

The Importance of Company Branding

by Dave Kogan, Manager of Marketing & Business Development, ASHI



Company branding is the most efficient way to show potential customers what your business is about. It is reflected visually via the logo and company design elements as well as through verbiage in marketing materials, slogans and informational copy. According to Fast Company magazine, “The brand is a promise of the value you'll receive.”

Uniqueness



Utilize your branding to set yourself apart from your competitors. To do this, analyze what you do best and consider your target demographic. Use graphics and word choices that clearly reflect your business to your target audience, hence your brand. Use your branding to deliver clear messages.

Target Audience

Done correctly, your brand can assist you in getting a stronger foothold in your niche market. Define your unique selling position and consider methods to communicate key messages to your desired audience. Use specific images or phrases to encourage the feel of inclusivity. Let them know the reason your company exists and how it can fulfill their needs. This can connect you to your target audience, engage them and motivate them to buy.



Emotional Connections



BRAND

perceived emotional corporate image as a whole.



IDENTITY

visual aspects that form part of the overall brand.



LOGO

identifies a business in its simplest form via the use of a mark or icon.

According to a 2010 study conducted by the world's largest public relations firm, Edelman, the Y Generation, also known as the Millennials, consider brand identification almost as important as religious preference and ethnic background when defining themselves online. The power of branding has successfully melded into that of personal

identification and emotional connection.

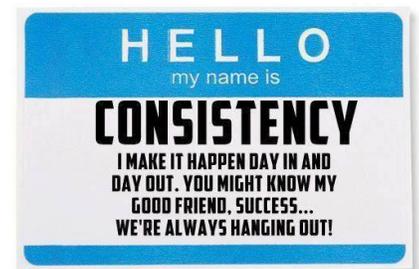
Message Delivery



Having strong branding can evoke trust from your niche market. This can translate to your newsletters, emails and advertisements garnering a greater response, hence increasing sales. As people will already be vested in your brand, they will be confident that they will receive value for time spent reading your messages or researching your product.

Consistency

Focus on your long-term branding efforts to keep your business consistent. This consistency should transcend messages, product lines and audience appeal. It should enhance your business, adding depth to your company's presence. This should allow you to grow and keep a loyal following.



Role of the Internet



The Internet has become a very popular medium for business marketing. You can use Web sites, blogs, Facebook pages, Twitter feeds, and Pinterest pages to build your brand. The Web also facilitates visual branding through video sites like YouTube. If used well, one well-shot video can help you enjoy publicity on a par with some of the biggest brands in the market.

Branding doesn't have to wait until your company goes public. Rather, a strong brand can help you improve growth and boost stability. The success of a venture is determined by its visibility and popularity of its brand amongst the masses, not just by its profit margins.