



The  
**NAMM**  
Show

**idea center**

# Building Your Lesson Business Brand

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**Branding**, according to the American Marketing Association, can be defined as features (the name, term, design, or symbol) that allow a company to form a distinct identity from their competitors.

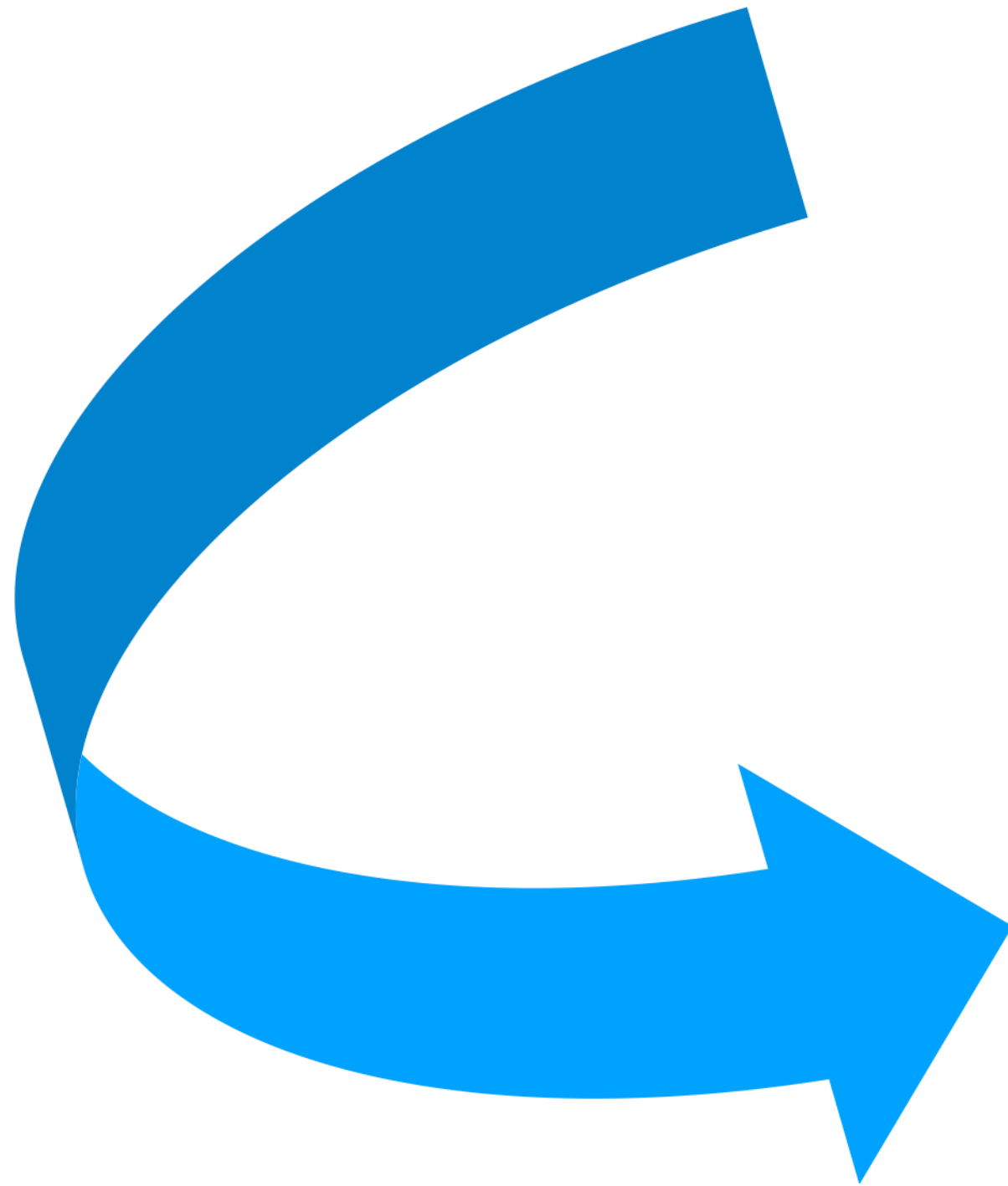


“Branding” Is the Logo  
– and a whole lot more!



