



WSI Brand Belief Book

The Purpose and Integrity of Our Brand

www.wsiworld.com

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Introduction

What truly makes a brand? Is it a logo? A product? A certain way of doing things? These are all valid components of a brand that project its outward appearance to the world, but they aren't what gives a brand its power—they aren't the heart of the brand.

The deep-seated core, the true soul, and the boundless energy of every great brand lives in its *people* and its *purpose*.

The WSI brand is driven by our “why”—the existential reason we do what we do—which our people, at all levels of the company, embody in every action they take on behalf of the brand. We live and breathe our purpose, and weave the WSI brand into the fabric of every relationship we build and each client we work with.

The power of the WSI brand is rooted in the global activity of the people in our network. There are embers of the WSI brand living in every strategy we've developed, every service we've delivered and every client we've helped grow. When combined, these embers create a whole—the flame of WSI's passion—and this torch, carried by our people around the world, is the beacon of the WSI brand.

Think of the components of the WSI brand mentioned above, like our logo and our principles, as the kindling that keeps WSI's purpose forever aflame—growing stronger as we continue to add the fuel that lights the path forward for the WSI network.

What follows are the beliefs, concepts and main tenets of the WSI brand, which represent our promises to both our people and those we work with.





Mission Statement

“Unlocking a world of possibility for those we serve.”

At its core, WSI is about helping others. We believe that every business, every partner we work with, and every employee we hire has untapped potential just waiting to be unleashed. And it is our job to help them find it.

We are always looking for the "unlocks" in a business. Whether providing growth opportunities for employees, improving our clients' customer experiences, or helping businesses grow by generating more leads and sales. We're always looking for ways to add value and leave those we serve better off than when we started. This is what drives us and motivates us to continue doing what we do. By focusing on making a positive impact, we create a ripple effect of possibility that can change the world.

Our mission statement communicates WSI's fundamental purpose and answers the question, "Why does our business exist?" We are united by our mission statement, which should be embraced and woven into the fabric of each of our WSI Consultant offices all around the world. Our mission is about why we do what we do - it's big, grand, and unlimited. It inspires us to keep pushing boundaries and expanding what's possible in the digital age.

By constantly asking ourselves *why* we're doing something, we can stay focused on our purpose and continue to create value for our clients and society as a whole.

Tagline



*Embrace Digital.
Stay Human.*

The world of business will continue to be transformed by digital marketing innovation. WSI is a dynamic leader in this arena. We are a trusted and proven digital marketing partner to businesses worldwide, and we help our clients embrace the opportunities that digital marketing can unlock.

While digital marketing is a cornerstone of running a successful business, it does not replace the need for human interaction. Even though consumers are more digitally conscious than ever, they still want to know that there's a person behind the business or brand they are purchasing from. Companies must remember that what sets them apart is not just technology or a clever marketing campaign. When a customer chooses one brand over another, they consider the human connection they feel as well.

We help our clients embrace digital across their marketing, sales, and business operations while guiding them on the importance of staying human and connecting with their customers at every interaction.

A brand's tagline plays a similar role to its logo, but with words. Taglines are concise and straightforward phrases, yet the best ones are impactful, memorable and perfectly encapsulate the essence of the brand. Can you think of Nike without saying "Just Do It" in your head? That's the weight a great tagline carries.

Our tagline reinforces our purpose and culture and helps bring the WSI brand to life for our clients. In addition, it tells a story of why we do what we do and how it's meaningful to the businesses we help grow.

Brand Uniques

1. Our Consultant-Led Approach

At WSI, we take a consultative approach to the solutions we provide. We understand that every business is different, and we work closely with our clients to get to know their needs, goals, and products/services before we put a recommended solution together. This allows us to create a digital marketing strategy to help them achieve their goals and grow beyond them. We aren't a cookie-cutter solution provider; each business is different, and every strategy we create and deliver is specific to the client. This consultative approach is what sets us apart from other tech and SaaS products on the market. We are more than just a product; we are a trusted advisor and partner that helps to unlock a world of possibilities for our clients.

