



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



STORYTELLING & BRANDING

Introduction

Hello and welcome to this online do-it-yourself toolbox, full of practical tips and materials around starting your social business.

In this edition, you will be able to get to know social impact ideas, social businesses, and social connectors from different corners of the world and we hope that by sharing those, we will inspire different people, especially youngsters, to launch their social ventures.

In general, this toolbox is developed in order to help increase the capacities of the youth organizations from Armenia and Georgia to embrace socio-political and economic diversity. It is meant to help increase the knowledge, expertise, leadership, and sustainability of individual entrepreneurs or organizations working in the social entrepreneurship field.

By the time you check and use all elements of this toolbox, you will be comfortable in:

- Understanding of the value and purpose of social enterprise models;
- Learning from real examples of social enterprises;
- Identifying possible fundraising models and revenue models;
- Understanding the need for a mindset shift to enable the successful transition to income generation models;
- Learning the importance of community building
- Take practical steps to use storytelling and branding for your organization or social enterprise
- Learning and implementing the basics of impact measurement.

Additionally, the toolkit will provide you with inspiration to improve, adjust or change your organization or social business towards long-term sustainability.

WELCOME AND HAVE FUN!

STORYTELLING & BRANDING

Storytelling and branding are a crucial part of your community-building as well. More and more in the overlapping online and offline world.

Social-impact organizations, non-profits, social business, and similar must as any other organization or company establish their identity as a powerful and recognizable brand (among other organizations and the public).

Communication is very important for achieving this purpose. The survival of current nonprofits and social businesses depends on their ability to publicly sustain an issue and to be seen by those interested in processing and transforming the matter.

To achieve this, the NGO must reach out to its audience in search of two objectives:

A. to communicate the values, ideas, and beliefs that give meaning and entity to the organization.


B. attract stakeholders to contribute to their mission.

ACTION PLAN: HOW TO ACHIEVE SUCH BRANDING?

1. IDENTIFY YOUR TARGET PERSONA

You need to understand whom you need to talk to, in order to achieve your goal(s). You need to create profiles of your “ideal customer(s)” - in Marketing, they are called Target Personas.

Note: For each goal, you should have 2-3 personas each. One target persona can apply to more than one goal.



Food App / Ideal User Persona

Healthy Heather

Age: 26
Status: Employed full-time

Customer Profile: A busy millennial who doesn't have time to cook. Eating healthy and being informed about nutrition is one of her main motivators. She spends a lot of time away from home and is a major food lover. She wants to receive quick and professional service; order online from her smartphone to avoid lineups, and not deal with over-conversational staff members.

Motivations

- Cheap, healthy food
- Quick delivery
- Local restaurants

Frustrations

- Hates waiting too long for her food
- Doesn't know enough about nutritional facts

Goals

- She needs information on the type of food a restaurant serves, in order to determine the quality.
- She wants to order with her smartphone and avoid waiting time

Quotes

"Living a healthy and organized life is what I value most."

Extra tip: Google a Target Persona profile for your industry. There are many good examples on the internet!

Example for Target Persona Profile

The way you can practice creating target personas is to be looking at it as seller (your organization) - buyer (your audience - beneficiaries, stakeholders, investors, etc.) example:

- THE BUYER: Healthy Heather, a student, who we want to order food from the app;
- THE SELLER: Healthy Food, a shop-owner whom we want to sell organic, plant-based food/dishes via our app.

Note: On the next page we create profiles for 2 Target Personas (based on SMART goals)

Questions	Persona 1 – the buyer	Persona 2 – the seller
Who is the persona: name, gender, age, profession, country/city	Ana, 23, student of art, lives in Skopje, vegetarian for 2 years, lives with her boyfriend, no kids.	Christian, 40, owner of healthy food store Skopje, 4 employees, only sells local food.
How does the persona benefit from the products?	<ul style="list-style-type: none"> - No trouble to find quality food - Big choices from different sellers - Fast delivery - Supports her lifestyle 	<ul style="list-style-type: none"> - Opportunity to start/increase online sales - Promotion of his shop - Less administrative work - Support to get through pandemic
How does the persona feel when he/she is in need of your products?	<ul style="list-style-type: none"> - Curious - Excited - Careful/not sure if it's trustworthy 	<ul style="list-style-type: none"> - Under pressure, needs to increase sales (during pandemic) - Worried/desperate - Hopeful - Careful of how it works for sellers
What does the persona feel when he/she found your products?	<ul style="list-style-type: none"> - Happy - Excited - Confirmed in her choice of living 	<ul style="list-style-type: none"> - Still careful - But relieved - Motivated to discover new ways
Where do I find the persona online/offline?	<ul style="list-style-type: none"> - Instagram - TikTok - Google search 	<ul style="list-style-type: none"> - FB - LinkedIn - Google

2. CREATE YOUR CONTENT MESSAGES

In order to start a conversation with your target personas you have to define content messages that will resonate and get the attention of your Target Persona.

