


# Cultivating Brand

## Loyalty



**SEEKING FERMENTS**

SMALL BATCH LOCALLY SOURCED FERMENTED BEVERAGES



If you thought of your brand as a person,  
would you trust your business?  
why or why not?



# SEEKING FERMENTS

SMALL BATCH LOCALLY SOURCED FERMENTED BEVERAGES

who are we?



**Jeanette & Lyz Macias**  
**follow us:**

**@SeekingKombucha**

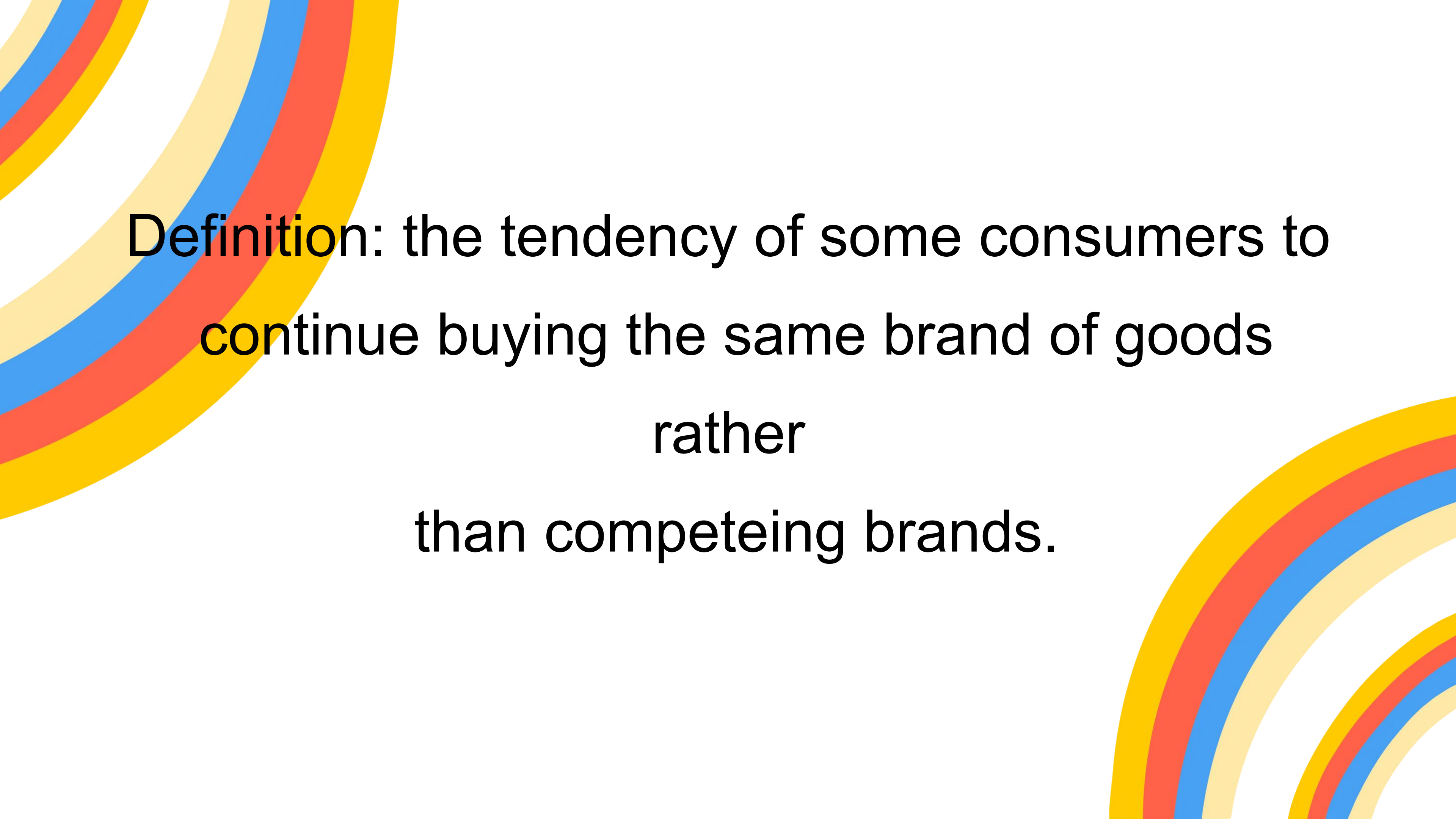
**@SeekingFerments**



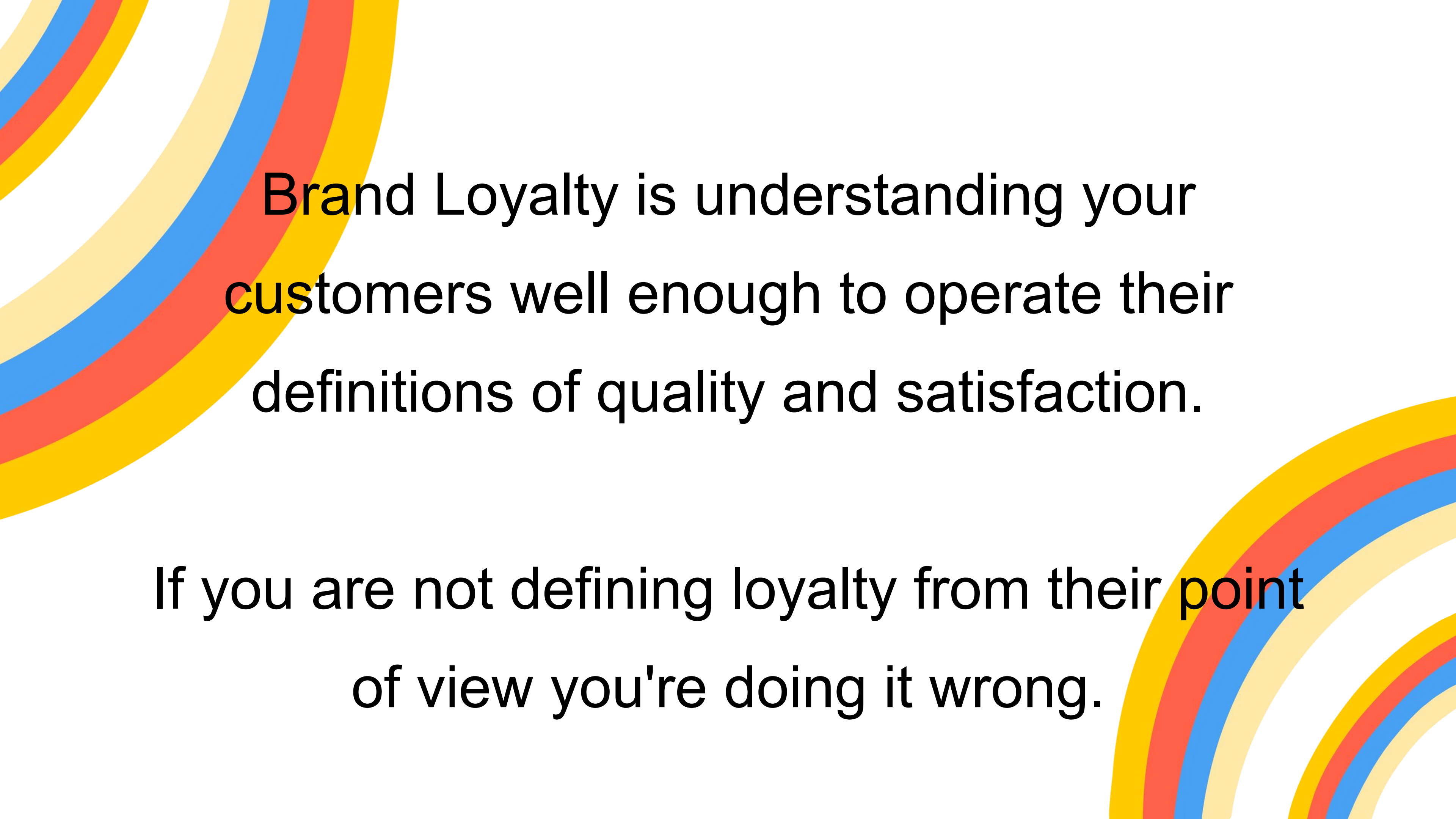
# What is Brand Loyalty?







