

AI-BRANDING ACADEMY

AI-BRANDING BOOTCAMP SESSION #1

INTRODUCTION & BRAND PILLARS



Presented by

Mark de Grasse

CEO, AI-Branding Academy

- Inventor of the AI-Branding Framework
- Former Prez of DigitalMarketer.com
- Created Content Marketing Mastery & Social Media Mastery Certifications
- Created & Sold Original Brand “My Mad Methods” to Onnit
- Held 4 Different Executive Positions
- Personally Built 300+ Brands/ Websites in 20+ Industries



QUESTION:

How would you rate your brand?

Implement Now

- Perform a Brand Assessment based on Content (Prompt)
- https://aibranding.academy/quick-brand-assessment-prompt/
- Perform a Brand Assessment based on a Logo (GPT)
- https://aibranding.academy/logo-craft-reverse-engineering-tool/


WHY DOES
BRANDING
MATTER?



Why is Branding THE MOST IMPORTANT Aspect of Marketing?



Branding is recognition, and recognition is what you need in every interaction you have with a customer.







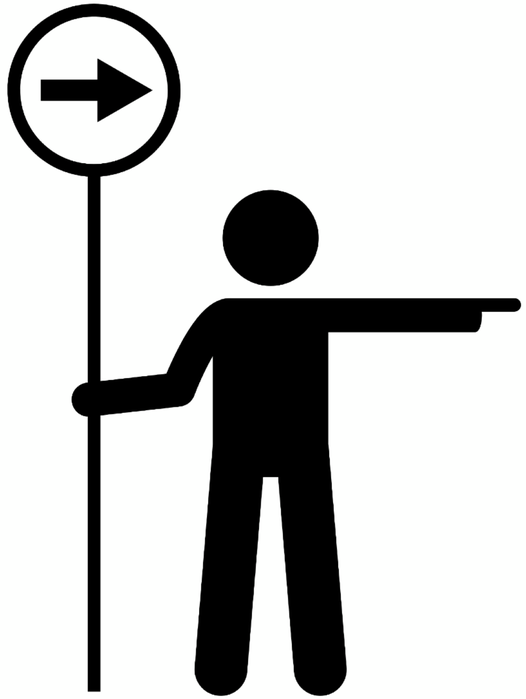





HOW
MARKETING
WORKS

How Marketing SHOULD Work

CUSTOMERS WITH PROBLEMS

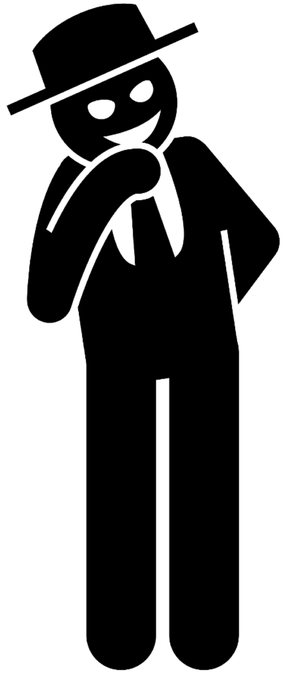


Marketer

VENDOR WITH SOLUTION

How Marketing USUALLY Works

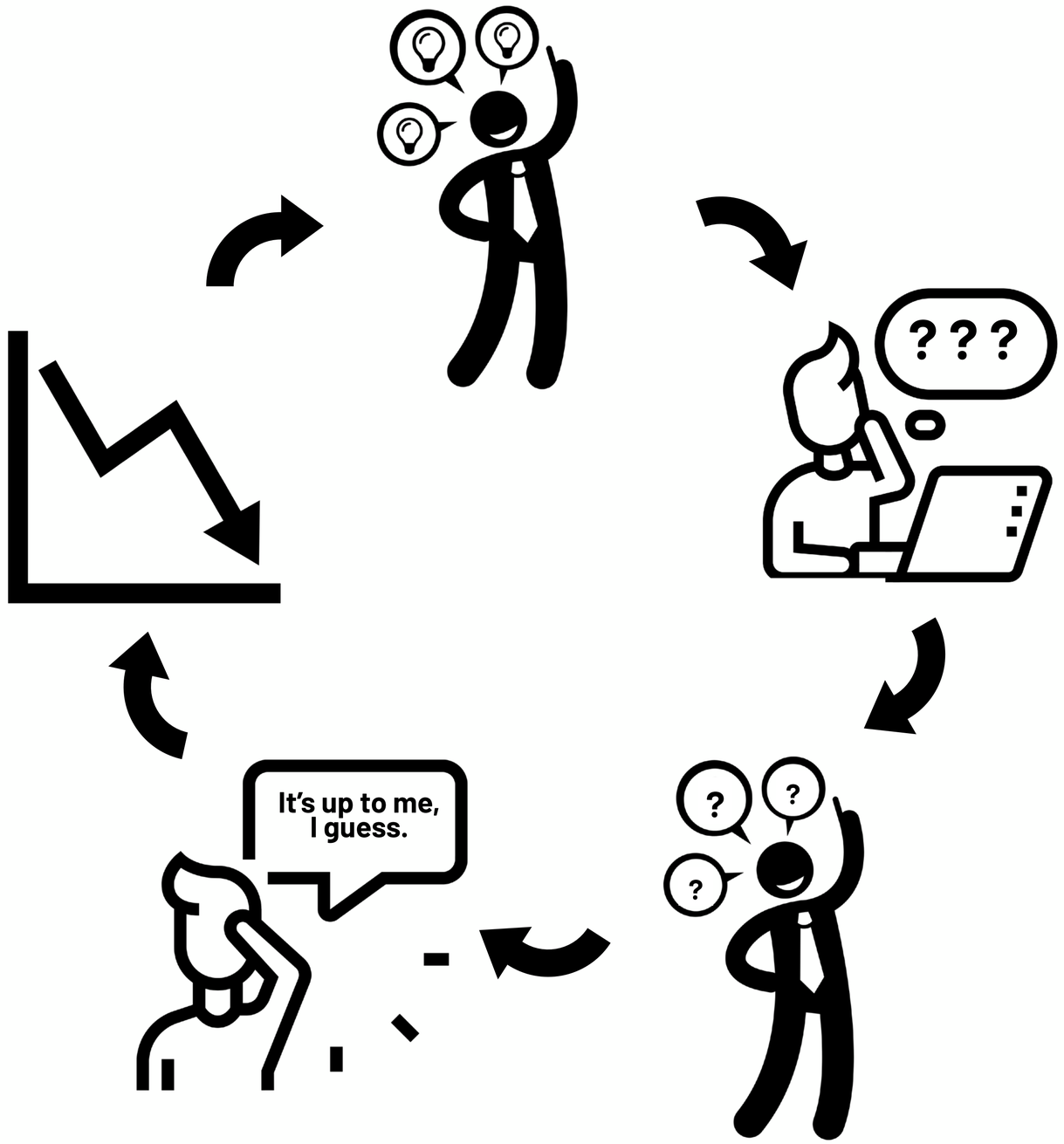
VENDOR WITH SOLUTION



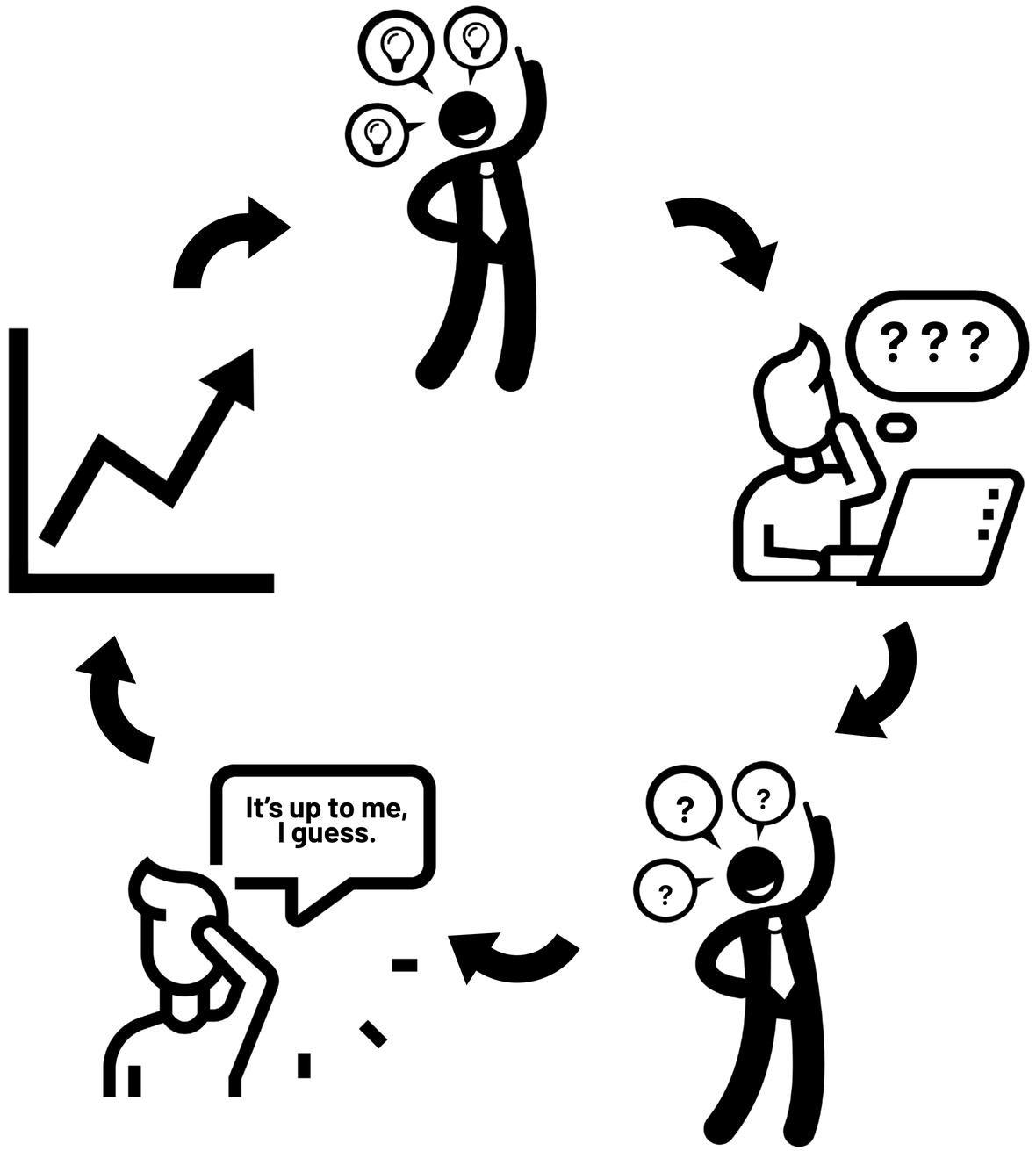
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ANYONE

