



NGĀI TAHU

Puna Pakihi

Marketing 101

This guide is designed to help you start to build a successful brand with clear steps and practical tips.

JTOL

In collaboration me te tautoko o **Just Thinking Out Loud**

www.jtol.co.nz



Identify your target audience and target market, so you know who you're talking to and who is most likely to buy.



Clarify your branding, including tone, messaging, imagery, fonts, and colours.



Understand how this shapes your brand, influencing what people think and feel about your business.



Follow clear steps to create a consistent, professional identity, from checking names to designing logos, colours, and typography.

KNOWING YOUR AUDIENCE AND MARKET.

Understanding your target **audience** and your target **market** are really important steps in creating a brand.

The target audience is who you are talking to, while the target market is who is most likely to buy your product or service.

For example; You might want to start a lawn mowing business.

There are a few different audiences and markets you could focus on:

- Target audience: Kamatua who find lawn care physically difficult
- Target market: Homeowners aged 65+ living independently in Ōtautahi

- Target audience: Property owners who want lawns kept neat between tenants
- Target market: Rental property owners and property managers aged 35 – 60 managing homes

Understanding your target audience helps you understand who you're actually talking to.

This helps you make a brand that will appeal to that person but also how you talk and engage with them in your marketing. You could even pick a few different options and change your messaging to suit each audience.

By spending time on this at the beginning, this means less work or changes down the track.

CREATING YOUR BRAND AND BRANDING.

Once you get an understanding on your audience and target market, it's time to create your brand and your branding.

A brand is what people think and feel about your business, including your logo, colours, and fonts, while branding is what your business does to shape those thoughts and feelings through messaging, visuals, and actions.

A good thing to do first is to check and see what your competitors are doing.

What does their brand say about them?

What do you like and what do you think could be better?

Once you have a name, try asking friends and whānau (who are in the same audience) if they like the name.

Getting a real response is a good idea but do make sure they're in your target audience.

How did they react?

Did they get it, was it clear or did you have to over explain it?

Ok, so you have a name you love, you know who you're targeting, who your main audience is and you've gotten the thumbs up from friends and whānau that it's tu meke!

But before you start designing a logo, **check, check and check again!**

You need to check your new business name is available and not being used by another business.

It's really important that you check before you start to design a logo or confirming that it's going to become your brand.

There are tools to make sure the name isn't being used and also check that it hasn't been trade marked. Click on the below to go to these websites.

- [ONECheck](#)
- [Trade Mark check](#)

Also, do a your own research and check social media to see if the name is being used.

There might be variations or similar names, so you might want to have a think if there's someone using a similar name. Why?

You might find it hard to promote yourself if it's too close and customers might even end up going to the wrong brand, which could get frustrating for you and the customer.

Once you've checked the name is available, you still need to check if your proposed brand name is available as a **web address** and **social media**.

You can check if web addresses are available on most domain registration sites like [MyHost](#).

Even if you don't want to start a website straight away, it's a good idea to secure the domain name just in case. There's nothing worse than creating a brand and finding out the web address has been taken.

A **.co.nz** is the most common in Aotearoa, but there are a lot of alternatives as well, like **.nz** and **.com**.

You might like to also secure all the variations, just so no one can use a similar address. You don't have to use it straight away and when you buy it, it just secures it for you. You can then attach email addresses to it as well, like kiaora@yourbrand.co.nz.

This is instead of having a free Gmail address like yourbrand@gmail.com. You can easily make a more professional email address with your domain name. Whoever you buy your web address through, will be able to help you set this up.

Love or hate social media, it's a great free tool to help grow your brand. So making sure you have the username that matches your brand is key! Again, even if you don't plan on using it straight away, it's a good idea to secure it.

This can sometimes be tricky and you might have to get variations depending on the platform. Instagram you might find your brand name is available, but Facebook and TikTok might be taken.

Ideally if you can match the username across all of the platforms you want to use, will mean it's easier to communicate this to your customers. But sometimes you might have to settle for a variation.

DESIGNING YOUR LOGO.

Your logo is the visual centre of your brand, so try making it simple, easy to recognise, and a reflection of your personality.

Colours create emotion and help people recognise your brand, so choosing a colour palette helps. By using the same colours consistently across all of your marketing also helps build a strong identity and connection back to you and your business.

Fonts and typography play a big role in how your brand looks and feels. Choose fonts that suits your brand's personality and one that is easy to read across different platforms.

They should also support macrons (tohutō) so words in te reo Māori, like Ōtautahi, are displayed correctly.

You can use AI generators or Canva (free edition) to explore ideas and figure out what you like.

We always recommend using real humans and you can find designers through the Ngāi Tahu directory tahu.biz or try searching for someone in your local area.

Yes, it's an investment – but it's definitely worth it.

By using these tools and working through ideas this will make a designer's a lot job easier. When you meet them you'll have a clear understanding of your target audience and target market, and be able to show any sample ideas, sketches, or Canva mock-ups that you've created.

TELLING YOUR STORY.

It's important to set a **consistent tone** and **message** to clearly communicate your brand's value and offer in a way that connects with your target audience, whether it's casual or formal.

Casual, friendly: We take care of the lawns, so you can enjoy your weekends.

"Weekends are for sleep-ins, kids' sport, not wrestling with the lawn mower. We'll keep your lawn tidy and under control, so you don't have to think about it. Same time, every time, no stress."

Formal, professional: We provide reliable, professional lawn care

"Our lawn-mowing service delivers consistent, high-quality results. We operate on scheduled visits, use professional equipment, and take pride in maintaining well-presented outdoor spaces for our clients."

This will also be the way you communicate on your website, through your social media posts, email marketing and even in brochures or posters.

Whatever you choose, make sure it's natural and genuine to you.

From here, your tone of voice should be clear and connect with your target audience, and you'll know where and how to reach them, like putting posters in the key suburbs where your customers live.

Remember, even with all these elements in place, you might not get it right the first time. Don't be afraid to tweak and adjust based on feedback and how the market responds.

COMMON MISTAKES TO AVOID.

Confusing target audience with target market: Treating them as the same thing can lead to unclear messaging and a brand that doesn't connect with the right people.

Trying to target everyone: A brand that tries to appeal to everyone often ends up appealing to no one.

Not spending enough time defining your audience early: Skipping this step can lead to redoing your brand, logo, and messaging later on.

Creating branding before understanding your audience: Designing logos, colours, or fonts without knowing who you're targeting can result in a brand that doesn't connect.

Choosing a business name without checking availability: Failing to check trademarks, business names, domains, and social media handles can cause legal and branding issues later.

Not checking for similar or confusingly close names: Similar names can lead customers to the wrong business and create frustration.

Designing a logo before confirming the name is usable: This can waste time and money if the name can't be used.

Ignoring domain name and social media availability: Having mismatched or unavailable usernames makes your brand harder to find.

Using fonts that don't support macrons (tohutō): This can lead to incorrect use of te reo Māori and shows a lack of accuracy.

Changing tone of voice too often: Switching between casual and formal communication can make your brand feel unclear or untrustworthy.

Not keeping branding consistent across platforms: Inconsistent logos, colours, fonts, or messaging weaken brand recognition.

Relying only on free tools without planning: Canva and AI tools are helpful for ideas, and figuring out concepts but skipping professional design support can limit your brand long-term.

Not getting feedback from the right people: Asking people outside your target audience can lead to misleading opinions.