

YOUR BRAND MATTERS

The goal is to ensure that you know how to establish the foundation of your brand, differentiate it from the competition and shape its perceptions within your target customer base.

ANSWER THESE QUESTIONS TO HELP ASSERT YOUR BRAND PRESENCE

1. WHETHER YOU KNOW IT OR NOT, YOUR BRAND HAS A REPUTATION

Do you know what it is? Did you shape it? Is it what you want it to be?

2. HOW DOES YOUR BRAND GET A REPUTATION?

PEOPLE - What is your corporate culture? How does management treat people? How is your customer service?

PRODUCT - Premium? Affordable? Reliable? Sophisticated? Technical? What does it provide the end user?

MARKET - What is your brand position? What do you say about yourself?

CUSTOMERS - Do they like, want, trust or need your product? What is their experience with you?

3. SELF ASSESSMENT

WHO ARE YOU? Clearly and completely determine exactly what your brand or product stands for.

WHAT DO YOU WANT TO BE? Biggest? Most advanced? Most affordable? Start with the strategy. Make sure everyone is aligned.

WHO CARES? Know your audience. Know what they want. Know where and how to reach them.

WHO IS YOUR AUDIENCE? Get outside your four walls. Understand exactly who you're talking to. Remember that they are people.

TO ESTABLISH AND MARKET YOUR BRAND, YOU MUST:

1. Self assess
2. Develop a strategy
3. Execute the strategy
4. Stay committed
5. Evaluate & adjust