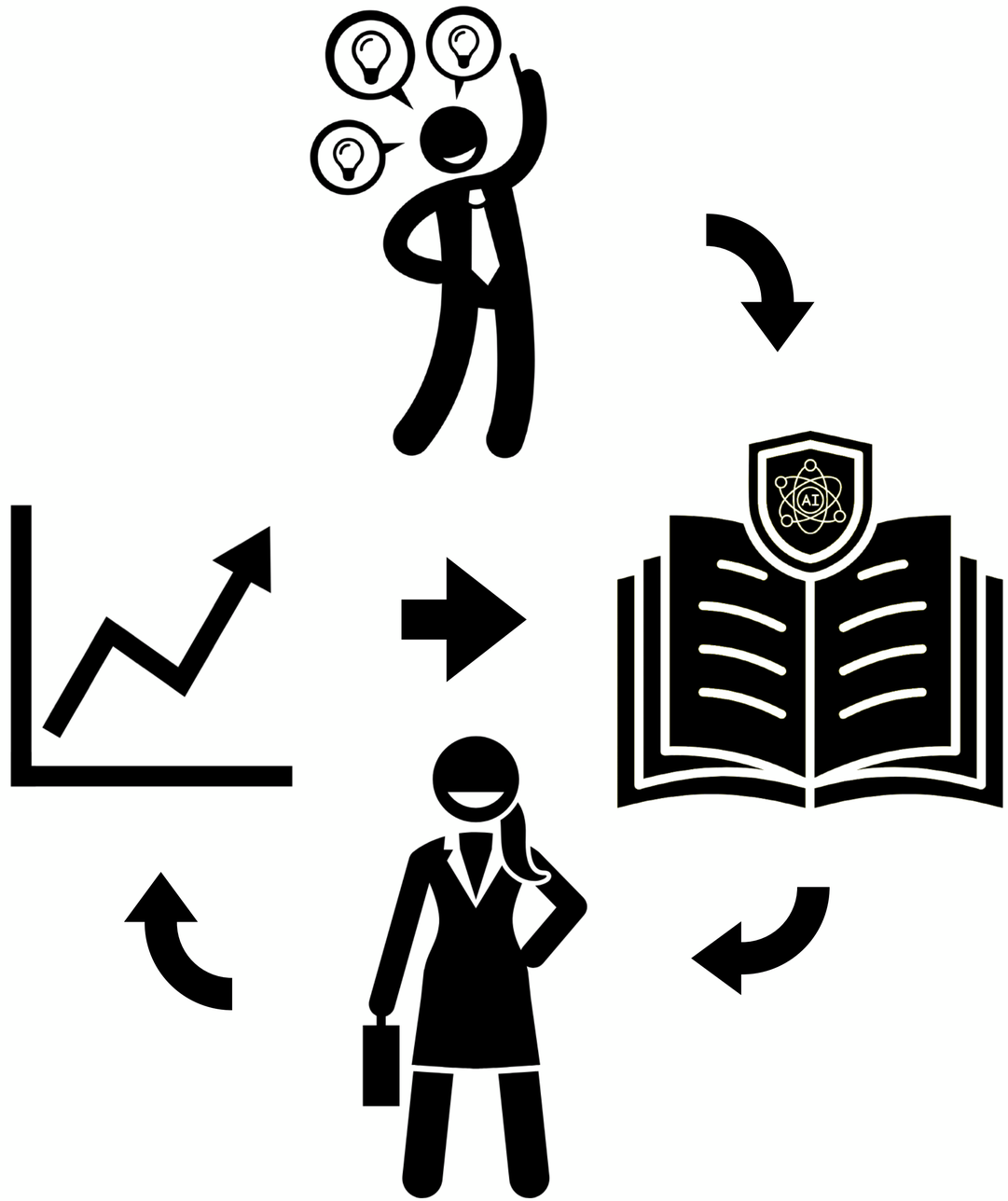
How Companies Typically Run Marketing

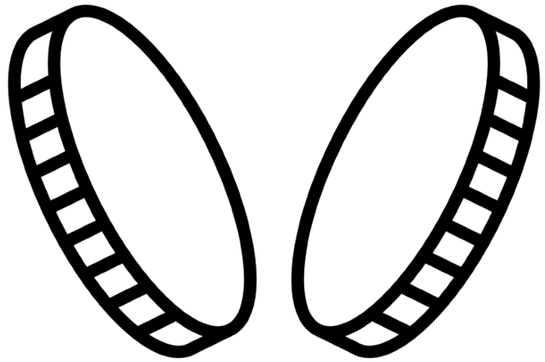


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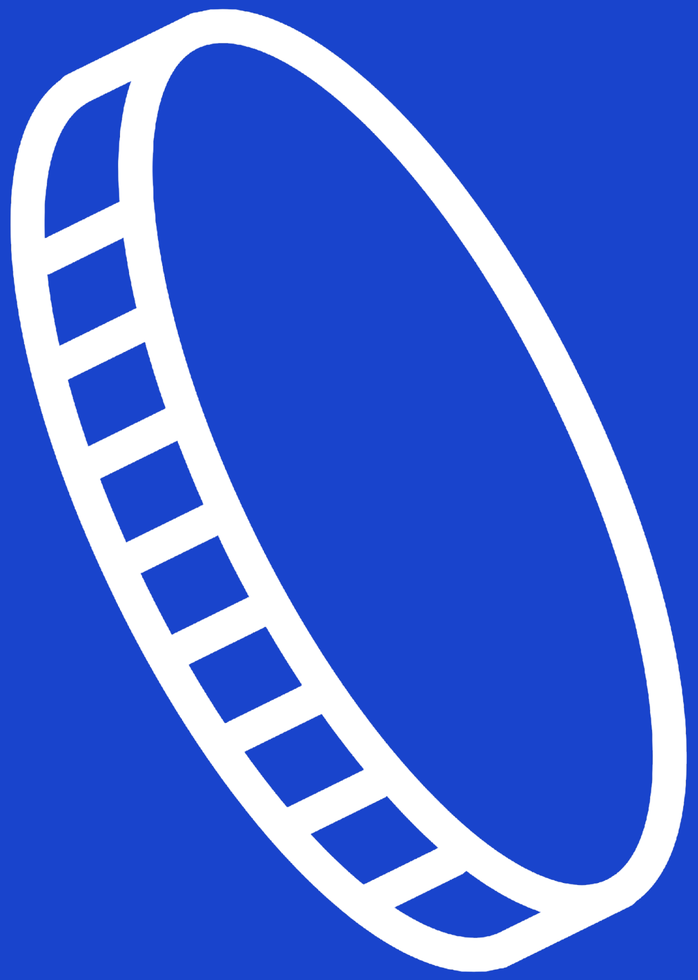


