

Spark ✨

Brand Strategy Guide



Are you a new Medicare agent and looking to establish branding for your business?

We have created a step-by-step guide to help you to learn about the benefits of branding your business and establishing a brand of your own. create your brand strategy and start building your brand. The first step to making your business stand out in your local market is building a brand that reflects your business, goals, and attracts your clientele.

Intro to Brand

What is a brand?

A brand represents the values and core of who and what your business is about. It is the unique identity that is paired with your agency business that includes messaging, values, and visual identity. Building an effective brand creates customer loyalty, brand recognition, and professional equity.

Brand Identity

Brand identity refers to the visual, verbal, and experiential elements that represent a brand and distinguish it from its competitors. It is the collection of tangible and intangible aspects that create a unique and recognizable image of a brand in the minds of consumers. A strong brand identity helps build trust, foster brand loyalty, and create a consistent and memorable brand experience.

Think of the attributes you want to be associated with your brand:

- ◆ Credibility and Trust
- ◆ Differentiation in a crowded market
- ◆ Professional background
- ◆ Scalability for business

Why should I build my own brand?

Branding is essential for businesses and organizations as it helps differentiate them from competitors, build customer trust and loyalty, and create opportunities for growth and resilience.

- ◆ 59% of consumers prefer to buy products or services from familiar brands. *Nielsen
- ◆ 72% of patients use online reviews and ratings to evaluate healthcare providers. A strong brand and positive reputation can lead to more referrals and recommendations from satisfied clients. *Software Advice

Target Audience

Primary Target Audience:

The main segment of your audience you will invest the most time and resources to target. The primary target audience is the most likely to have a genuine need for the company's offerings and possesses the highest potential for generating sales and profitability. Example: all individuals aging into Medicare in your local market.

Think of your target audiences:

Demographics

- ◆ Where do they live?
- ◆ What is their age?
- ◆ What language do they speak?

Psychographics

- ◆ What is their behavior? What do they like to do?
- ◆ What do they do professionally?

Secondary Target Audience:

An additional segment that you have a potential interest in its products or services, although not being the primary focus of its marketing strategies. An example of this could be targeting both Spanish and English Medicare beneficiaries one is your primary and one is secondary so your budgets for marketing should look differently.

You must invest significant resources in understanding the primary target market's characteristics, demographics, behaviors, preferences, and needs in order to tailor your services and offering. By concentrating on the primary target market, you can optimize their marketing efforts and allocate resources efficiently to maximize customer acquisition and retention and connecting your branding to connect to your audience.

Brand Name

When creating your brand name, there are a few factors to consider to ensure that your brand name remains unique and memorable to your clients.

- ◆ Your name is relevant to your industry and target audience.
- ◆ Consider something personalized and easy to remember (Ex: Mariah Medicare) or create an acronym (Ex: “CVS” stands for “consumer value stores”).
- ◆ In the Medicare industry, you also want to confirm that your brand name is compliant with CMS. *if you are based in Florida, you cannot have the word “Medicare” in the state of Florida

Mission Statement

When creating your brand name, there are a few factors to consider to ensure that your brand name remains unique and memorable to your clients.

- 1. What is your brand's purpose?**
 - ◆ Example: For Medicare beneficiaries to have insurance agents to help them through confusing Medicare coverage, to have someone they can trust and depend on.
- 2. What goals can you help your clients achieve? What is your competitive advantage?**
 - ◆ Think of your expertise in the industry and how beneficiaries can trust you and the knowledge you bring.
- 3. Create your mission statement to reflect your purpose and unique value proposition**
 - ◆ Example: “help every Medicare beneficiary take control of their health”.

Brand Values

Your brand values are the core principles and beliefs that guide your brand decisions and that will resonate with your target audience. Have between 3-6 core values. Here are some steps to help you while creating your values:

- 1. Determine what words and values align with your business, audience and your brand mission**
 - ◆ Example: integrity, inclusion, innovation, quality, authenticity, excellence.
- 2. Define each chosen value and create a clear and concise statement that represents what it means for your brand.**
 - ◆ Make sure they are distinctive, meaningful and, relatable to your audience
 - ◆ Example:
 - Value: Integrity
 - Statement: Lead all customer interactions with integrity and patience.
 - Value: Quality
 - Statement: Provide all services and customer interactions at the highest quality.
- 3. Your brand values should be consistent with your brand messaging, visuals and actions.**
 - ◆ Example: If one of your brand values is 'Integrity', you should keep that in mind with all of your brand and marketing assets. Your messaging should be honest and relatable and communication with your clients should reflect that as well.

Brand Personality/Tone

A brand personality is the human characteristics and traits that represent your brand and resonate with your target audience. You want your brand personality to invoke emotion and connection through your brand values and be reflected in all of your branding, messaging and assets.

- 1. Think of your brand as a person and how they would speak, interact with clients, how they would look**
 - ◆ Friendly, engaging, and genuine when speaking and interacting with customers. Do you envision yourself as your brand?
- 2. Connecting your brand values and your personality/tone, you will be able to create a clear identity and voice for your brand.**
 - ◆ If you want to be genuine and trustworthy, and one of your brand values is 'Integrity' then you will want your images, messaging, and personal interactions to reflect and invoke these feelings.

Brand Colors

Colors are another way your brand can be perceived and communicated. Consistent use of helps your brand become easily recognizable and distinguishable from competitors. Brand colors can also invoke an emotional connection to your target audience, think of what your target audience would be looking for in an insurance agent that would make you unique and attractive to a medicare beneficiary.

If you are lost on how to pick color palettes, reflect back on your brand values, mission statement and personality and how those tie in with some of these color descriptor associations:

- ◆ **Adventurous, Bold, Courageous, Playful, Empowered** - warm tones, rich shades, neons
- ◆ **Calm, Compassionate, Intuitive, Humble** - muted tones, blues, neutrals, yellows
- ◆ **Balanced, Practical, Informational, Valuable** - minimal colors, soft palettes, cool tones

Tagline / Slogan

Creating a tagline or slogan involves crafting a concise and memorable phrase that encapsulates your brand's essence and resonates with your target audience. Here's a process to help you develop an effective tagline or slogan:

- 1. Understand your competitive advantage with your branding.**
 - ◆ Being a Medicare tutor that can bring years of experience
- 2. Identify your brand's positioning this will guide your tone to your tagline.**
 - ◆ Are you aiming for innovation, reliability, and trustworthiness
- 3. Define the key message and value proposition you want to communicate**
 - ◆ That you are the Medicare expert in your market that a beneficiary can truly trust

4. Keep your tagline concise and memorable, a few words or a brief sentence that is catchy, and engaging. This could include alliteration, rhyme, pun or any wordplay that your audience will resonate with and remember.

◆ Ex: name: Mariah Medicare, tagline: Medicare made easy

- Simple, representative of the brand name, there is an alliteration so it is easier to remember and brand positioning and values reflected that Mariah will be making medicare easy to understand for beneficiaries.

Logo Creation

Now you are ready to create your logo, use our logo worksheet to create your own FREE logo!

[Logo Creation Worksheet \[TEMPLATE COPY ME\]](#)