

AN INTRODUCTION TO BRAND STRATEGY

# BRANDS

HOW TO BUILD A BRAND THAT

BEYOND

TRULY CONNECTS WITH YOUR AUDIENCE

VISUALS

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# Prologue

One of the first brands I ever encountered as a child was McDonald's. The place radiated joy and happiness. Over time, I realized how brands slowly became symbols of who we are and what we want to represent to the world. We make judgments about them based on our experiences with them. Eventually, I worked as a trainee in McDonald's marketing department, where I learned about what a brand is and what a brand strategy entails. After that exposure, branding became my career goal.

Brands play an important role in human society by providing products and services that people need and want. They also help us form personal opinions about those products and services, which can lead to sustained profits for the brands involved.

A business that speaks, looks and shares the values of an economics professor can be hard to understand for the average consumer. A human side to a business is needed so customers can easily digest its essences, attributes and messages.

This ebook will help you understand the building blocks of a brand and how it connects with consumers beyond visual elements.

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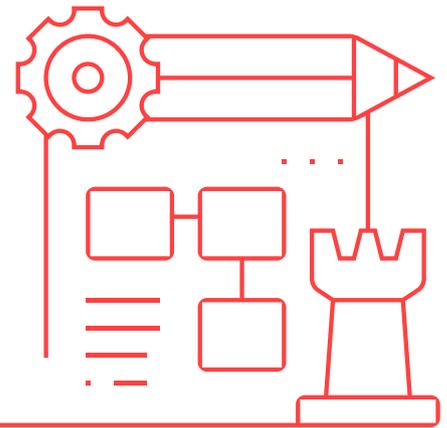
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## What Constitutes a “Brand”

There is no one answer to this question as the definition of a brand will vary from person to person.



## How Experts Define Brand.



A brand is a result. It's a customer's gut feeling about a product, service, or a company. It's not what you say it is, it's what they say it is.

*Marty Neumeier, author: The Brand Gap.*



A set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service.

*David Aaker, author: Building Strong Brands, Aaker on Brand.*



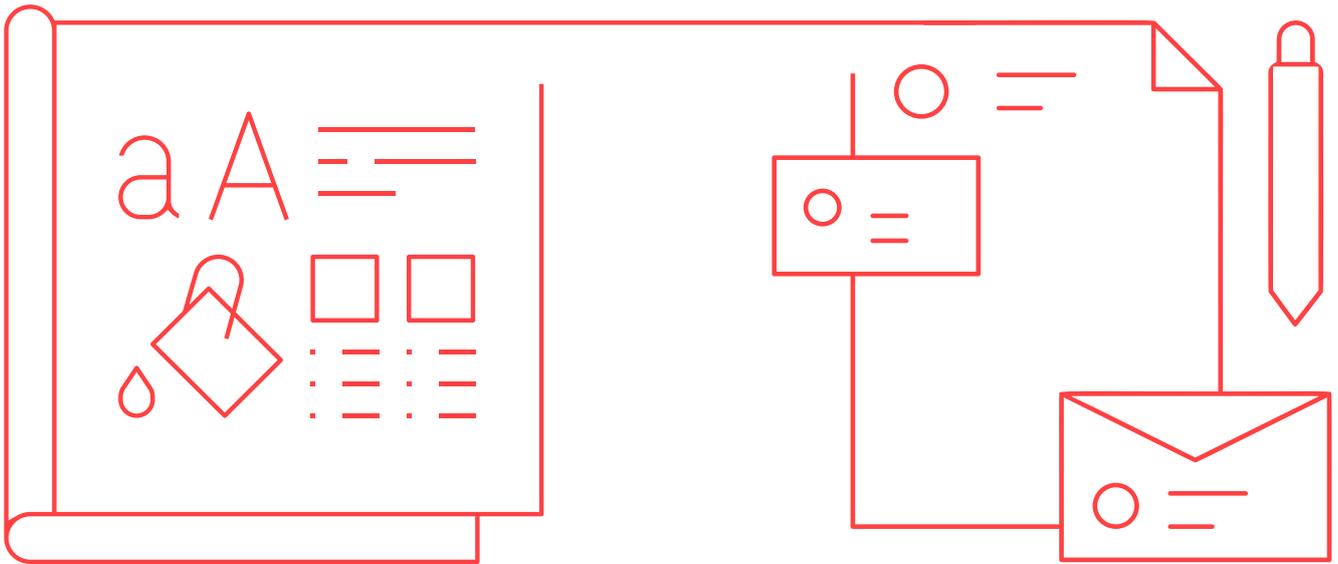
A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

*Seth Godin, author: Linchpin.*

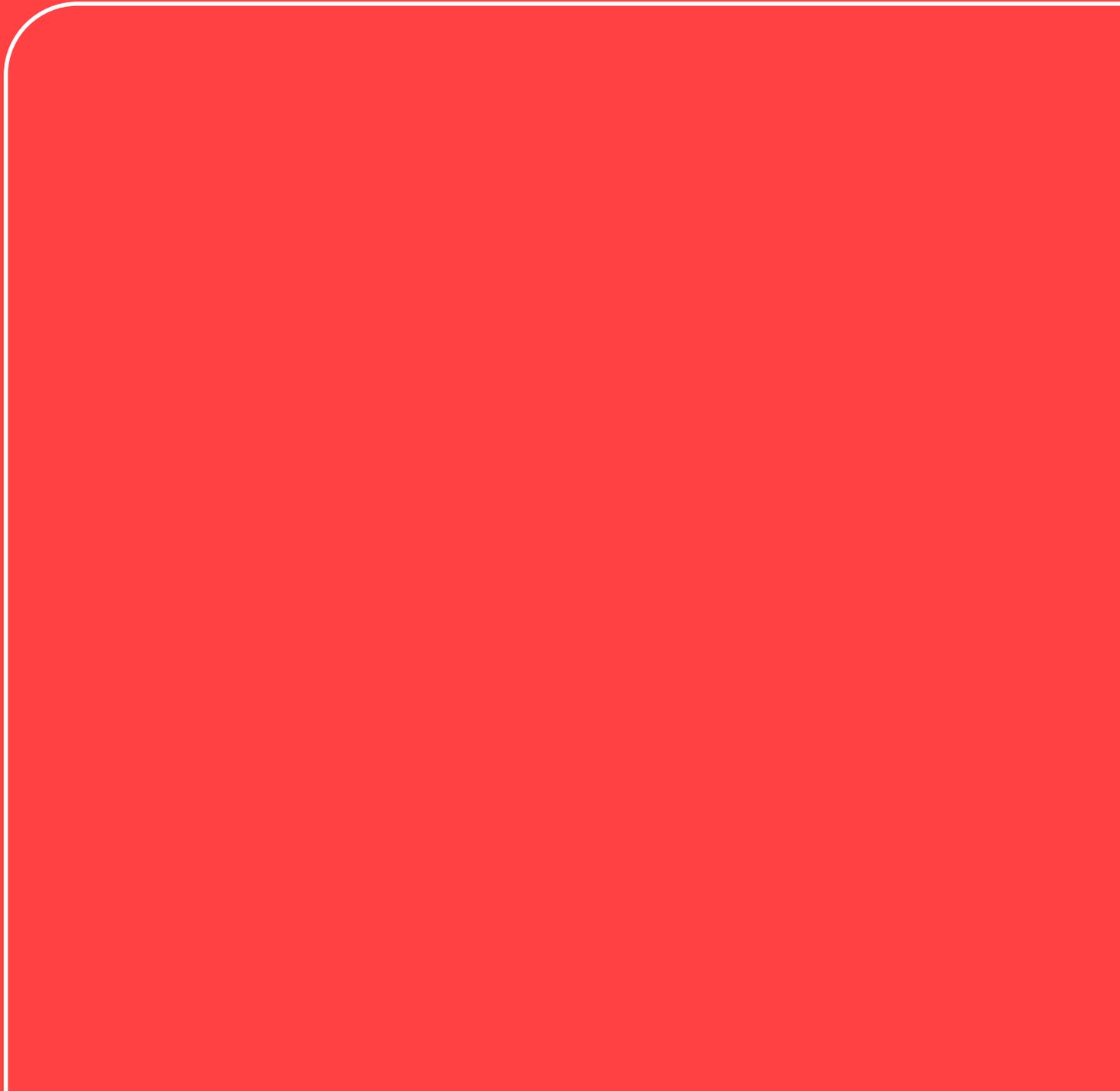


## Difference Between Brand & Branding

While your brand is the way your business is perceived, on the other hand, branding is the process and strategy you use to differentiate, build awareness and create an emotional connection with your target audience.



# Brand Strategy – Establishing Your Approach



## Brand Strategy – Establishing Your Approach

The current competitive marketplace is crowded with thousands of businesses offering similar products or services as yours. While some of these companies are doing well, the majority have been struggling to survive.

The key difference between winners and losers in this competitive market is having a comprehensive brand strategy. This strategy dictates the key decisions made by the business and formulates the approach you take towards the market.

Fundamentally, your brand strategy communicates your company's purpose of existence beyond generating profit.

Your brand's strategy will be unique to your business objectives. From the voice you use to speak to your audience to the core values that drive your business, your brand strategy encompasses the holistic approach you take to build your brand.

There are many elements that go into a brand strategy, but at the end of the day, it serves to define your business personality, the promise you make to your customers, and the general values of your organization. The color scheme, logo, and tagline are an integral part of your identity, but any meaningful brand goes beyond these elements.

A strong brand strategy is essential to develop meaningful customer relationships and solve problems in the market. The strategy can improve loyalty, dictate change, and create

repeat customers for your business. Brands without viable strategies tend to get lost in the crowd.

## Importance of an Effective Brand Strategy – The Customer Perspective

An organization's brand strategy communicates its mission, purpose, and the solution it provides to its customers and clients. A brand strategy is a way to enable a business strategy and to convey to its consumers its core values and how it wants to be viewed by the public. With the right brand strategy, you can create a company that is memorable, effective, and well-loved by your customers. Businesses can use it to differentiate itself from the competition and remain in the minds of customers.

It is also possible to reap the benefits of effective brand strategies. When choosing where to shop, 86% of consumers consider a brand's authenticity. In order to bring your brand to life effectively, you

have to understand why you are doing things the way you are. Your target audience needs a strong brand identity they love for your brand to be successful. Any marketing campaign will be more effective with a brand that has the right visual identity. Successful brands with a memorable brand promise are more likely

to be purchased by consumers as well. 33% of marketing leaders cited brand strategy as the most vital marketing capability last year, according to research by Gartner. This is because one small mistake can derail the entire process of executing a proper brand strategy, so it's a highly difficult strategy to master.

Across this eBook, we will discuss what entails an effective brand strategy, and how you can establish a clear directive for your customers.

There is so much more to your brand than just a logo or name, which many business owners fail to realize. Despite being intangible, your brand still holds tremendous power. In other words, you can think of it as what your customers feel when they think of you as a brand, be it positive or negative. Having a strong brand will benefit you in many ways, such as:

- Word-of-mouth marketing and customer loyalty is generated through strong brand image
- It is your brand that will differentiate you in the marketplace from your competitors
- Brand allows you to charge premium prices for your products or services

Your brand can be changed indirectly if you take the right steps. Every action you take within your organization can affect your brand - either negatively or positively. If you want to strengthen your brand, here are some questions to ask:

- How do you know what actions to take and what changes to make?
- When it comes to building a brand, how do you know what type you want to strive for?
- What kind of impression should you make on customers? Are you perceived as friendly and young, or mature and serious?
- What if your customers happen to be risk-averse and you want to be perceived as innovative?

An effective brand strategy plays an important role here. A brand strategy consists of the long-term plans and tactics an organization/brand owner employs to build brand equity over time and create competitive advantages through brand. But how do you create an effective one? Let's take a look at the process of establishing a successful long-term brand strategy.

## Define the Purpose of Your Brand

There is always a powerful purpose behind every successful brand. In other words, it's what you love doing every day through your products and services for others. When defining the purpose of your brand, consider the following four questions:

- Is there a reason why you exist?
- Do you have anything unique to offer?
- What are the problems you solve?
- Is there a reason people should care about your brand?

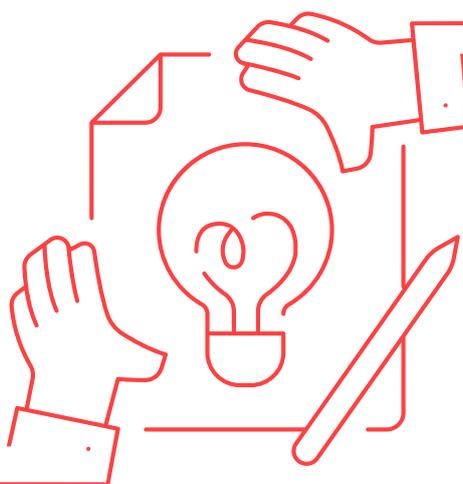
Incorporating these ideas into your brand will help you develop a tagline, slogans, value propositions,

voice, messaging, and stories that you can have in your marketing mix. You can differentiate your brand by digging deep and finding nuggets of truth.

It is easy for business owners, entrepreneurs, and even marketers to answer with the flippant response, "to make money" when asked what their brand's purpose is. Making money is important to all of us, especially entrepreneurs and business owners. Even marketers agree. Brands are able to keep the lights on, keep their staff employed, and even contribute to social good by making money. However, making money shouldn't be your brand's purpose (or it shouldn't be defined that way). As we

define a brand's purpose, we need to consider it from the audience's perspective and consider the emotional connection you have with them. It could be to resolve an existing issue or make life easier or more convenient for your end users. It is important to think of how your product, brand, or service can make a difference in the lives of the people who use it. It is that purpose that defines your brand. It is reported that 77% of consumers have stronger emotional bonds with companies that are

purpose-driven (Cone/Porter Novelli, 2019). Another Razorfish study states that 62% of consumers of all ages say a brand's values are important or very important to them when making purchase decisions, with 40% actively researching a brand's values and practices. The purpose of a brand (41% of consumers) also outweighs other benefits, such as innovation (32%) and discounts (26%) (Razorfish, 2021).



## How to Go About Defining Your Brand Purpose

You should start by defining your brand's purpose even before your company defines its vision, mission, and values. Brand purpose should guide your company's future activities, from hiring to marketing, as well as all the things it does today. The purpose of your brand can also help you adapt to the changing and evolving needs of your target audience. A growing number of consumers have recently gravitated toward socially conscious brands that report on how their products impact the world. A product or service is no longer sufficient to appeal to consumers; they want to support values and ideologies as well. A study found that 50% of consumers now determine whether to buy a product or service based on the brand value or the impact of a company (RoundPeg, 2017).

You must ask yourself why you created your brand in order to define its purpose. Questions to consider are:

- What inspired you to start your business?
- What was the need or market gap you were trying to fill?
- Was there a particular problem you hoped to solve?

Brands with a focus on solving pre-existing issues in their communities or in society as a whole add value to their products or services. Your brand can be compared to others in your industry after you understand why it exists and why it is needed. Make a list of your unique strengths and characteristics.

Your company may have a compelling origin story, give back to the community, or offer competitive pricing. Regardless of how you stand out, make sure all of your platforms and communication channels reflect it. As a result, you will have a greater chance of reaching an audience that appreciates or identifies with what you do.

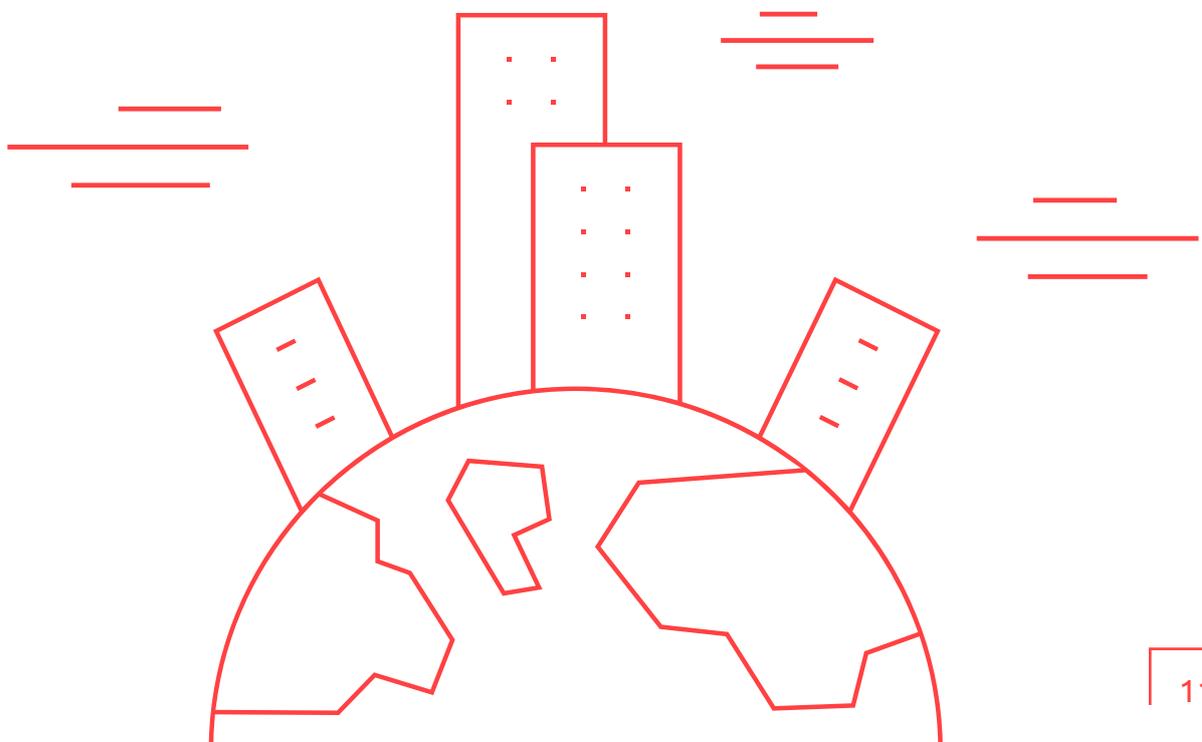
In order to achieve your brand purpose, you need to understand how you will use it. Your message must be genuine and not gimmicky. It is important that brands be honest about their products to appeal to millennials and Gen Z, who are actively seeking solutions to the social, environmental, and political issues of the day. Consumers who want to make a difference with their purchases have become very interested in socially responsible marketing. Building long-term customer loyalty requires understanding the values of your target market and maintaining authenticity in your brand's purpose. Your brand's products, process, and story should be transparent when explaining how your brand meets your audience's needs. Your company will ultimately be able to generate revenue by creating a business-to-consumer relationship based on trust.

