

## Elements of a Brand Strategy

[Melissa Heckel](#), Owner and Creative Director of [Branch Creative Co.](#), shares her top nine elements of a Brand Strategy. Reach out to Melissa and her team to help you take a deeper dive and answer these important questions (and so many more) for YOUR business!

1. What is my Brand Story?
2. What is my Founder's Story?
3. What is the purpose or The WHY behind my brand?
4. Market Analysis: what is my company doing well at, and what could be improved?
5. Target Market + Customer Personas: Who is my dream client?
6. What is my Vision?
7. What is my Mission?
8. What are my Brand Values?
9. What is my Brand Voice?