



4 KEY POINTS TO BRANDING

Here are four things you should keep in mind as you build your company's brand:

- 1) Own the "Significant Thing": Dole tried to be all things to all people spend your time focusing on a single clear message. Mercedes-Benz owns "Engineering" in the car industry because it's focused on that singular message for decades.
- 2) Consistency is key: consistent presentation will ensure that your customers recognize you. Be consistent in the use of logos, taglines, visual elements, tone, and ad copy. Coca-Cola it is one of the most recognized brands in the world because they haven't changed in decades. Make sure your brochures, website, Direct mail, and all the other advertising have the same feel and message.
- 3) Make your message relevant: know your audience, know what they care about and how to speak to them. Make sure what you sell is what they need. Remember the conversation should always be about your audience, not you.
- 4) Use a strong offer to motivate: you want your audience to remember you and you want its members to buy from you. You need to move them to action. A strong offer should give them a reason to buy. Make the offer clear and appropriate for your brand.

Every time a customer comes in contact with your brand, they will have either a positive or a negative experience. Those experiences will add to their perception of your brand. Those experiences are recalled later when it's time to make a purchasing decision. How do you want your brand to be remembered when the time comes for a prospect to buy? You need to start building that positive perception today and do whatever is necessary to maintain it.

Good luck.

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