It's crucial that you communicate your brand's purpose effectively to your audience in order to help your company grow. Your purpose must be

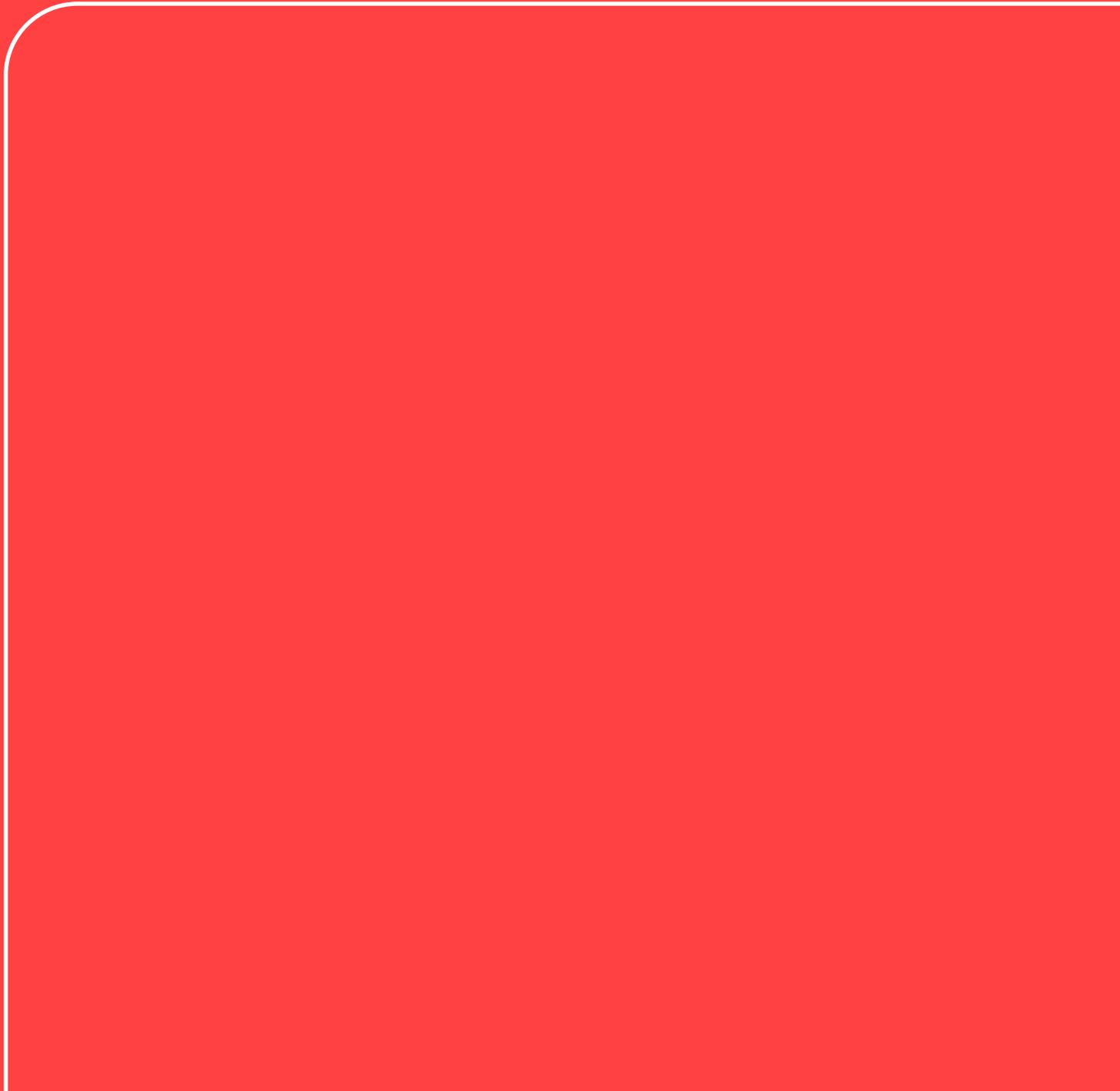
recognizable to your consumers in order for them to support it. The most important thing is that they need to connect with the brand on a human level by seeing who's behind it. Your team's efforts to develop, sell, and market your products are what make your mission a reality. Your consumers will be more likely to trust your company name if they can see how your employees work on a daily basis. Live streams, videos, or direct messages can help you convince your audience that you are a human being who cares about them.

Become an active participant in discourse that communicates your purpose. You should not be afraid to express your support for your customers or share your opinion on important topics.

Brand purpose is likely to change and progress as society changes and advances simultaneously. In today's ever-changing business environment, staying adaptable while maintaining authenticity is crucial. Creating your brand's identity and purpose is challenging, but it will lead to long-term growth for your company if you develop an authentic, transparent strategy. When your brand's purpose is clearly defined, it gives your brand meaning and authority, as well as being able to show customers that you are working with them to make the world a better place.



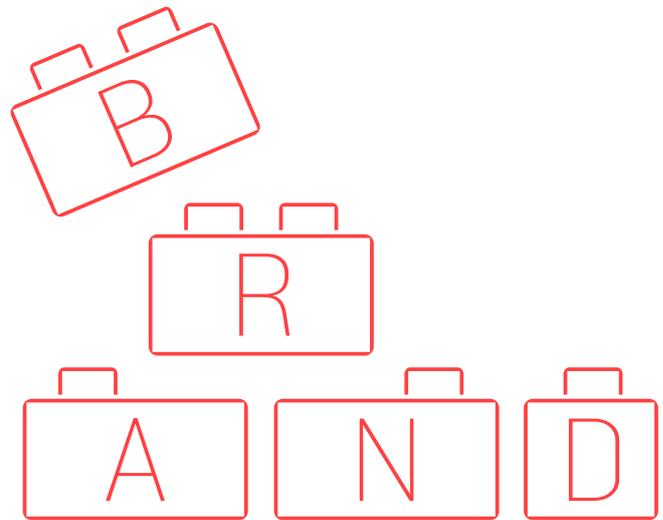
# Brand Core: The Building Blocks of Your Brand



# Brand Core: The Building Blocks of Your Brand

The most significant aspect of any business, be it big or small, is to be recognized and to ensure its consumer base is aware of its products and services. A company's brand is thus seen as the heart of its identity and can be perceived as an emotional connection that the company has with its customers.

A business's brand is eventually seen as a promise it has made to its customers. Effective brand helps a company stand out by creating individuality, indicates how it positions itself, and helps in setting it apart from its competition. Brand is a critical tool for a business in carving out its identity and ensuring its long-term success.



## Purpose (Why)

The promise you make to your audience is an integral part of your brand. Customer perception of your brand may ultimately be defined by that promise, which may later be the defining factor in your full brand strategy. For instance, let's look at Nike. This brand specializes in sports apparel. Competing to be the best in your chosen field is often the theme of their brand. With nearly every advertising campaign they run, they communicate a purpose: to help their customers achieve the best possible life. They also carry a tagline that speaks to their purpose, "Just Do It.", which means making the effort to get there instead of hiding.

Defining your brand positioning requires understanding your brand's purpose. Your employees' motivation for working each day is defined by this statement. Your mission statement defines what matters to your customers and why

they should care about what you offer or are trying to convey through your brand.

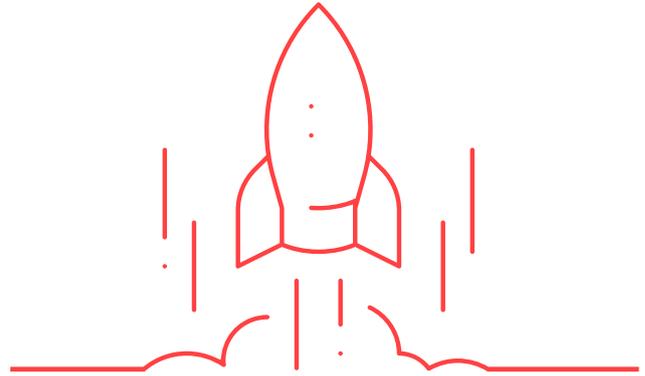
You should dig deeper when considering the purpose of your own brand. Your main focus should not be on what you do specifically, or how your customers can benefit from your product. Consider their motivation for wanting the benefit in the first place.

Consider how your brand connects with people on an emotional level. For example, the business of pressure washing driveways is as simple as it gets. Having a clean driveway is a nice benefit for the homeowner. However, what are they hoping to gain from that? For the purpose of impressing their neighbors or perhaps feeling put together in their life? Having a dirty driveway reminds a homeowner that they aren't maintaining it properly.

## Mission (How)

A brand's mission statement should lay out how it plans to serve its audience, not just what it represents. In order to remain relevant in today's marketplace, brands must have an updated and clear mission statement that motivates employees and inspires them to give their best work. By crafting an effective mission statement, brands are able to communicate their purpose and how they plan on serving their audience.

The difference between a mission statement and a vision statement is often misunderstood. This is the simplest way to understand them: Where you want to go is your vision. On the other hand, it is the commitments you make every day to reach your vision that make up your mission. Just like your vision, it isn't meant to be used as a marketing tool. It helps you and your team determine what needs to



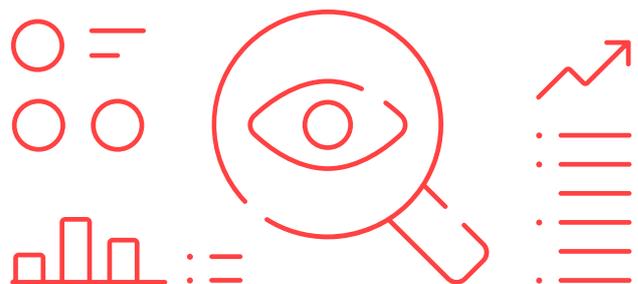
be done to reach the common objective. There should be no confusion or ambiguity about the brand's mission.

It should be clear, concise, and easy to understand. Having a unique mission statement is important; however, it is also important to understand the level of commitment required. It is useless to have a mission statement without following through on your commitments.

## Vision (What)

As mentioned earlier, the vision you have for your brand is where you want it to go. A brand's vision goes beyond a goal and people will instantly connect with what you do as a brand if it relates to a need in an industry. When you have a vision for your brand, you can unify everyone who works on it. The motivation that comes from having a common goal is incredible.

Your vision is also the best motivator for your employees and stakeholders to work towards the common objective or aim. It is important to have a big, ambitious vision that is attainable and believable at the same time. In order to look at the overall growth and good of the company, it is best to set a vision at the highest level possible of the organization. The vision for your brand guides your decisions and helps you work towards a better future.



Brand vision is defined as the ideas behind a brand that help guide its future. Creating the right brand vision complements and supports the business strategy, differentiates the business from competitors, resonates with customers, energizes and inspires employees and partners, and generates ideas for marketing programs. The brand will drift aimlessly when a marketing program is absent or superficial, leading to inconsistency and inefficiency.

# Importance of Having a Brand Vision

In order to build a successful brand, it is essential to establish a clear vision for it. Building a brand is impossible without knowing what you're trying to accomplish. The brand vision is basically the framework of your brand, as it serves to support your business strategy, set you apart from your competitors, inspire your employees, and stimulate marketing efforts.

It is also possible to attract the right employees to your company with a strong brand vision statement. The vision statement can be used to find like-minded individuals who are similarly motivated and committed to achieving the same goals as you.

Developing a brand vision statement can lead to four times faster growth for businesses, as per research. All companies strive for business growth.



Building a brand starts with establishing a brand identity. Your brand's aspirational image, as well as what you want it to represent, needs to be articulated. Your brand's activity is greatly influenced by its description, which is the basis for your brand-building marketing program.

## Key Components of Brand Vision

Brand Vision Model guides you through defining your brand vision and implementing it throughout your business. Consider these five components:

### 1 Defining the vision of your brand

A vision statement may consist of six to twelve elements. A single thought or phrase cannot define most brands, and trying to find this magic brand concept often fails or leaves the brand with a vision lacking some important elements. Two to five vision elements are selected as the most compelling and differentiating, and the others are referred to as "extended vision elements." Brand-building programs and initiatives will be driven by the core elements, which reflect the future value propositions.

### 2 Including extended vision elements

In addition to adding texture to the brand vision, they allow strategists to make better decisions about whether a program is "on brand." In addition to the core vision elements, the extended vision can serve as a home for important aspects of a brand, such as its personality, which may not merit inclusion, but are vital to its success. Brand programs can and should be influenced by such elements. Aspiration brand associations are often dismissed as not being a centerpiece of a brand vision when the process of crafting it is underway.

The discussion can continue when such an idea is incorporated into the extended vision. Without staying visible throughout the process, an extended vision element might evolve into a core element.

### **3 Brand Vision Dimensions: Choosing the Right ones**

Choosing brand dimensions based on context is the most effective strategy. It depends on the context. Compared to consumer packaged goods, service and B2B firms are more likely to emphasize organizational values and programs. Compared to packaged goods brands, high-tech brands are more likely to focus on innovation. Often, durable brands are more concerned with personality than corporate brands. Market conditions, strategies, competition, customers, organizations and brands will determine the dimensions to be employed.

### **4 Maintaining the brand's aspirational vision**

Based on the brand's current and future business strategy, this is the association that it requires to move forward. It is common for brand executives to feel constrained and uncomfortable going beyond what is currently permitted under their brand. In

order to create new growth platforms, most brands must improve in some dimensions and add

new dimensions as well. As a brand expands into a new category, for example, it will probably need to change its image.

### **5 Providing a central theme to the brand's vision**

Finding the right brand essence can be magic for internal communication, inspiring employees and partners, and guiding programs. A few examples of brand essences include the "Transforming Futures" slogan used by the London School of Business, the "Ideas for Life" slogan for Panasonic, or the "Family Magic" slogan for Disneyland. Each brand's essence serves as an umbrella over its goals. There should always be a focus on the essence.

In some cases, it is best to omit it as it can actually get in the way. Among the core brand vision elements of one B2B company, Mobil (now Exxon-Mobil), were leadership, partnership, and trust. This brand would probably not respond well to a forced essence. An insufficient or uninteresting essence will absorb all the energy in the room. A brand's core vision is a better driver in these cases.

# Writing a Brand Vision

Understanding and defining your company is the first step in creating a brand vision statement. Your brand cannot afford to leave customers guessing about its goals in a world where customers are seeking stronger, more real connections with companies. It's your brand identity that defines your company's values, tone of voice, and personality, but it's your brand vision that reveals how you want your company's story to be told visually. It is equally important for people to know where you come from as it is for them to know where you are going. Creating a brand vision statement can be as simple as asking yourself these questions:

- Are there any changes you would like to make to your company?
- In five to ten years, what do you hope to have accomplished?
- How do you plan to grow and expand?
- Is there any possibility of expanding into new markets?
- Do you plan to launch new products or services?
- What demographics are you most interested in serving?
- In what ways do you envision your company evolving?

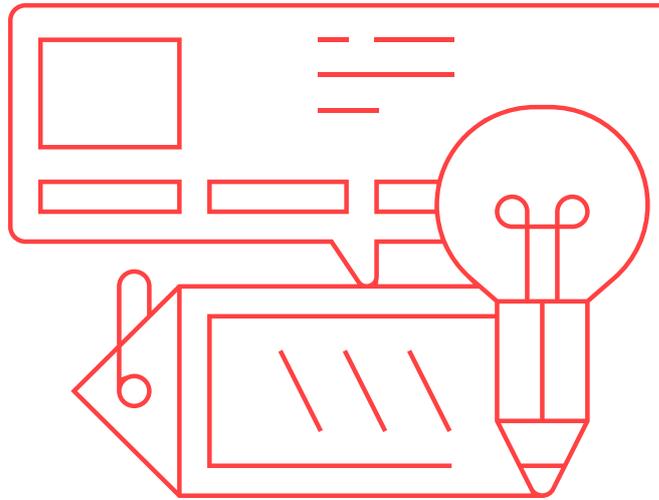
Consider the following elements during the writing process to create an effective vision for your brand.

