



Branding Tips: How to put your stamp on your goods

We all know what a brand is. But what is branding? It's not so much about getting your target market to choose you over the "other guy", but it's about getting your prospects that see you as the only solution to their problem.

Branding integrates your marketing strategies through your company at every of public contact. Some tips include:

- Spend the time and money on a good, solid logo and use it everywhere, consistently.
- Put your brand messaging in writing and makes sure your employees and staff use that message when talking with prospective clients. Above all, make sure you can *deliver* on that message.
- Integrate your brand into every aspect of your business – how you answer the phone, what your salespeople wear on their sales calls, even your email signature.
- Develop a tagline. Make it meaningful and applicable, and one day it may be as well branded as "Just Do It" is to Nike.
- Create brand standards. Many companies have a branding handbook that outlines what typeface can be used, exact colors, and even placement of their company logo. While your company may not have to be this specific, outlining the parameters of using your branding is always a good idea.
- Create a voice for your brand. Are you stiff and serious? Upbeat and friendly? Decide how you want your brand portrayed, and then convey that personality regularly.

Most importantly, take the time to research and define your brand, then spend just as much time and effort into *branding*. It's a valuable piece of your marketing puzzle that when integrated with your overall strategic plan can put a stamp on your business success.

Labels: brand, branding, what is branding, tips on branding, brand messaging, taglines, creating brand standards, creating brand voices.