

THE POWER OF BRANDING



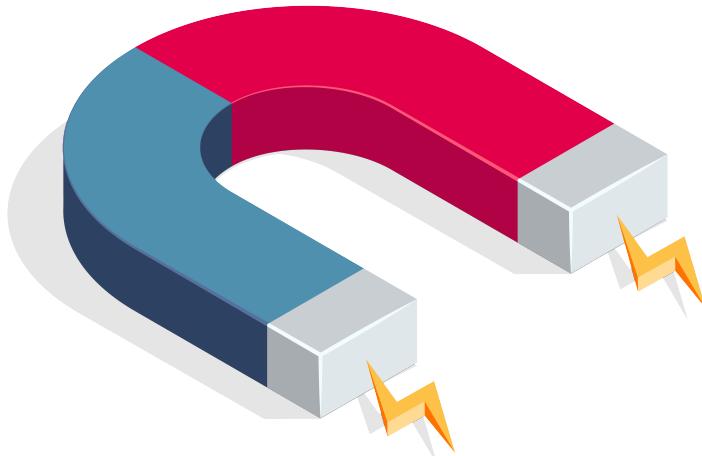
**BRAND
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“The primary function of brands is to reduce our anxiety in making choices. The more we sense we know about a product, the less anxious we feel”

Nicholas Ind

**Notes:**

7 Proven Returns From a Well Developed Brand

1 Attract Better Customers

During the research phase of developing your brand strategy you will identify exactly which types of customers align with the products or services you offer. When you have a clearly defined target demographic you can effectively create messaging to the right customers.

Plus, those customers are more likely to become loyal brand advocates who will convince their friends and family to buy your products or services.

2 Command a Premium Price

People are willing to pay more for a brand they suspect to be better and more valuable than the competition.

By differentiating yourself, branding gives you the power to position your brands worth above the competition. Therefore you can command a higher price and increase revenue.

3 Close More Sales

A well defined and positioned brand is easier to sell, because most of the hard work has already been done for the sales and marketing teams. Branding gives your employees the tools they need to confidently speak your brand's message, and close more sales.

The quality and superiority of your products or services have already been articulated through your brand strategy.

4 Reduce Marketing Costs

A cohesive, and well-articulated brand increases the efficiency and effectiveness of all your marketing initiatives.

When you have a well defined and specific audience, it is much easier to develop highly relevant marketing campaigns, and target your most engaged customers.

Plus when you create your brand strategy, you will develop language and visual identity guidelines that can quickly and easily be integrated in all your marketing efforts.

5 Increase the Value of Your Company

The perception of your brand is based upon the behavior of your customers. If your customers value your brand, and are willing to pay a premium price for your products or services, that will ultimately increase the value of the brand itself.

Therefore, when it comes time to sell the company, it's the valuable brand asset that will determine your future success.

6 Solidify Brand Authority

Once you've defined your brand purpose and targeted your ideal audience, you can precisely identify your optimal niche within the marketplace, and differentiate yourself from the competition. Brand authority enables you to become the industry leader, and beat out the competition.

7 Attract Top Talent

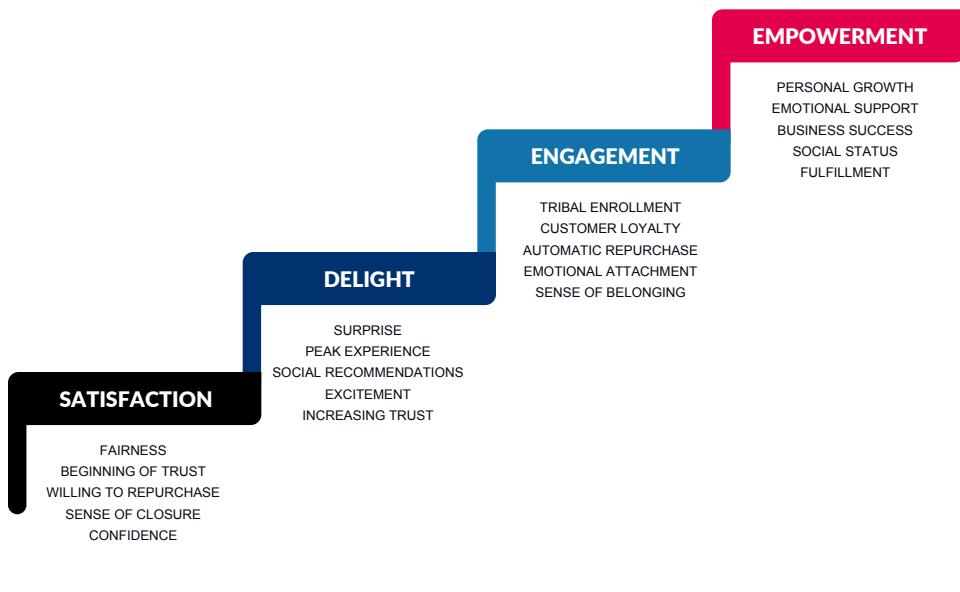
A rebrand not only attracts better customers, but also gets the attention of quality employees. People want to work for companies that stand for something or have similar values.

When you are authentic to your purpose, and are able to articulate your goals, it will be much easier to recruit and retain top talent.

Notes:

BRAND COMMITMENT LADDER

Use the scale below to measure the progress of your brand from the perspective of the customer. The goal is to get as many customers as possible to the top of the ladder.



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