## 1 Make sure your vision aligns with your core business values.

Brand vision statements help keep you on track, ensuring you don't stray too far from where you started. Although progression and evolution are important for your brand, you shouldn't completely overhaul it or contradict yourself.

## 2 Make it relevant to your business.

You do not need to outline your specific products or services, but you should use terminology that is relevant to your sector and does not seem generic.



## 3 Make it short and clear.

It's unlikely you've nailed down your core goals and trajectory if you cannot articulate your vision in a few sentences.

## 4 Don't lose sight of the future.

In order to be successful, your brand vision must be grounded in what's happening right now, but should be a roadmap for the future as well. Your goal is to communicate to your employees, clients, stakeholders, and anyone else who listens about what you hope to accomplish in the near future.

# Brand Vision Statement Examples

We'll look at some successful brand vision statements now that we know what they are, why they are important, and how to create them. Taking a look at other successful companies' vision statements can help you develop your own vision statement, despite your brand's vision statement being unique.



## Starbucks

As Starbucks grows, it will maintain its uncompromising principles while establishing itself as the premier coffee purveyor in the world. In their vision statement, Starbucks explains what their plans are for their brand, which is known worldwide for its coffee. Their goal is to be known as the leading supplier of the best coffee without compromising on their values. Additionally, Starbucks has every intention of becoming a much larger organization.



## Nike

Nike's vision statement is straightforward and to the point: "Bring innovation and inspiration to every athlete. You are an athlete if you have a body.\*" It's that asterisk that makes Nike's vision statement. Despite Nike's well-known status as an athlete's brand, they ensure that their brand is for everybody, not just athletes like LeBron James and Tiger Woods. A college runner with cerebral palsy receives a professional contract from Nike in accordance with their vision statement.



## Tesla

"To accelerate the world's transition to sustainable energy" is Tesla's vision statement. Since consumers' desire to create an eco-friendly environment has increased over the past few years, Tesla has grown substantially. Even though Tesla is an automotive company, its goal is to promote

sustainable energy in the world. In addition to creating the best electric vehicles on the market, the company strives to be a leader in the electric automotive industry. In light of global warming, Tesla's commitment to sustainable energy resonates well with many people worldwide.



## IKEA

As part of IKEA's vision statement, the company aims to "create a better everyday life for the many people around the world." Since IKEA's vision statement promotes their brand well, it makes their huge organization accessible and appealing. It helps set them apart from their competition because they emphasize things like "everyday" and "many people."



## The Walt Disney Company

Walt Disney's vision statement is "to be one of the world's leading producers and providers of entertainment and information." The statement provides a concise insight into the objective of the company. It addresses the fact that Disney is focused on entertaining and informing through its corporate initiatives. The company is striving to ensure that its products and services reflect these two core values.

The company's vision has been reflected throughout its products and services. These products have focused on entertaining audiences and informing them about the latest happenings in key segments.

# Values

When developing a roadmap for your business, establishing your core values is crucial, as it serves as a guiding beacon for your future direction. This will allow you to make business decisions easier since you will be able to refer to it for guidance on what direction you should take and how exactly you intend to achieve it. Your brand values are a list of your unchanging ideals that aren't determined by passing fashion trends.

Rather, they must stand the test of time. In order to be successful, you must determine what it is about your business that will never change. Values

represent your fundamental beliefs and form the foundation of your company's culture. It is your vision for your business that influences your core values. In addition to establishing how you behave and what projects you choose, your values should also reflect your core identity.

The values of a company should serve as its moral compass, just as the values of a person guide them in their own lives. Your company values should both support and echo your vision and mission, so you might think of them as your reason for existing.

## Why Defining Values is Essential for Brands

The core values of your brand are one of the most fundamental aspects of your business and will help define its identity and long-term strategy. When a customer becomes aware of your company, these core values help them understand what exactly to expect from your brand. It also helps your employees to understand your company's primary focus, its strategy, and indicates how they can assist in meeting the expectations of the consumer base. Successful brands have:

- A defined set of values that are tailored to the unique needs and requirements of the organization
- Beliefs and ideologies that are deeply tied to the company's purpose and position

The foundation of your company will be built on the core values of your brand that are effectively aligned with the overall mission and vision of the brand. Brand values are essentially seen as a compass that helps guide the company's actions, behavior, and brand story. Having a strong set of core values is also extremely helpful when making difficult decisions for your business, as they will consistently remind you of what is important for your organization and for your customers. According to research by Havas' Global Meaningful Brands 2019, 77% of customers purchase brands that share their values (Havas Global, 2019).

## Brand Values Benefit Your Firm

Conveying a strong and clear set of values can add a whole list of benefits to your firm, including:



Attracting new customers



Improving the overall brand experience



Establishing brand loyalty



Improving efficiency



Ensuring competitive advantage

# Brand Positioning



# Brand Positioning

There is no doubt that brand positioning is an important part of any business. It's the art of shaping or manipulating customer perception. By carefully choosing words to describe your brand's differentiator, key benefits and your unique selling proposition (USP) to your target audience, then you can create well-crafted messages that will communicate with your target audience in a way that makes them understand why they should choose you over all of your competitors. Helping them to understand this convincingly will create a mental territory in their minds that belongs to you alone.



# Target Audience (Who)

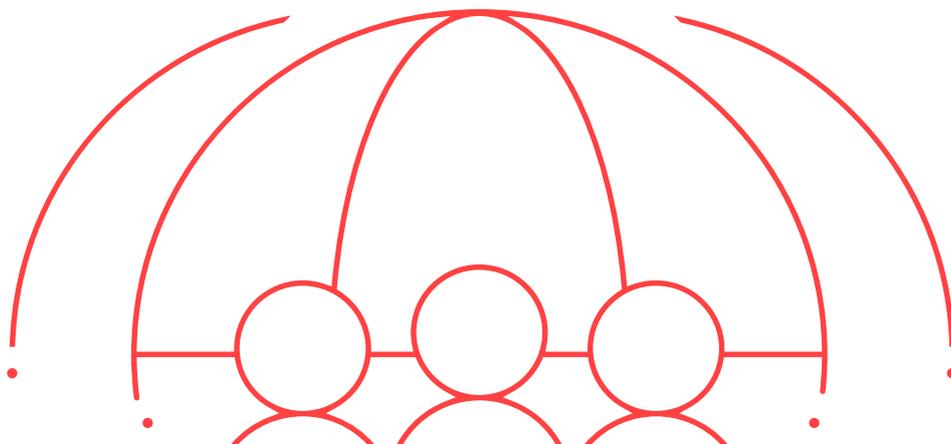
Identifying your target audience and conducting thorough research on your consumer base is another fundamental of your brand that is crucial for the success of your business. Organizations that perform market research studies are better equipped in understanding the market landscape and requirements of their customers, hence ensuring growth and greater revenues. It will also help in tailoring your marketing strategies and campaigns that are in line with the desires of your target audience.

In cases where the target audience is not properly defined or is too diverse, the marketing efforts will be a waste, resulting in both the loss of revenue and time. The best way to avoid such scenarios and to

effectively identify and understand your customers is the creation of a buyer's persona, which is a profile based on research that depicts an ideal target customer. It should include information pertaining to the customer's:

- Goals
- Interests
- Pain points
- Demographics

This will prove to be immensely beneficial when you are developing your brand strategy by reminding you persistently about your ideal target customer and keeping their needs in mind. It will also help in shaping your messaging, positioning, and various other aspects of your brand.



## Understanding the Audience

Because brand is only possible with a loyal customer base, identifying and understanding a company's target audience should be among its first priorities. In other words, great brands know who their potential customers are, how they think, what they need, and where they spend their time. A brand strategy should be solely aimed at your target audience in order to market your products and services effectively. This method will save you time, money, and energy since you won't waste your resources trying to reach consumers who won't find your product or service relevant. You will be able to optimize your products more effectively once you have more knowledge about your audience. You will also become an expert in your niche if you study prospects for months and years, and provide consistent value to them.

## Customer Analysis

The competitor analysis will provide you with an insight into your competitors. This is a great tool to separate yourself from the competition and establish the strengths and weaknesses of your business and to understand who currently serves your target audience. .

Many key questions are asked in the competitor analysis with a focus on how your main competition perceives you.

- How do you position yourself in the market?
- What is your target market's opinion of your brand positioning, promise, and personality?
- How do you compare with your competitors in terms of strengths and weaknesses?

In determining which companies to compare, the analysis will probably consider each company's revenue, operational areas, products, number of

It's also important to understand your customer's pain points. As a business, you need to understand your customers' thoughts in order to create a brand that resonates with them. Take into consideration what your customers value and what they want from a company. Your brand should reflect your product's ability to solve your customers' biggest problems. Make your customer journey as simple as possible if your customers are looking for a quick and easy solution. If they're looking for a premium service, you should reflect that in your brand's visual identity and positioning. Identifying the pain points of your customers allows you to better position your brand. Your products will be seen as a solution by them.

customers, and number of locations. There will be all this information on your website, in your emails, in your press releases, in your physical materials and in your social media accounts.

It is extremely important to understand your market position in this portion of your brand analysis. It's important to know if you're lagging behind the competition, even if you're performing well compared to previous years. In addition, a thorough competitor analysis should include an analysis of your indirect competitors as well. Despite not offering the same products and services as your company, indirect competitors could still take business away from you.

Think about the fact that in the absence of your brand, what would your customers use?

When considering your brand, try to understand the comparisons your ideal buyers are making. In order to help people find the right product that will solve their problems, you need to break down the differences between you and your competitors.

Think about other options that could solve your customers' problems during this step rather than just listing competing companies. The competitor research you conduct will probably provide you with many insights.

## Brand Positioning Statement

The brand positioning statement draws out a clear contrast between your brand and your competitors. As a business, a brand positioning statement is a statement that conveys the values, characteristics, and competitive edge of your brand against your competitors while keeping your target audience in mind. The brand strategy encompasses every aspect of the brand in addition to its mission, values, promises, and character.



## Benefits of Brand Positioning Statement

- There are several benefits to having a brand positioning statement, including:
- A company's brand represents its reputation in the market by describing the nature and quality of the goods and services it makes available to customers and its promise to consistently exceed customer expectations.
- By enhancing trust and loyalty in customers' minds, it has the potential to attract more and
- new customers, as well as elevate the long-term loyalty of existing ones.
- By defining the values, objectives, and nature of the future approach, it can support the company's business and brand strategy.
- Each brand expression is summed up here to convey the company's vision to their customers and the marketplace.

## Brand Positioning Statement Framework

When compared to the competitors in the market, the brand positioning statement has the power to present the brand's point of differentiation and the benefits the brand offers. It influences the company's brand identity via its name, logo, tagline, signage, and brochures, among other marketing materials, and eventually, it'll act as symbolic

representation of the brand. A brand's varied expressions in the marketplace are facilitated by its platform. By highlighting the voice, mood, and character of the business, it illuminates the brand attributes.

By defining the target audience, the nature of the business, how it differs from its competitors, and details about its business area, the customer-centric approach of the business holds the focus. In this way, the business and its audience are realigned in terms of the visual idiom associated with the brand. In order to continuously evolve with changing generations, market dynamics, and evolving tastes of customers, the company can constantly reinvent the wheel while maintaining its core business essence. It complements the brand tagline in showcasing the strengths and values of the brand,

but it is quite different from it. Brand Positioning Statements are projected across all markets and media where the brand intends to operate.

Team members and colleagues must sit together and discuss the crucial aspects and attributes of the brand, offerings, target markets, customer needs and requirements, competitive analysis, and pinpointing the characteristics of the products and services offered to generate a Brand Positioning Statement.

## Brand Positioning Statement Examples

Many companies across multiple industries have framed and designed their Brand Positioning Statements that describe their brand elements, USP's, and target market in the most efficient manner, serving as a source of inspiration for others. Here are a few of the best Brand Positioning Statements by global, renowned companies and their rationalizations:



### Facebook

As a result of recent changes to Facebook's Brand Positioning Statement, the company is now focusing on "Giving people the power to share and making the world more open and connected". The play on words such as TOGETHER and CONNECTED keeps the essence and attributes of the brand intact, as the entire world is the target audience.

Despite this, the current one is more concise and precise, highlighting their position as one of the most popular social networks.



### LinkedIn

LinkedIn is a social networking site that attracts millions of professionals from all over the world. By emphasizing the word PROFESSIONALS of the world in the statement, they segregate their target

audience, and they also highlight the unique selling proposition of their brand, which is that it helps one become more productive and successful by networking with like-minded people, getting jobs, and sharing their professional journeys via profiles and blogs. It is a short, sharp statement.



### Google

Google is the most searched engine in the world. Using words such as ORGANIZE, ACCESSIBLE, and USEFUL, they highlight their brand's USPs to the entire world, which is their target market. It sums up their brand power, characteristics, and brand strength perfectly.

The examples above prove that a good brand positioning statement not only defines your brand identity but also your business as well. It is, therefore, a crucial part of any organization or company.

# Messaging

## Being Authentic and Transparent

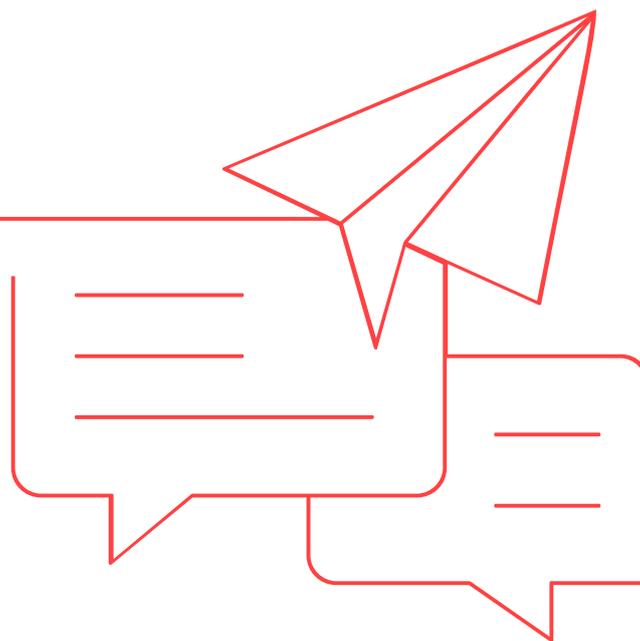
Providing a product or service that delivers exactly how it is marketed to the customers should always be the primary focus of any business. A brand's authenticity is based on its performance and delivery. With the advent of social media, consumers can easily tell apart a brand that is real, reliable, and respectful. Gaining the trust of your customers is a critical factor in growing your consumer base and building loyalty. This trust can only be gained once a customer realizes the brand's authenticity and is confident that you know what you are doing, do not have a façade and you have complete faith in your own product or service. Once a brand's authenticity has been established, your customers will be more than willing to spend both time and money on what you are offering. Transparency is considered an important quality in a brand by 66% of consumers (Accenture Strategy, 2018). According to Stackla (2021) research, 88% of consumers also consider authenticity when choosing a brand to support and like.

## The Benefits of Brand Authenticity

There are definitive advantages to having brand authenticity. These include:

- Building a stronger connection with your customers
- Differentiating yourself from your competitors
- Helping you stand out as an individual brand
- Developing long-term customer loyalty
- Providing a boost to your marketing efforts as an authentic brand by marketing itself during the process
- Having a lasting impact on the customer
- Positive brand image in the market, either through word-of-mouth, social media, emails, and other marketing platforms

To build your brand's authenticity you will need to convince your consumers that what they see is what they get. This means that businesses need to start talking to their customers more, build a relationship with them, and have a brand and messaging strategy that is consistent and in line with your company's values.



## **Passionate Brands Drive More Consumers Towards Themselves**

It's also a good idea to make your fans and buyers passionate about your culture if you want to generate hype around your brand. Passion will follow you when you involve it as much as possible. It was Walt Disney's belief that children needed a place where they could experience magical moments. As an added bonus, Disneyland makes adults feel like children again, taking them back in time and making them feel like they are a child again. In spite of the many parks around the world that are fun, Walt Disney's palaces are unparalleled. You're likely to feel a sense of magic even if you spell "Disneyland" in your head. Both brand owners and simple fans and clients can clearly see the passion behind this brand, and this is what entails an effective brand strategy.

## **Tagline**

In the positioning, credibility and deliverability are often highlighted. It is possible that organizational capabilities and programs, as well as market changes, will affect the positioning message. A tagline is often the focal point of a position, but the essence of the brand is internally communicated, not externally communicated.

Apart from this, unique value propositions are a hallmark of strong brands. By making a clear statement about how your products are extra beneficial, you're more likely to win the customer's attention. Walmart, for example, has a motto that says "Save money, live better". They have taken the world by storm because of their cheap prices, and this statement reflects just that. Another example of a big brand offering a unique value proposition is WhatsApp. A free account allows you to chat with people all over the world. Video calls and text messages are great ways to communicate with loved ones.

