

## **Logo + Branding**

Favors Business Planning Workshops

# **Introduction to Business Planning: The Basics**

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# Topics Covered

- All Roads Begin With a Logo
- The Traditional Business Plan Format
- Market Analysis
- Developing a Sales Plan
- Creating an Online Marketing Campaign



# Learning Objectives

- By the end of this workshop, students will be able to do the following:
- Define the differences between logo and brand.
- Summarize the traditional business plan format.
- Research the market.
- Create a sales plan.
- Create an online marketing campaign.



# Introduction

- Introduction to Business Planning: The Basics provides an overview of business planning for the small business owner interested in planning, marketing, and selling their products and/or service online.
- The Business Planning Basics presentation includes information about the significance of the logo, the traditional business plan format, market research and analysis considerations, the standard sales plan, and the digital ad campaign for online marketing.
- This presentation focuses on the Logo + Branding connection.



# Favors Coffee Shop

Business Planning from Seed



## Mission

Favors Coffee Shop is a  
A Favors Marketing Solutions (FMS) Product





# What is Favors Coffee Shop?



Favors Coffee Shop is a small business planning basics workshop designed to help emerging small business owners navigate the business planning landscape.



The purpose of Favors Coffee Shop is to provide workshop and conference seminar guidance for small business owners needing practical and technical information about business basics, marketing, and sales plans.



Favors Coffee Shop helps small business owners plan from the initial idea we call the “seed.”



Favors Coffee Shop is a product of Favors Marketing Solutions (FMS).





# Mission

- The **mission** of Favors Coffee Shop is to create and facilitate business planning workshops for emerging small business owners, offering both a planning and writing component, which may also include conference seminars.
- Favors Coffee Shop offers two business planning workshops:
  - Logo + Branding
  - Event Planning 101





# Business Planning Workshops

## Logo + Branding



Favors Business Planning Workshops

- The purpose of this workshop is to introduce you to the logo + branding processes to begin marketing your product or service.

## Event Planning 101



FAVORS BUSINESS PLANNING WORKSHOPS

- The purpose of this workshop is to introduce you to the importance of creating an event plan to sell your product or service.



# All Roads Begin With a Logo

## Creating the Logo



# Logo Defined

- A **logo** is defined as a symbol that a company creates and designs to identify its products and services.
- A logo can be trademarked.
- A logo is placed on all company products, services, including vehicles and uniforms.
- A logo helps the market, industry, competitors, and the target audience recognize and remember the company.



# Purpose of the Logo

- The logo you create connects the customer to the message you want to convey about your product or service.
- The logo is attached to the branding objectives for a company and its products and/or services.
- Together, the logo + brand convey a message about the company and its promise to the consumer about its product and/or service.



# Brand Defined

- **Brand**, or branding, is defined as the product or service that is unique and recognizable but is distinguishable from its competitors within a specific industry.
- The brand has a recognizable identity that consumers associate by product or service label, quality of packaging, value, and quality.
- A brand increases visual identity.