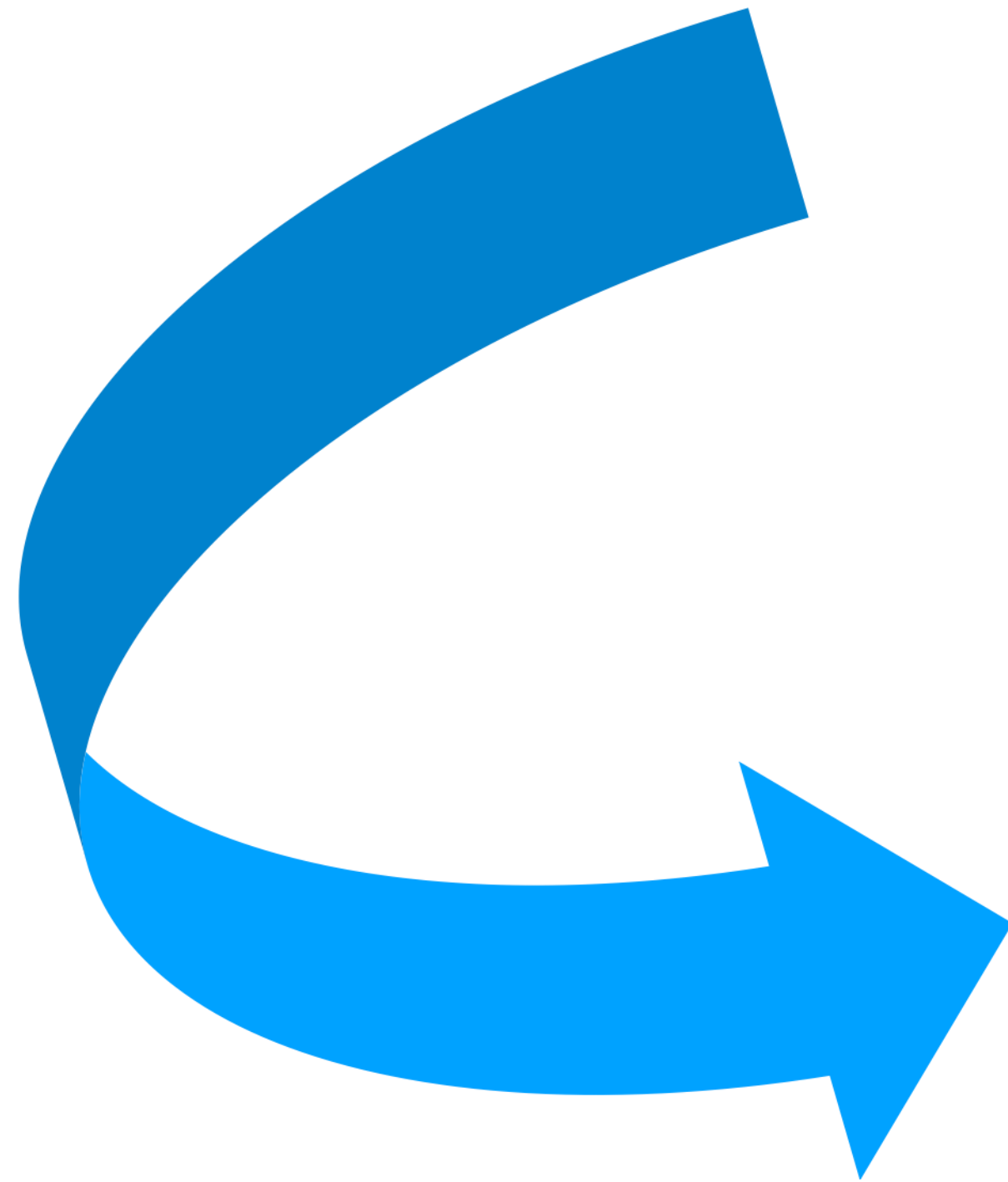
“Branding” Is the Logo – and a whole lot more!

