



# Turbo charge your creative business through effective branding & marketing

**Tanisha Raffiuddin**  
Founder, Concept Culture

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Southend



# Hi, I'm Tanisha

- Founder of Concept Culture
- Host of Talking Place podcast
- Brand & Creative Strategist
- Recovering Architect
- Curious Storyteller
- Culture Vulture
- Globe-trotter



# Today's agenda

1. What makes an effective brand?
2. How to market your brand on social media?
3. Groupwork exercise



We live in an attention economy

Customers have a choice.

Why should they choose you?

1. What makes an effective brand?

Your brand is more than just a logo.

It's your identity, reputation, and how people experience your business.

A strong brand builds

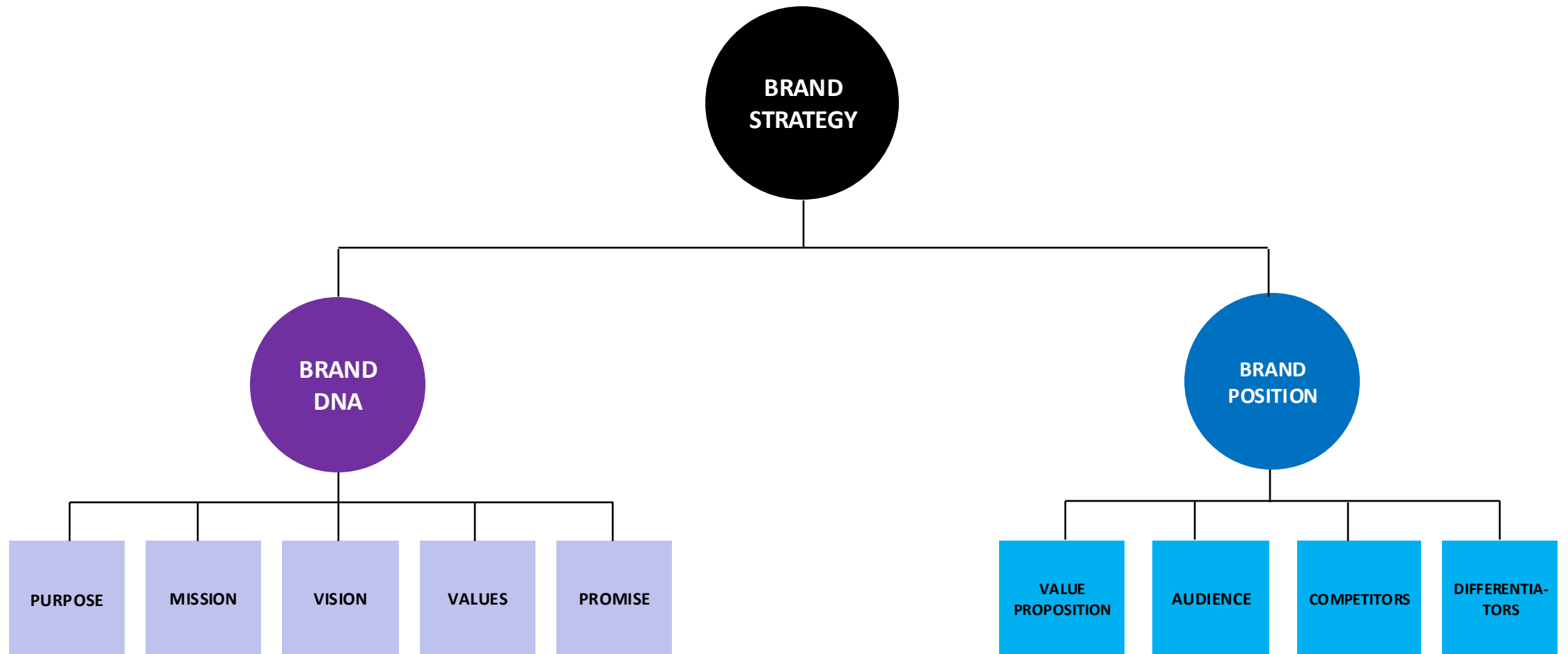
trust

recognition

loyalty

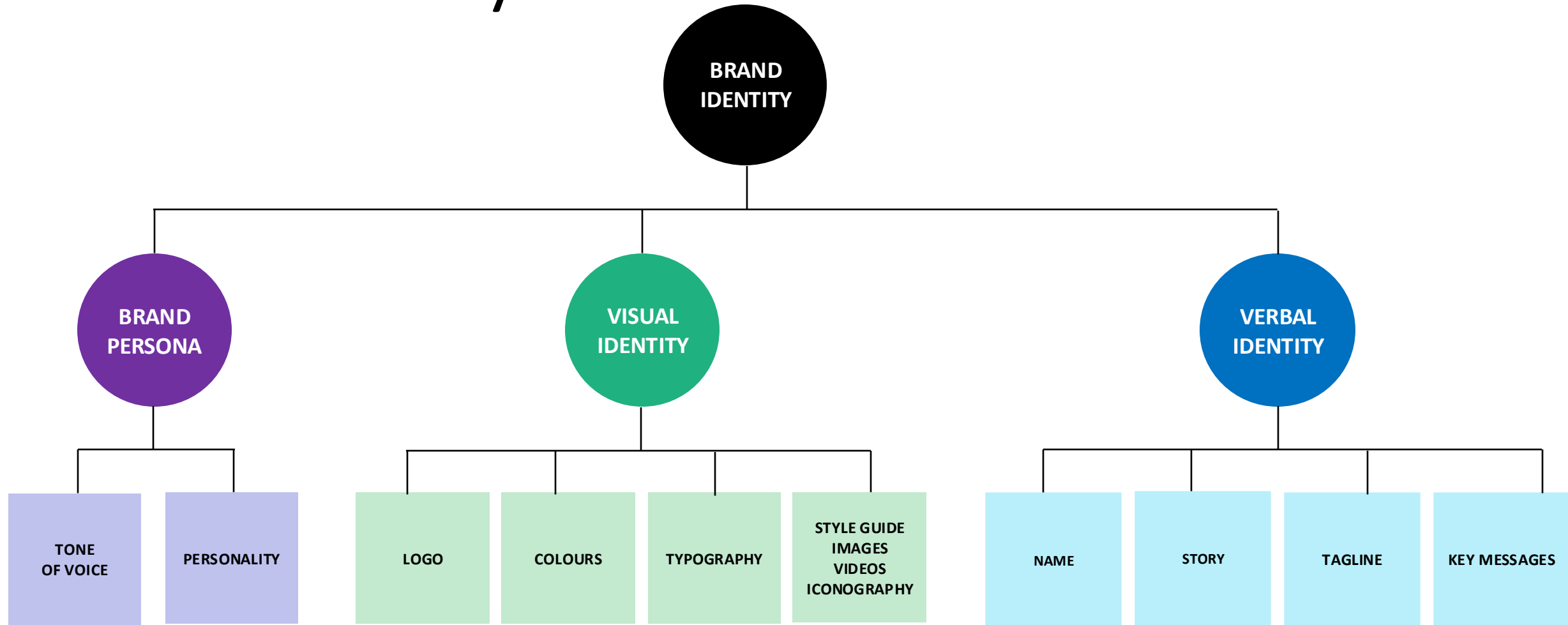


# Brand Strategy





# Brand Identity



Stand out from the  
crowd.

Attract not chase.



# Is your brand working for you?

## Homework

### Conduct a brand audit

- ☐ Does my brand attract the right customers/clients/opportunities?
- ☐ Does my brand clearly communicate what I do?
- ☐ Is my brand memorable?
- ☐ Can my audience instantly recognise my style?
- ☐ Is my branding consistent across my website, social media, and products?



## 2. How to market your brand on social media?

Tell a good story.



# Content Goals

Inspire

Educate

Entertain

80% Value

20% Sales





# Social Media Marketing





# Know your audience

## Create **buyer personas**

A buyer persona is a fictional character that represents your target audience's main characteristics and qualities.

- ❑ Main characteristics/personal information - know WHO to target
- ❑ Typical needs and problems - how can you help them
- ❑ Major challenges they have to face/ what keeps them up at night? - how can you solve them
- ❑ Goals, aspirations and motivations – connect with them on an emotional level
- ❑ Where they hang out – choose the right marketing channels

## | **BUYER PERSONA**



# Content Ideas

Create content that engages and grows your audience

Show **personality, process, and purpose.**

- ☐ Behind-the-scenes creation process
- ☐ Client testimonials and success stories
- ☐ Tips & advice in your creative niche
- ☐ Interactive content (polls, Q&A, challenges)