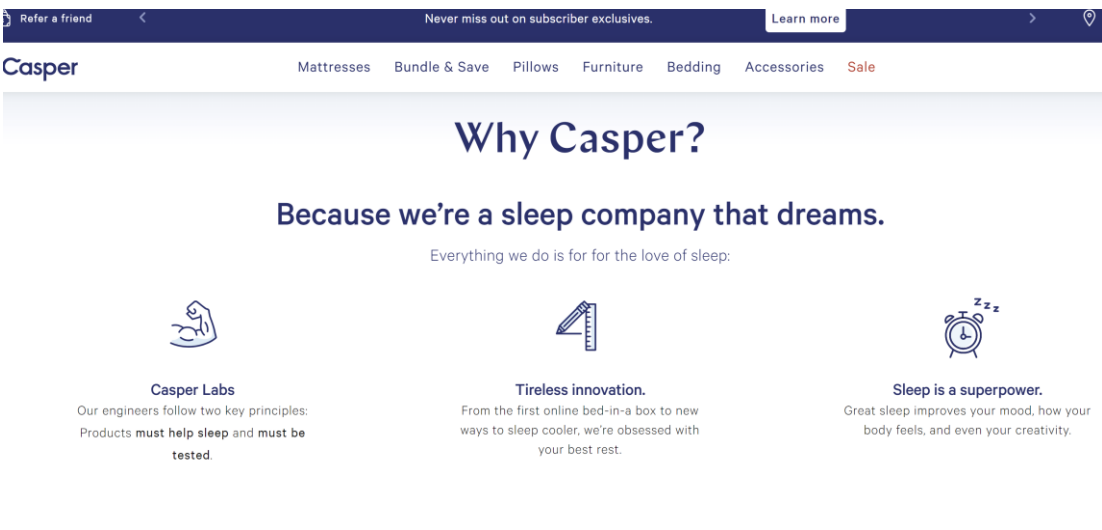
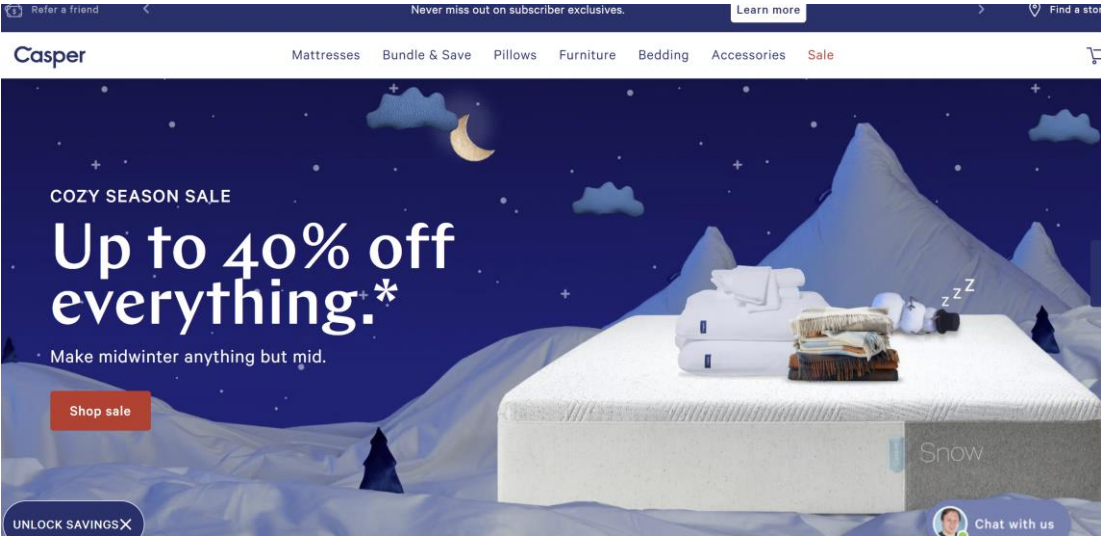


# Sample Brand Objectives

- The following are sample brand objectives for a company's product and/or service:
  - Increase brand awareness.
  - Increase market share.
  - Increase revenue.
  - Increase sales.
  - Increase brand equity.
  - Increase web traffic.
  - Generate leads.
- The brand objectives may coordinate, support, and validate marketing and sales goals.



# Sample Brand: Casper





# Sample Logo + Brand: Starbucks



2011

- **Meaning of logo:**
- Metaphor for the allure of caffeine; sirens draw sailors into the rocks.
- **Vision Statement:**
- The vision of the company is “to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”



# Sample Logo + Brand: McDonald's



- **Meaning of the logo:** Golden arches represent ambition as a business.
- **Slogan:** “I’m Lovin’ It.”
- **Vision Statement**
  - The vision of the company is “to move with velocity to drive profitable growth and become an even better McDonald's, serving more customers delicious food each day around the world.” (April 21, 2023)



# Sample Logo + Brand: Microsoft

- **Meaning of the logo:**
- **Red Square:** Microsoft Office (business and busy life)
- **Green Square:** Xbox (fun)
- **Blue Square:** Microsoft Windows (calmness)
- **Yellow Square:** Bing (optimism and creativity)



# Sample Logo + Brand: Microsoft



## Vision Statement

- “Microsoft’s corporate vision is to help people and businesses throughout the world realize their full potential.”

## Mission Statement

- "To empower every individual and every organization on the earth to accomplish more."