- Your Staff





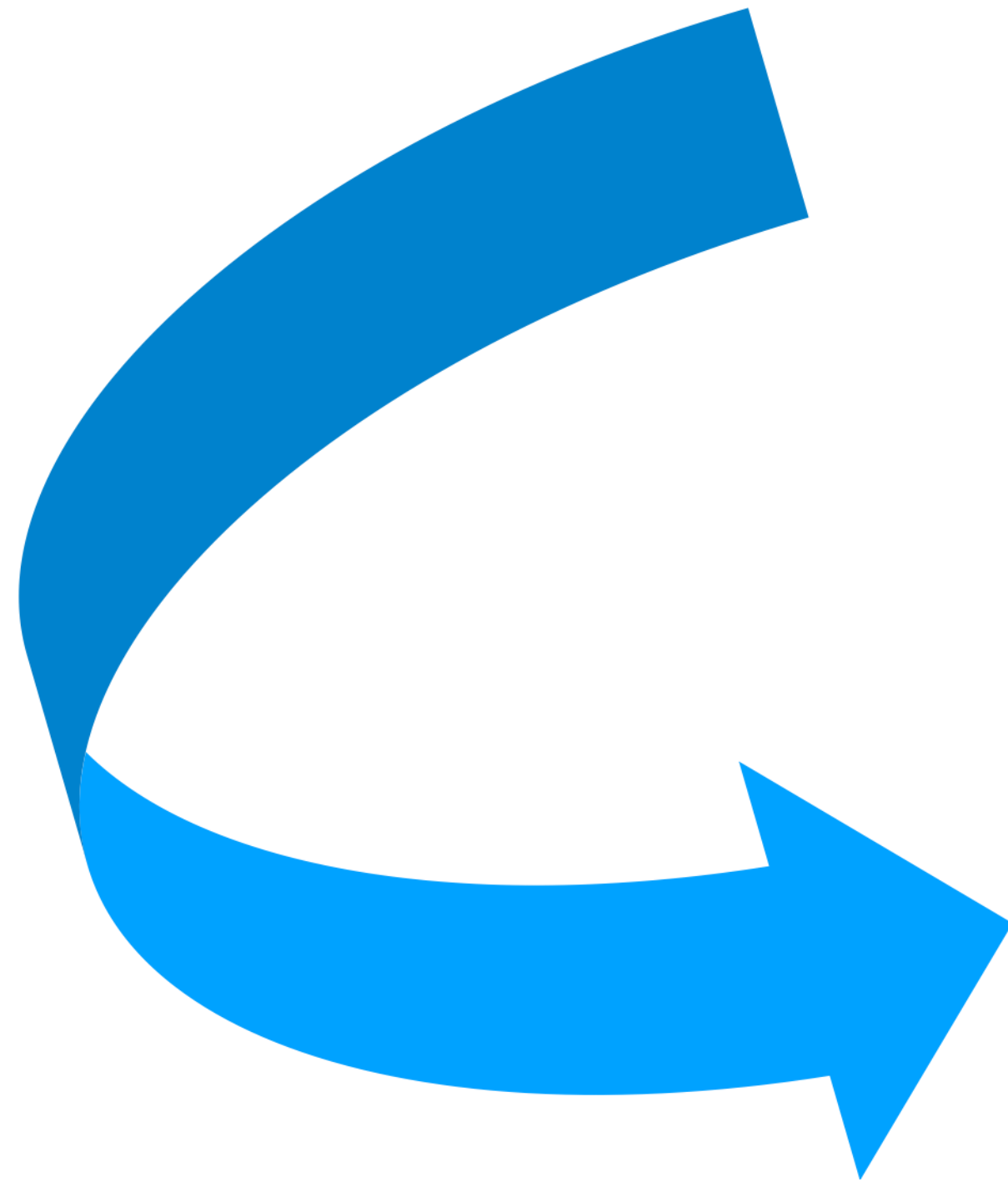
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- Your Staff
- Your Facilities



