

Branding 101

By Ed King - Corporate Rejuvenation Specialist, Turning Point Strategies

What is “Branding”?

We define branding as every prospect or customer interaction with your company that creates an impression. It’s clearly more than just a logo or an advertisement - it’s the personality and soul of your



company. It’s how your phone is answered. It’s the quality of your customer service. It’s also what makes you unique. It should communicate the difference between you and your competitors - your reason for being. It should reinforce your message. It should help you stand out in the crowd.

Quite simply, it’s your company’s most valuable asset. It’s the difference between a *struggling* company with a *great* product and a *thriving* company with a *good* product. We believe brand is as much about perceptions of your product as the actual product you produce.

Why Brand?

Those unique attributes that make up your brand, when executed consistently and correctly, lead to brand loyalty. When customers become loyal to your brand, price becomes less relevant. When employees buy into your brand promise, your turnover goes down. When your advertising reflects your brand personality consistently, you pull more ROI from your ad dollars. Creating a strong brand will have a substantial affect on your bottom line now and in the future - count on it.

Why Now?

You may be asking, “In today’s business climate of tightening ad budgets, how can I afford to spend money on branding?”

This is precisely when you should focus on branding. An effective brand strategy incorporates all components of the brand. If all of your marketing and advertising reflects a focused brand strategy, the quicker your prospects will “get” your message. As a result of effective branding, you can oftentimes spend less on media and traditional advertising, while actually increasing sales.

Also, because there is more media clutter and more competitors in the marketplace, getting noticed is becoming tougher and tougher. A compelling and focused brand message concentrating on the needs of the prospect will rise above the clutter and demand attention. Customer expectations are rising every day, and only those brands that communicate real value in today’s world will succeed.

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