Determine what your brand offers the marketplace in terms of benefits. Once you have identified the benefit, write it down in one sentence. Don't forget to make it simple but compelling, concise, and catchy.

### **Difference Between Tagline and Slogan**

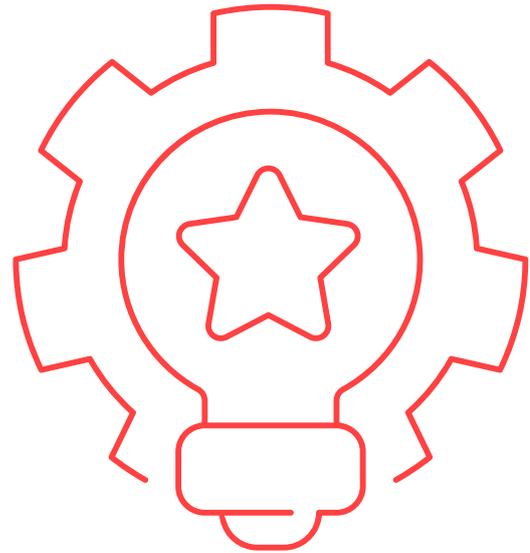
A company's slogan conveys its mission statement whereas the tagline communicates the image of the brand. Slogans are generally focused on advertising whereas taglines are used for public relations.

# Brand Persona



# Archetypes

In Jungian psychology, Archetypes are defined as "universal, archaic patterns and images that derive from the collective unconscious. Jung's theories of archetypes hinted towards the existence of a collective unconscious. Jung expanded upon his theory by asserting that aside from having an individual subconscious, humans also share a collective deeper state. This state includes thought patterns and perceptive instincts that have been instilled in humans over the period of human evolution.



## Brand Archetypes:

A brand archetype is a model of a brand personality that companies use to help them understand and define their brands.

Across brands, these archetypes can play a

significant factor. Brands can tap into the collective unconscious to establish themselves into the broader archetypes. Symbolism can trigger thought and behavior patterns that subsequently align with conscious behavior.

## Types of Brand Archetypes

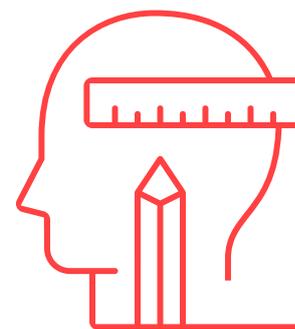
Here are the 12 types of brand archetypes:

### The Creator

Innovating and creating are the hallmarks of the Creator brand archetype. Usually these brands are pioneers when it comes to introducing new technologies or combining unique features to become nonconformists. A Creator usually solves a problem by inventing something that has never existed before. As part of their vision, the company strives to create products that are meaningful and enduring. Customers can also express themselves

freely with Creator brands. The way in which this is implemented could either be through a tool, feature, or even a design. In addition to self-expression and experimenting with new products, Creators typically appeal to creative and artistic audiences. Most Creators excel in art, design, technology, and marketing for this reason.

Examples: Apple, Adobe



## **The Sage**

The Sage brand archetype exists for knowledge, truth, and wisdom - these brands are not only dedicated to learning but also sharing valuable information. Rather than bringing about a change on their own, Sage brands empower people to bring about change. In addition to being thought leaders, they are reliable sources of information. The world around us can be better understood with their help. Most Sage brands are devoted to providing customers with more information, so they keep returning to learn more. Rather than using misleading or vague information, Sage brands prefer to back up their claims with solid facts and statistics. Consequently, Sage brands are typically found in educational institutions, like schools and colleges, and in the media industry.

Examples: BBC, Google

## **The Caregiver**

Empathy, compassion, and nurturing characterize the Caregiver brand archetype. As a result, it is an excellent personality choice for healthcare brands, nonprofit organizations, as well as baby products. Taking care of the customer and making them feel secure is the goal of the Caregiver. Their role is to serve as a healer or as a motherly figure who puts your interests first. With their products, services, messaging, and business models, these brands provide emotional and physical support.

Examples: Pampers, WWF

## **The Innocent**

Natural purity is at the core of the Innocent brand archetype. Authenticity and simplicity are important to these brands, as well as strong moral values. Some would even say that Innocent brands are naive in their outlook on life, since they don't wish to harm anyone or anything. Natural products such as food, skincare, beauty, and cosmetics fit the Innocent brand well.

Examples: Dove, Nestle Pure Life

## **The Jester**

Laughter and fun are important to the Jester brand archetype. They encourage their audience to laugh with them, and don't take themselves too seriously. In addition to helping people let go of stressful thoughts, Jesters also encourage them to come out of their shells and let loose. The Jester will bring the fun wherever the customer is - there's no need for customers to step outside of their comfort zones. There is a great deal of charisma associated with Jester brands. Food, entertainment, and everyday home niches are the most common places where they exist.

Examples: Doritos, MailChimp

## **The Magician**

This brand archetype aims to make dreams come true and deliver transformative experiences. An ordinary situation can be transformed into something extraordinary with the Magician. The only limit is your imagination when you are transported into a Utopian world. These brands are also very creative and imaginative, just like Creators. Magicians, however, offer mystical and idealistic experiences that are unlike anything else on the market.

Examples: Polaroid, Disney

## **The Ruler**

There is a dominating and powerful quality to the Ruler brand archetype. Brands like these strive to be the best. One of the most striking characteristics of Ruler brands is their ability to influence others with their authoritative personality and expertise in their field that is rarely questioned. A ruler brand is often associated with wealth and success, and is portrayed as more masculine than other brands. Even though they may be quiet, their attention to detail and perfection are known all over the world. From cars and hotels to jewelry, perfumes and watches, Ruler brands dominate the luxury niches.

Examples: Rolex, Rolls-Royce

### **The Hero**

Symbolizing courage, the Hero brand archetype is a source of inspiration. The brands in this category wear superhero capes and are dedicated to improving the world. In addition to being brave, Hero brands have high ambitions and inspire people to strive for more. Thanks to their bold and confident personality, Hero brands are most commonly seen in sports, outdoor and equipment.

Examples: Adidas, Nike

### **The Regular Guy**

There is nothing more basic than the desire to belong for the Regular Guy brand archetype, also known as the Everyman. Rather than standing out from the crowd, these brands send the message that it's okay to be average. Regular Guy wants to fit in with society, unlike other brand archetypes that have an elitist personality. They tend to target the masses instead of highly niche segments and are usually affordable and inclusive. Most everyday brands cater to the Regular Guy archetype, such as casual clothing, home decor and furniture, and food.

Examples: IKEA, GAP

### **The Rebel**

A rebel at heart, the Rebel archetype, also known as the Outlaw, embodies the Rebel brand. It is not their style to conform to rules and regulations. The status quo is unacceptable to them, so they want to challenge it. Considering they both value innovation and nonconformity, you might wonder how the Rebel differs from the Creator. Rebels are definitely

more aggressive, and may even challenge societal norms when bored. Perhaps that's the biggest difference between the two. Brands and products that allow customers to express their unorthodox personalities and desires, such as statement jewelry, tattoos, and motorcycles, are best suited for the Rebel archetype.

Examples: Harley-Davidson, UFC

### **The Explorer**

Getting their audience excited about traveling and discovering new places, people, and worlds is one of the core pillars of the Explorer brand archetype. Even though they're never satisfied with where they are, explorers love their freedom and are always looking for more ways to fulfill themselves. Although it's not the only way to market this archetype, some Explorer brands also tie this concept in with adventure.

Examples: NASA, Jeep

### **The Lover**

Clearly, the Lover brand archetype is a romantic at heart. An intimate, passionate, emotional connection is what gives them strength. They value relationships above all else. Aesthetic appeal is another important factor for lover brands. This brand is all about sensuality and beauty. Their aim is to make their audience feel intimate and passionate by being as attractive as possible.

Examples: Godiva, Chanel

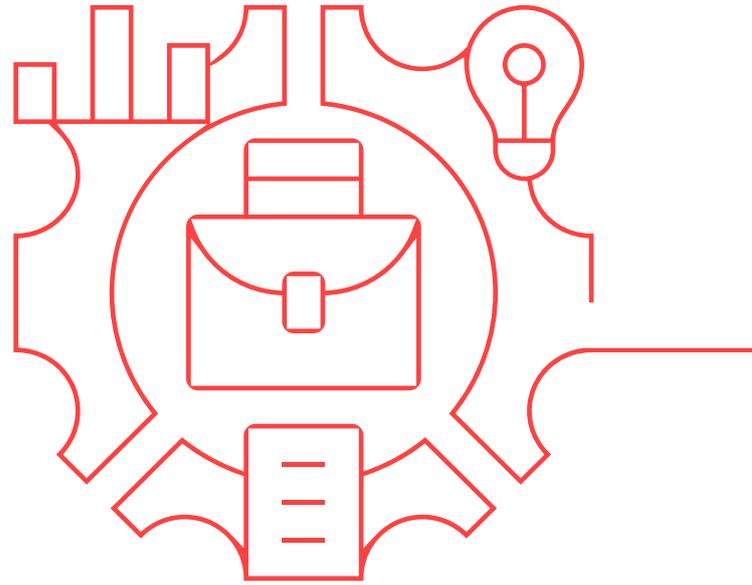
## Personification of Archetypes

Across branding, there are variable examples of brands aligning their approach with the archetypes. Companies like Dove have personified the 'Innocent' archetype and created a unique audience. The company showcases the archetype's attributes

throughout its brand designs and communication. Subsequently, brands can tap into the phenomenon to include aspects of the archetype and add a broader dimension to their philosophy.

# Personality

There are certain human characteristics that are associated with brands that can be described as their personality. Brand equity is increased when a brand has a consistent set of traits that are enjoyed by a particular segment of the market. An added value a brand gains is its personality, which goes beyond its functional benefits. This is why brand personalities are relatable to consumers. A company's brand personality should be accurately defined so that it resonates with the appropriate consumers. A brand's personality determines the brand's attitude in the marketplace and increases brand equity. The success of any marketing campaign depends on it as well.

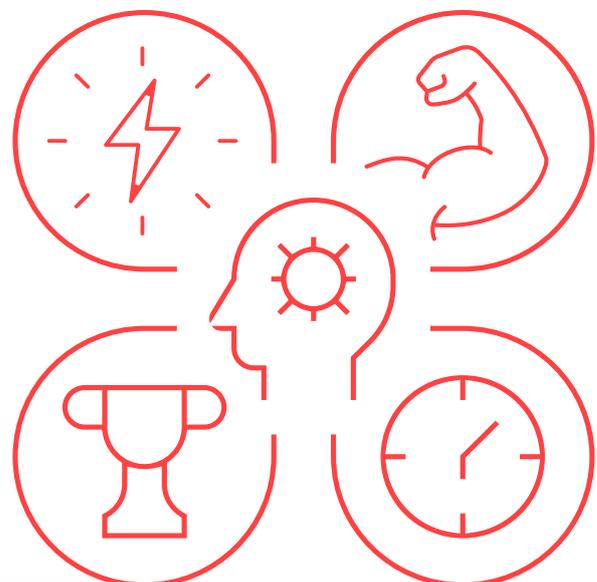


## Creating Brand Personality: How it Works

Companies or organizations use brand personality to shape people's perceptions of their products, services, or missions. An organization's brand personality invokes an emotional response from a particular segment of consumers, inducing positive actions that benefit the organization. When a brand's personality is similar to their own, customers are more likely to purchase it. A brand's personality can be divided into five main types, known as the Aaker model:

- **Excitement:** Young, carefree, and energetic
- **Sincerity:** A commitment to family values and kindness
- **Ruggedness:** Hardy, tough, athletic, and outdoorsy
- **Competence:** Successful, accomplished, influential, highlighted by leadership skills
- **Sophistication:** Prestige, elegance, and sometimes even pretentiousness

Digital technologies such as artificial intelligence (AI) and automation are making brand personalities even more important. When it comes to the way consumers do business with companies, studies show they still want personal interaction and direct customer service, despite the convenience of shopping online or having companies predict their preferences.



## What makes a brand personality unique?

As with a person, a brand's identity is greatly influenced by its personality. A brand's personality is largely defined by its visual and sensory identity, its communication style, and its actions.

### **Visual and sensory identities represent a brand's personality**

Visual elements such as logos, brand colors, typography, images, and illustration or photography styles are all part of a brand's personality. An instantly recognizable look is a sign of a strong personality. When you think of Coca-Cola, what color comes to mind?

Naturally, the correct answer is red. In addition to sight and sound, other senses can also be used to perceive the personality of a brand. An olfactory experience (such as a feminine, sophisticated

fragrance in-store) might bring to life a brand's glamorous personality.

### **Communication style and tone of voice are expressions of brand personality**

This is the way a brand sounds, whether it is expressed through written or sound media. It is the core personality characteristics of a brand that define its voice, tone, tenor, and temperament.

### **The way a brand behaves exemplifies its personality**

In relation to its place within the world, a brand should exhibit its personality identity through the way it behaves. It is through these connections that brands are able to build meaningful relationships with their clients and consumers.

## Developing the Right Brand Personality

Organizations need a brand personality that is clear, well-defined, and appealing in order to cultivate long-term relationships with their audiences. It is natural for us to gravitate toward brands that represent our ideals and represent them in the world. Clothing, technology, and food brands help define us, whether by how we wear them, how we use them, or how we consume them. Brands can negotiate purchase decisions more easily when they have a personality. The Aaker framework helps us define brand personalities and makes it easier for us as marketers to understand them. It is possible for brands to project themselves beyond their products' mere features and benefits by using their unique personality traits.

As you develop your business strategy, consider the role brand personality can play. Personalities aren't

something you want to have just because you want them. It is also important that your brand personality appears authentic rather than forced. Customers should be able to relate to it through value propositions and experiences. It is also important that a brand's voice and personality are aligned. In order for your brand personality to be something more than just an empty dream, you need a program in place to realize it. You can bring your personality to life by asking yourself the following questions: Is there a way to convey my brand's personality through different mediums? Prepare sample emails, blog posts, social media posts, product landing pages, and website "about" pages using your brand's personality and see how it looks before going public with it.

## Tone of Voice

In the same way that your personality is unique, your style of speaking is as well. The brand voice you project carries the characteristics you demonstrate, just as your personality does.

After identifying the personality that best suits your market audience, you need to enhance the credibility of that personality by using a tone of voice that is consistent with that personality. There is nothing more important than brand alignment in this case.

However, you don't necessarily need to record audio to capture that tone (although this is an option). However, identifying the specific characteristics you want your brand voice to convey is an essential part of an effective brand strategy since it will allow your brand message to be clearly communicated.

**Always keep this in mind:**  
It's far more likely that we will listen to someone when they speak in a tone that appeals to us.

**Language:** Make sure the language you use reflects the brand's personality. When communicating about your high-end brand, use professional language; if you have a more casual brand, use more conversational language. In order to ensure your brand's personality is reflected throughout your entire company, you'll need to craft your tone carefully.

**Emotional connection:** Storytelling is popular among people. Storytelling that moves people (emotionally and to action) is more effective. It is important for a brand to establish an emotional connection with consumers, which can serve as a solid foundation for a long-term relationship with them. Customized content improves consumers' perception of a brand by 82%, as per a Demand Metric research (Demand Metric, 2017).

# Practical Applications of Brand Strategy



# Practical Applications of Brand Strategy

To have a clear understanding of the way brand strategy has enabled success, it is essential to have an insight into leading global brands and how they've structured their brands.

## Real Life Brand Personality Examples

### Apple



Brand personality: Sophistication

Apple, a tech giant, illustrates how modern brand personalities may be constructed by combining the five dimensions of the Aaker model mentioned above. A combination of reliability, excitement, competence, and sophistication characterizes Apple. In terms of personality traits, however, sophistication is likely to be the one we'd choose to describe Apple. For the past three years, Apple has enjoyed a fierce 90% customer loyalty rate as a result of its sleek and often-replicated product design, as well as its premium price point.

### Nike



Brand personality: Excitement

Using the Aaker model, we can quickly recognize that Nike's personality is filled with excitement. Its "Swoosh" logo and the now-legendary "Just Do It" tagline convey Nike's excitement and enthusiasm, right down to its product design and colors. Aspiring consumers who embrace high-spirited and daring lifestyles are Nike's target audience. It's not just about product features or benefits of the products. Phil Knight, Nike's CEO, said in a Harvard Business Review article: "Our advertising appeals to consumers' emotions through sports and fitness. Through our participation in those activities, we demonstrate competitiveness, determination, achievement, fun, and even spiritual rewards."

### Starbucks



Brand personality: Competence

When it comes to Starbucks, several of Aaker's dimensions come together to create the brand's overall personality. The Starbucks brand is associated with middle-upper class sophistication. No matter what your situation might be, Starbucks is the answer to when you're trying to find a decent coffee shop with a good environment. In this sense, Starbucks is considered to be the best example of a competent personality.

Furthermore, the brand presents itself as a pillar of the community; its mission statement declares that they want to "inspire and nurture the human spirit one person, one cup, and one neighborhood at a time."