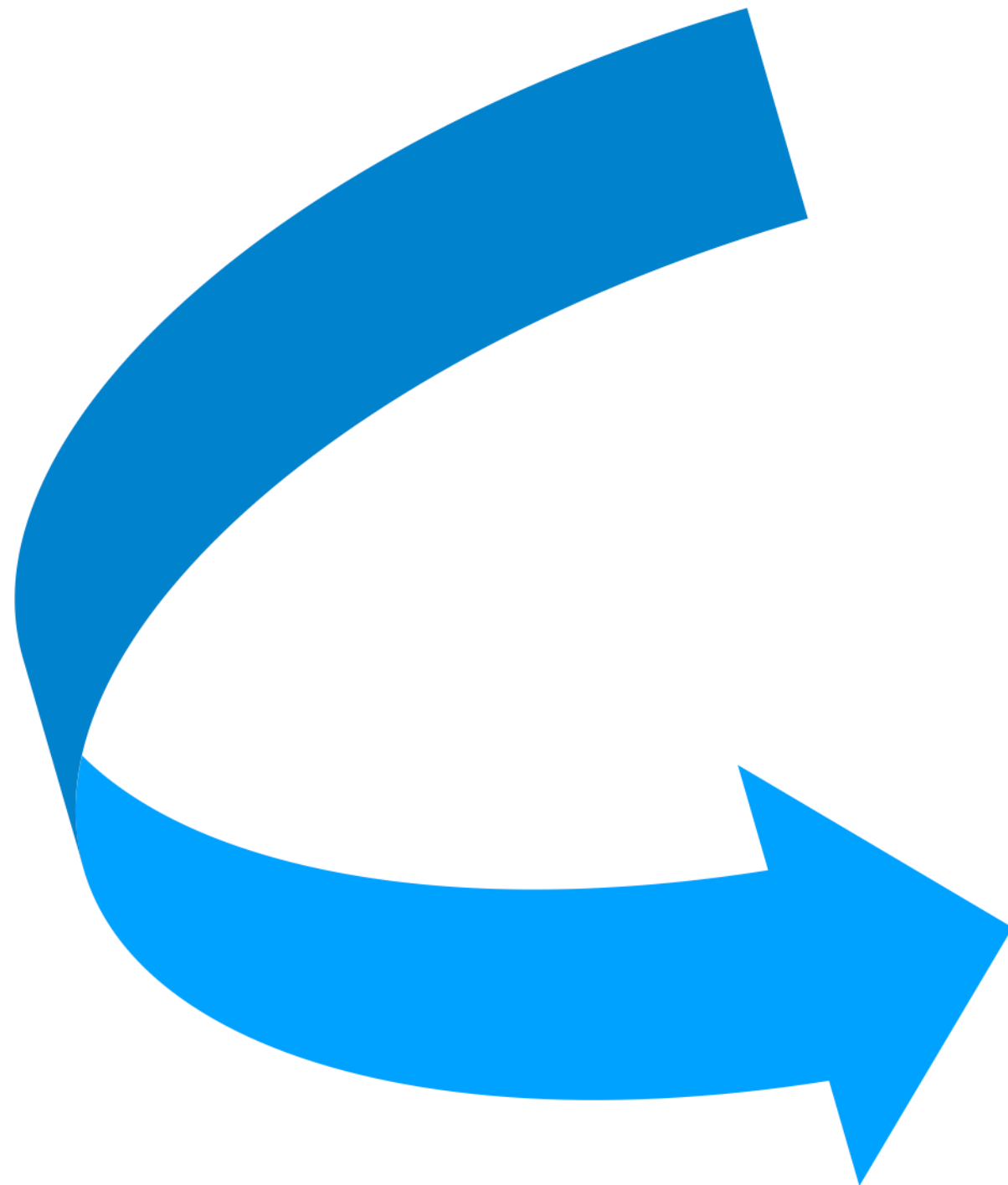
“Branding” Is the Logo – and a whole lot more!



