

• DID YOU KNOW •

BRANDING TAKES TIME BUT PAYS OFF BIG

Branding is about positioning your business in both “awareness” and “feel.” In other words, branding makes potential customers think of you AND feel good about you. Sometimes that requires starting a new trend, developing unique products or services and delivering a superior value to consumers. But often, it is simply the repetitive presence of your name in the proper venues. Innovation does not emerge immediately, and neither does a powerful brand. Building a brand requires more than just advertisements, and it takes time. The payoff? Increased profitability and longevity for your business.

As a brand innovator and a pioneer, you must address the needs of your consumers through value and product proposition, then brand your business to meet their needs. Your brand is a promise to everyone who does business with you. Socrates once said, “Be as you wish to seem.” This is especially true with branding: your business must be what you (and your customers) wish it to seem. Here’s how:

HAVE A UNIFIED MESSAGE.

Do not let the fear of being “niched” cause you to establish several branding messages. Get to the core of your business and determine what message your consumers need to hear, then deliver it.

CREATE EXPERIENCES.

Your brand is more than the ads you run; it is everything that you do. Focus on making your customers happy, not beating your competition. Creating positive experiences gives deeper meaning to your business than one-upping someone else.

BE CONSISTENT.

Now that you’ve chosen your singular message, it is important to deliver it to your target audience again and again, but in creative, informative ways. Consistency builds trust, and your consumers will come to trust your business through familiarity with your brand.



GIVE THEM SOMETHING.

Sponsorships are the best way to brand. Whether you sponsor the little league team, the church picnic or the local magazine, you give something to the community. Straight advertising is powerful for awareness, but it doesn’t provide a service, making it weaker than a sponsorship when it comes to the “feel” side of branding. Reciprocity is very powerful.

BE SIMPLE, BUT THOROUGH.

Your field of expertise may be complex, but your brand shouldn’t be. Deliver your message in simple, clear terms to ensure that your brand is truly resonating.



By dedicating time to the creation of your brand, you are ensuring success and profitability for your business, both now and in the future. In increasingly competitive markets, a strong brand gives you a major edge. And it is well worth the time spent innovating and honing a message that is most effective in not only meeting—but exceeding—the needs of your consumers.