# Sample Logo + Brand: Regina Y. Favors Website



**Regina Y. Favors**

The preferred online curriculum you need for life recovery

- **Mission of the site:**
- *The mission of the Favors Life Recovery Coaching Curriculum (LRC) is to provide the tools to help individuals address and overcome life's little setbacks in three areas—academically, professionally, and personally—through books, serials, and online learning content.*



# Summary: Logo + Brand

- The logo is the symbol and identifying feature for a company, the product, and the service.
- The brand is the product manufactured by a company under a particular name.
- The Logo + Brand communicates the purpose, message, and value position of the company and its product, service, and related.



# The Traditional Business Plan Format

**How to Run Your Business**





# Two Types of Business Plans

## Traditional (Comprehensive)

- The traditional business plan is detailed, comprehensive, and may be required to secure financing with a lender.
- The traditional business plan includes such sections as the marketing analysis and financial projections.

## Lean (Start Quickly)

- The lean business plan is useful for business that want to start quickly, the business is simple, or there is an expectation of changing the business regularly.
- The lean business plan includes such sections as key partnerships, value proposition, and leveraged resources.



# Traditional Business Plan Sections

The traditional business plan is ideal for the small business owner in need of startup capital:

Executive Summary  
Company Description  
Marketing Analysis  
Organization & Development (Legal Structure)  
Service or Product Line  
Marketing & Sales Plan  
Funding Request  
Financial Projections  
Appendix





# Lean Business Plan Sections

- The lean business plan is ideal for businesses with funding, an existing customer base, marketing channels, and leveraged assets:
- Key partnerships
- Key activities
- Key resources
- Value proposition
- Customer relationships
- Customer segments
- Channels
- Revenue streams



# Important Takeaway: Lean Business Plan

## Value Proposition

- This is defined as the unique value your company will bring to the market with its product and/or service.

## Revenue Streams

- This is defined as how your company will make money whether through direct sales, subscriptions and membership fees, and related.





# Choose a Legal Structure

- Sole Proprietorship
- Partnership
- Limited Liability Company (LLC)
- Corporation C, S, Benefit, Non-profit
- How will you operate?



# Legal Structures: Sole Proprietorship

- Sole proprietorships usually consist of one person.
- Sole proprietors are subject to unlimited personal liability.
- Sole proprietorships must pay two types of taxes:
  - Self-employment tax
  - Personal tax



# Legal Structures: Partnerships

- Partnerships include two or more people.
- Partnerships are subject to unlimited liability with one exception:
  - Limited partnership structure
- Partnerships pay the following categories of taxes:
  - Self-employment tax
  - Personal tax
  - Limited partners do not pay the self-employment tax.





# Legal Structures:

## Limited Liability Company (LLC)

- Limited liability companies include one or more people.
- Owners of limited liability companies are not personally liable.
- Limited liability companies are subject to the following taxes:
  - Self-employment tax
  - Personal tax or corporate tax



# Legal Structures:

## Corporation C-Corp

- C-Corp corporations include one or more people.
- C-Corp owners are not personally liable.
- C-Corp corporations are subject to the following tax:
  - Corporate tax



# Legal Structures:

## Corporation S-Corp

- S-Corp corporations include the following conditions:
  - One or more people
  - No more than 100
  - All owners must be U.S. citizens.
- S-Corp owners are not personally liable.
- S-Corp owners are subject to the following tax:
  - Personal tax



# Legal Structures:

## Corporation-Benefit Corporation

- Corporation-benefit corporation owners include one or more people.
- Corporation-benefit corporation owners are not personally liable.
- Corporation-benefit corporation owners are subject to the following tax:
  - Corporate tax



# Legal Structures: Corporation-Nonprofit

- Corporation-Nonprofit entities include one or more people.
- Corporation-Nonprofit owners are not personally liable.
- Corporation-Nonprofit owners are subject to the following tax designations and exceptions:
  - Tax-exempt
  - Corporation profits cannot be distributed.



# Choose an Accounting System

## Accounting Method

- There are two types of accounting methods:
- Cash Method
- Accrual Method
- **Cash accounting method** is ideal for small businesses, but it limits predictive value. **Accrual method** is more complex to manage but can reduce tax burden.

## Accounting Structure

- There are categories of accounting structures housed within an accounting department:
- Accounts Payables
- Accounts Receivables
- Payroll
- Financial Reporting



# Write a Company Description

- Company Name
- Company Vision Statement
- Company Mission Statement
- Purpose
- Goals
- Core Values
- Core Location





# Create a Product/Service

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Product Type

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Service Type

---

Ideal Customer

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Demographics & Audience

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Who will buy your product or service?

