Branding Your Business
Branding Is...

• A process of making your company’s personality, values and characteristics part of its public identity.

• About getting your prospects to perceive you as the only solution to their problem.

• An opportunity to reach your audience.
Apple
Wendy's
Branding Puts Companies on the Map

• The commercials separate the two companies’ products/services from their competitors.

• The messages clearly highlight characteristics to be associated with each company.

• Branding enhances certain qualities.
Why is Branding Important?

- Establishes credibility
- Allows target audiences to connect emotionally
- Motivates the buyer
- Solidifies user loyalty
Branding as a Process

- Branding does not happen overnight. It requires time, research and expertise.

- Before beginning the branding process, research your product/service.
Designing Objectives

Define your audience and ask:

What do I want my brand to do for the company?

What do I want my audience to say about my products or services?

How is my company unique?
Successful Branding is Consistent Communication

• After determining your brand, bring it to the public’s attention.

• Keep advertising, marketing, logo design and mission statements consistent.
Branding Through Employees

• Employees are your audience’s first points of contact.

• Keep employees tuned into the brand by developing a company philosophy.

• The philosophy will further cement the brand.
Brand Management

• Brand management is managing the tangible and intangible aspects of the brand; i.e., the product, packaging, customer service, identity, communication and people.

• Frequently evaluating messages vs. brand keeps companies viable.
Rebranding

• Brands are evolving and sometimes need to adapt to their environment.

• Rebranding is the process in which the brand is recreated or refocused.

• Rebranding can be a difficult but necessary process.
Nike & Tiger Woods
Final Thoughts

• Remember that branding is a lifelong process.

• Make sure that employees understand the “brand vision” and reflect it on a daily basis.

• Brands are promises to your customers. Keep them and customers will remain loyal.