

SIX STEPS TO BUILDING A RECOGNIZABLE BRAND

When building a recognizable brand, a business must be able to define itself, its customers, its goals, its look, its voice, and its marketing strategy. This knowledge and foresight are imperative to stand out from the crowd and create a long-lasting, memorable brand.

1. DEFINE YOUR BUSINESS

- Draft a mission and values statement
- Identify competition
- Decide what makes your business special or unique

2. IDENTIFY YOUR AUDIENCE

- Research ideal customer
- Identify the problem your product or service solves
- Determine why a customer should choose you over a competitor

3. DETERMINE YOUR GOALS

- Set short term goals
- Set long term goals
- Consider how to appear consistent to customers

4. DECIDE AND DESIGN

- Keep your core customer base and business identity in mind
- Design logo and identify brand colors
- Design additional collateral needed for business

5. FIND YOUR VOICE

- Personify Your Brand
- Choose adjectives to reference that will keep messaging on track
- Consider how you want to answer questions or describe services

6. MARKET YOUR BRAND

- Stick with your brand's voice
- Keep your goals and business identity at the center of everything you do
- Remember who you're trying to reach