

elevation!

conscious brand elevation strategies
to catapult business growth

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BRAND BUILDING QUESTIONS ASKED BY
BUSINESS OWNERS
AND ANSWERED IN DETAIL FOR YOUR ELEVATION!

Q: Why is branding so vital for my businesses to reach its next level of growth?

A: Because doing the due diligence necessary to truly take control of your business brand is about defining who you are at the core level, then managing the perception at the internal and external levels. It is the creation of the "message" (e.g. through behaviors, culture, systems and processes, and leadership) that illicit the perception your employees and customers have about you. Without a clearly defined message, marketing dollars, through any venue, are simply diluted. The customer is subconsciously seeking a definition of the business, the service and/or product that they can categorize in their minds and store. If your business doesn't provide that clear definition a, first and foremost at the internal level, then the customer perceives "disconnect" or a jumbled message. Hence, the level of trust is not established, thereby weakening customer loyalty and perceived value in the brand.

The top reason consumers move on to other businesses is INDIFFERENCE. They are not "wowed" by anything specific with a product or service, and their emotion is at a neutral state....they could care less. So clarifying and delivering your message throughout your external marketing and confirming that message through your internal processes

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**GETTING YOUR
EMPLOYEES ON
THE 'BRAND
WAGON': Learn
the secrets of
highly successful
brands and how
they engage the
hearts and minds
of their employees
to deliver powerful
and distinctive
brand experiences.**

By
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is key to being 100% present and authentic with your brand, thus increasing trust, loyalty, and the coveted BRAND INSISTENCE!

Q: *What do you find is the one most difficult thing for small to medium sized business when it comes to promoting their brands?*

A: CONSISTENCY!...hands-down. We find that most businesses struggle with maintaining a clear, consistent message for a long period of time within their marketplace. They have a tendency to “try” a message for only a short period of time, then change it, try the new message for a short period, then change that. They can’t expect any consumer to “buy into” a product or service if the message keeps changing. By message, I mean a variety of things businesses do, from advertising, to their look, to how they treat their customers, their incentive programs, their return policy, everything. Consistency is king in branding — in fact it is one of the three most powerful characteristics of a strong brand.

Unfortunately, a lot of businesses who send out a specific “message” externally, through marketing and advertising, websites, collateral, etc., don’t think about how they should make sure that same message shows up in every process, every procedure, and every interaction with the customer at the internal level as well. This disconnect, we call “Cognitive Dissonance.” It occurs in the mind of the consumer when the messages they perceive, through their experience with the business, does not match up. We work with our clients to assure “Cognitive Resonance” within the customer experience. Consistency is so key to ensuring Cognitive Resonance. Think about this great saying:

“Consistency builds TRUST
TRUST creates HISTORY
HISTORY builds TRADITIONS
and TRADITIONS form RITUALS.”

-- Brand Sense, Martin Lindstrom, Free Press, 2005

Is your brand a RITUAL in the minds of your market?

elevate!

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