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# Calculating Costs: Location

- Both the business and sales plans require consideration of startup costs prior to launch. There are important steps:
- Choose a location:
  - Physical location
  - Online
  - Service



# Calculating Costs: Startup

- General startup costs always include the following considerations:
  - Office space
  - Equipment, supplies
  - Utilities
  - Licenses, permits
  - Business insurance
  - Legal counsel
  - Inventory
  - Employee costs
  - Marketing planning
    - market research, digital marketing, marketing materials, website.



# Calculating Costs: Legal & Tax Compliance

- Startup costs for a business must include considerations of the following:
- Beneficial ownership
- State filing requirements (including annual reporting)
- Federal filing requirements (including compliance with the Affordable Care Act to ensure employers provide health coverage)
- Licenses, permits, recertification, safety requirements
- Business insurance



# Calculating Costs: Business Insurance Types

- **General liability insurance:** This covers against financial loss resulting from bodily injury, property damage, medical expenses, and slander.
- **Product liability insurance:** This covers businesses, protecting them against financial loss resulting from a defective products.



# Calculating Costs: Business Insurance Types

- **Professional liability insurance:** This covers against financial loss resulting from malpractice, errors, and negligence.
- **Commercial property insurance:** This covers business with significant property and assets and includes coverage against loss resulting from damage to property due to fire, smoke, wind and hailstorms, vandalism, and civil disobedience.



# Calculating Costs:

## Business Insurance Types

- **Home-based business insurance:** This coverage is usually added to the owner's homeowner insurance as a rider, offering protection for business equipment and liability coverage affecting third-party injuries.
- **Business owner's policy:** This is considered an insurance package, combining standard coverage options into a bundle.



# General Housekeeping

- General housekeeping includes completing the following:
  - Choosing a business name
  - Choosing a business location (office or home-based)
  - Opening a business bank account
  - Getting a federal tax ID number
  - Getting a state tax ID number
  - Registering your business (federal, state agencies)
  - Filing state documents (LLC, corporations, partnerships)
  - Paying fees, taxes
  - Hiring employees (if necessary)
  - Funding, launching, marketing, and sales plans





# Recovery Planning

- When a small business is hit with a cyber attack or natural disaster, creating a small business continuity plan will help to minimize financial loss. Prepare for emergencies.
- A training program should be created to help employees spot and prevent cyberattacks, which include:
  - Spotting phishing emails
  - Avoiding suspicious downloads
  - Using anti-virus software
  - Enabling two-factor authentication.



# Market Analysis

## Researching the Market



# Conducting Market Research

- Conducting market research requires you not only to choose a market for entry, but also understand the market:
- Good market research will consider the following factors:
  - If there is demand for your product or service
  - If the market size (people) is interested in your product or service
  - If the market size represent qualified leads, i.e., economic and financial
  - If the market size can access your product or service
  - If the market is saturated with your product or service
  - If the market size would be willing to pay for alternative options



# Preliminary Questions



What is the industry?



What category does your product or service fall under?



Where do you see your product on shelves?



Which company or small business has market share for your product or service?



# Identify the Market for Sales

- What are your sales objectives?
- What are your sales goals?
- Where can you sell your product or service?
- Are you an online seller?
- Do you plan to offer your product or service at a physical location?
- Do you have the capacity and/or organizational structure to sell to the masses?



# Gathering Marketing Research Data

- Once you have answered preliminary questions to plan for market entry, then you will still need direct research gathered using the following strategies:
  - **Primary**
    - Surveys
    - Questionnaires
  - **Secondary**
    - Focus groups
    - Interviews



# Understanding the Competitive Landscape

- Market research must consider the competitive landscape, which includes understanding that you are in a niche position. The competitive landscape considers the following:
  - Market share
  - SWOT analysis
  - Opportunity to enter the market
  - Target market
  - Barriers to market entry
  - Competitors, both new and established



# Developing a Sales Plan

## Using Marketing Goals to Sell





# What is a Sales Plan?

- A sound sales plan lays out the following:
  - Marketing objectives
  - Selling tactics
  - Target audience
  - An online selling strategy
- Sales plan today must include the digital ad campaign.