How Companies Should Run Marketing



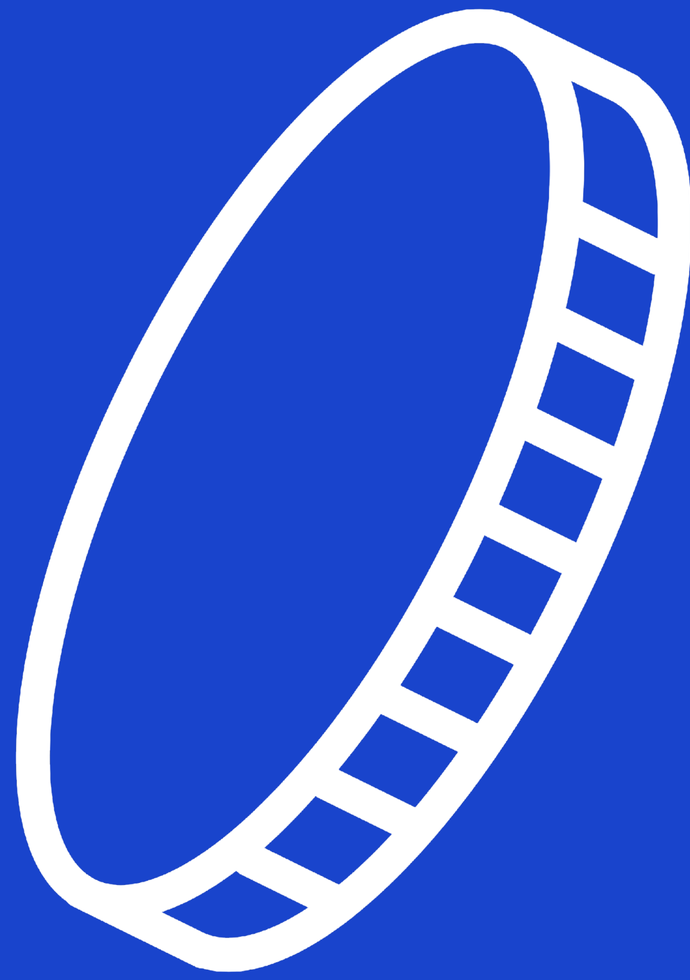


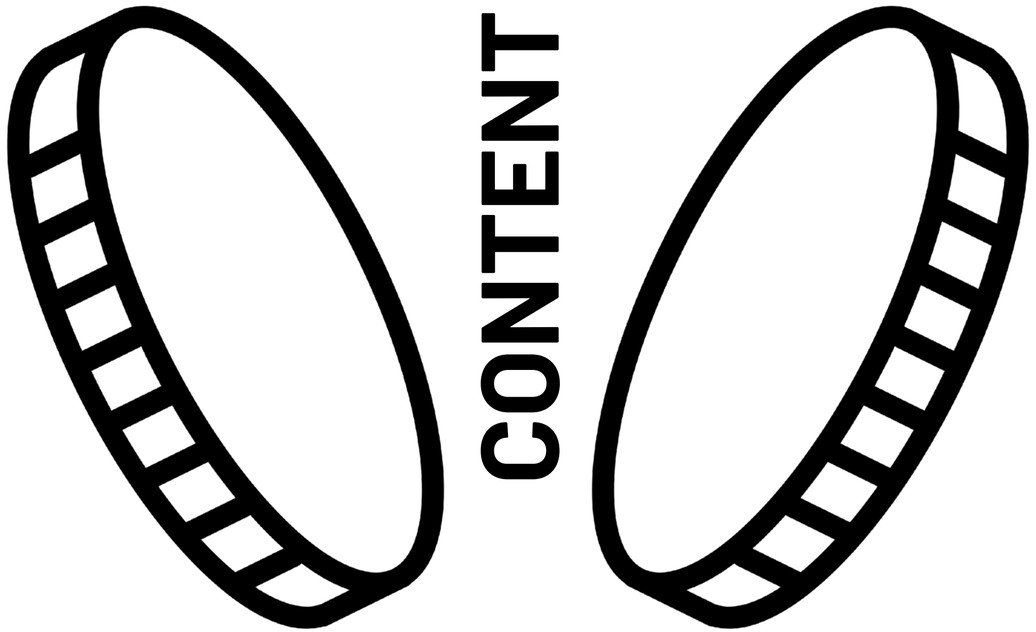
Strategic Branding and Performance Marketing are two sides of the same coin. They blend a narrative of creation with data-driven actions for comprehensive strategies.



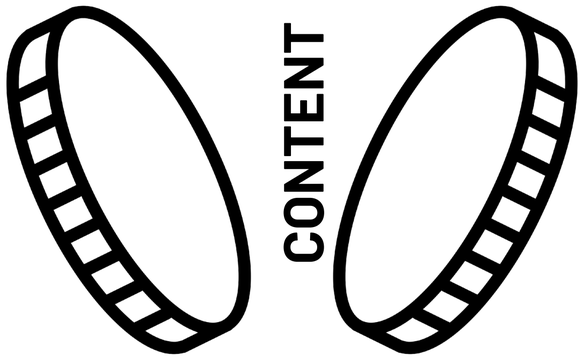
Branding sells the company.

Performance Marketing sells the product/ service.

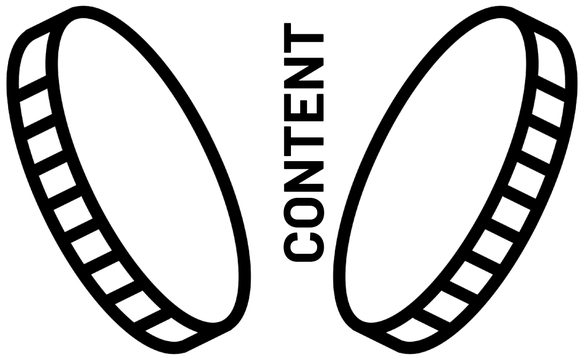




Content is the glue that holds the coin together.



Content is the public-facing evidence of you and your company's competency. Without it, there is no justification for the claims you make with Strategic Branding and Performance Marketing.



When you apply Content to your funnels (for both Strategic Branding and Performance Marketing), you can be more consistent and sustainable, while also creating Brand Equity that can be cashed in later.


A NEW METHOD
OF BRAND &
MARKETING
MANAGEMENT

You are not creating a brand built by AI.

You are creating a **Traditional Human Brand** that will be executed through AI.



Traditional Human Branding is a strategic approach in brand development wherein the creation and promotion of a brand are fundamentally centered around the genuine needs and problems of real people.


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LUSH
FRESH HANDMADE COSMETICS
LUSH
VANISHING CREAM
Facial Moisturizer
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ULTRABLAND


WARBY PARKER
Good things
await you



Before now, brand management & enforcement was nearly impossible...

Enter AI-Branding!



AI-Branding is a holistic approach to building and maintaining brand identity through the integration of AI technologies.