- Your Staff
- Your Facilities
- **Your Marketing Elements**



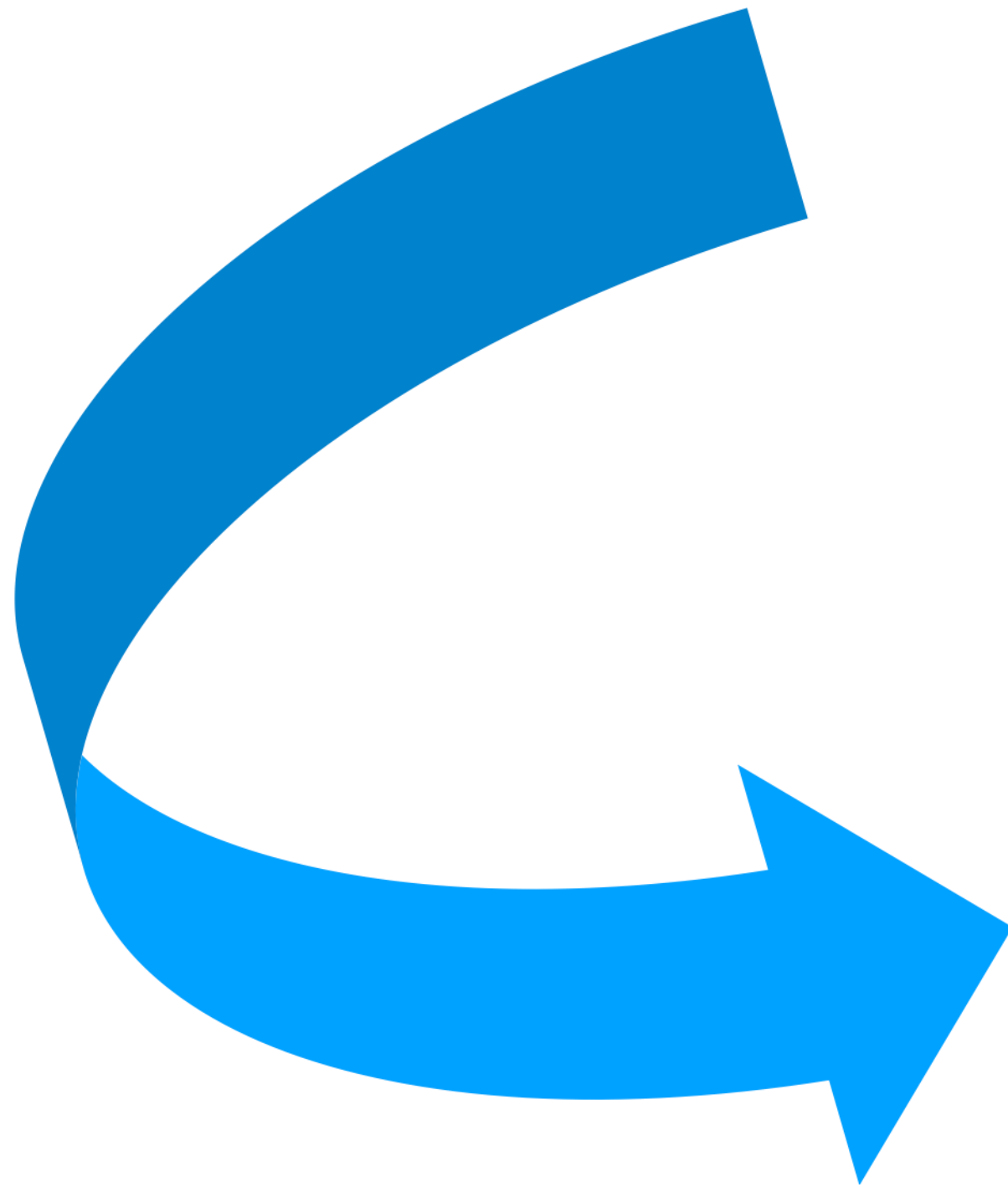
“Branding” Is the Logo – and a whole lot more!