Definition: the tendency of some consumers to  
continue buying the same brand of goods  
rather  
than competing brands.



Brand Loyalty is understanding your customers well enough to operate their definitions of quality and satisfaction.

If you are not defining loyalty from their point of view you're doing it wrong.

## The Three R's



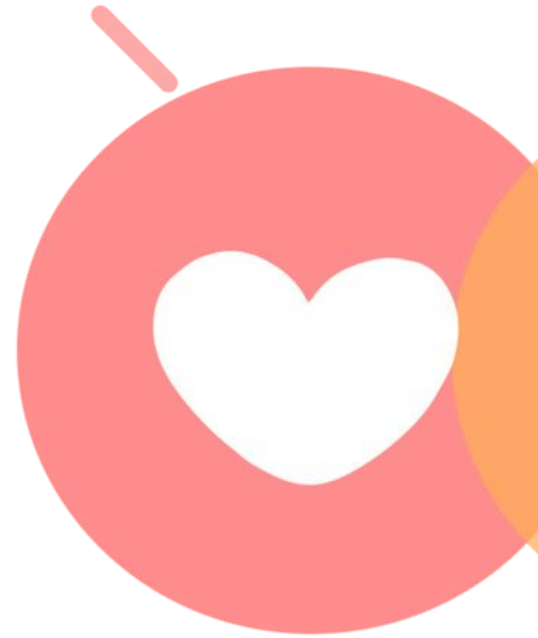
Retention

Repurchase

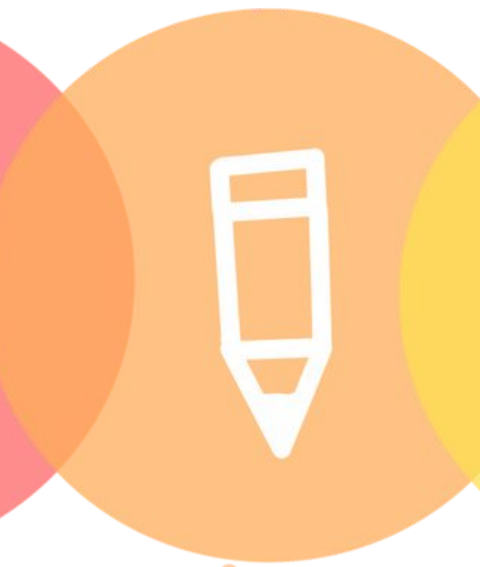
Referral



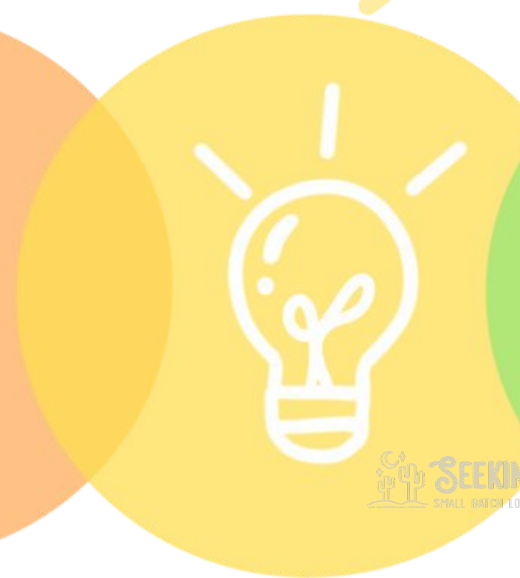