### Volvo



Brand personality: Sincerity

An auto brand such as Volvo values characteristics such as trustworthiness, dependability, and conservatism. An important part of Volvo's personality is its sense of responsibility, trustworthiness, reliability, and family values. Authenticity and competence are both firmly rooted in the Volvo brand's emotional positioning. As a company, Volvo is committed to performance, design, safety, and the environment as a whole. Volvo consumers are well aware that all these elements are considered thoroughly in the design process, making them very important.

## Harley-Davidson



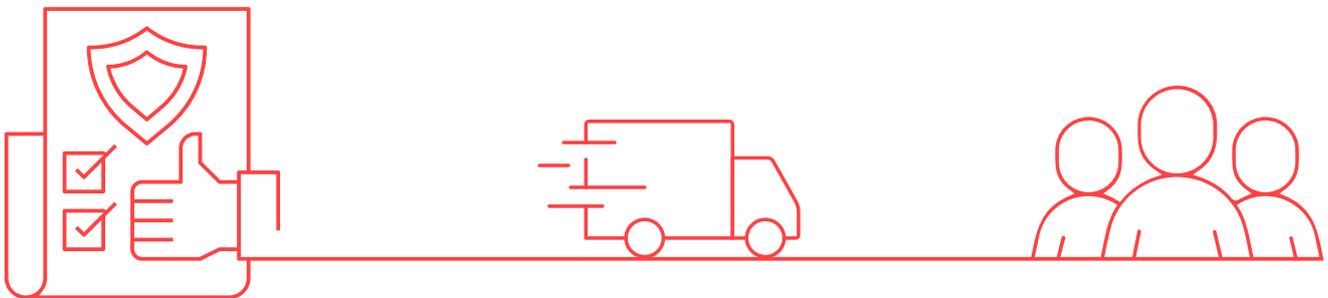
Brand personality: Ruggedness

An individual can express himself or herself through a brand's personality. Motorcycles made by Harley-Davidson are macho, rebellious, American-loving, freedom-seeking machines. Harley-Davidson portrays the personality of someone who is breaking away from society's stifling norms of dress and behavior (outlaw). This rugged appearance suggests that the product is powerful and has substance. Motorcycles were

portrayed

as tough and mean machines in promotional campaigns launched by the company. In order to build its brand personality, Harley Davidson used dynamic and vibrant colors in its logo and colors throughout.

Drawing the example of these brands, it is essential to recognize the importance of providing quality products and services to your customers to retain brand equity and reflect the core tenets for your brand.



## Providing Quality Products or Services to Customers

Once you have effectively marketed your offering, standing out from the competition, have made sure your brand gets recognized, and have built a great repertoire of your business that has grabbed the attention of potential customers, the moment of truth for all of these hard efforts comes down to delivering on the promises you made to your consumers, and that is, providing them with a genuine, quality product or service, that will satisfy all the needs of the customer.

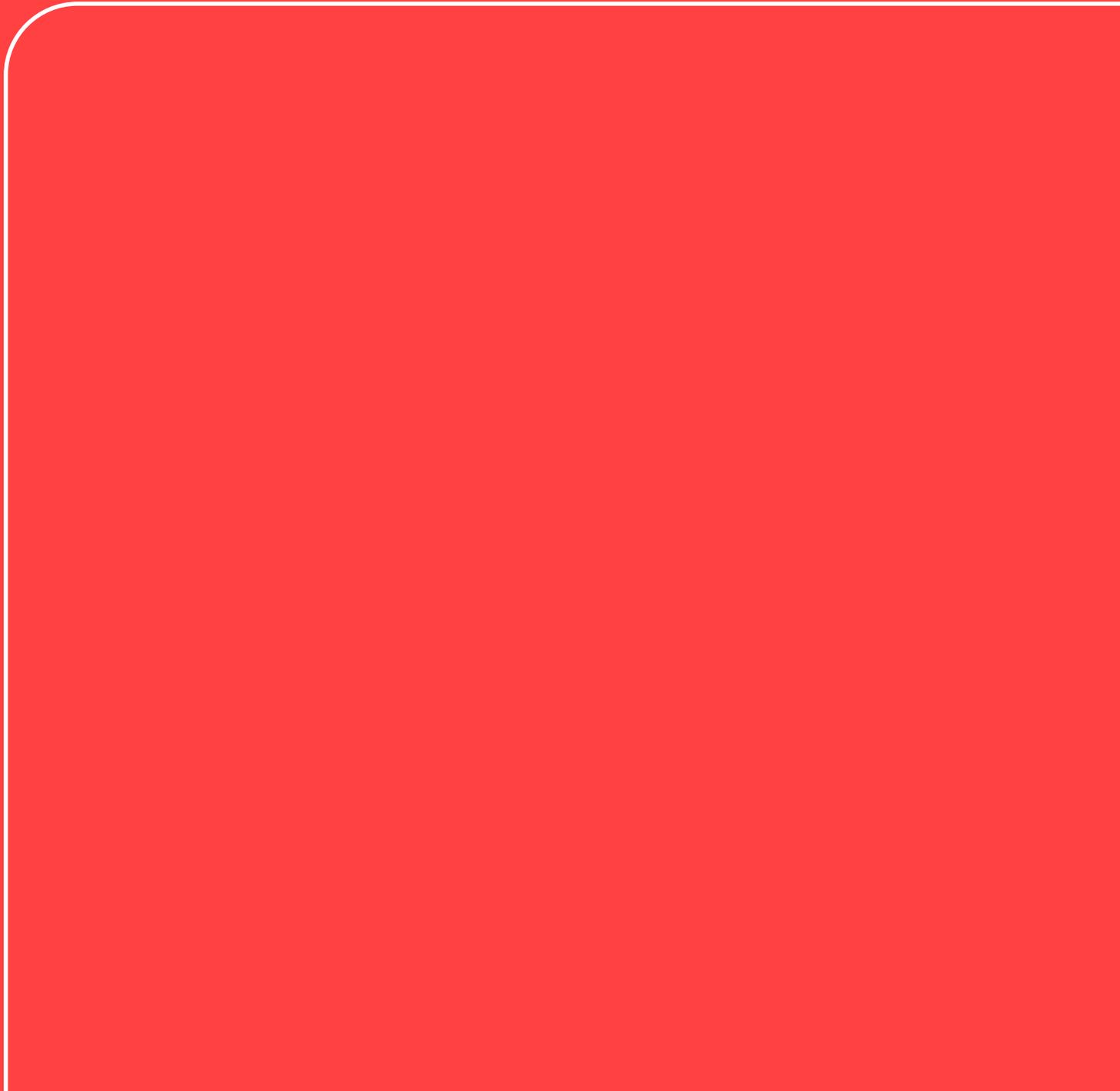
The success of your brand ultimately depends on the attention being paid to the quality of your product or service delivery. A consistent brand is appreciated by customers, especially when it comes to quality of delivering products and services. Lucidpress reported a 33% revenue increase for brands with consistent presentations (Lucidpress, 2019).

This is primarily one of the most fundamental aspects of successful brand. A product or service that is substandard will never be successful, even if it has undergone the most effective marketing and recognition. This is why you as a business need to make sure that you have a strong staff to assist you to streamline and modify your product to best suit a client's demands and usage, regardless of what you are delivering.

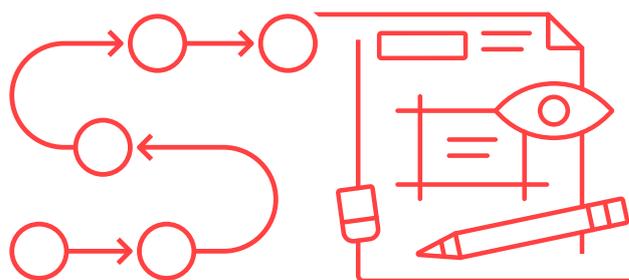
The ability of businesses to produce high-quality goods that continue to satisfy client needs can result in lower production costs, greater investment returns, and higher revenue.

Customer service also plays a vital role. According to a survey by PwC, 73% of consumers attribute their purchasing decisions to customer experience (PwC, 2018).

# Implementing Brand-Building Strategies and Tracking Your Progress



This conclusionary phase in your brand-building plan is to put your decisions into action while continuing to monitor and evaluate your progress in relation to your targets and goals. A successful brand development strategy is useless if it isn't put into practice, monitored, and evaluated. Because of this, tracking is crucial.



## Questions to Ask Yourself as a Brand

We advise keeping tabs on both the plan's execution and its outcomes. For example:

- Was the brand plan fully implemented?
- How are you doing in comparison to your measurable goals, such as the number of site visitors, search traffic, and lead generation?
- How are you doing compared to your target for lead conversion?

You can only find out the answers to these queries if you monitor and evaluate how your brand-building plan is being put into practice. You can also only be certain that you come to the correct conclusions and make the appropriate adjustments by monitoring the entire process through specific creative metrics.

In addition to being what leaves a lasting impression on consumers, brand is crucial since it lets customers and clients know what to anticipate from your business. It is a strategy for standing out from the competition and emphasizing what it is about what you have to offer that makes you the better option. Your brand is created to be an accurate reflection of your company's identity and desired public perception. Following these fundamental guidelines of brand, you too can help develop your business into a successful brand.

## Considering the Following Elements of Brand Personality

The five brand personalities are the final aspect of brand psychology. In accordance with this notion, there are only five distinct brand identities, and each one interacts with its audience in a particular way.

### **Sincerity**

These companies value families and are courteous and considerate. Band-Aid is a sincere brand that wants to be an essential part of every family's medicine cabinet.

### **Excitement**

Brands that embody the enthusiastic personality often project an air of carefreeness, youth, and

vivacity. Red Bull is a brand of excitement that emphasizes the unrestrained behaviors people might engage in when they consume Red Bull and experience a rush.

### **Ruggedness**

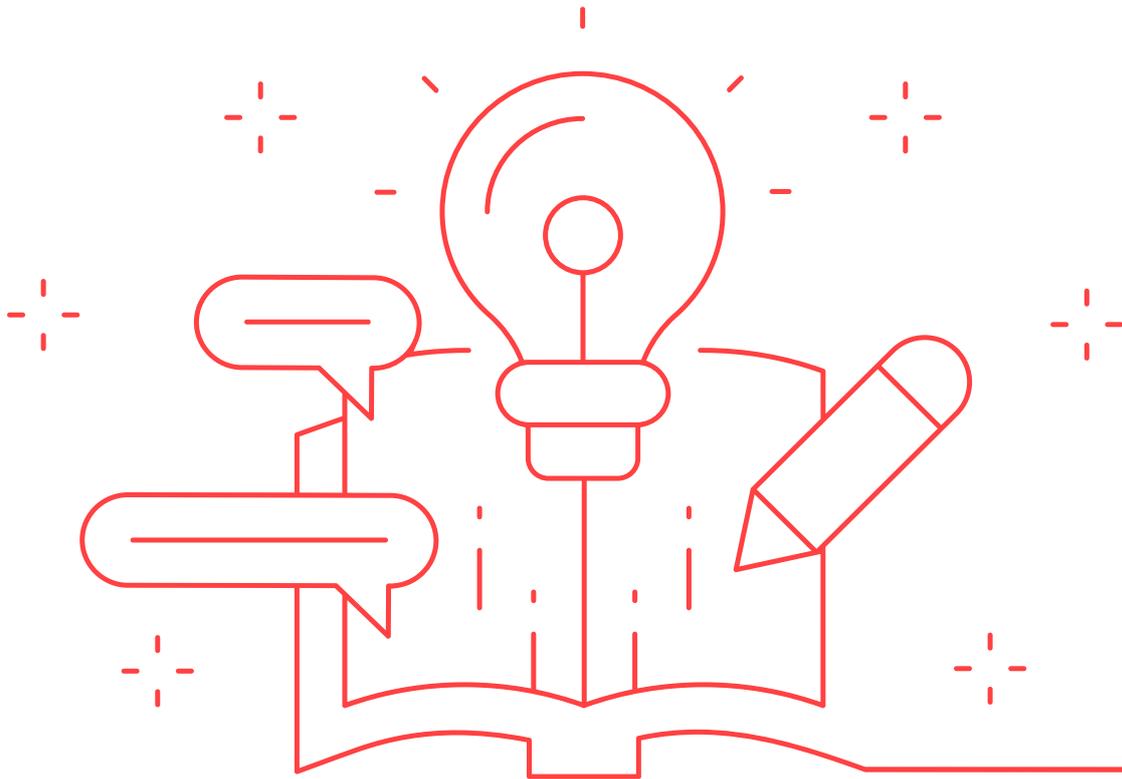
Through athleticism, toughness, and an unpolished appearance, a brand hopes to inspire its audience with a rough persona. Through their black label and marketing as an old-school "manly" spirit, Jack Daniels expresses its brand's roughness.

## **Competence**

These companies emphasize leadership, and they value their stature as aspirational brands. Chase Bank is a competent brand, as seen by its dependable geometric logo and straightforward customer service style.

## **Sophistication**

Brands having this persona aren't afraid to flaunt their opulence and status. A sophisticated brand, Grey Goose uses frosted bottles and soothing blue for its labels.



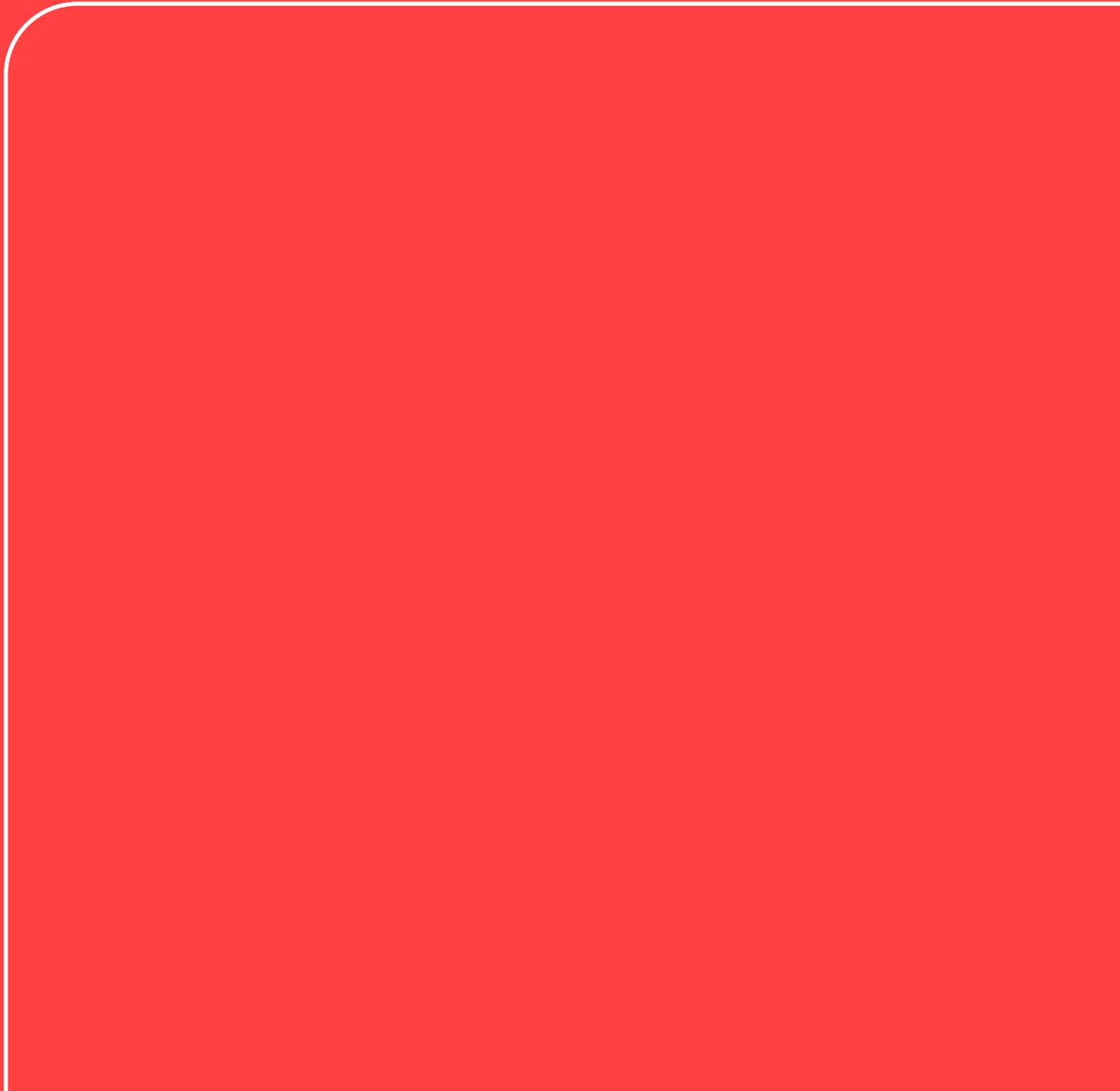
Working with an experienced designer that comprehends brand psychology is essential if you want to engage with your audience in a true, scientifically supported way. The psychology of brand goes beyond choosing a color scheme and associating your brand with particular ideals; it actually gets to the heart of what motivates your target audience to act in the ways they do and present themselves in the ways they do. It involves relating your brand to their values and giving them an experience that seems tailored just to them.