- Brainstorm (with your team and) based on your Target Persona Profile minimum 5 content messages that will get the attention of your target persona. Also add formats, channels and an approximate timeline to your content messages.
- Repeat this exercise for each of your target personas. See below the examples for how to brainstorm content messages.

Persona 1: Ana – Stage 3			Persona 2: Milos – Stage 2		
Content Message	Timeline / Frequency	Format/ Channels	Content Message	Timeline / Frequency	Format/ Channels
Big choice of vegetarian food	<ul style="list-style-type: none"> • Throughout • once a week 	<ul style="list-style-type: none"> • Photos with profile forma • TikTok, Insta 	Reach out to new customer base	<ul style="list-style-type: none"> • Throughout • 2 times a week 	<ul style="list-style-type: none"> • Review format • Googl Ads (except September) Facebook, Insta
Offer free delivery	<ul style="list-style-type: none"> • September for 1 month • every 2nd day 	<ul style="list-style-type: none"> • Image (for ads) or short video • Google Ad, Insta Ad, TikTok 	Promote your shop	<ul style="list-style-type: none"> • Throughout • Once a week 	<ul style="list-style-type: none"> • Videos of seller • FB, Insta, TikTok, LinkedIn
Introduce healthy, vegetarian summer meals	<ul style="list-style-type: none"> • August till November • Once a week 	<ul style="list-style-type: none"> • Short Videos • Insta, TikTok 	How it works for sellers	<ul style="list-style-type: none"> • Throughout • 2 times a week 	<ul style="list-style-type: none"> • Short videos • LinkedIn, Facebook

3. CREATE YOUR STORY

Storytelling is everything you tell to your target personas by creating a picture.

In other words: Storytelling is telling your content messages (from Step 3) in different, creative ways.

Note: Good Storytelling in Content Marketing is NOT creating the most creative stories all the time - but to find suitable and easy-to-understand ways to bring your Content Messages closer to your Target Personas.

Tips for good stories about your brand:



1. **Your personal story** (how did you start, your personal motivation, etc.).
2. **A story around your USPs/brand values.** How does your target persona benefit?
3. **The story of your product/service/business** (from idea to development).
4. **Behind the scenes, your travels, etc.**

PRACTICAL EXERCISE:

- Create stories from content messages. Try to find 5 ways (=stories) how to tell this content message.

CONTENT MESSAGE 1	CONTENT MESSAGE 2
BIG CHOICE OF VEGETARIAN FOOD	REACH OUT TO NEW CUSTOMER BASE
1. Update regularly on vegetarian menu updates	1. Reviews featuring NEW customers using the app for the first time
2. Introduce sellers that provide vegetarian food	2. Video featuring delivery to a customer of new customer base
3. Statistics of how number vegetarian providers increases	3. Write article as guest author in a food magazine about diversity of customers ordering healthy food
4. Vegetarian dish of the month/week	4. Share article or infographic on how consumer behavior changes during pandemic
5. Share monthly recipe for vegetarian dish	5. Send regular update to sellers on registrations and other numbers

4. FIND YOUR BRAND VOICE

Brand Voice is the way you talk to your customers and is defined by your brand's style of communication. By using a unified Brand Voice your brand gets a consistent presence in the on- and offline world.

Define your brand voice by using the model on the right.

Answers 4 questions:

1. How would you describe your **personality**?
2. How do you sound to the **outside world**?
3. What kind of **language** do you use?
4. What's the **purpose** of your brand?

5. BUILD YOUR VISUAL IDENTITY

Visuals make it easier for your target personas to create an emotional connection with your brand. For your visual identity use consistent brand colors, font, and style.

PRACTICAL EXERCISE:

- Fill out the questions to define your Visual Identity.

Your font(s)		
Your brand colours (code)		
Other elements e.g. slogan, tag line, etc.		
Logo + logo positioning		

6. BUILD YOUR COMMUNICATION CHANNELS

It is important to follow trends in Social Media and Content Marketing BUT: The best answer to what channels you should invest in, you find in YOUR TARGET PERSONAS profiles. BECAUSE: the best channels for you are the channels, where you find your target personas.



PRACTICAL EXERCISES:

- Look at your target persona profiles and see what channels are most used by target personas.

For example:

- Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Google Ads
- Create your own content plan. A content plan is a strategic combination of timing, formats, the right content mix, and channels. The content plan not only becomes your calendar but also shows what journey you take your audience.