**Empathize**



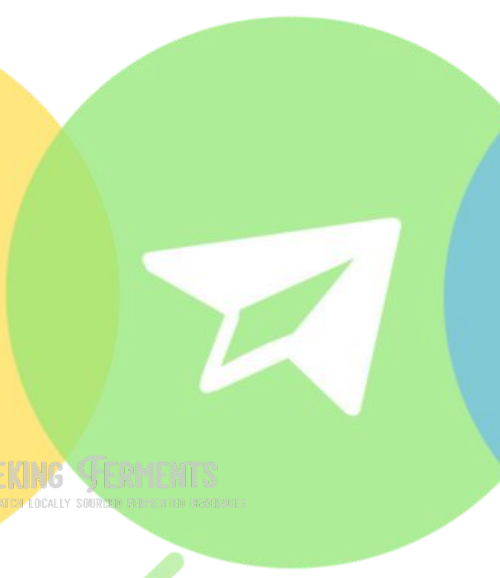
**Ideate**



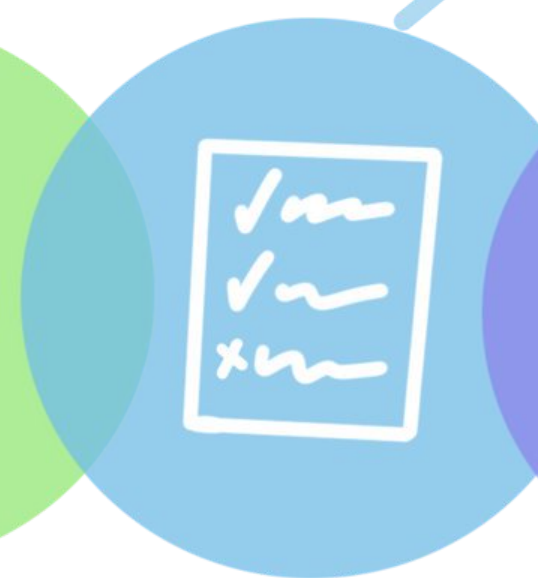
**Define**



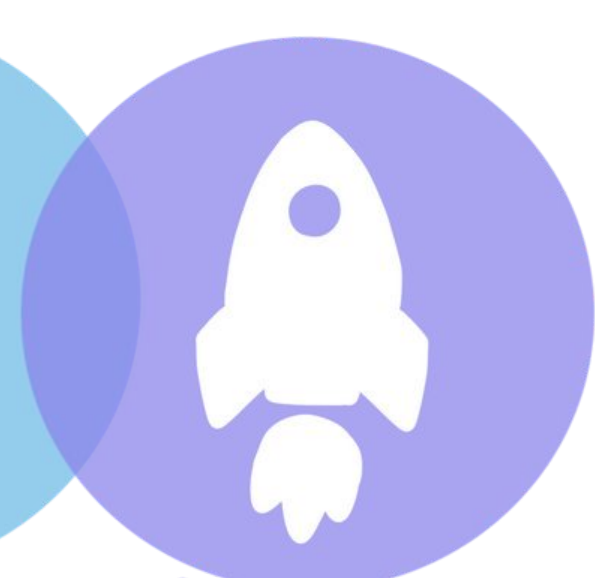
**Prototype**



**Test**



**Implement**



# Design Thinking



Empathize: Who are your customers? What do they struggle with?

Define: What are their patterns?

Ideate: Start Creating easy ideas to solve these problems, and remember there is no such thing as a bad idea!

Test: Take it to your customers for feedback

Implement: Use that feedback and incorporate it into your brand.