In the end, rather than the quality of a company's goods or services, the majority of our brand

decisions are determined by how we feel, how we see ourselves, and our relationships with the people around us. Your capacity to engage customers and consistently provide content that piques their interest is known as brand velocity.

Marketers have a higher chance of creating brands that evoke love if they concentrate on the emotions and identities of their customers rather than the distinctive aspects of their products.

# Understanding the Psychology of Brands



## Understanding the Psychology of Brands

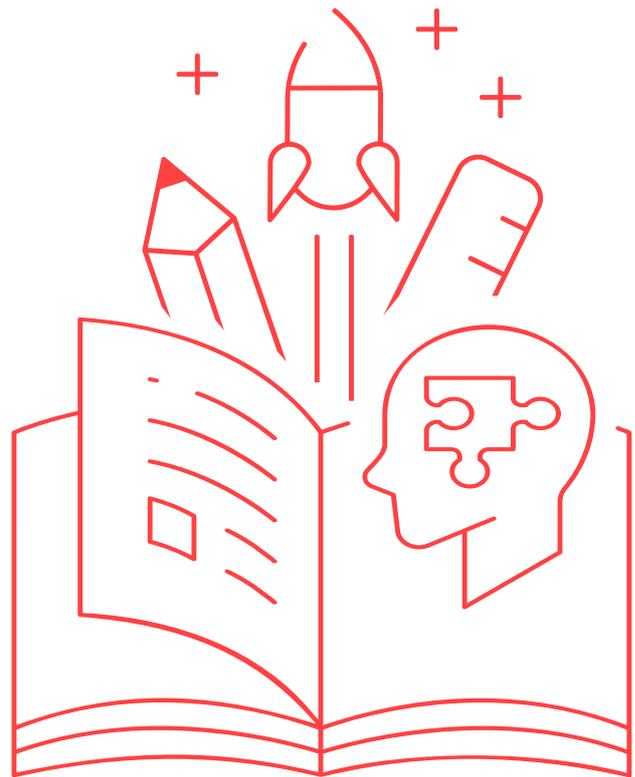
For customers, brands are representative of their intention and identity. The development of a successful brand and its marketing has a significant psychological aspect that requires thorough research and understanding. Effective utilization of psychology in brand can help your customers in developing a personal connection with your business.

Understanding the psychology of your target audience is essential and will help you in attracting customers who can relate to your brand's identity. A powerful brand can sway consumers' perceptions of the brand product in comparison to other accessible options and change the outcome of the choice in the brand product's favor.

An understanding of some of the key aspects of consumer psychology can significantly help in the development of a brand that is not only successful but also ensures loyalty.

It is important to understand that everything in the environment that surrounds you has been constructed and designed in accordance with the psychology of our minds. From the walls of your home/office to the interior décor. Likewise, for brands to be attractive and attention-grabbing, the psychology of their consumers needs to be kept in mind by companies. A successful brand understands its customers, who they are, their values, beliefs, and the expectations and needs these customers have from those brands.

The process of brand in businesses helps add value to the products or services they are offering. The impact a brand has on human psychology is the reason why a brand's value frequently exceeds the financial value of other assets of the business. Brand schemas are formed by customers.



These can be described as a composition that consumers form in their minds that consists of all sorts of associations that they have with a brand. Thus, brand elicits different kinds of psychological responses from its consumers, including positive memories, attention, and forming a decision, serving as a decisive factor in the customer's judgments.

Numerous studies have also shown that brand also has an impact on our subconscious. Even without conscious awareness, the way consumers perceive a certain brand is enough to evoke a response that is in accordance with the brand schema.

A brand schema is relatively stable. With a more positive schema, consumers are more likely to ignore any negative aspects or information that is in conflict with their overall brand perception. This is another reason why attractive brand is seen as an extremely useful tool for businesses.

# Brand and Self-Perception

Consumers can express their individuality and personality as they would like to through brands. This allows people to reduce any potential conflict that they might have between their actual and ideal selves. This is why brand cannot only be seen in strategic terms but instead is a complex psychological process that needs to be understood by businesses to grow and fulfill their customer's needs more effectively.

Brands have the ability to offer 3 different benefits:

- **Functional benefit** – where a brand can help solve a current problem or prevent a potential one. One example of this would be the engine oil of a car, which has the functional benefit of keeping the car running and is part of our externally generated needs.
- **Experimental benefit** – where a brand can help in satisfying a need for a positive sensory experience, for example, relating a particular brand of a restaurant to the atmosphere, smell, and favorable taste it offers.
- **Symbolic benefit** – where a brand can help in fulfilling our internally generated psychological needs. These can be further classified as:
  - **Need for self-enhancement:** People using a brand to elevate their status. For example, consumers who buy expensive brands to show that they have resources such as money or power
  - **Need for self-verification:** Individuals act in accordance with the values that they have as it is their need to do so. People are inclined to perceive themselves as consistent in their values. They will invest time, effort, and resources in this, in order to verify who they are to themselves and those around them. A customer whose values are in line with sustainability will spend a greater deal of resources on a sustainable clothing brand rather than a fast fashion

- brand, even if this costs more. Preferring a certain brand over another also gives others insight into the personality of an individual and sends a message about who that individual is. This allows the individual and others around him to predict his future behavior more easily.
- **Affiliation with a specific group:** Brands allow individuals to show that they are associated with a particular social group. A runner will wear and purchase from brands that are typical for runners, which gives out the signal to others to identify him as a runner easily. Brands are thus utilized as symbols to represent the membership to a social group.

To better understand the consumer's needs, a psychological theory, known as Maslow's hierarchy of needs, has proven to be very helpful over the years. The concept is best visualized as a pyramid scheme. At the base level, are the biological and psychological needs that are essential for survival. At the top of the pyramid is self-actualization. Needs at the lower level have to be fulfilled before people can tend to needs at the upper level. Starting from the bottom of the hierarchy, these needs are psychological, safety, love and belonging, esteem, and self-actualization.

Researchers believe that the relationships customers form with brands are not so different from the ones they form with other people or groups, which is why it makes sense to invest in this relationship and nurture it. You as a business need to understand the needs, desires, and motivations your target audience will have while interacting with your brand or purchasing the product. Brand psychology thus has a lot of aspects to it including brand loyalty, brand personality, emotional brand, brand recognition, brand awareness, brand love, customer psychology, and numerous others.

## Developing Brand Loyalty

One of the primary goals of developing a brand is to attract your target audience to such an extent that they keep coming back for more, and eventually become faithful customers that are loyal to the brand. This can only happen if the customer is able to form a meaningful, personal connection to your brand.

One of the thought processes around this is that the product or service of your brand needs to have a selling point that is unique, attractive, and very different from what your

competitors are offering. Experts say that rather than being distinctive, your offering should have differentiation. This will especially be helpful considering our own buying behaviors, where we end up buying products of the same brand every time. This is because of the differentiation and distinctiveness that these brands have, and this has caused them to be successful.

## Psychology Of Color

Brands have throughout the ages used the application of different colors to induce emotions in their customers. Some of these colors bring out an innate sense of emotions while others have a more cultural aspect. Brands utilize different colors to represent their values, their prices, and the customers their products are intended for.

The selection of a color scheme is not just about being attractive or appearing hip but having a deeper psychological connection to it. Certain colors are able to evoke particular emotions in customers, which they may or may not notice.

This can be seen universally, for example, the color red usually evokes feelings of passion, excitement, movement, and urgency. It also elicits a physical

This process is also impacted by two other things: physical availability and mental availability. This idea of being different and distinct is significant when talking about mental availability as this is the point where you will be thinking about a problem, such as buying a new set of clothes or buying a beverage.

You will want your product to come under consideration. In our modern times, life has become stressful and busy, leaving little time for consumers to spend thinking about different products in the market. Because of this, you will want your brand and its logo to stick out immediately, without customers giving a second thought to similar products from your competitors. This is especially important when you are designing a logo for your brand, as you will want something distinct that over the course of time your customers will recognize instantly.

response of increased heart rate and blood pressure.

The color yellow evokes a feeling of optimism and also encourages feelings of impulsiveness.

On the other hand, the color green has always been associated with nature, health, and peace. It also has a strong connection to the promotion of environmental friendliness.

Meanwhile, the color blue has long been associated with feelings of peace, tranquility, and reliability. It brings out a sense of security and promotes productivity. Purple evokes a sense of wisdom, respect, and royalty. It has been linked to encouraging creativity and promoting problem-solving.

The color black is associated with power, strength, and stability.

On the other hand, white has come to symbolize peace, purity, cleanliness, and simplicity.

A good example of the successful utilization of color schemes to create a universally recognized brand would be McDonald's. The display of golden arches against a strongly contrasting red color has worked wonderfully for the company. The red color evokes a sense of urgency, while the yellow color represents feelings of positivity and happiness.

According to a study conducted in 2006, experts deduced that the relationship between colors and brands is dependent upon the perceived appropriateness of the color being utilized for the specific brand, meaning is the color scheme being used really fits what is being sold?<sup>1</sup>

Research has also found that determining the color appropriateness that is in line with customer perceptions is way more significant than what the individual color should be.

It is thus imperative that the color that you choose should aptly represent the personality of the brand you want to portray. Jennifer Aaker, who is a Psychologist and a Professor at Stanford University, has conducted numerous studies on this topic and published a popular paper called "Dimension of Brand Personality". In this, the expert lists five core dimensions that are important in the portrayal of a brand's personality, where:

- Blue represents sincerity, such as honesty and being down-to-earth
- Red represents excitement, such as being daring, spirited, and imaginative
- Green represents competence, such as being reliable, intelligent, and successful

- Purple represents sophistication, such as being upper-class and charming
- Brown represents ruggedness, such as being outdoorsy and tough

According to research on color perception<sup>2</sup> and color preferences<sup>3</sup>, while selecting different tints, shades and hues, it is important to note that men are generally more inclined towards bold colors while women prefer softer ones. Research has also shown that men were more likely to select shades of colors as their favorite (where more black was added), while women were more inclined to tints of color (where white was added). However, these stereotypes are being broken now and many brands are being actually rewarded for doing away with gender limitations.

Whatever color you might choose for your brand, it is now universally accepted that the right color will differentiate your brand. A psychological principle known as the Isolation Effect suggests that a product that "sticks out like a sore thumb" is the one that will most likely be remembered by consumers.

Another research has also shown that although a vast majority are more receptive to color patterns with similar hues, palettes with highly contrasting accent colors were also favored.<sup>4</sup>

For this, an important aspect to consider is color coordination. It is important that a visual structure that comprises of base analogous colors, should be contrasted with accent complementary or tertiary colors.

<sup>1</sup> <https://journals.sagepub.com/doi/abs/10.1177/1470593106061263>

<sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/2235253/>

<sup>3</sup> [https://www.jstor.org/stable/1417683?seq=1#page\\_scan\\_tab\\_contents](https://www.jstor.org/stable/1417683?seq=1#page_scan_tab_contents)

<sup>4</sup> <https://link.springer.com/article/10.3758/s13414-010-0027-0>

Another important but often ignored aspect of color determination for your brand is choosing the right name for your color. As per a research titled "A rose by any other

name...", participants were asked to evaluate things with various color names, such as makeup, and fancy names were far more frequently preferred. In spite of the subjects seeing the same color, "mocha" was discovered to be substantially more endearing than "brown." According to an additional study, the same impact holds true for a wide range of products.

For example, customers evaluated richly named paint hues as more aesthetically pleasing than their plainly called counterparts.

Additionally, it has been demonstrated that more peculiar and distinctive color names are preferred

for everything from jellybeans to sweaters. For example, crayons with names like "razzmatazz" were more frequently chosen than crayons with names like "lemon yellow."

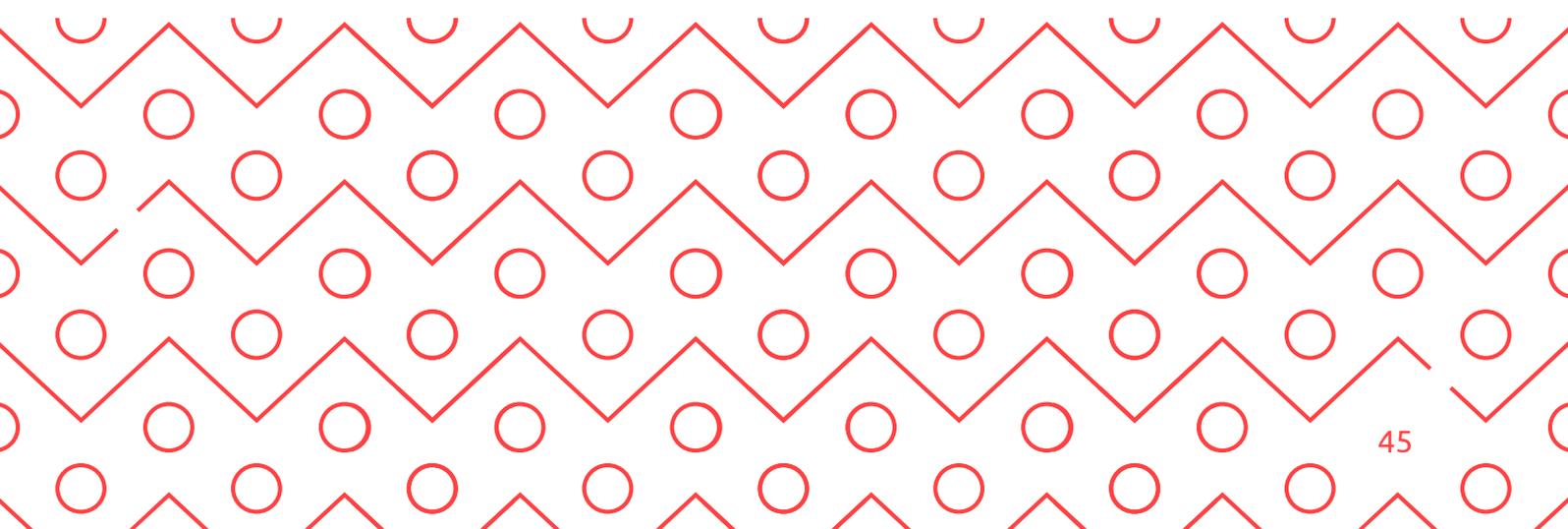
For choosing the right color scheme, generalizations can be made. However, the fact is that there are no set rules for picking colors for your brand.

While it would be convenient to be able to make the appropriate choice by looking at an infographic, the truth is that the question of "What colors are right for my brand?" always results in "It depends." An important factor to take into account is the environment in which you work. What matters is the emotion, tone, and impression that your brand or product evokes.

## Pattern Recognition

Pattern recognition is ingrained in human nature. According to brand psychology, a strong brand is one that is consistent. People will trust you more if your brand consistently delivers the same experience throughout every engagement, including the same tone of voice, color scheme, logo, and imagery. And the most crucial element of loyalty is trust.

What happens if you don't provide your audience with consistency? They are unable to become emotionally invested in your brand. Running completely opposite elements for things like interactions, appearance, and feel will only make your brand forgettable since you need to build something consistent that will last. This is true even if your brand aims to be crazy, quirky, and spontaneous.



## A Sense of Belonging and In-groups

According to the human psychologically, we require a sense of community. Having a sense of belonging—whether to a family, a subculture, a nation, or a group within a nation—is essential to our health. We must belong to the in-group.

Thus, it is important to understand what this in-group is. Any group of people who are in the in-group have similar interests or identities. It might refer to the six international students in a class of 200, the four women in a predominantly male workplace, emo youth, or individuals who identify as "eco-conscious," "traditional," "fashionable," or "utilitarian." By nature, people want to fit in and work hard to join the "in-group."