- Your Staff
- Your Facilities
- Your Marketing Elements
- **Your Business Practices**



“Branding” Is the Logo – and a whole lot more!



- Your Staff
- Your Facilities
- Your Marketing Elements
- Your Business Practices
- Your Partners



**WHY**



# BRANDING MATTERS



WHY



# BRANDING MATTERS



Branding Sets You Apart



WHY



# BRANDING MATTERS



Branding Sets You Apart



Branding Improves Your Program



WHY



# BRANDING MATTERS



Branding Sets You Apart



Branding Improves Your Program



Branding Creates Emotional Connections



**WHY**



# BRANDING MATTERS

A well-branded music lesson program attracts more students, operates more efficiently and delivers greater financial results.



So, how do you build a brand?

## **DEFINE**

- What lesson are you offering? Genre?
- What is your (business) Strength, Opportunity?
- What is important to you, the business?
- Who are you “speaking” to?



# ORGANIZE

Pull the business elements together and create your music school logo

Consider:

- Tag Line
- Colors
- Mascot



# VOICE

Now, consider in what style or tone  
you will communicate

- Casual vs Formal
- Simplistic vs Academic
- Passionate vs Quirky



# Brand Voice Chart

## VOICE

Voice Characteristic	Description	Do	Don't
<b>Passionate</b>	We're passionate about changing the way the world works.	<ul style="list-style-type: none"> <li>• Use strong verbs</li> <li>• Be champions for (industry)</li> <li>• Be cheerleaders</li> </ul>	<ul style="list-style-type: none"> <li>• Be lukewarm, wishy-washy</li> <li>• Use passive voice</li> </ul>
<b>Quirky</b>	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none"> <li>• Use unexpected examples</li> <li>• Take the contrarian view</li> <li>• Express yourself</li> </ul>	<ul style="list-style-type: none"> <li>• Use too much slang or obscure references</li> <li>• Use overplayed examples</li> <li>• Lose sight of the audience and core message</li> </ul>
<b>Irreverent</b>	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none"> <li>• Be playful</li> <li>• Use colorful illustrations or examples</li> </ul>	<ul style="list-style-type: none"> <li>• Be too casual</li> <li>• Use too many obscure pop-culture examples</li> </ul>
<b>Authentic</b>	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none"> <li>• Be honest and direct</li> <li>• Stick to your word</li> <li>• Own any issues or mistakes, and show how you will address them</li> </ul>	<ul style="list-style-type: none"> <li>• Use marketing jargon</li> <li>• Over promise</li> <li>• Over sell the product's capabilities</li> </ul>

