

are you living your **brand** every day with your market?

what is a brand? a logo, name or slogan? a graphic design or color scheme?

Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey.

And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market.

Your brand strategy includes:

- ♦ The **images** you convey
- ♦ The **messages you deliver** on your website, proposals and sales materials
- ♦ The way your **employees interact** with customers
- ♦ A **customer's opinion** of you versus your competition

Branding is crucial to help you stand out from your competition. It brings your competitive position and value proposition to life and positions you as a certain "something" in the mind of your prospects and customers.

Your brand consistently and repeatedly tells your prospects and customers why they should buy from you. If you want to capture significant market share, start with a strong and unique brand identity or you may not get far.

When you put two companies up against each other, the one that represents something valuable will have an easier time reaching, engaging, closing and retaining customers. A strong brand strategy can be a big advantage.

Successful branding also creates "brand equity" – the amount of money that customers are willing to pay just because it's your brand. In addition to generating revenue, brand equity makes your company itself more valuable over the long term.

By defining your brand strategy and using it in every interaction with your market, you strengthen your messages and relationships.

If you have a brand strategy, make sure it's as effective as possible

- ♦ Poll your customers, employees and vendors. Are their impressions consistent with your strategy? If not, work on the elements you can improve.

Develop your brand strategy around emotional benefits

- ♦ Determine which benefits are most important to each of your customer segments.
- ♦ Identify which benefits are emotional – the most powerful brand strategies tap into emotions, even among business buyers.
- ♦ Look at the emotional benefits and boil them down to one thing that your customers should think of when they think of you. That's what your brand should represent.

Define your brand

- ♦ Think of your brand as a person with a distinct personality. Describe these traits in everything you do and create.
- ♦ Write positioning statements and a story about your brand; use them throughout your company materials.
- ♦ Choose colors, fonts and other visual elements that match your personality.
- ♦ Determine how your employees will interact with prospects and customers to convey the personality and make sure your brand "lives" within your company.

Give us a call (203) 254-8556 or email us at hello@palmer-farrington.com for help defining your brand strategy.

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