

The Power of Branding Your Business

What is Branding?

Your brand resides within the hearts and minds of customers, clients, and prospects. Branding is the sum total of a company's identity—from its name and logo to every piece of communication, internal or external—to every encounter every customer or potential customer has with it. A brand isn't what people want the brand to mean but what exists in the associations your customers have with it.

Why is it Important?

Increasingly, companies are turning to their brands as their only source for competitive advantage. The health and well-being of any organization are tied to its brand strategy and identity, as these provide the tools necessary to create preference and manage consumers' expectations. *Branding is how small companies become nationally recognized names!*

Branding Solutions for Small Business

Brand Definition:

1. Completely understand what your brand is:
 - a) Who is the ideal customer?
 - b) Who is the target market?
 - c) What makes the brand unique?
 - d) Does it coincide with your mission statement?
2. Evaluate the existing brand and find out if it is what the brand should be.
3. Does every person in the organization understand the brand?
4. It is essential to evaluate the brand on a regular basis. Are customers getting the right message consistently?

Brand Identity: This is the visual image aspect of your business. Small businesses benefit from a professionally designed logo and marketing materials. The visual aspect of your brand identity also helps communicate your brand definition.

Brand Messaging: This is the way that you describe your business. What is the main message that you want to convey about your business? How would you like them to describe your business to others? You can influence many of the thoughts that your customers have about you by having consistent messaging in your marketing materials.

Brand Service: This is how you relate to your customers. Although customer service is often overlooked because it's not seen as a part of an advertising or marketing campaign, it is part of a company's brand. It is an opportunity to shape their perception.



Esther Foster established Foster Creative, Inc. in 1992. With more than 25 years of marketing experience, Esther specializes in creative services for marketing communications. Her areas of specialization include branding for web, print and social media and graphic design. She has worked as an account executive, art director and creative director with a variety of companies.

Her business, Foster Creative, provides creative services such as complete branding strategies and corporate identity programs, marketing and advertising collateral, trade show displays, and website design. She enjoys hosting workshops and speaking on traditional, online and social media marketing.

Get connected with me:

Phone: 210-348-8601

Email: efoster@fostercreative.com

Website: www.fostercreative.com

Linked In: (<http://www.linkedin.com/in/estherfoster>)

Facebook: Foster Creative (<http://tiny.cc/0UPIJ>)

Twitter: @fostercreative (<http://twitter.com/fostercreative>)