**Quality over quantity:** A small, engaged community is better than thousands of inactive followers.

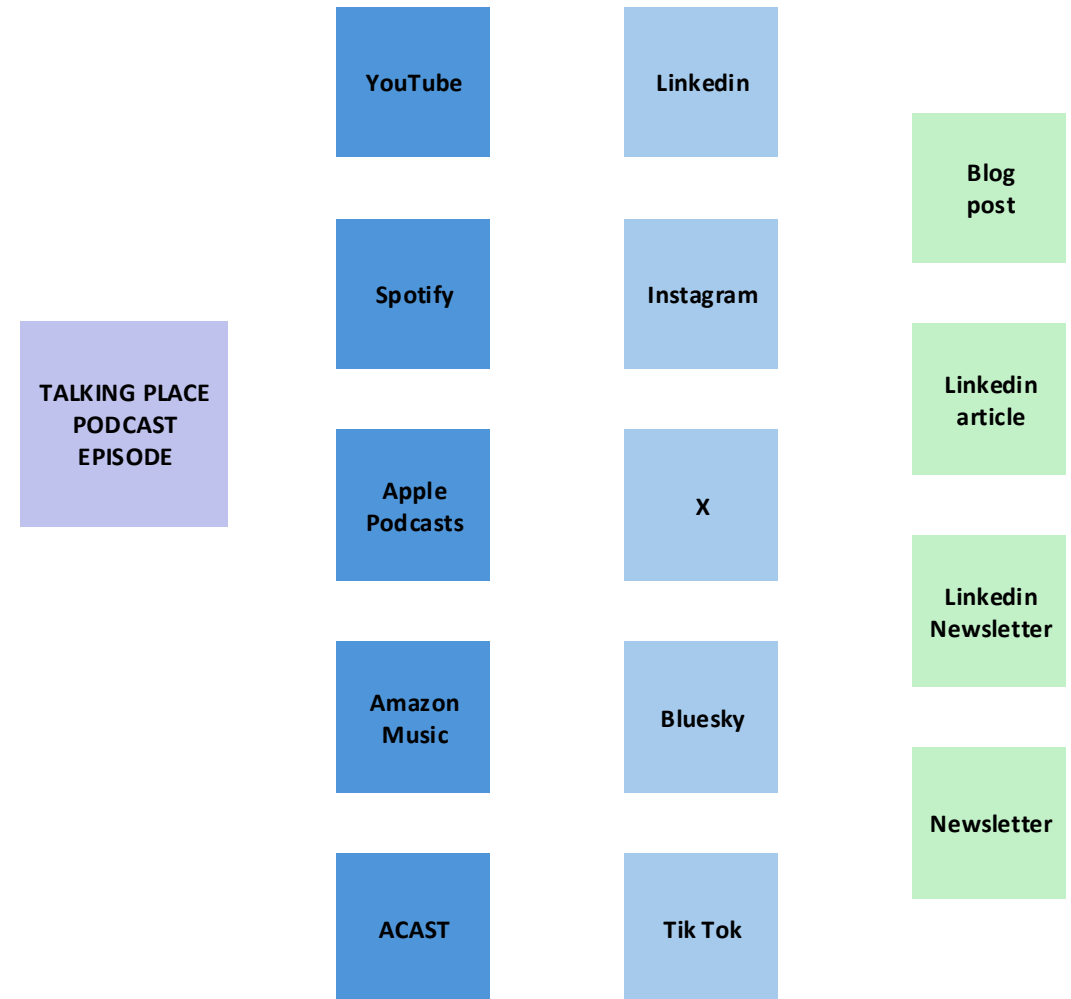


# Content distribution

## Talking Place - Podcast Goals

1. Raise my profile as a thought leader in the built environment
2. Attract invitations to speak at industry events
3. Leverage the podcast to meet target audience

**1 x podcast episode** = 24 x pieces of content





# Is your marketing working for you?

## Homework

Identify the right marketing channel/s for your business

- ☐ What is the target audience for this marketing channel and does it align with our brand's target demographic?
- ☐ What is the potential reach of this channel and how does it compare to other available channels?
- ☐ How cost-effective is this channel in terms of customer acquisition and retention?
- ☐ What are the metrics available for tracking and measuring the success of our campaigns on this channel?
- ☐ How flexible is this channel in terms of making quick changes to our marketing strategies based on real-time feedback and data?



Creating content for social media is like playing the long game.

Consistency is key to build long term impact.

# Action Plan

Grow your web of influence.



# Action Plan

- 01 Conduct a brand and marketing audit
- 02 Position your brand to stand out from the crowd
- 03 Map out your social media content plan
- 04 Create, publish, measure, analyse, repeat
- 05 Build your community through engagement



Scroll with intention.