	Website	Facebook	Instagram	TikTok	LinkedIn	Google Ads
August	Keep updated according to posts	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Reviews (8 times)
September	Keep updated according to posts	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Big choice of Veg. food (4posts) Free delivery (8posts) Healthy veg meals (4posts) Promote your shop (4posts)	Big choice of Veg. food (4posts) Free delivery (8posts) Healthy veg meals (4posts) Promote your shop (4posts)	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Free delivery (8times)
October	Keep updated according to posts	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Reviews (8 times)
November	Keep updated according to posts	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Big choice of Veg. food (4posts) Healthy veg meals (4posts) Promote your shop (4posts)	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Reviews (8 times)
December	Keep updated according to posts	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Big choice of Veg. food (4posts) Promote your shop (4posts)	Big choice of Veg. food (4posts) Promote your shop (4posts)	Reviews for new Customer Base (8posts) Promote your shop (4posts) How it works for sellers (8posts)	Reviews (8 times)

FOR THE DEVELOPMENT OF THIS TOOLBOX, WE THANK:

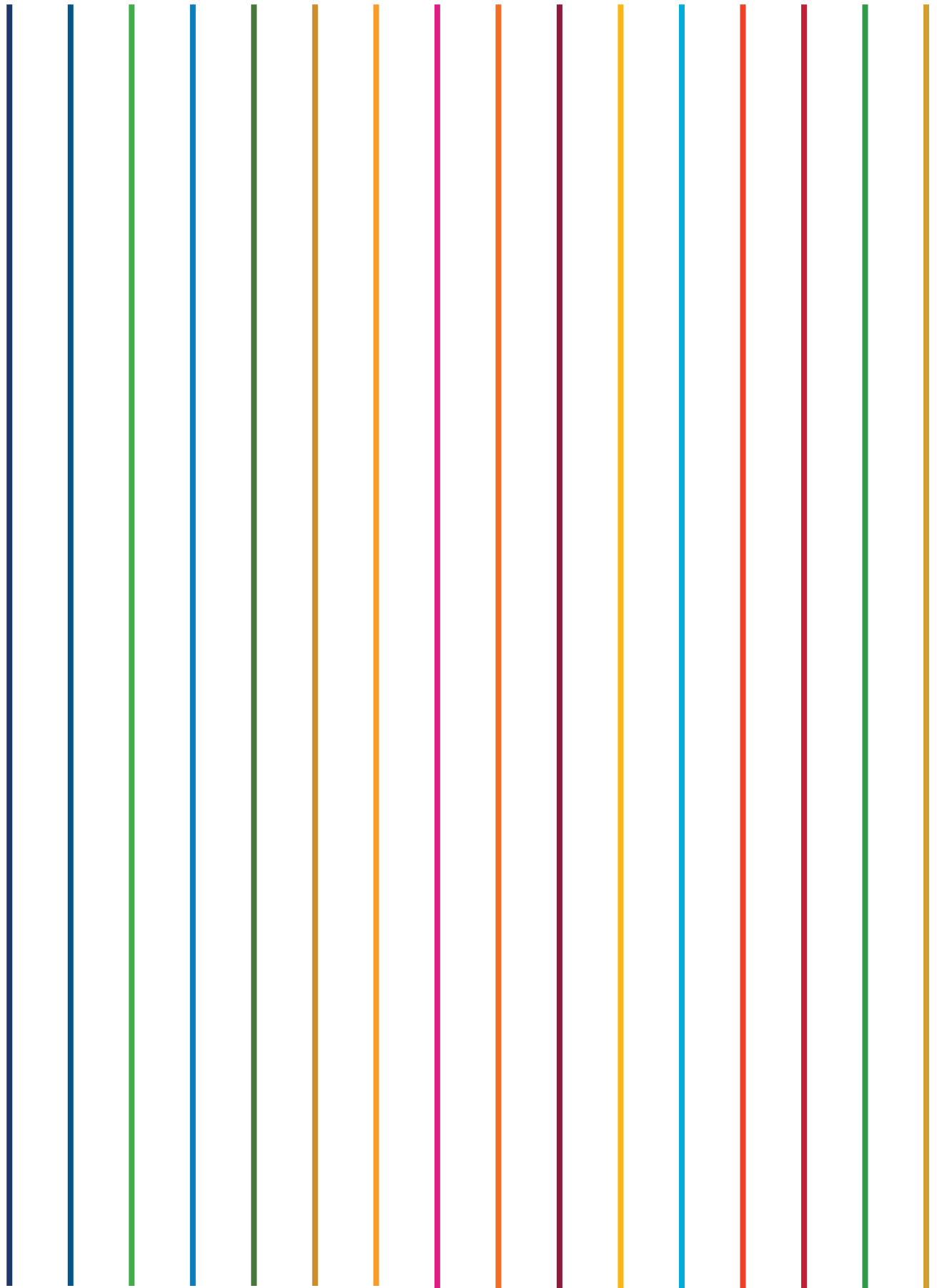


heartbeats
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YES We Care 2

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