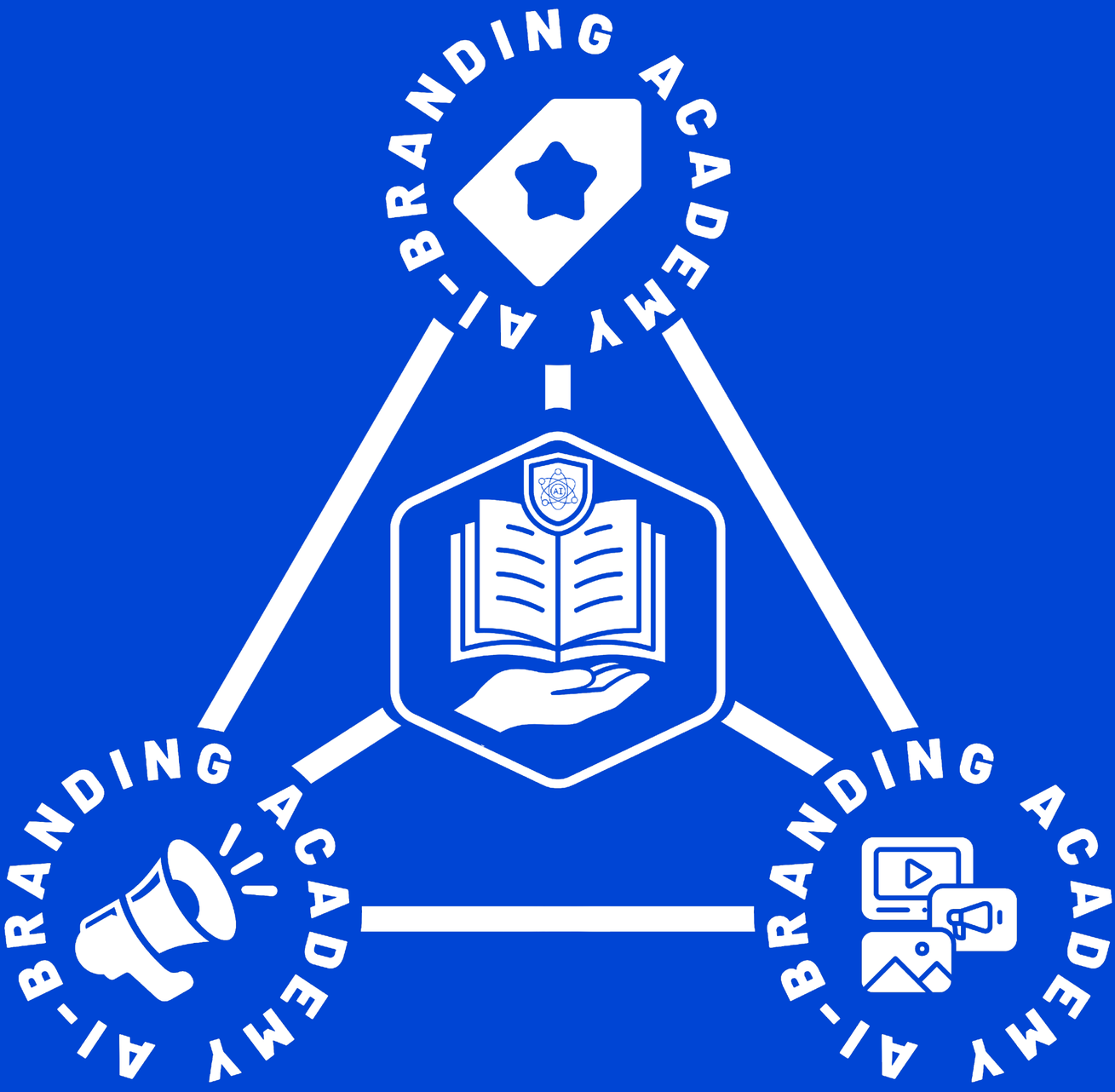
Enter AI-Branding!



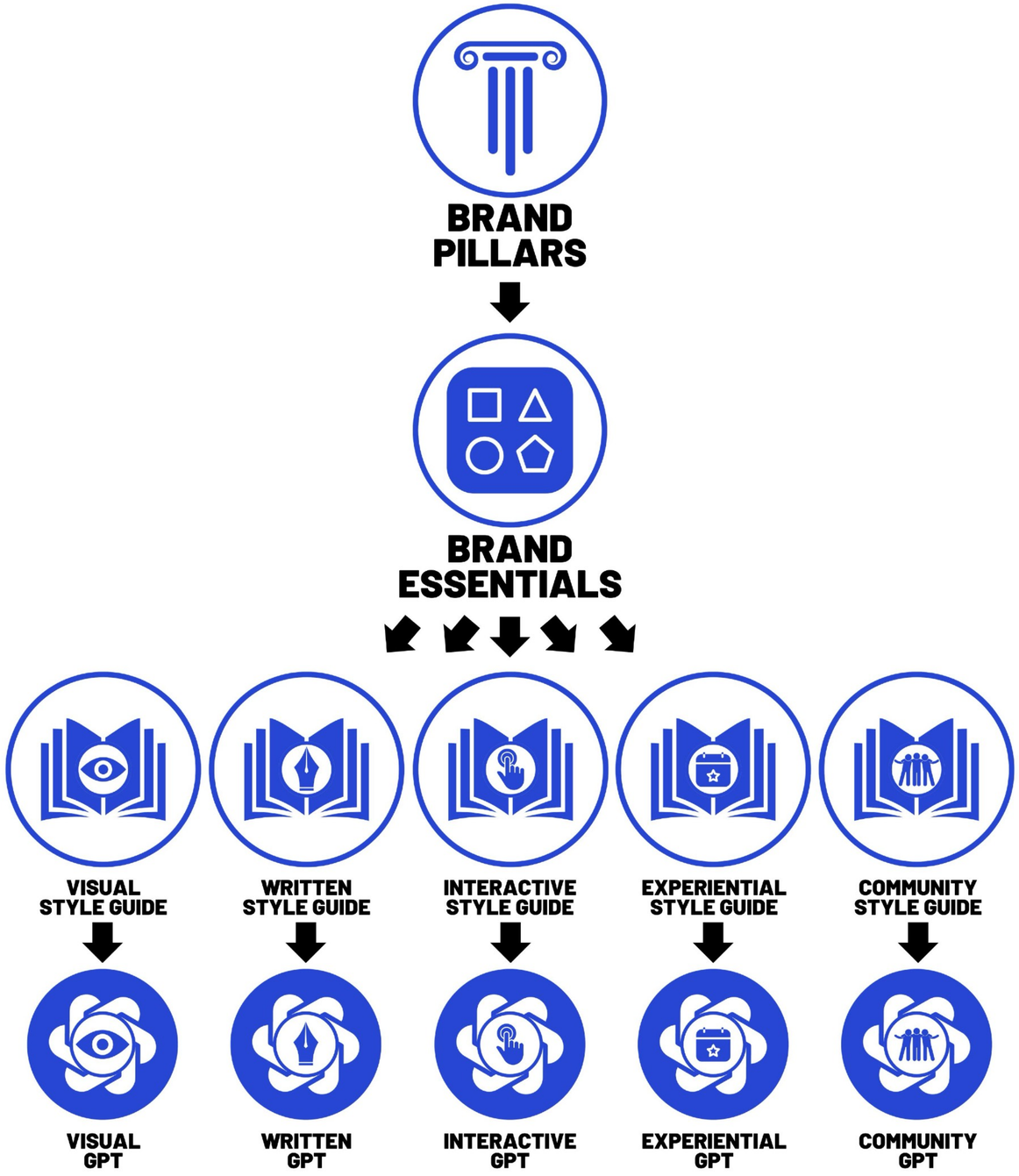
It centralizes a brand's core concepts and values to create comprehensive guides aimed at ensuring brand consistency across all business operations.



