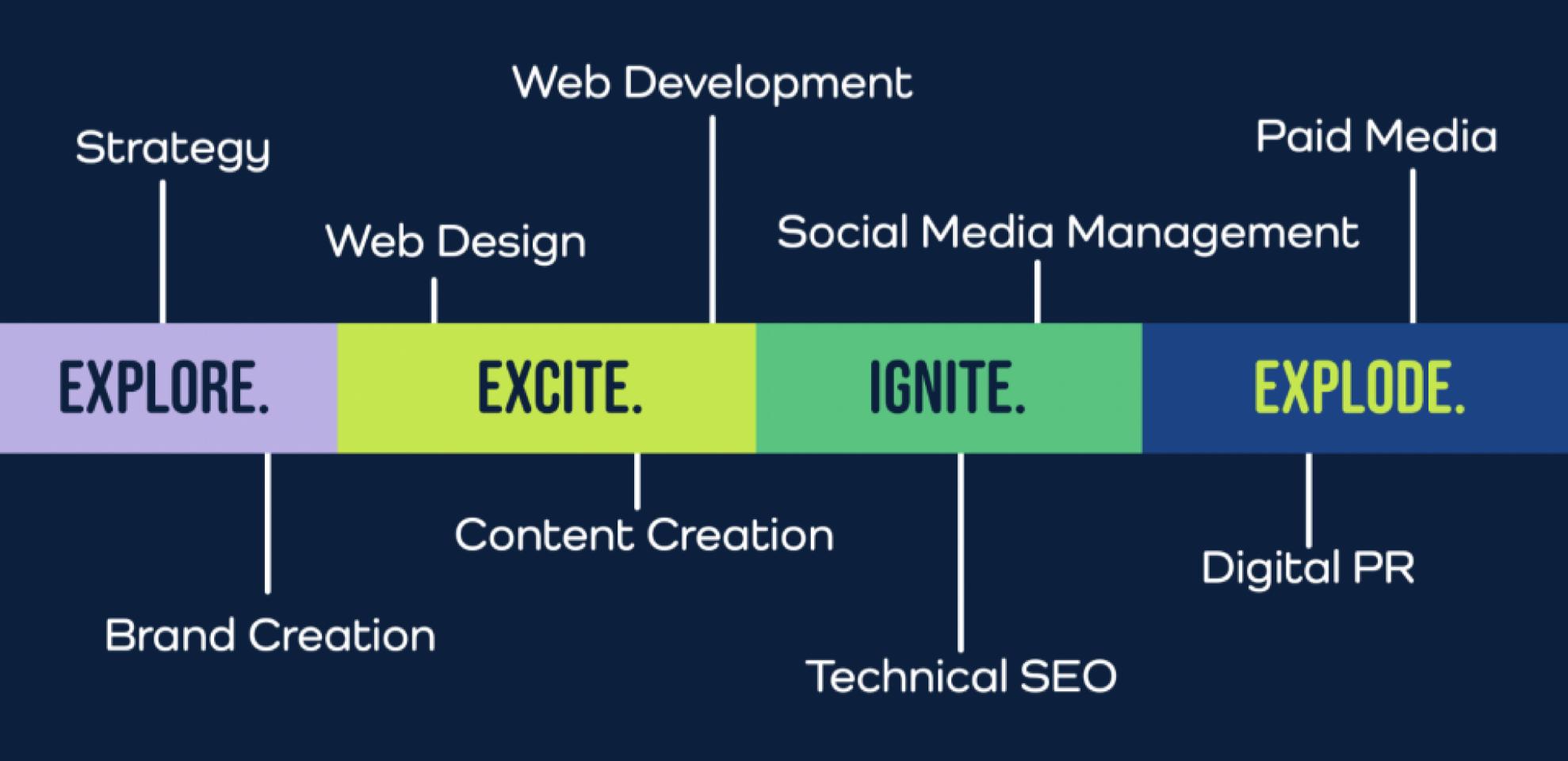
SPARK*

EFFECTIVE.

AFFORDABLE.











Thanks for your time.

Any questions? Contact Sam Raife



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Direct: 07717488250



Sam@Brand-Ambition.com

Document not looking quite right?

This document has been compressed to support our efforts in reducing file storage sizes, this can have a minor impact on image quality, but a huge impact on energy and the environment. Things might not look as crisp, but on the bright side the file is on average around 85% smaller. We hope you don't mind too much, but if you feel it's lost its pizazz we will happily send you a full scale copy.