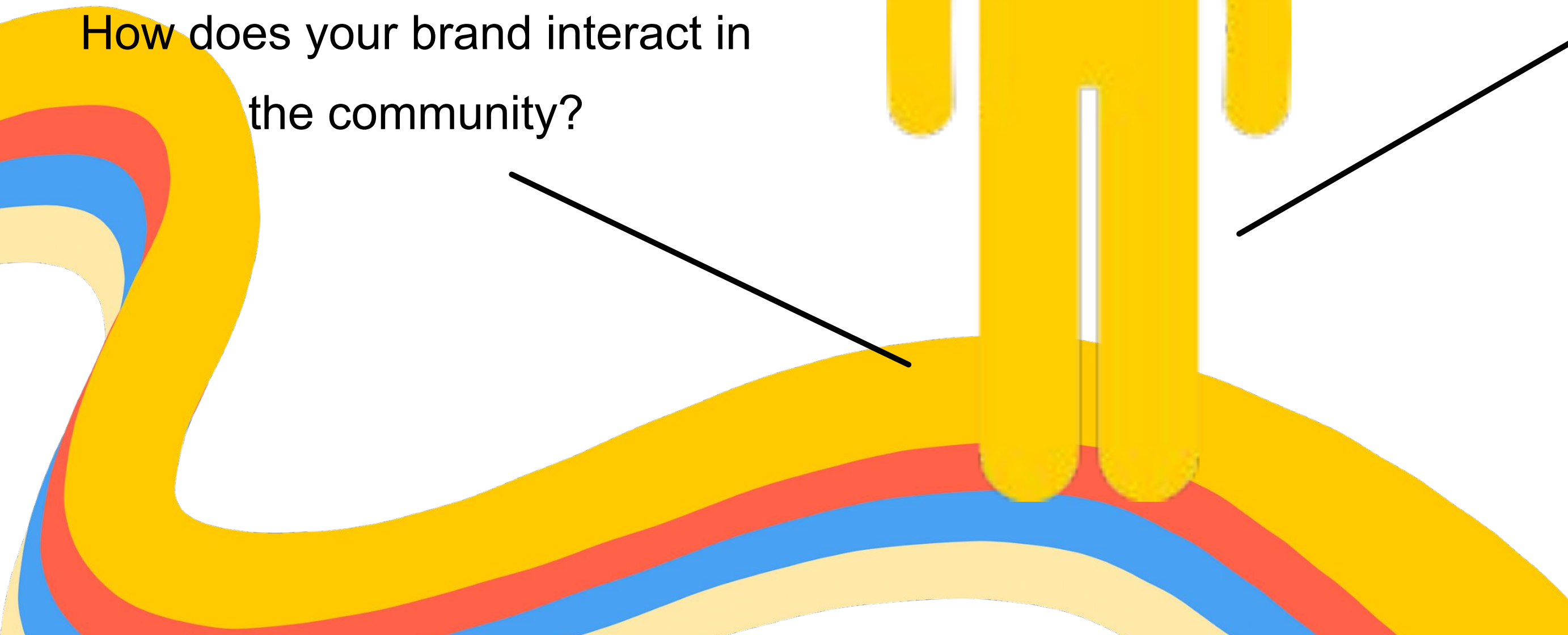
What is your style?

Who is your brand?

**Brand**

Who is your brand in day to day life?

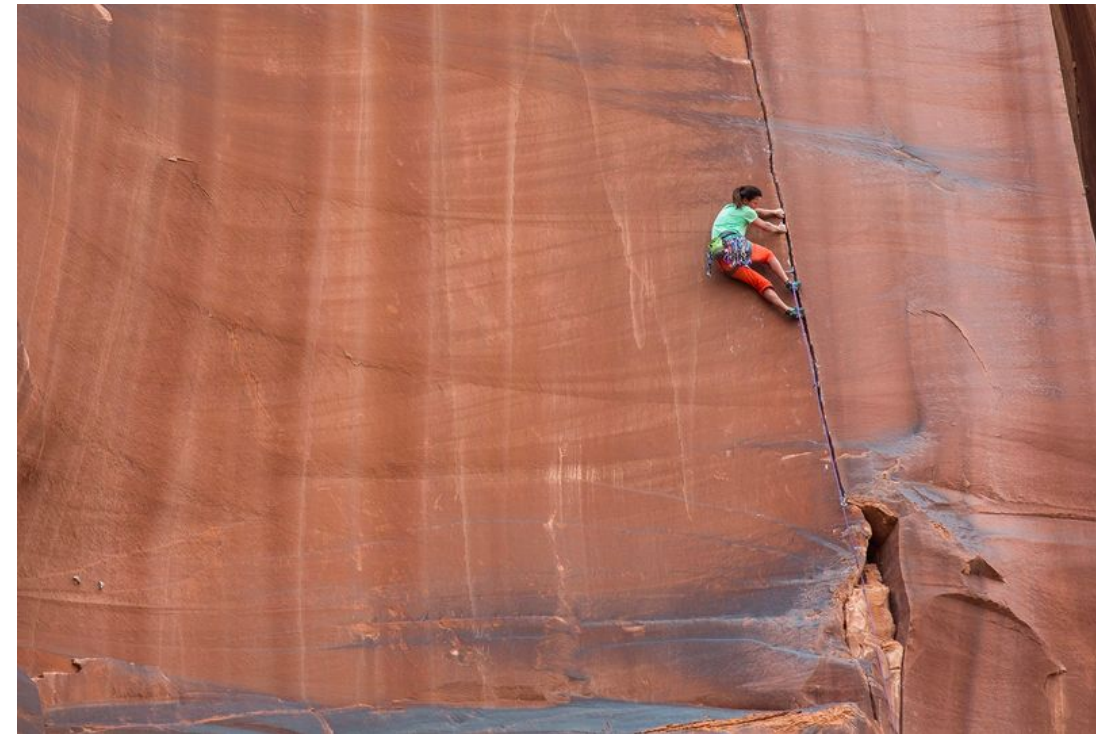
How does your brand interact in  
the community?