# Purpose of a Sales Plan

- The purpose of a sales plan is to communicate how you will sell your product or service to the intended market.
- The sales plan includes communicating your marketing and sales goals and objectives.
- The sales plan provides strategic direction for key players and sales personnel.
- The sales plan outlines roles and responsibilities.



# Sales Plan Examples

- Sales Plan Examples are based on the marketing objectives for your company and its products and services. Here are a few types:
- **30-60-90-Day Sales Plan:** This allows you to create three types of sales goals based on the period of sales.
- **Marketing-Alignment Sales Plan:** This allows you to coordinate both marketing and sales goals. This helps to facilitate the ideal customer profile, i.e., your buyer's persona.



# Sales Plan Examples cont'd

- **Business Development Strategic Sales Plan:** This type of plan encourages long-term business growth. It is designed to help you research new target markets and align sales goals for that new market or territory.
- **New Product Sales Plan:** This type of plan helps you to launch a new product or service. This helps you to generate revenue, develop a sales strategy, strengthen your brand's position, and secure relationships with marketing channel partners.



# Sales Plan Template

- The following items are standard for the sales plan. The list is not exhaustive. A separate presentation is available for extensive exploration.
- Mission and Background
- Sales Team
- Target Market
- Tools, Software & Resources
- Brand and Sales Positioning
- Marketing Strategy
- Action Plan
- Goals
- Budget



# For More Information

- For more information on sales planning, download and watch the video and documents titled as follows:
- Logo + Branding: Introduction to the Sales Plan: The Basics
- The lecture goes into greater detail.

## Logo + Branding

### Introduction to the Sales Plan: The Basics

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# Creating an Online Marketing Campaign

**Developing the Digital Ad, Securing Marketing Channels**



# What is an Online Marketing Campaign?

- An **online marketing campaign**, better defined as a **digital marketing campaign**, is a planned and coordinated effort to promote a product, service, and/or brand to a target audience utilizing digital channels.
- **Digital marketing channels** include content marketing, influencer marketing, mobile marketing, video marketing, affiliate marketing, SEM, display advertising, and word-of-mouth marketing.
- **Digital marketing tactics** include Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, social media marketing, email marketing, and content marketing.





# Create Marketing Goals

- Build brand awareness.
- Drive traffic to your website.
- Create an online targeted consumer base.
- Create a buyer's persona.
- Create customers who purchase your products.
- Create an email list.
- Assess returning customers.



# Create a Digital Ad Campaign

- Choose a product or service to test the market.
- Choose a social media marketing platform, such as Facebook.
- Establish a minimum budget over a 7-day period.
- Choose a marketing goal, such as build brand awareness, drive traffic to the website, etc.
- Design a digital ad that includes the message, the product, and the call to action (CTA)
- Deploy the ad campaign.
- After the period ends, review the data results.



# Create a Digital Ad

- Choose a target audience.
- Set a marketing goal for your message.
- Choose the appropriate platform.
- Create the budget.
- Include call to action (CTA) language.



FMS Marketing  
Coaching Program  
Marketing Coaching Solutions Provider

ONLINE COACHING

## Setting Marketing Goals



Enroll Now



FREE MARKETING STRATEGY WORKSHEET

[www.favorsmarketingsolutions.com](http://www.favorsmarketingsolutions.com)





FMS Marketing  
Coaching Program  
Marketing Coaching Solutions Provider

ONLINE COACHING

# Sample Language: Digital Ad

- **Target audience:** Students who want to learn how to set marketing goals and complete a workshop
- **Marketing goal (2):** Create targeted online consumer base; convert online consumers to customers who purchase
- **Platform:** Facebook digital ads program
- **Budget:** \$14 for 7-day digital ad run
- **Call to action:** Enroll now!

## Setting Marketing Goals

FLAT FEE  
TWO-HOUR

Enroll Now



FREE MARKETING STRATEGY WORKSHEET

[www.favorsmarketingsolutions.com](http://www.favorsmarketingsolutions.com)

# Sample Digital Ad

**Digital Ad Type:**  
**Book, Online Books, Self-Publishing**



**Digital Ad Purpose:**  
**Marketing Goals**

- Build brand awareness.
- Drive traffic to website.
- Create online consumers.
- Create customers who purchase.