By centralizing decision-making and guiding it through clear brand parameters, you can create almost ANYTHING… and make it brand-consistent.

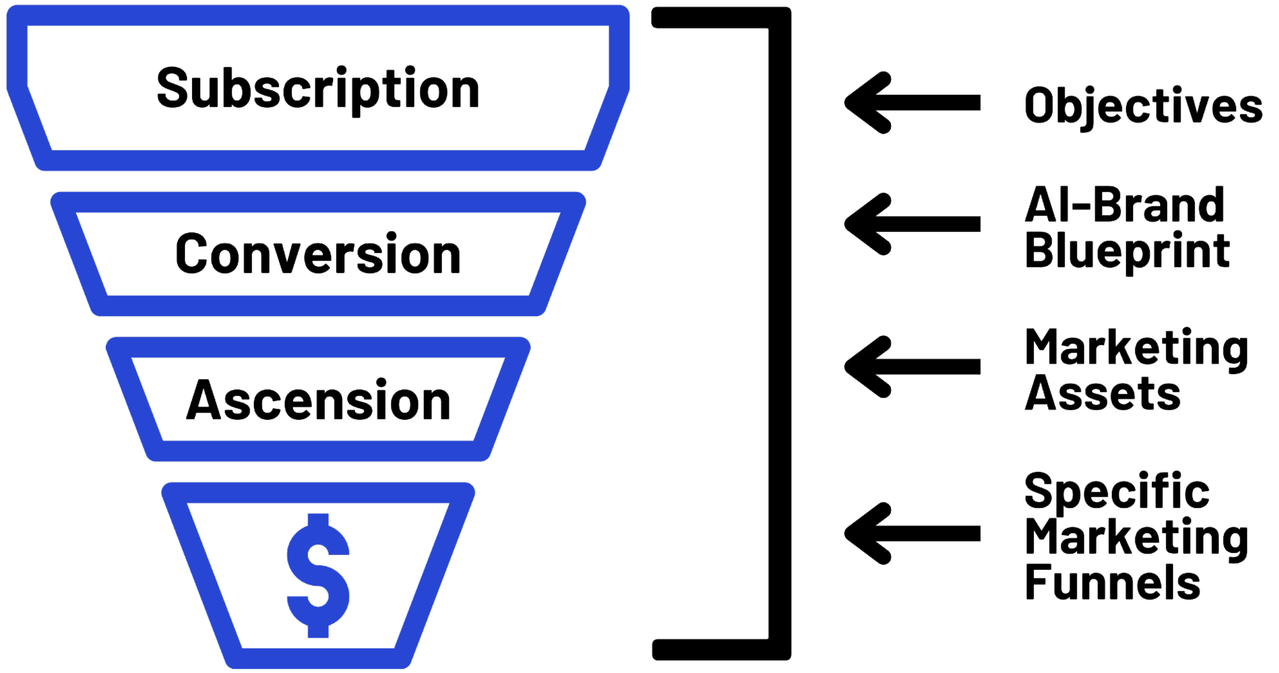

AI-BRANDING ACADEMY
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How AI-Branding is Done