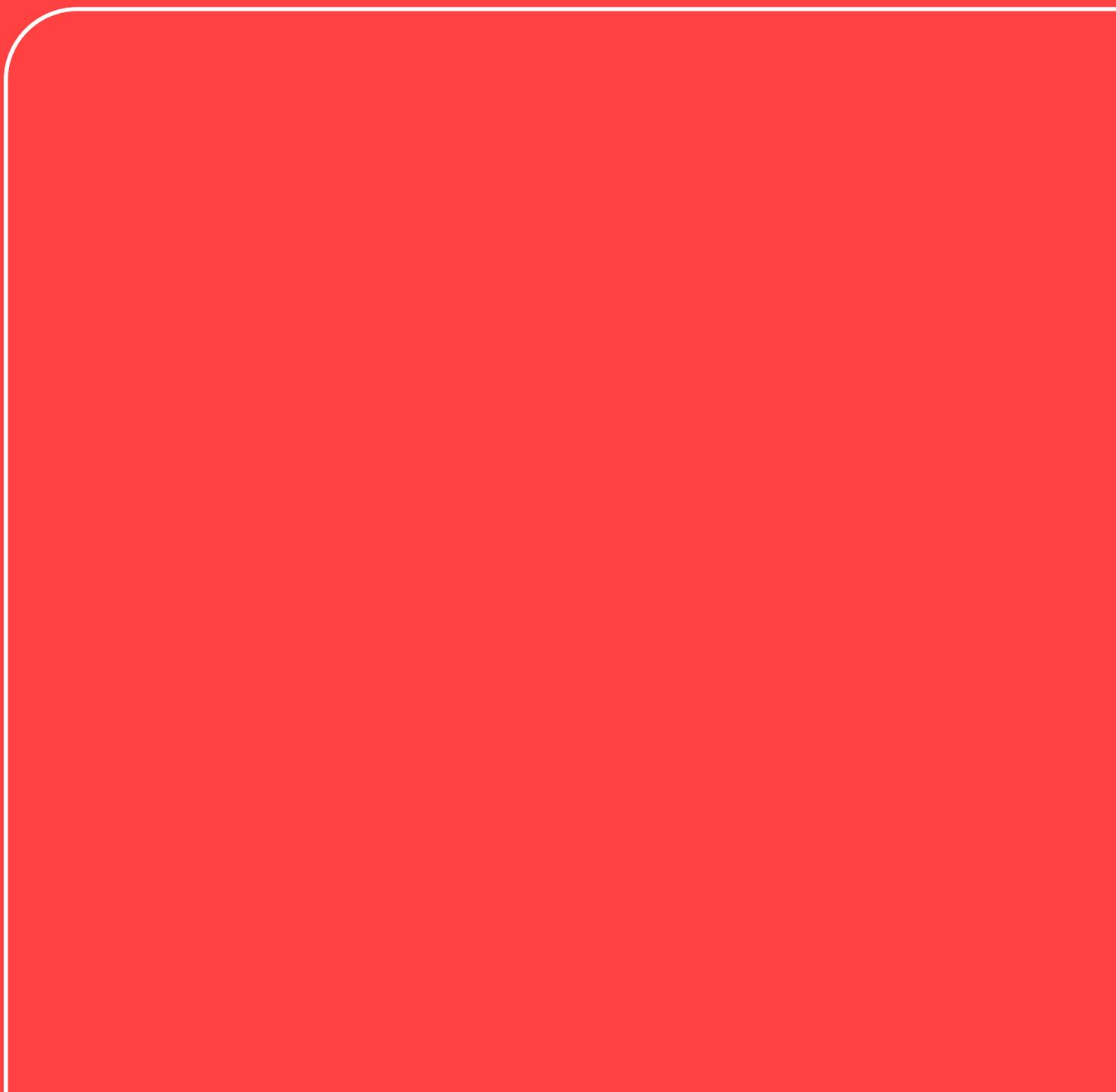
What does this signify for brand psychology? It shows that it is important for your brand to be clear about who you are and what you stand for. Any member of that in-group who is also interested in your product or service will find it appealing.

Nike is one of the best illustrations of this facet of brand psychology. There are those who love sneakers and those who merely wear them. The latter group is known as sneakerheads. People that collect, trade, and, of course, wear particular sneaker models like Nike Air Jordans and Adidas Yeezys are known as sneakerheads. Nike has developed brand and more general marketing methods to appeal to Sneakerheads because it understands its place in this subculture.

Use strategic brand to join the inner circle of your target demographic. Effectively doing this requires going beyond merely declaring, "I'm one of you," and instead showing it by embodying your brand's values, speaking your group's own language, truly comprehending them, and attending to their genuine needs. It's not about categorizing individuals; it's about understanding what motivates those who share similar values and views to band together.



# Practical Brand Development Tools



# Effectively Assessing the Position of your Company and Brand

A realistic assessment of where you are as a business will help you in developing a brand strategy that is not only effective but also caters to the different requirements of your customers. For an already established company, it is imperative that a thorough review of the company's position in the market is conducted. Some companies prefer a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

If you have a newly established company, your business goals should be clearly defined and a business plan for at least 5 years should be formulated, to ensure company growth and brand recognition. This plan will also help you better understand the purpose of your business and additional insights for developing a brand strategy.

## Gaining Competitive Edge

For the positioning of your company in the competitive landscape, the focus of your business should be to stand out from other competition and help customers understand the major distinguishing factors of your business that set you apart from all other competitors.

A brand positioning strategy thus needs to be formulated so that it can help you in understanding how customers perceive your brand, in relation to the competitors. To get an idea of your brand positioning, you can compare your business with the key competitors in the relevant sector. Two of the most common and basic metrics for the measurement of a company's brand include price and quality.

The brand positioning of your company will impact other avenues as well such as the marketing material, the brand voice, and other key aspects. For

businesses that have been in the market for some time, it is necessary that a continuous assessment of the difference between customer perception and company goals is performed at regular intervals.

## Simplicity and Relevance

With numerous marketing channels now open for companies in today's digital era, continuous advertisements, and information overload can result in customers getting confused and irritated by the persistent bombardment of information. Simplicity is thus seen as one of the fundamental aspects of a brand that can help promote the company's brand. In situations where brands have gone over the top in marketing, customers have gotten confused. This is especially detrimental to companies and affects their expertise as a major business in a specific niche.

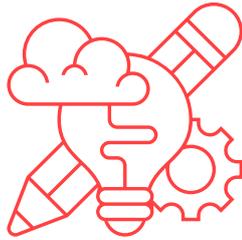
It is recommended that all businesses should have one aspect that is the primary source of their recognition, where customers can easily and quickly identify with the brand and recognize its purpose and its superiority as compared to other competitors.

In terms of the relevance of a brand, it is imperative that your business understands the major needs, desires, and problems of its customer base, prior to positioning itself as a brand that can solve all problems. It is important that your business addresses major questions that arise such as, what your company means to others, and why customers should opt for your brand, instead of one of your competitors. Having this information before a brand is positioned will help your organization to develop a much more effective brand positioning strategy.

## Design/Visuals

Designing and working on visuals to create a memorable picture for your brand is another key aspect that is necessary to establish a successful brand. A brand can be supported by a wide range of visuals, such as:

- Product design
- Logo design
- Packaging design
- Web design
- Publishing design
- UI design
- Motion graphics design
- Photography



Designing can be defined as a process where solutions are created in line with certain thinking, but with intentional outcomes. To help customers memorize the brand messages and values, easily

recognizable visuals are created which will boost the overall recognition of the business. According to research by Reboot in 2018, a signature color can increase brand recognition by 80% (Reboot, 2018). An effectively

designed product or service, including a website, app, or customer service will help your company in developing recognition for the company's brand, helping it to stand out, as compared to a company that does not invest in this segment. Thus, designing establishes a unified visual language that gives customers an immediate link to your products or services, increasing trust and brand awareness. It's good to know that the average time it takes for someone to form an opinion about your website is 50 milliseconds (0.05 seconds) (8ways, 2019)

## Formulating an Effective Sales and Marketing Strategy

Another key aspect of building a successful brand is your company's focus on brand recognition. To ensure a well-established and reputable recognition of your brand, companies primarily focus on developing an effective sales and marketing strategy that will provide a solid foundation on which to build their brand. It is necessary that you keep certain key points in your mind while formulating these strategies, including:

1. Defining your brand value and offering
2. Understanding your customer's expectations and pain points
3. Identifying the market trends and key competitors
4. Creating a value proposition
5. Analyzing the results
6. Defining the market channels that your company intends to use

- a. Developing a strategy for it, and allocating a budget for each such channel.

One of the major areas that you will be focusing on, especially in this digital age of online marketing and social media, is designing an effective content strategy in order to develop content that is both relevant and can grab the attention of your customers.

However, this will require some serious thinking, as according to research by Prezi, branded content lasts only 3 days in the minds of 80% of the customers (Prezi, 2017). The primary reasons for this include irrelevancy (55%), lack of motivation to remember (35.7%), and too much content to retain (30%). This research indicates that there is a serious problem with the content itself.

To avoid such problems, it is important that a great deal of attention is paid to maintaining consistency throughout all the sales and marketing channels that you use. This consistency will prove to be helpful in sticking the brand in the customer's memory. It will also help in making your customers understand what to expect from your brand.

As your customers will be engaging with your business across different channels, such as social media, websites, and others, it is crucial that everything feels connected.

## Building Brand Equity and Customer Retention

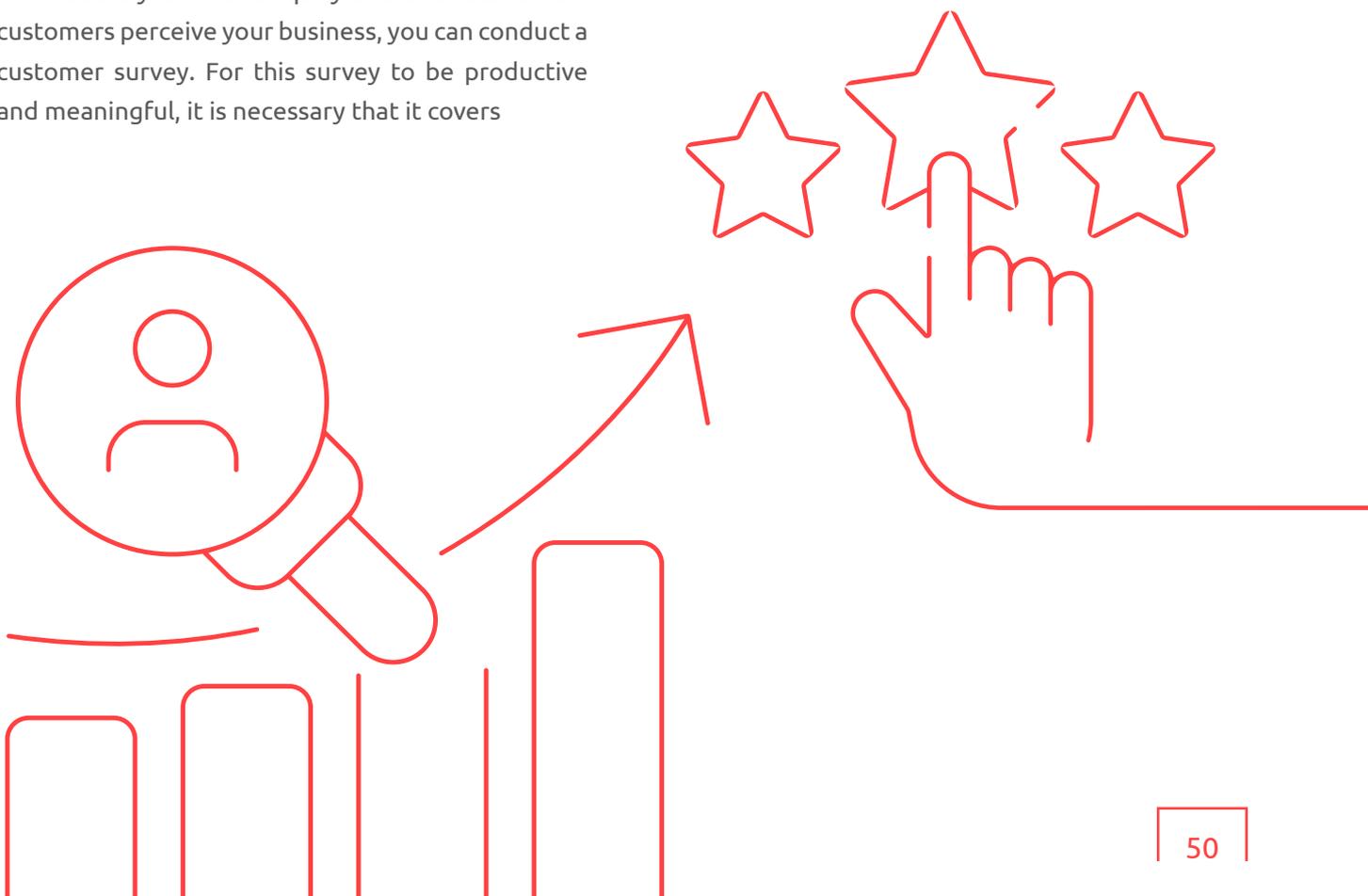
Brand equity is the commercial value that is formed by the customers' perception and their experience with the brand name. A brand that is marketed effectively and offers a good product or service will result in high brand equity for the company. To develop the brand equity of a company successfully it is necessary that the brand's identity is built through awareness, there is effective communication on what the brand means and

what it stands for, customer's perceptions of the brand are understood and recognized, and a deeper bond is built with the customers.

To measure your brand equity and understand how customers perceive your business, you can conduct a customer survey. For this survey to be productive and meaningful, it is necessary that it covers

different aspects of brand awareness, brand sentiment, and the preference pattern of consumers, as well as financial metrics such as company value and market share.

The results of the survey will give you an adequate idea of how customers perceive your brand. Once you understand that, you can focus on building the company's repertoire and develop strategies to improve customer acquisition and retention. This can include the introduction of loyalty programs, email newsletters, gifts, and other such activities to pique the interest of your customers.



# Addressing Growth Challenges – Conduct a Brand Analysis



# Addressing Growth Challenges – Conduct a Brand Analysis

Knowing your current position is crucial to planning your next strategy. Your company has already been building its brand since the moment it was established. Ask yourself: What is the point of my company? This is the first step in determining your company brand. There is a reason your company exists. One such example might be: "Nobody in my area offered products like mine." Selling those products in your area already ties your brand to the message that you want to make a positive contribution to your community. Pay attention to how you've communicated with customers via social media and through other support channels put in place. Try to imagine what others would feel when they see your logo. When your customers engage in business with your company, find out what they feel and think. Customers already identify you with all of these characteristics, so you can continue growing your business by building on or pivoting your marketing strategy.

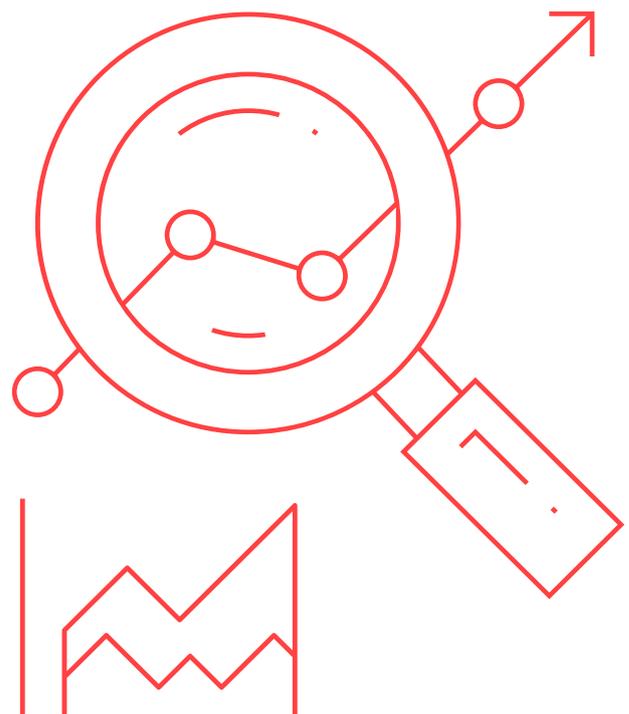
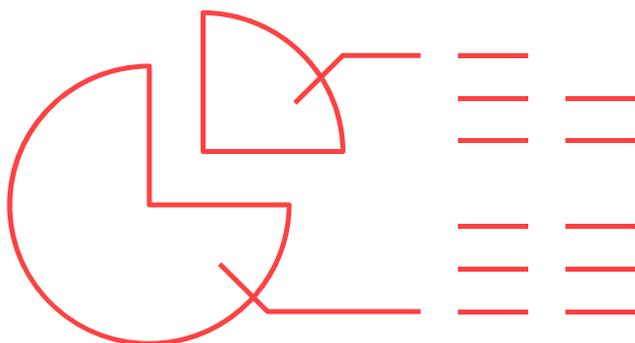
Brand begins with a solid foundation. There are many who do not pay attention to this section, even those who believe in the concept of strategy. A house can't be built on sand. It won't take long for cracks to appear in your brand if you don't build a solid foundation. A brand's internal identity comes before its visual identity. In this case, the brand begins with its "Why" and then defines who it is internally.

When creating a new brand strategy, brand analysis is used to determine how well your brand is performing.

- Do your current marketing and sales efforts support your brand?
- Are there any main competitors or customers for your brand?
- What is your brand's ability to meet consumer needs?

These questions and more are asked as part of a brand analysis, a process that aims to locate your brand's perceived style, image, and positioning by analyzing current and past content. An effective brand analysis determines whether your products, services,

and brand mission are accurately reflected in your brand. A brand analysis also entails sub-areas to look at. Here are some of them.



## Current Brand Audit

You will usually conduct an extensive audit of your current brand, as there are a lot of factors to consider and measure.

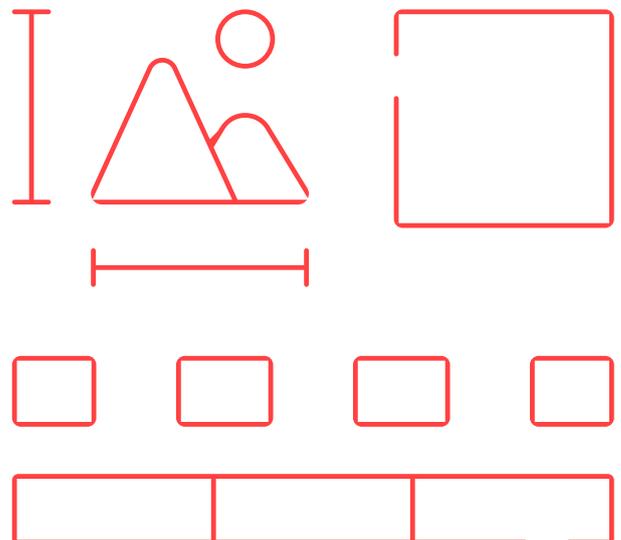
- Is your perceived brand identity and voice aligned with what you've been trying to accomplish?
- Which strengths and weaknesses do you see in your current brand?
- Is there anything you should be aware of in terms of opportunities or threats?

