

13 Branding tips

What can your company do to increase name recognition? Here are 13 ways you can begin branding your company and increase the name recognition of your firm.

1. Develop a memorable tagline that expresses who you are and what you do.
2. Keep consistency with all of your materials.
3. Make a target list of the companies you would like to reach in the next year and the potential influences on those people. Look at your image and see what you think you would need to do to change it to aim at those customers.
4. Create and issue an online or direct mail newsletter monthly or quarterly.
5. Get known for niche expertise or specific industry knowledge (speak, write, present, teach).
6. Believe in your brand name, what it means and your customers will follow.
7. Use unique colours to make you recognisable quickly and easily.
8. Develop a mission statement that shows your reason for being in business and the value you provide to your customers.
9. Regularly write and issue press releases to the media, your website, and the internet.
10. Diversify all marketing, PR and media to reach the markets where your clients are to be found (as opposed to marketing within your own service industry).
11. Participate (attend, speak, host, present, show) at industry conferences and exhibitions.
12. Participate and sponsor local charitable efforts; get your name in the program the charitable cause distributes; get your name in the press surrounding the event.
13. Hire a branding company to bring your image and message together. Develop your logo and image materials (web, stationery, logo, tagline, christmas cards, postcards, brochures, elevator pitch, newsletters, letters, project sheets, presentations etc). It will be worth it and increase your revenue.