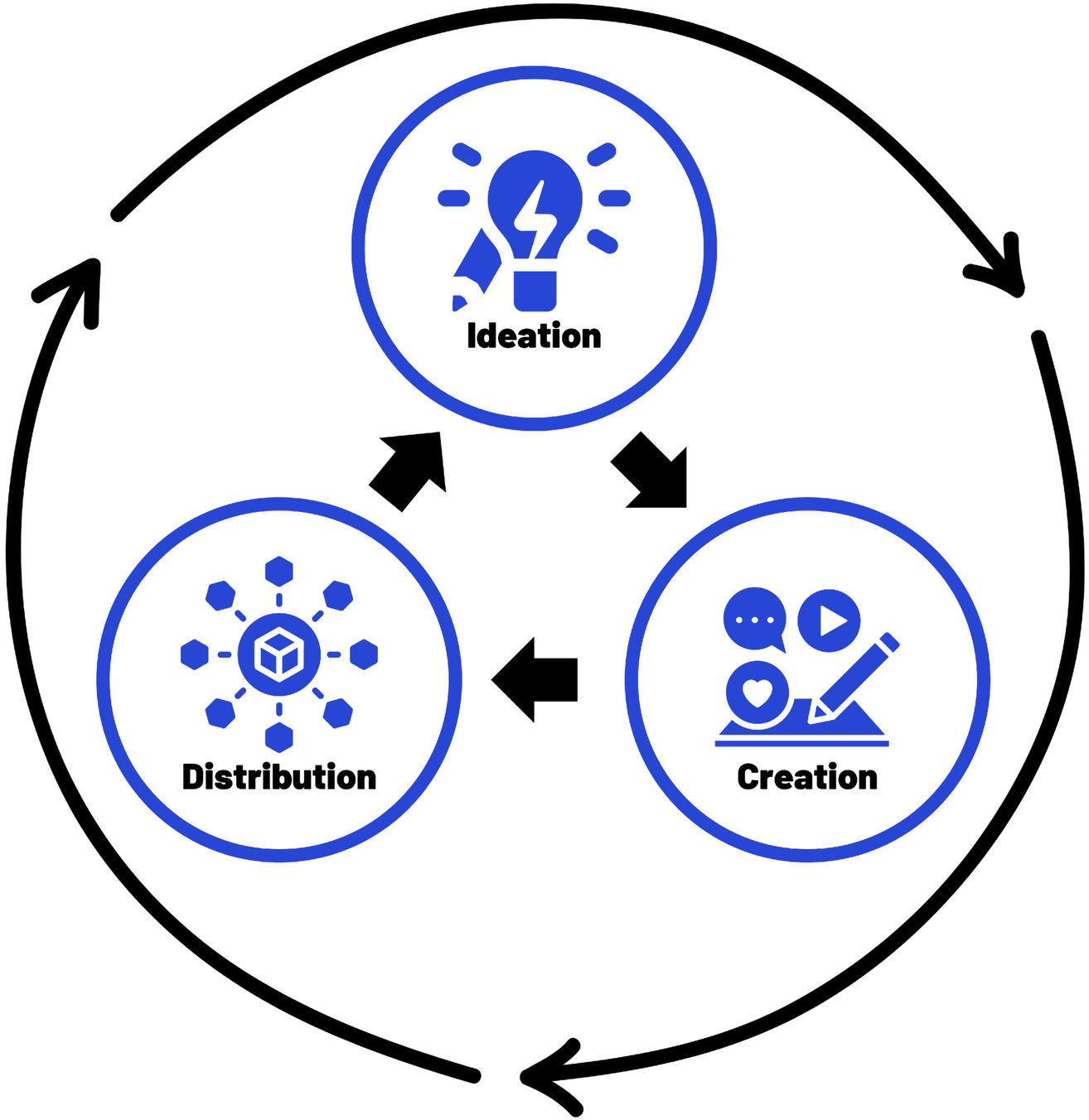


How Marketing is Done

Standard Marketing Funnel

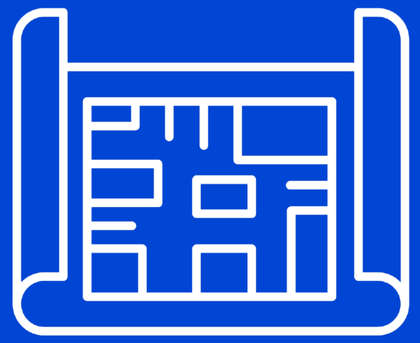


How Content is Done



What are Brand Pillars?

- Brand Name
- Brand Summary
- Brand Vision
- Brand Slogan
- Core Brand Values
- Core Brand Offer
- Brand Voice
- Brand Avatar
- Customer Avatar



You'll Be Building a Brand Blueprint

- **Brand Pillars:** Fundamental concepts and values that define and support the core identity of a brand, serving as the foundation for all brand-related decisions and strategies.
- **Brand Essentials:** Key elements that shape the personality, identity, and visual representation of a brand, including typography, design aesthetics, tone, and messaging.
- **Brand Style Guides:** Comprehensive manuals that outline the visual, written/verbal, interactive, experiential, and community aspects of a brand's identity.

Then Constructing Custom GPTs

- **Visual Styling GPT:** Crafts visual design elements like logos, color schemes, and typography that align with the brand's visual identity.
- **Written/Verbal Styling GPT:** Generates brand-consistent written content and verbal communication strategies, from marketing copy to customer interaction scripts.
- **Interactive Styling GPT:** Designs user interfaces, digital experiences, and interactive elements that enhance user engagement and brand interaction.
- **Experiential Styling GPT:** Creates concepts for immersive brand experiences, including events, retail environments, and customer journey enhancements.
- **Community Styling GPT:** Develops strategies for building and nurturing online and offline brand communities, focusing on communication, engagement, and shared values.

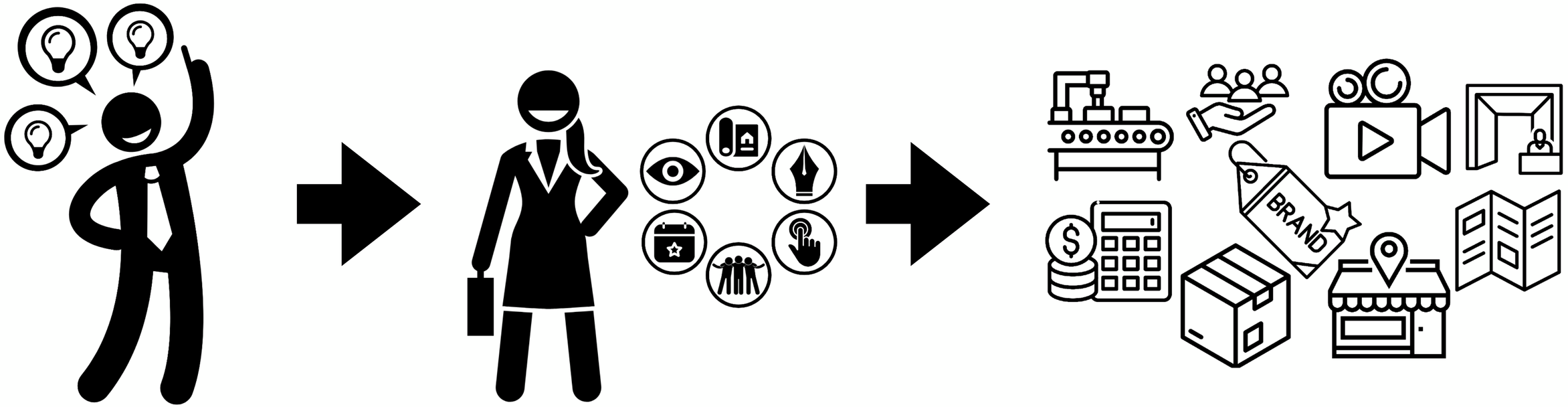
Building AI Marketing Employees

- **Visual Styling (Creative Director):** The Creative Director ensures brand visuals are consistently on-point across platforms by leveraging AI to maintain aesthetic appeal, predict design trends, and enforce the visual identity.
- **Written/Verbal Styling (Content Marketing & Copywriting Manager):** The Content Marketing & Copywriting Manager ensures consistent language, tone, and messaging through AI-generated content, adding human oversight for storytelling and emotional resonance.
- **Interactive Styling (Digital Marketing & Performance Manager):** The Digital Marketing & Performance Manager optimizes user interactions through AI-driven personalization, ensuring seamless and engaging experiences that align with brand standards.
- **Experiential Styling (PR & Event Marketing Manager):** The PR & Event Marketing Manager uses AI to craft sensory-rich, immersive experiences for events and public relations, ensuring emotional engagement and memorable brand interactions.
- **Community Styling (Brand & Community Engagement Manager):** The Brand & Community Engagement Manager leverages AI to analyze behavior and foster personalized interactions, using insights to build authentic, engaged communities that drive brand loyalty.

