

TERMINOLOGY CHEAT SHEET

Terms like branding, marketing, sales, consulting and public relations are often conflated and used interchangeably, leading to confusion around what each of these words mean and their purpose. As a result, it becomes difficult to understand and articulate your needs. Below is a quick reference guide to help on your communications journey.

BRANDING

GUT FEELING
CLIENT PROMISE
REPUTATION
RELATIONSHIP

A brand is the ***sum of a collection of all of an organization or company's touchpoints***. Brands help consumers choose from a bewildering array of choices and they communicate the intrinsic quality of the product or service to reassure customers that they have made the right choice.

MARKETING

PRODUCT
PRICE
PLACE
PROMOTION

Marketing is the ***combination of strategies, tools, and channels to create interest products or services***. The purpose of marketing is to reach a target audience and turn prospective customers or clients into loyal ones.

PERSONAS

DEMOGRAPHICS
GOALS
RELATIONSHIP
CONTEXT

Personas are ***fictional characters meant to represent the different user types*** that might use your service, product, website, or other collateral. Understanding your audience through personas helps to inform communication strategies and clarify messaging.



LightBox is a full service design agency providing premium visual identity and branding services for nonprofits.

302 S. Main St
Goshen, IN 46526

Consulting & Strategy
Branding & Design

Web Design & Development
Marketing & Content Production

hi@ltbx.co
215-290-1586

LTBX.CO