# Sample Digital Ad: Marketing Channels



- Content marketing (blogs)
- Digital advertising on Facebook (paid)
- Word of mouth
- Facebook posts (unpaid)
- Search Engine Optimization (SEO)



# Marketing Channels Defined

- The following marketing channels are standard to facilitate marketing goals. Marketing channels can include paid and free:
- Digital advertising
- Influencer marketing
- Search engine optimization (SEO)
- Content marketing (CM)
- Word-of-mouth
- Traditional marketing through mass media and print



# Conclusion

## Leveraging Your Logo + Brand





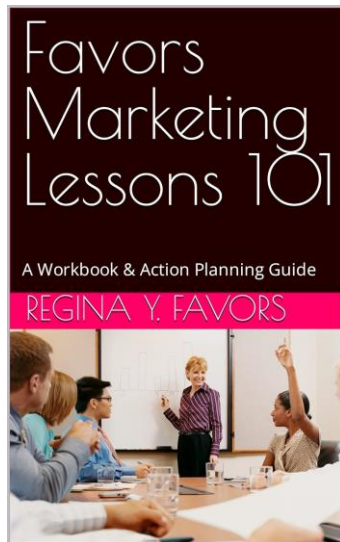
# Most Important Takeaway

- You can create a logo.
- You can have a brand.
- However, you must be able to leverage that logo + brand not only to gain a consumer base, but also to design digital marketing and sales plans to create online consumers who will become customers who purchase your products, i.e., buy into the message of your company, product, and/or service.

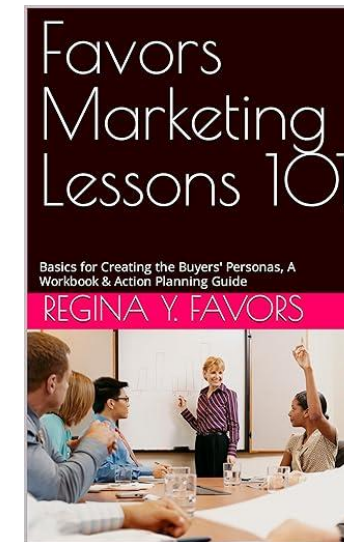


# Favors Marketing Lessons 101 Titles

## Favors Marketing Lessons 101: Workbook & Action Planning Guide

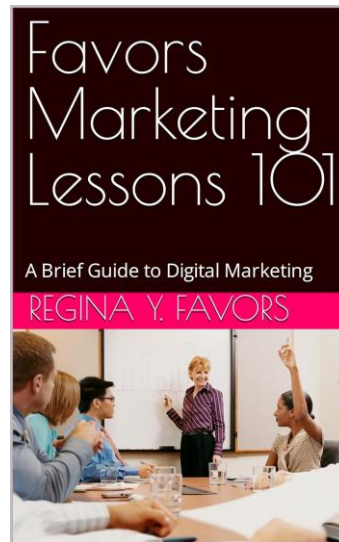


## Favors Marketing Lessons 101: Basics for Creating the Buyer's Persona

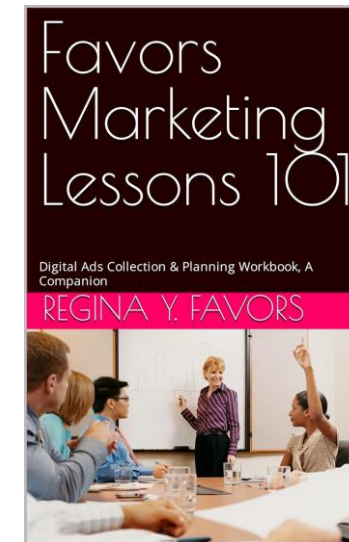


# Favors Marketing Lessons 101 Titles

## Favors Marketing Lessons 101: A Brief Guide to Digital Marketing



## Favors Marketing Lessons 101: Digital Ads Collection & Planning Workbook



# About Favors Marketing Solutions



- Favors Marketing Solutions (FMS) is a creative digital marketing agency.
- FMS offers marketing planning services, workshops, and a digital marketing curriculum.
- FMS creates and facilitates the Favors Business Planning Workshops, which manages Favors Coffee Shop: Business Planning from Seed.
- FMS manages the content development for Favors Marketing School, which is in development.



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