Post with purpose



# Groupwork

Create your unique brand positioning statement (25 minutes)

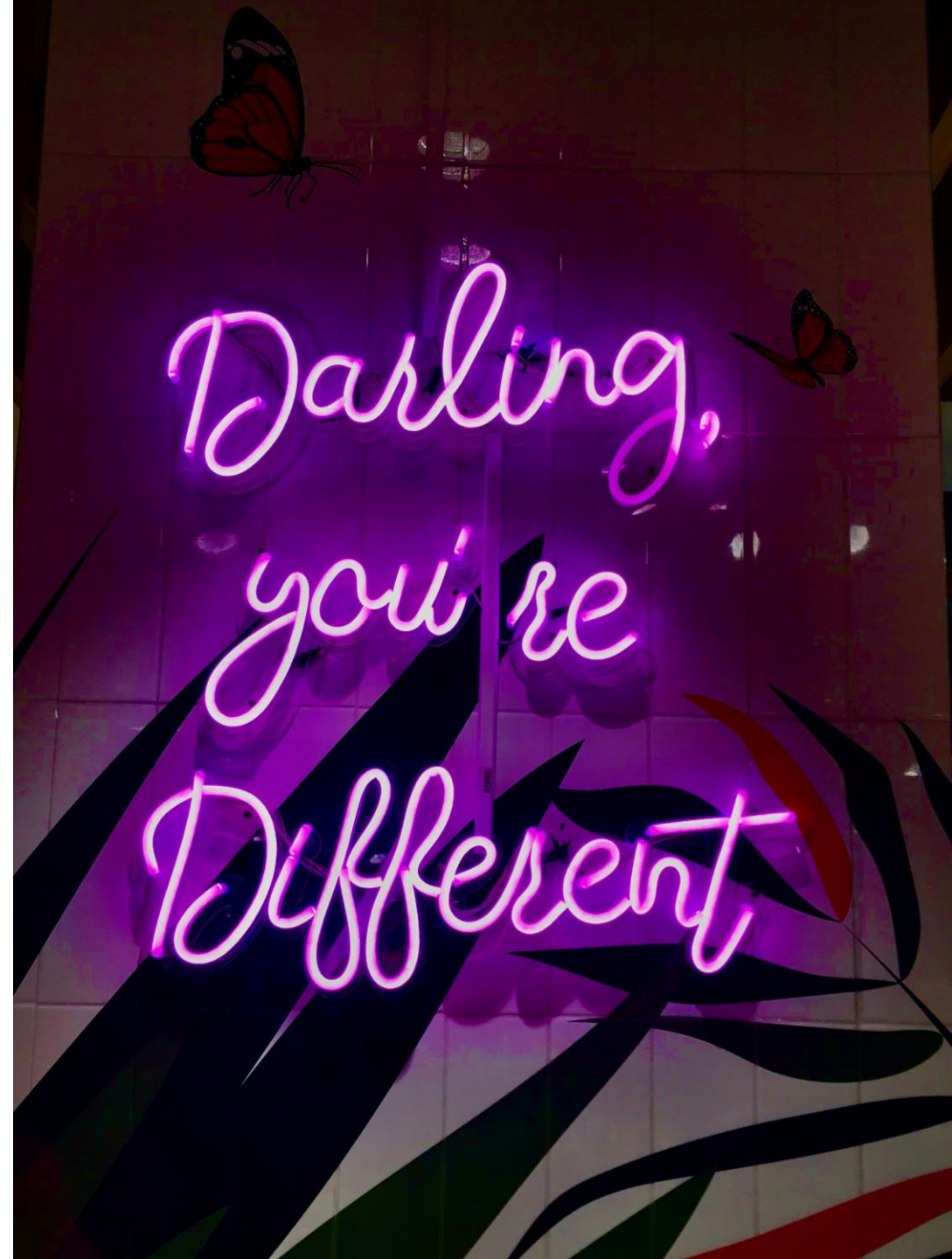
# Brand position

A brand positioning statement is:

a concise description of what makes a business **unique and valuable to its target audience.**

A strong statement answers:

- ☐ Who you are (your business name & industry)
- ☐ Who you serve (your ideal customers)
- ☐ What problem you solve (your unique value)
- ☐ How you stand out (your differentiation)



# Brand positioning statement - exercise

1. Create your brand positioning statement using the following structure:

"For [target audience], [brand name] is the [category] that [unique benefit], because [reason to believe]."

2. Discuss your statement with your peers to gather feedback.

- Is it clear and specific?
- Does it highlight what makes them different?
- Does it connect with their ideal customer?

3. Share your statement with the wider group

## Examples

### Nike:

For **athletes** who want to perform their best, **Nike** is the **sports brand** that **delivers innovative and high-performance gear**, because we **constantly push the boundaries of athletic technology**.

### Southend Ceramics:

For **home decor lovers** looking for unique pieces, **Southend Ceramics** is the **handcrafted pottery brand** that **offers one-of-a-kind designs inspired by the Essex coastline**, because each **piece is made using locally sourced materials**.



# Thank you!

[Linkedin: Tanisha Raffiuddin](#)

[email: tanisha@conceptculture.co](mailto:tanisha@conceptculture.co)

[instagram: @\\_conceptculture](#)

