

SYNKHRO

Why Some Businesses Are Chosen and Others Are Ignored

Branding for Small Businesses

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About Synkhro

Brand Concept & Strategy Boutique Agency

We believe that brands are entities made of **soul, personality, and body**, aligned with the way they **live**.

At Synkhro we **create** and **synchronize** these elements through concepts and strategy, ensuring brands have a unique identity.

On this session

PART 1 • Fundamentals Lecture

- What a Brand Really Is
- Why Branding Is Critical for Small Businesses?
- What Makes Up a Brand?
- From Thinking to Action
- Your Brand's Secret Sauce
- What This Means for You

PART 2 • Practical Workshop

PART 3 • Q&A



What a Brand Really Is

Every business creates an impression.

When you create a business and start offering a service or a product, **you already have a brand, whether you manage it or not.**

The only question is whether that impression is intentional or accidental.

A brand is not:

- only visual identity or a logo.
- only marketing or advertising.
- only storytelling or social media.

A brand is **the idea people build in their mind about your business.**

A brand is built through every **interaction** your business have with the audience.

Customers form their **perception based on:**

- What you offer
- How you communicate
- How your business looks
- How it feels to interact with you

Branding runs through the entire business,
from how you think to how you deliver.

Branding is about **taking control** of that perception instead of leaving it to chance.

Your brand is what people **remember** and **feel** after engaging with your business.



Why Branding Is Critical?

Small businesses cannot afford to be unclear.

Unlike large companies, small businesses do not have the budget or time to fix confusion.

If people do not understand what you do, and why it matters, **they move on quickly.**

Without branding **your business growth is inconsistent.**

A clear brand helps your business:

- Be understood quickly
- Be chosen over alternatives
- Justify pricing
- Stay consistent as you grow
- Avoid making disconnected decisions



What Makes Up a Brand?

A Brand Works Like a Person.

When we meet someone, we form an overall impression. We don't separate:

- What they say
- How they look
- How they act

The same happens with businesses.

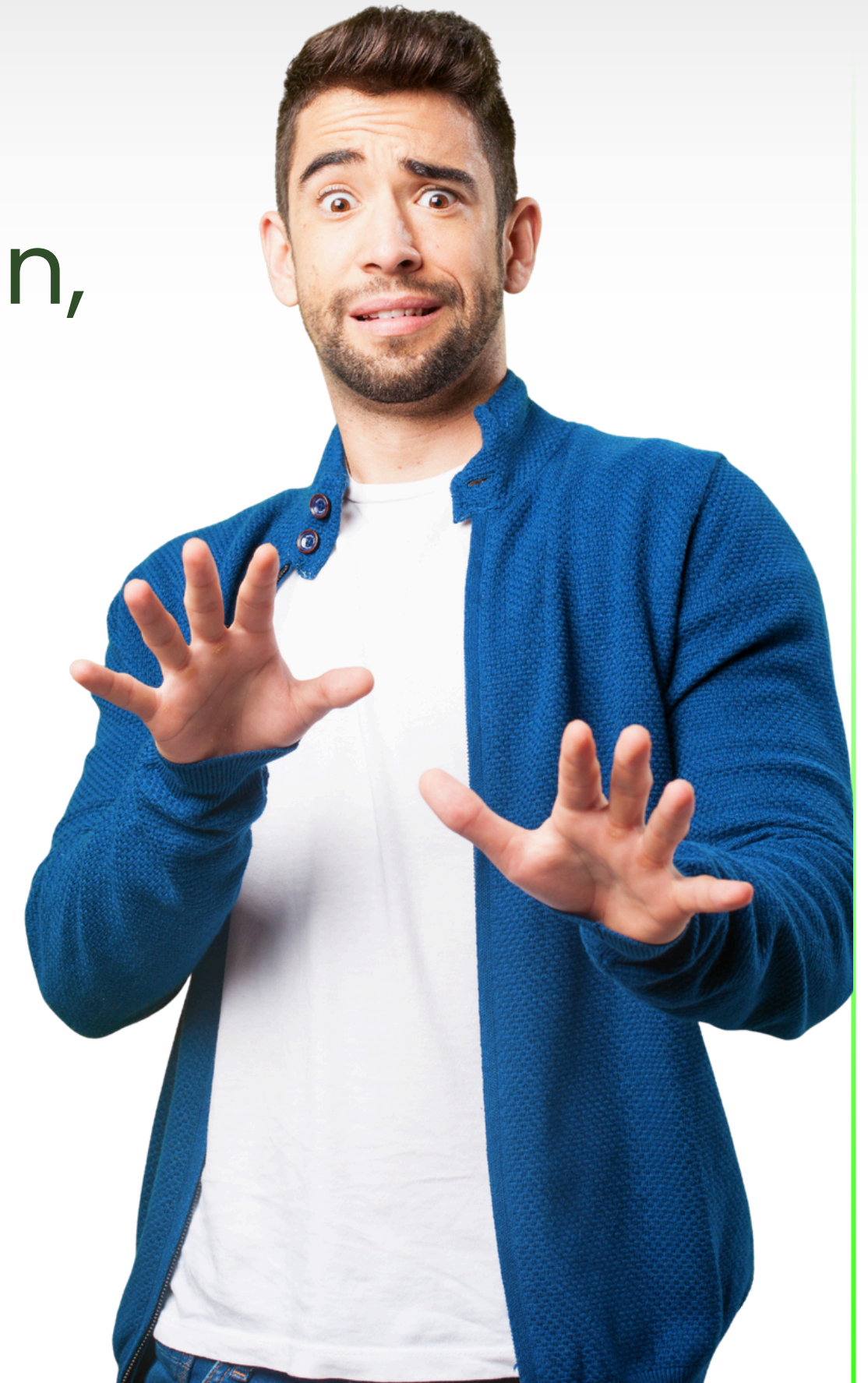
A brand is a **combination of connected elements.**

- **Essence (its soul):** the brand's vision and what it aims for.
- **Communication (its personality):** how it speaks and explains itself.
- **Visuals (its body):** how it looks.
- **Experience (its life):** how people interact with the brand.