Source: Content Marketing Institute

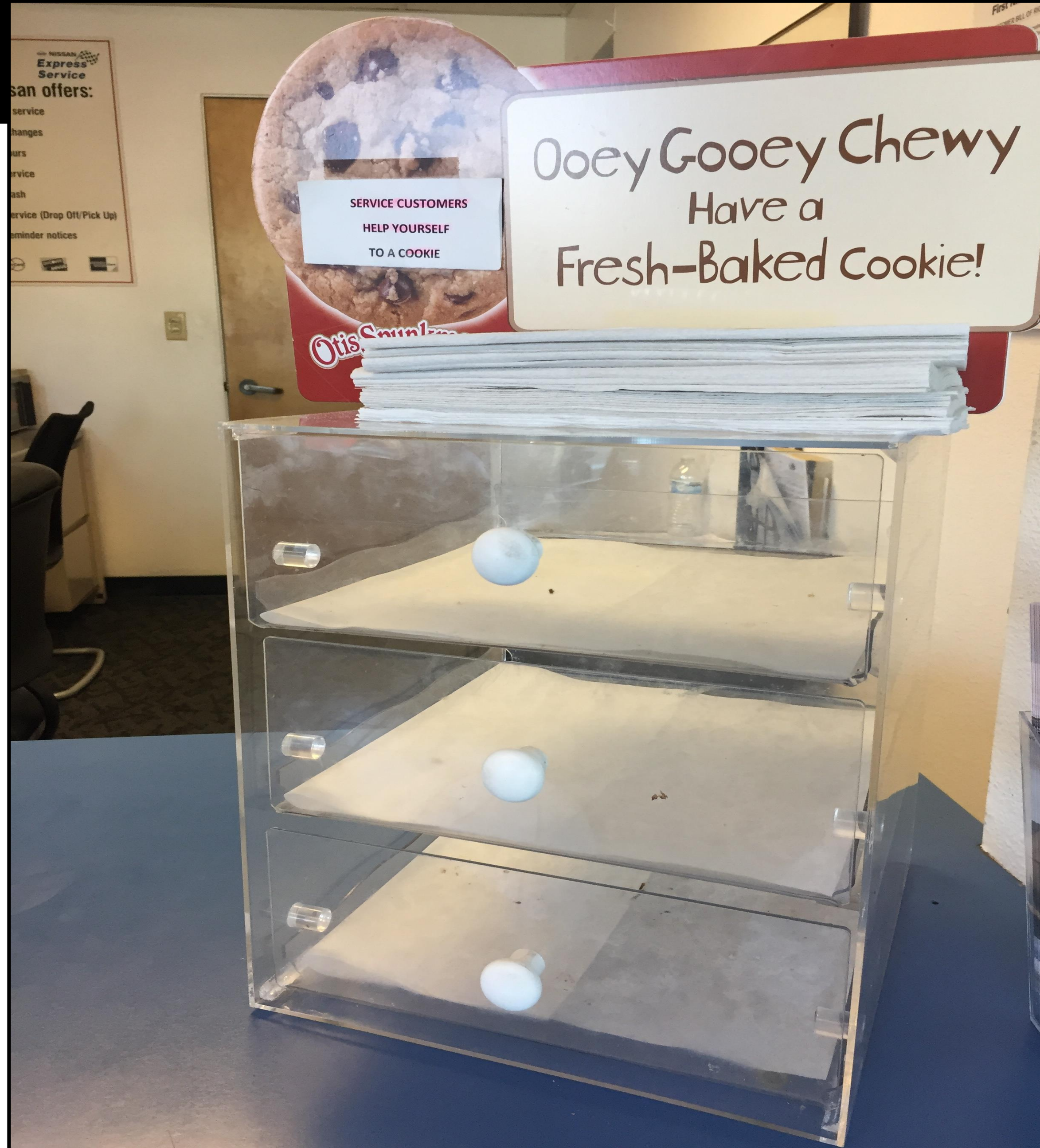


# VOICE

Use your brand and “voice” consistently across all touchpoints

- On your website
- Facebook, Instagram, etc
- Sheet Music, report cards, newsletter
- Print marketing collateral
- Email signature line

# Deliver on your brand promise





# Deliver on your brand promise



How do you know how your customers feel about your brand?