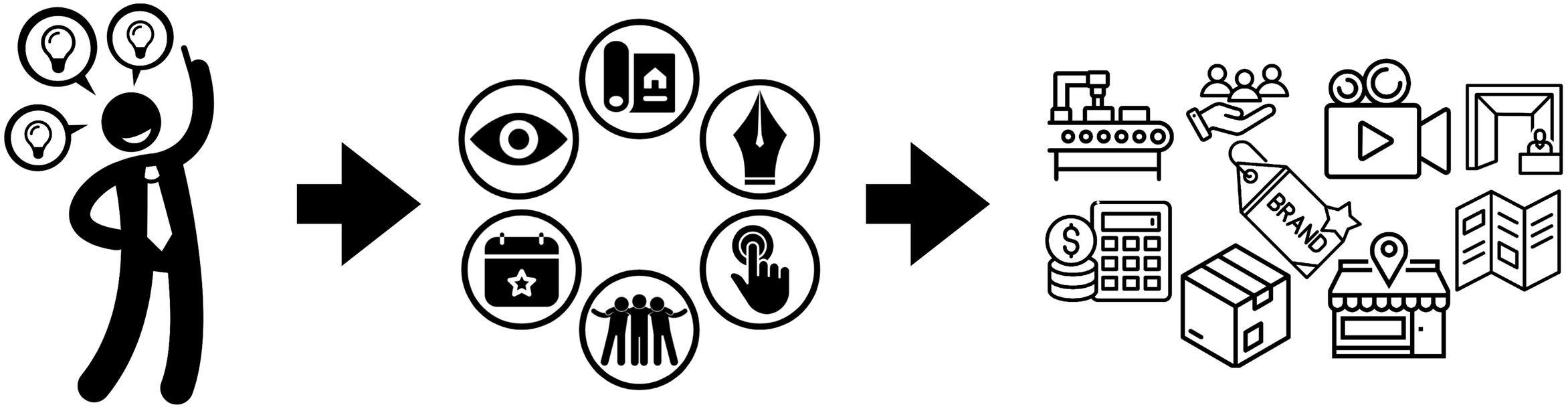
How AI-Branding Works



How AI-Branding Works



How AI-Branding Works



ADMIN STUFF



Schedule

#	Date	Subject
1	10/22	Introduction & Brand Pillars
2	10/24	Logo Design & Brand Essentials
3	10/29	Visual Style Guide & the AI Creative Director
4	10/31	Written/Verbal Style Guide & the Content Marketing/Copywriting Manager
5	11/5	Interactive Style Guide & the Digital Marketing & Performance Manager
6	11/7	Experiential Style Guide & the PR & Event Marketing Manager
7	11/12	Community Style Guide & the Event Marketing Manager
8	11/14	AI-Brand Blueprint & the AI Marketing Manager
9	11/19	90-Day Complete Marketing Campaign (Branding, Marketing, Content)

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Basic Admin Stuff

- Each Session will be uploaded within 24 hours of the session.
- Make sure you have access to AIBranding.Academy
- Make sure you join the Slack Channel.

What You Can Achieve with AI-Branding

- Build the most cohesive brand you've ever made.
- Manage departments, employees, contractors, & agencies easier than ever before.
- Add "branding" to your service suite.
- Add ongoing application subscriptions to your offer.

How to Get the MOST Out of This Course

- **Attend Every Session (or Watch the Recording)**
- **Do Your Homework!**
- **Be Serious. “Live” the methods during the course.**

What I'd Like You to Achieve with This Course

- I want you to fix marketing.
- I want you to fix business.
- I want you to change the world with both.



AI-BRANDING
CERTIFICATE

OF RECOGNITION

PROUDLY PRESENTED TO

Your Name Here

This certificate proudly acknowledges [Student's Name]'s successful completion of the Branding and Artificial Intelligence Integration course. [Student's Name] has demonstrated a solid understanding of branding fundamentals, the impactful role of AI in branding strategies, and the practical application of these concepts in real-world settings through an exemplary capstone project. Their work highlights a keen insight into leveraging AI for data-driven branding decisions, personalizing customer experiences, and enhancing brand communication. This achievement marks [Student's Name] as well-prepared to innovate and lead in the dynamic intersection of branding and technology.

Mark de Grasse, Instructor

MEDIA MARK
by Mark de Grasse

OUR EXAMPLE:

Modern Monique

Monique, a seasoned marketing strategist from New York City, leads a dynamic agency focused on integrating AI into marketing. Committed to innovation and social impact, she seeks advanced courses to keep her team and clients at the forefront of the industry.



BRAND PILLARS

QUICK NOTES!

- Every rule can be broken.
- You should aspire to create your own rules, AFTER you learn ours.

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You are creating a **Traditional Human Brand** that will be executed through AI.



Traditional Human Branding is a strategic approach in brand development wherein the creation and promotion of a brand are fundamentally centered around the genuine needs and problems of real people.


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It All Starts With Your

Brand Pillars

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It All Starts With Your

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Brand Pillars

1. Brand Vision
2. Brand Name
3. Brand Slogan
4. Core Brand Values
5. Core Brand Offer
6. Customer Avatar
7. Brand Voice
8. Brand Avatar
9. Brand Summary



Actionable Insights

- Branding is recognition, and recognition needs to be engrained in every interaction you have.
- Many marketing methods are no longer working like they used to, and the only way to ensure your brand survives current and upcoming changes is through branding.
- It’s time to get back to customer relationship building, innovation, and long-term growth.
- Brand Pillars are the first step in building the AI-Brand Blueprint and AI-Marketing Department.



Implement Now

- Assess Your Brand.
- Create All of Your Brand Pillars.
- Create a Custom Brand Pillar GPT for Your Brand.