

4 Reasons Why Branding Is Important

Often times, companies do not realize the importance of properly branding their company. In the following points, learn ways in which you will get the most out of your brand and be equipped to make your brand a success for you and your business.

1. A Brand Establishes a Common Goal.

A brand is the most important building block of your business. Even before you create your business logo, website, or other marketing materials, you start with developing the core of your brand – your mission statement. It begins with a set of guidelines that represent the purpose, goals and end product of your business. With a strong mission statement, expressing the core values of your team should possess and show your employees what is expected as a representative of your company.

In the development process, ask yourself a few questions: What is your end product? Who is your customer? How will consumers benefit from your product or service? What values reflect your goals? If you can answer these questions confidently, you have yourself a brand in the making.

2. A Brand Unifies Your Public Image.

Following the establishment of a hearty mission statement, your company's visual representation can go into development. This part of the branding process includes creating a universal logo that best reflects your business as a whole. Using style, shape, color and fonts, a brand comes to life in a way that allows you to effectively appeal to consumers. The visual identity of a brand can be compiled in a customized style guide that encompasses all aspects of the brand. This makes all of the elements accessible to your entire team to use as an accurate point of reference. The style guide will break down assets like your signature tagline, primary

and secondary colors (down to the specific PMS, CMYK, RGB and Hex Codes), typefaces, layout styles, shapes and usage proportions.

When you are ready to get started on developing your brand identity, contact us for more information. Alchemi Design can help you hone in on your company's style and develop a visual representation that best reflects your brand.

3. A Brand Makes You Memorable.

Implementing your brand in your marketing efforts allows your audience to get to know your business on a more familiar level. Proper execution of brand marketing means you are representing the same values at all times, to any one, at any place, at any time. The way you respond to a commend on Instagram, for instance, should reflect your aforementioned mission statement and exude your company's values. It's in the way you answer the phone at the office and interact with coworkers, or how you design your ads for the local newspaper. Connecting with your audience encourages a positive following and cultivates consumer advocacy, which leads to the ever so coveted word-of-mouth advertising.

An example of a company who effectively utilizes brand marketing is Wendy's. Have you seen their campaigns bashing McDonald's? They possess a common goal of providing fresh ingredients for their burgers, which they shamelessly boast over the frozen stuff you get from other fast food establishments. It's bold, entertaining, and true to their brand.

4. Branding Evokes Professionalism and Builds Trust.

Consistency in the representation of your company through your brand identity propagates trust and customer loyalty. A client who has a positive experience with your product or service before they make a purchase will be more likely to be converted into a paying customer. And along the same line, you achieve a ripple effect of positive encounters, one after the other, further amplifying into potential growth in repeat customers and consumer advocacy. Also, when a customer is unsatisfied, referring back to your brand will guide you in how to react and hopefully reach a resolution to ultimately avoid a negative experience. Having that firm set of guidelines to fall back on is immensely valuable, especially as your company grows and becomes more well-known.

To make sure you achieve consistency in brand representation, make a checklist of all the channels through which your brand is marketed. Another great way is through surveys and questionnaires – your customers will appreciate that you value their feedback and that you are interested in their opinions and suggestions.

In summation, give a great deal of attention to the development of your brand to be sure of accurate representation that will last the lifetime of your business. A solid brand will leave nothing to question and exude confidence and value to your staff and clients alike. ✨