As part of a brand analysis, you can conduct a brand audit to understand the perception your brand has

among stakeholders and consumers - what value your products and services offer and what they lack. As a result of your current brand audit, you are able to measure milestones and qualify results based on your current perceptions and accomplishments. As well as aligning your offerings more closely with customer expectations, it helps you plan corrective actions for the future. As important as it is to understand your customers' perception of your brand, it is also essential to know how important stakeholders and colleagues perceive it. It is your responsibility as the keeper of your brand to ensure their view and understanding of your brand is aligned with yours, even if they aren't your target audience.

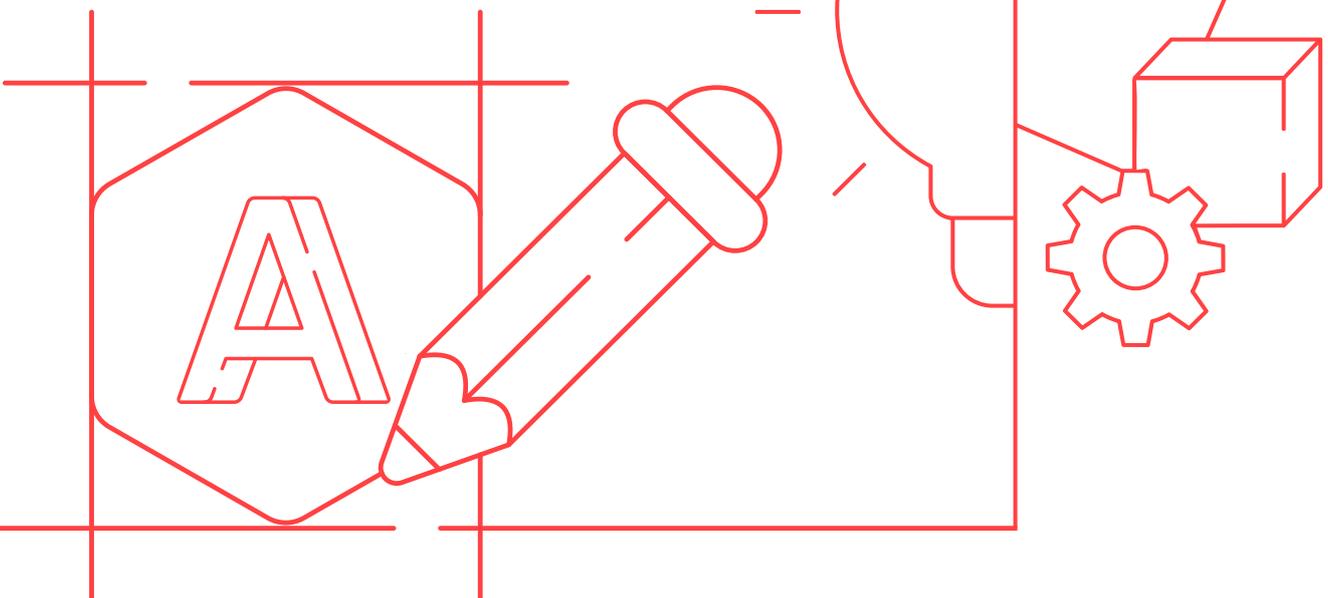
## Develop a Brand Identity

An immediate, clear, and unique message should pop into customers' heads when they think of your brand. This message is embodied through your brand identity. All of the things you've done for your audience create an overall message - from the logo to the tone to the tagline. By consistently reinforcing your brand's identity, you will make your brand more influential in your audience's minds. If your brand identity is strong enough to your audience, they will immediately be reminded of your brand when they see your logo - or even something relating to it. Identify what your audience thinks your brand is by developing your brand around that idea.



## Create a Compelling Logo & Overall Visual Aesthetic

- When you know your business inside and out, bringing your brand to life is the next step. According to graphic designer Paul Rand, "Design is your brand's silent ambassador." Here's what you should keep in mind before creating a visual identity for your brand:
- **Logo:** Despite the fact that the logo does not make up the entirety of your brand identity, it is one of the most important elements in the brand process. Your company's website, business cards, and online ads all display it. 95% of the top 100 brands use only one or two colors in their logos according to Marketo research (Marketo).
- **Packaging and/or presentation:** In addition to your logo, a strong brand identity involves more than just your logo. An integral part of your brand identity is the product(s), the packaging, or the way you present your services. It will help you create a familiarity with your consumers if you visually represent your business in all you do. The golden arches of McDonald's are a good example. A fascinating form was used to create the iconic "M," which is now recognized worldwide.
- **Color and style:** Your brand's identity can be enhanced by creating a color palette. Besides being versatile, it gives you the opportunity to create unique designs for your business without departing from the brand identity. Typography can also be a double-edged sword if it is not used appropriately. Mixing fonts may be quite popular, but that doesn't necessarily mean you should use more than a handful of them in your design. Typography should be consistent in your logo, website, and all documents you create (print and digital). Nike's website and ads use the same typefaces and type styles throughout the entire business which is a good practice to adopt. Consumers are more likely to recognize your brand by up to 80% if you use a signature color scheme across multiple platforms, according to a survey conducted by Reboot Online (Reboot Online, 2019).



# Creating an Impactful Brand Identity

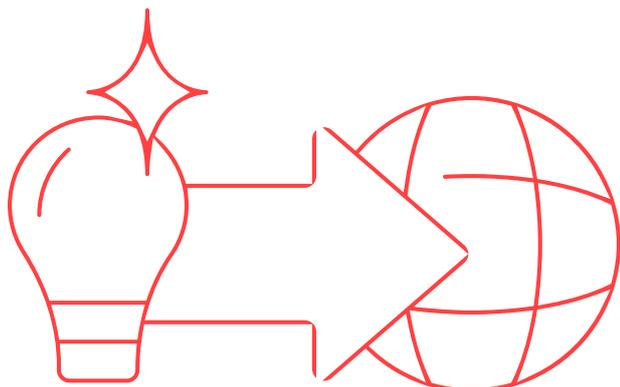
There are many ways in which consumers interact with brands. It's essential for building long-term customer relationships for them to interact with your brand identity, whether it's admiring your creative packaging choices or laughing at your podcast on YouTube. Making sure your brand identity has an impact requires solidifying your relationships with your audience. From brand recognition and awareness strategies to content marketing plans, your brand identity should be present in everything you do. In other words, what can you do to build a deeper connection with your audience through a brand identity?

- **Personalize your identity with a face**

Adding a face or image to a brand's design is an easy way to make it more appealing. In today's business world, many companies have "mascots" that act as the face of the brand. For instance, the Mailchimp mascot brings life to the company's identity by being cute, friendly, and relevant. In order to improve the visibility of your brand, you can employ the same strategy. Be authentic

The best way to create a brand identity that resonates with your audience isn't just to follow everyone else's lead. You will be able to maintain your identity more effectively if you remain focused on values and goals that you truly believe in.

Faking it may also damage your company's reputation if today's astute customers catch on to it eventually. Brand authenticity is considered essential by 92% of marketers, according to Stackla research (Stackla, 2019).



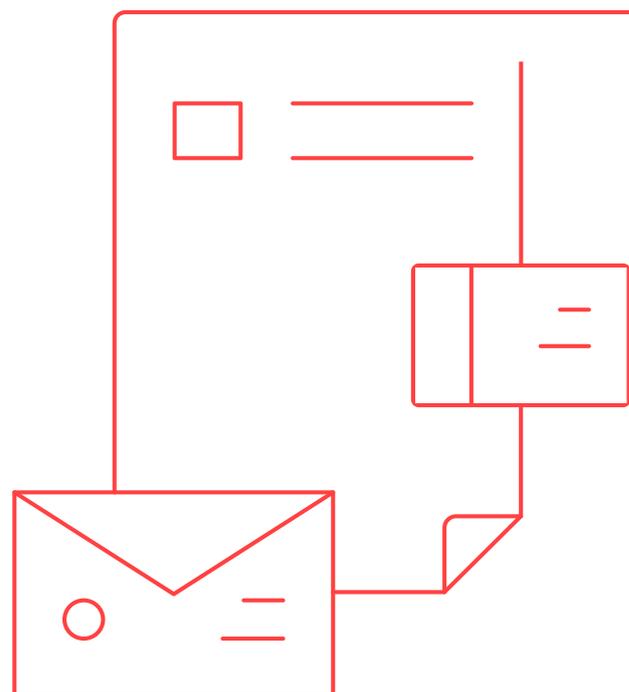
- **Create a seamless experience**

No matter where the customer encounters your brand, it should maintain its identity. You should offer your customers a consistent experience of what makes you unique through your integrated marketing communications, your stores, and your social media accounts. You will be able to earn the trust and loyalty of your

customers if you are consistent with your identity. Forbes reports that Revenue can be increased by 23% if a consistent presence is maintained across all platforms.

- **Be unique**

Lastly, consider how you can distinguish yourself from your competitors. A massive number of advertisements and brands compete for the attention of a single consumer base across the globe. In order for your customers to choose you over your competitors, you need to show them why they should. Finding what makes you unique should be a result of the research you conducted during your brand process.

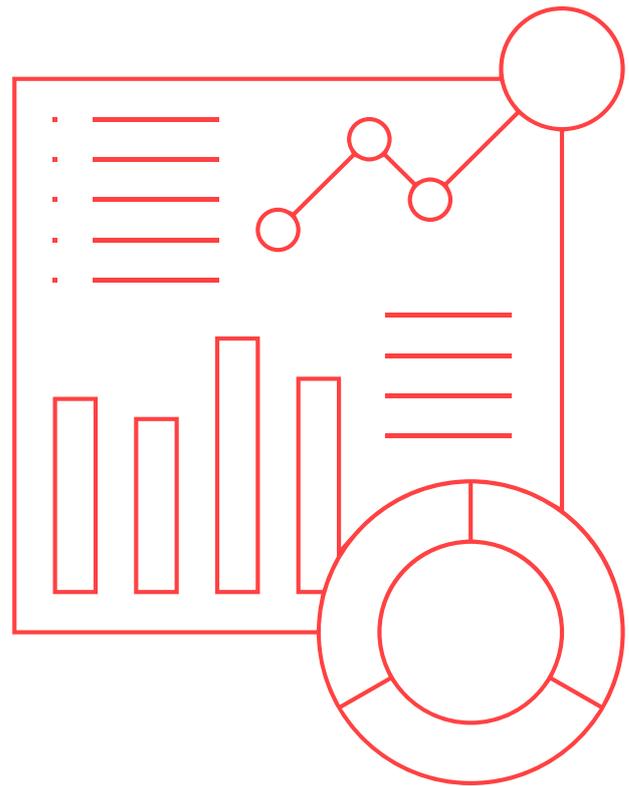


# Monitor Brand Strategy & Evolve



## Monitor Brand Strategy & Evolve

It is essential to track and monitor your brand's performance once your brand strategy is established and is influencing your customers' purchasing decisions. In order to evaluate the awareness, value, and accessibility of your brand, you need to measure your audience's awareness and value. A brand's emotional connection and differentiation from its competitors are also important to assess. By looking at these factors, you can determine if your brand strategy is working, and if you need to adjust it. To find out if your brand strategy is working, make sure your marketing strategy has a good ROI. Your brand strategy should be honed further by gathering as much information about your customers as possible.



## Questions to Ask for Evaluation

You can use the following questions to help evaluate your brand strategy. The purpose of these questions is to serve as a springboard for discussion. It is inevitable that other things will arise pertaining to your company's brand - just remain consistent and make sure your promises are kept.

- **Do you focus too much on your company?**

Content creation is an especially relevant context for this question. Many businesses write too much about themselves and their own processes. Consequently, consumers are left unsatisfied. It is important to consider how the content you create will provide value to consumers. The real problem with content marketing and online marketing in general is that they're either poorly designed or poorly executed focusing way too much on the company. Instead of focusing on the needs of the user, we tend to focus on the needs of our company. In general, we approach things from the inside out, but how can we present ourselves externally? Our

tendency is to communicate in "we" mode, spouting off about things that your visitor has no interest in." Think about providing relevant information to your customers - simply because you know they will appreciate it

- instead of always trying to convert them or get something in return.

- **Do you maintain a consistent image for your brand?**

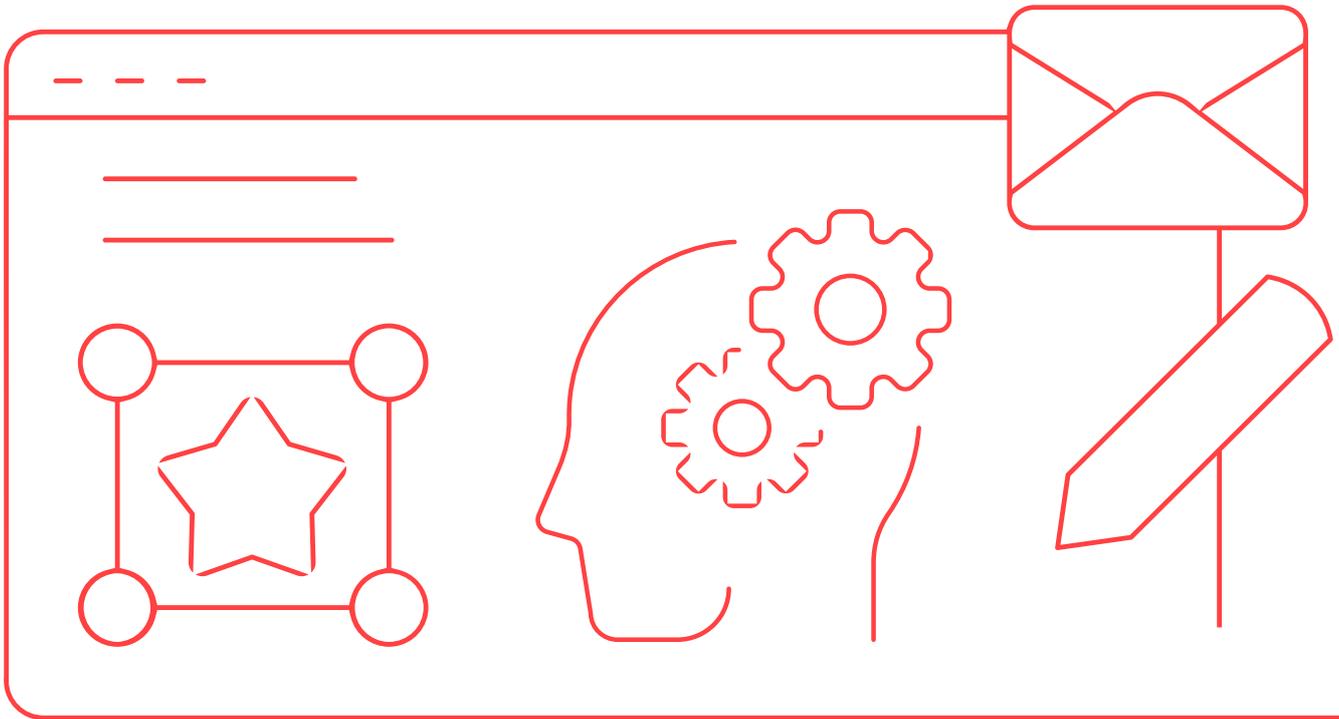
Establishing a consistent brand identity is another challenge businesses face. Innovation and creativity cannot be marketed by your brand without supporting that with your product development. Furthermore, your sales and marketing teams should be

aligned. In order for customers to get the right image of your company across all channels, your sales reps must support your marketing campaign.

- **What is your reputation management strategy?**

The reputation you build plays a significant role in your brand. It is possible that your brand identity can be compromised if you do not manage your reputation. Online reviews are especially relevant in

this regard. The reputation of your company can be severely damaged by even one negative Yelp or Google review these days. Maintaining your brand reputation and establishing a positive brand identity will help you protect and mitigate these effects.



## Important Factors to Consider

When you have a top brand strategy in place with all the latest tools that you have been working on, and you have a great line of different plans to make your blueprint a reality, you start to aim high. However, have you ever considered whether your brand strategies or brand strategies are ever working? Are there any top substitute plans you have in mind? Does the effort put forth yield results that are worth it? Your brand's positioning and the way you market it in the marketplace is all part of your brand strategy. Building a reputation is the key. What are some ways to assess your brand's positioning?

Consider these questions:

- Are you making an impact on your audience with your brand strategy?
- What is the long-term effectiveness of your brand strategy?
- Is your audience likely to recognize your brand strategy?
- Is your brand strategy aligned with your company's vision?
- Are the messages you send out about your brand consistent?