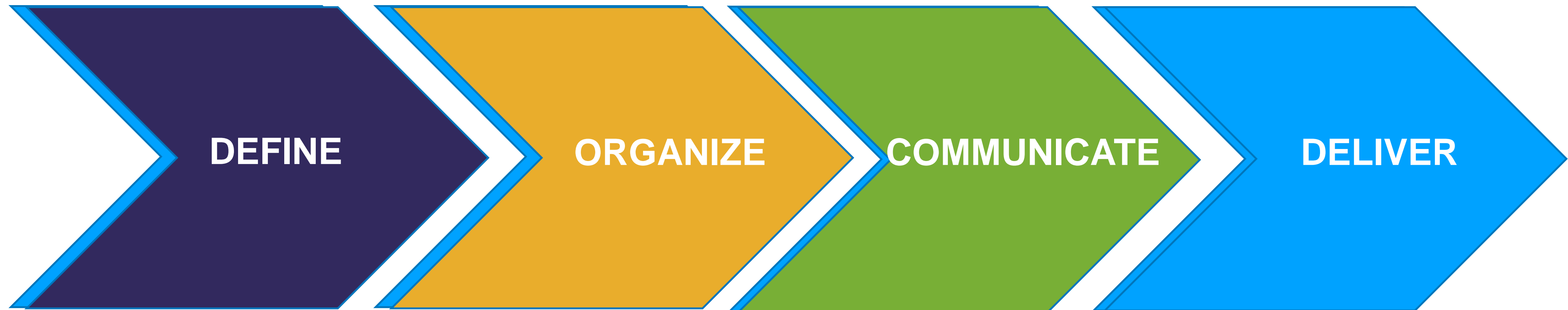


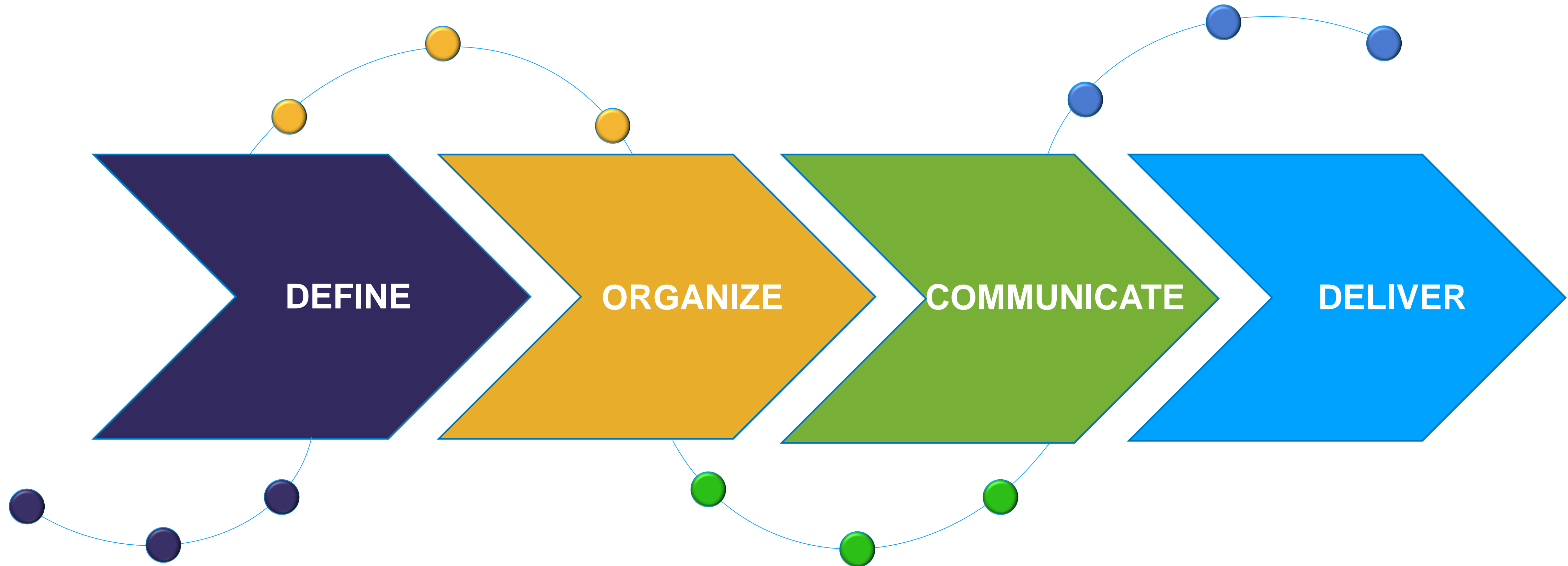
How do you know how your customers feel about your brand?





# BRAND JOURNEY





# **BRAND TOUCHPOINTS**



What do you think...





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