

BRAND FETISH[®]



WE ARE BRAND FETISH®

BRAND FETISH® is a two-fold brand management and integrated marketing campaign agency. We strategically trigger a variety of marketing channels to ignite our client's target customer, culture, and community loyalty.

Integrated Marketing is diversifying the same message to the target audience using multiple marketing tools and mediums.

BRAND FETISH® prides itself in executing momentum building multi-channel marketing campaigns and propelling professional and personal brand identities; and their value to receive top dollar and build lucrative businesses through the agencies signature service the **BRAND FETISH IMC APPROACH™** and **CAN'T LIVE WITHOUT IT™ FRAMEWORK**.

1. Implement customized multi-channel marketing strategies to enable growth.
2. Launch tactical and measurable marketing campaigns.
3. Provide Done For You Services.
4. Provide Self Study Digital and Physical Products.
5. Provide Limited VIP Days.
6. Provide A La Carte Marketing Services within the IMC Approach Scope.

WHAT WE DO

WHO WE SERVE

- 1.) Executive Brands
- 2.) Professional Brands
- 3.) Personal Brands
- 4.) Creator Brands
- 5.) Ambitious Business Owners
- 6.) Account Managers
- 7.) Brand Managers
- 8.) Marketing Directors





The BRAND FETISH IMC APPROACH®

(Integrated Marketing Campaign) is a customized and strategic map that includes a variety of planned marketing touch points to communicate a consistent and focused brand story to a target audience.

DONE FOR YOU SERVICE CAPABILITIES

- Project Management
- Ancillary Team Management
- Marketing Plan Development
- Campaign Launching
- Facebook Ad Strategy
- Content Strategy, Direction, and Scheduling
- Consumer Facing Event Management
- Media and OOH Buying
- Social Engagement Marketing and Amplification
- Influencer Procurement, Strategy, and Contracting
- Talent and Special Guest Procurement
- Brand Ambassador Procurement and Contracting
- Email and SMS Lead Campaigns and Nurturing

CAN'T LIVE WITHOUT IT

FRAMEWORK

The ultimate relationship with a customer is a committed one. When a brand has become organically integrated into a customer's lifestyle and emotionally attached to the brand has arrived and is unconvertible.

Creating a brand that customers can't live without requires a combination of several factors, including a clear brand purpose, an understanding of your target audience, a differentiated offer, and consistent and memorable brand interactions and experiences.

Next are the client journey steps. Every client may begin at a different step.

1. PROTECT

Here we assist the client with jumpstarting the trademark process with a Trademark Attorney.

Protecting a new business or product is important for establishing a competitive advantage, securing investment, and providing legal protection. This trademark registration completion can take 6 to 12 months to complete.

2. PURPOSE

Here we help the client identify the WHY and articulate the business model.

What is your purpose for starting this business, new product, new service. Your brand purpose should go beyond simply selling products or services. It should communicate a higher goal or mission that resonates with your target audience needs and inspires them to connect with your brand to hitting your company financial goal.

3. PERSON

Here we identify the clients target customer, culture, and community.

To create a brand that your customers can't live without, you need to understand their needs, values, and behaviors. Conduct market research and analyze customer data to gain insights into what motivates them and how your brand can add value to their lives.

4. PRODUCT

Here we analyze or identify what the client is selling.

Your brand should offer something unique and valuable that sets it apart from competitors. This could be a combination of factors such as quality, convenience, innovation, or sustainability. Whatever it is, make sure it's clear and consistently communicated across all touch points.

5. PLAN

Here we map out the clients marketing plan and campaign.

Every interaction customers have with your brand should be consistent, engaging, and memorable. This includes everything from your website and social media presence to your packaging and customer service. Make sure every aspect of your brand experience reinforces your value proposition and leaves a lasting impression on customers.

BRAND FET.I.S.H CUSTOMER RELATIONSHIP JOURNEY™

1.) Try 2.) Integrate 3.) Suggest 4.) Honor

6. PROVE OR PIVOT

Here we measure all marketing performance efforts against leads and sales.

To stay relevant and meet evolving customer needs, you must continuously innovate and improve your products, services, and brand experience. Solicit feedback from customers and use data analytics to identify areas for improvement and new opportunities to add value.

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