# Example

:



Active, adventure, sporty,  
outdoorsy



protecting the enviroment

# Example

:

greatness, get up and go  
mentality



their customers desire greatness and with  
the right gear they can achieve it.





# Brand Expression

Brand  
Image

Communication

Visual  
Expression

Identity  
& Voice

Main  
Message  
Structure

Storytelling  
Structure

Name  
Slogan

Logo Colors,  
Images,  
Identity

Presence



# Brand Strategy

## Foundation

## Position

Aspiration

Vision

Mission

Values

Your  
Following

Competitors

What makes  
your band  
stand out

## Audience

Who?  
What?  
When?  
Where?  
Why?

## Key Benefits

Who?  
What?  
When?  
Where?  
Why?

## Difference

Who?  
What?  
When?  
Where?  
Why?



# Create the Culture









# **Humanizing your brand**

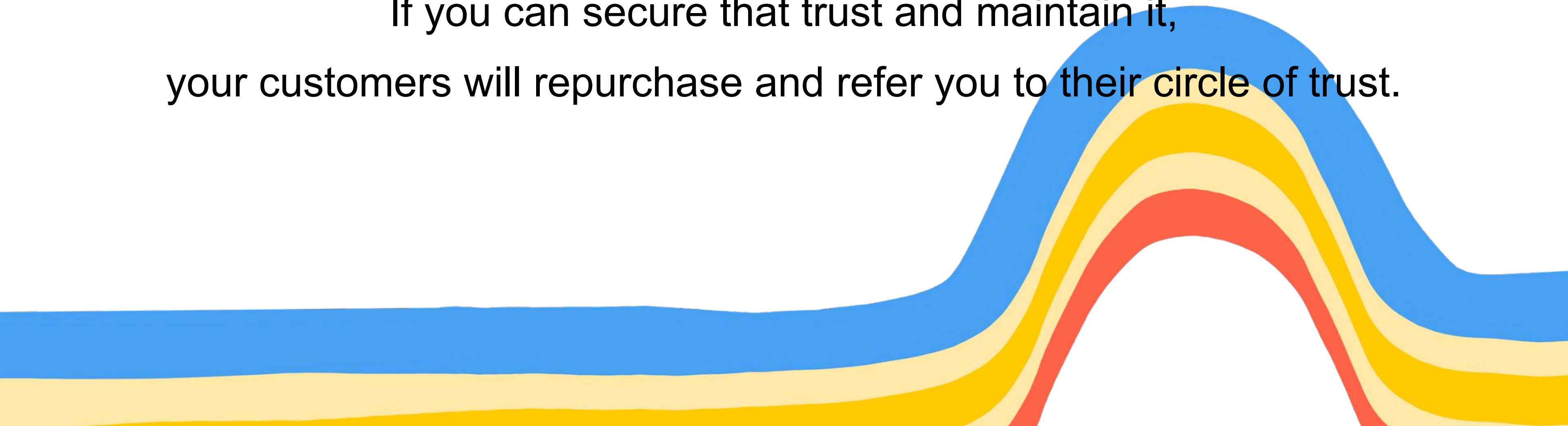
Would you trust your brand  
today?

Why or why not?

How do you plan on improving  
that trust now?

Brand Loyalty begins and ends with trust.

If you can secure that trust and maintain it,  
your customers will repurchase and refer you to their circle of trust.





# Thank you

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