2. Unique Collaboration Network

The WSI network is something special. We come from all corners of the globe, with different backgrounds and experiences. But we're united by our passion for digital marketing and commitment to helping businesses grow. WSI Home Office, franchisees, franchisee team members, agency partners, and suppliers—we all work together to deliver amazing results for our clients. And because we're such an extensive network, we can share knowledge and ideas effortlessly. Our unique network allows us to be nimble and adaptable to local markets all over the world. We understand the nuances of every market, vertical, and tactic. We're constantly learning from each other and pushing each other to be better. We achieve incredible things—together.

3. Over 25 Years of Global Experience, Support & Stability

When a business works with WSI, they are partnering with a company with a pedigree of excellence spanning over 25 years. In that time, we have supported more than 100,000 clients in multiple industries and locations worldwide. We are proud to have received awards and recognitions from some of the most prestigious organizations in our field, and we are humbled by our clients' trust in us. Most importantly, we stand behind our clients, always ready to offer our support and expertise. With WSI, our clients can feel confident that their digital marketing strategy is in good hands.

Brand “uniques” answer the question: why work with WSI? Our brand uniques are the three things that, when combined, make us unique from our competitors. These three uniques differentiate us within the digital marketing industry, and they are the reason why clients should work with us instead of our competitors. Use these uniques in your elevator pitches, your marketing messages and during your conversations with prospects and potential business partners.



Core Values

We embrace better in all we do.

Instead of simply embracing change, we embrace better in all we do. We recognize that it's not always about perfection. Instead, we aim for continual progress. We strive to see things not just as they are, but as they could be in a better tomorrow. Better efficiency; better productivity; better profitability.

We explore with purposeful curiosity to create value for all our stakeholders.

We ask a LOT of questions; we can't help ourselves. This desire to learn and discover new opportunities is the driving force of our organization—the more questions we ask, the more insights and opportunities we'll discover. At all corners of the globe, we aim to understand our market, maintain an edge over our competition and—above all—move our clients towards new levels of success.

We run it like we own it and are stakeholders in each other's success.

We are committed to our clients' success as if it were our own. We own an unwavering responsibility to build value. Collectively we face challenges, take risks and celebrate successes. When we work together towards a common goal, we can achieve so much more than we ever could on our own.

We celebrate and leverage diversity.

We leverage the intellectual capital, diversity and experience of our network—recognizing that the whole is greater than the sum of its parts. We see this principle in the history of the Renaissance, where differences were fused together to create some of the greatest progress in the history of mankind. Music, art, and science were merged with diverse languages and cultures to create quantum leaps forward. If you're on the team, you're always ready to bring something of yourself to the table, and ready to listen and learn from the unique perspectives and experiences of others. We harness our differences to go beyond the incremental, and strive for the exponential.

We believe in the transformative power of an idea.

We believe in the transformative power of an idea to change the lives of our clients and the world, and we're passionate about the role we play in bringing these ideas to life. Every great idea—be it a product, a service, or a company—must first be introduced to a customer for its impact to be realized. We are the bridge between “what is” and “what can be”, unlocking a world of new possibilities and opportunities for those we serve.

In business, values are a set of beliefs that a company abides by in everything they do—from products, services and customer experience to ethics and company culture. Values become an intrinsic part of a brand's identity and are the defining characteristics of how the company operates and what it stands for and believes in.

WSI's core values describe the intention and practice of our people throughout the global WSI network. They will flow throughout our core messages, marketing, and communication to our client-facing audience and the broader global community.

In Conclusion

Collective Velocity

The evolution of the WSI brand has, and will always be, a collaborative effort. It has been guided by the extensive experience and feedback from our Consultants, Corporate team members, clients and industry partners. Together, we've produced messaging which accurately reflects our collective strengths and priorities as a brand.

WSI's brand reputation is something that we as a network—and as a family—need to build and maintain together. It's our collective asset, one that we work together to grow and strengthen—around the globe.

*The WSI brand is
an asset that we
grow together.*





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