



Importance of Your Corporate Brand

Your Corporate Brand

- What is it?
- Why is it important?
- How do you do it?
- How can I leverage social media?
- What about employees?

What is it?

- It's the battle of perceptions not products or services.
- It's why customers should do business with you and not your competitors.
- It's the benefit your customers get from you that they can't get elsewhere.
- It's the emotional connection your audience has with you.
- It's the consistent message and reinforcing elements you transmit to your audience that they relate to.
- It's your point of differentiation.
- It's linked to what your customers need and want.

Why is it Important?

- It gets you out of the “me too” marketing.
- It’s the emotional connection that causes customers to think of you first when they are ready to buy.
- It ties you to the unique customer needs of your target market versus the market in general.
- Makes you an employer of choice for the people most able to deliver on your brand.
- Provides a unique connection to your audience.
- Fine tuning your brand is particularly critical with highly competitive services.

How Do You Do It?

- Offer and communicate a clear, relevant customer promise.
- Provide credible proof.
- Build trust by delivering on that promise.
- Be credible and consistent.
- Make sure your brand is unique and memorable.
- Drive market share by continually improving on that promise.

How do you do it?

- Own the experience from start to finish.
- Customers need to feel confident that their experience will live up to the expectations raised by your branding campaign promise.
- Send a strong consistent message in multiple ways print, on line, staff, facilities, logo.
- Word of mouth is key to branding.
- Make your brand statement easy to remember so others will repeat it accurately.

How Can I Leverage Social Media?

- Start with brand promise. Let it guide all actions.
- Don't get distracted by abundance of options.
- Use it primarily for insight and brand reinforcement.
- Check customers response to your brand promise. Is it understood? Is it believed? Is it relevant? Is it consistent?
- Use for continued improvement of your services.
- Connect with customers if there is a problem. Fast track service issues.
- Protect the brand by conveying authenticity and relevance.

How Can I leverage Social Media?

- Engage but follow the social rules.
- All employees must know those rules and play by them.
- All participants must be deeply knowledgeable about your products and services as well as be steeped in your brand and values.
- Layer your message with twitter, Facebook, Linked in website, you tube, etc.
- Stay on message. Reinforce brand.
- Be credible.

What About Employees?

- They are your single greatest advantage against the competition.
- They are the face of your brand values.
- They execute on your brand promise daily and capture feedback.
- Selecting, training and promoting people who understand how to deliver the brand experience is critical to the success of your brand.
- In the war for talent they have choices.