If what your business aims for, says, shows, and delivers don't align, **your brand feels disconnected.**

- People get confused
- Trust drops
- The business feels unreliable

Consistency is not cosmetic. **It's strategic.**





From Thinking to Action

Branding follows a sequence.

A brand is built through a **structured process**, not random actions or outputs.

Just like building a business plan, it requires **clear thinking before execution.**

The Branding Process includes different phases, from idea to execution.

Each step has a role and builds on the previous one:

Vision → Strategy → Direction → Execution

If you skip one, the next one becomes unstable.

1. Vision (Concept)

Translates a business idea into a clear concept that defines the ambition, what the business stands for, and why it exists.

2. Strategy

Structures the brand into a clear blueprints that define what the brand is, who it is for, how it is different, and how it should behave, communicate, look, and be experienced.

3. Direction

Direction ensures the strategy is translated into consistent execution.

4. Execution

Brings the brand to life through tangible outputs, such as design, content, platforms, and customer experiences.

Where most businesses go wrong **is that they start at the end.**

- Action without a clear vision.
- Execution before planning.
- Marketing before strategy.
- They begin with logos, social media, website.

These are outputs, not starting points.

Where Does Marketing Fit?

A brand is what people experience.

Marketing is how people find you.

- Marketing does not define your brand, **it amplifies it.**
- If the brand is unclear, marketing will amplify confusion.
- If the brand is clear, marketing will amplify clarity.



Your Brand's Secret Sauce

This is the Strategy.

Strategy is the core that gives your brand **clarity, direction, and control.**

It allows you to make decisions consistently instead of guessing.

Without strategy, everything becomes reactive.

Decisions are based on:

- Trends
- Personal taste
- Urgency

The result:

- Inconsistency
- Rework
- Wasted time and money

Strategy Is Not Just One Thing.

Different types of strategy guide different decisions.

- **Brand Strategy** defines direction.
- **Communication Strategy** defines how you speak.
- **Visual Strategy** defines how you look.
- **Experiential Strategy** defines how people interact with you.

Together, they create a coherent system.



What This Means for You

Branding is not something you do alone or build it by yourself.

It is something you lead with the right people.

Working with Professionals

The role of professionals is to:

- Structure and clarify your ideas
- Translate them into a clear brand
- Ensure consistency across everything you do

You're expected to:

- Understand how a brand works
- Know what to expect when building it
- Ask better questions
- Make informed decisions
- Provide direction and business goals
- Ensure the brand supports your business

Strong brands are not built by chance.

**They are built through clear
thinking and aligned decisions.**

Let's move from understanding to application.

Workshop

This exercise helps you translate your business idea into a clear brand foundation.

You are not creating a finished brand.

You'll create a simple structure that shows how your business should present itself.

- Keep answers short and simple
- Don't overthink or try to be creative
- Focus on clarity, not perfection

The “Brand Map Lite” Canvas

1. Business Reality

- What do you sell?
- Who do you sell it to?
- What is one main problem you solve?

The “Brand Map Lite” Canvas

2. Brand Essence (The Soul)

Based on the previous,

- How should the brand be known?
- The brand is NOT:
- One or two words that describe the brand:

3. Brand Personality (The Voice)

Based on the previous, if your brand was a person,
how would it speak?

Friendly / Direct / Expert / Playful / Calm
(circle one or two, or add others that fit better)

One sentence your brand would say to a customer:

The “Brand Map Lite” Canvas

4. Brand Body (The Look)

Based on the previous, **the brand should look:**

Premium or Accessible – Bold or Subtle – Modern or Classic
(circle one or two, or add others that fit better)

The “Brand Map Lite” Canvas

5. Brand Experience (The Feel)

Based on all previous steps, when someone interacts with your brand (website, product, service, or space), **the experience should be:**

Smooth / Personal / Friendly / Premium / Calm / Energetic / Reassuring
(circle one or two, or add others that fit better)

The “Brand Map Lite” Canvas

Reflections

- Check how all parts **connect and support each other.**
- Make sure decisions come from the business, **not personal taste.**
- This is not a finished brand, but **a strategic starting point.**

What you’ve done today is not branding.

It’s learning how to think before branding starts.

The “Brand Map Lite” Canvas

What Comes Next?

In your real business:

- **Develop the strategy further**
(brand, communication, visual, experience)
- **Translate it into clear systems**
(visual identity, tone of voice, content structure)
- **Then move into execution**
(logo, website, social media, campaigns, materials)

Gracias ;)

Any questions?

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for you!**



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Brandyn

It brings together AI consultants trained on the way a real agency works, **providing expert recommendations and guiding you through every step to define, structure, and express your brand.**

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