Branding Your Business

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands.
The practice of branding is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could deduce the actual owner. However, the term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into."
(Source: Wikipedia)

In short, your brand is your business's fingerprint or personality. It is what distinguishes your company from another one.

Five Reasons Branding is Important
1. Brand helps you to stand out from the rest.
2. Branding helps you to set your price and get paid what you're worth.
3. Branding gives your business credibility.
4. Branding helps you to identify and attract your target audience.
5. Branding helps you to save money in the long haul.

Examples of Branding
1. Nike's logo
2. Geico's lizard
3. State Farm's jingle
4. Coca Cola's gulp
5. Popeye's online beef with Chic Fil a

How to Successfully Brand a Business
1. Create a business name that stands out
2. Create a slogan or motto to help people memorize your business
3. Be original. Have a standout logo created.
4. Have an excellent, interactive website created with only as many pages as you'll need to convey whatever it is that you're selling, and then to funnel clients to the shopping cart. Do not add too many pages to your site!
5. Sell the product, not yourself, unless your business is supported by your personality!

6. Make sure your URL is all over the Internet, for example, create social media pages and other accounts using your company's name.
7. Create excellent, interactive video ads (either funny, thought-provoking or informational)
8. Wear your own products and retrain or hire others to do the same. If your product cannot be worn, create t-shirts promoting your products
9. Have 3D drawings created of your product or as a mockup to represent your service
10. Advertise your product or service everyday
11. Partner with other business owners
12. Give away your products or services freely to promote your brand.
13. Don't overcharge or undercharge people.
14. Make sure you have the necessary legal documents to protect your business
15. Keep adding new products and services often
16. Create a blog
17. Be integral

1. A signature color can boost brand recognition by 80 percent – Color Matters
Branding colors are critically important when building a lasting company image, and this is an excellent example of why.

2. 72 percent of marketers say branded content is more effective than advertising in a magazine – Business2Community

Learn who your audience is and give them what they want. Great brand marketing will ensure your audience remembers who you are.

3. A 2016 survey found that 94 percent of all consumers are more likely to be loyal to a brand when it commits to full transparency – LabelInsight

Honesty is always the best policy, and that's especially true when it comes to building customer loyalty.

4. 80 Percent of consumers said "authenticity of content" is the most influential factor in their decision to become a follower of a brand – SlideShare

Credibility is essential in developing a strong customer experience. Make sure written content is accurate and sourced correctly.

- **READ MORE: The Ultimate Guide to Inbound Marketing**

5. 77 percent of B2B marketing leaders say branding is critical to growth – Circle Research

A company's brand marketing is its most valuable asset when it comes to business-to-business marketing.

6. One-third (33 percent) of the top 100 brands use the color blue in their logo – Zuza

The color blue is generally used to create a sensation of security and trust, which is particularly important for companies that operate solely online. This infographic highlights the importance of **branding colors**.

7. Companies with blogs produce 67 percent more leads per month than companies who don't have a blog. In fact, blogs account for 434 percent more of indexed pages on Google – Demand Metric

It literally pays to have consistent content flowing through your website's veins. Just make sure it's not completely composed of self-promotion.

8. Although consumers form a first impression of a brand's logo within 10 seconds, it takes 5-7 impressions for consumers to remember the logo – Action Card

First impressions are everything, especially with a newer company. Don't blow it.

9. When it comes to Millennials, 62 percent believe that online content drives their loyalty to a brand. Furthermore, if you want to gain brand loyalty from Millennials, it's vital to share that content social media – Insights.newscred

It's imperative to utilize social media marketing in today's digital age. It's also critical your businesses align its marketing efforts to the correct **social media platforms**.

10. Almost 90 percent of marketers say their social marketing efforts have increased exposure for their business, and 75 percent say they've increased traffic. However, only 32 percent of small businesses invest in social media marketing – Social Media Examiner, 2016

Social media marketing isn't a fad, nor is it hopeless for smaller businesses. Whether a major corporation or startup, the need to utilize social media in branding is imperative to both exposure and growth.

11. There are 2.1 million negative social mentions about brands every single day in the US – Action Card

Pay attention to what people are saying about you online. Bad branding and marketing can definitely have a negative influence on your customer's experience.

12. 4x as many customers would rather watch a video about a product than read about it. Additionally, almost 50 percent of Internet users look for videos related to a product or service before visiting a store – Hubspot

Video marketing continues to grow in popularity with online viewers and shoppers alike. Utilize it to your advantage.

- **READ MORE: 5 Reasons to Hire an Agency VS In-House Team**

13. 45 percent of people surveyed by BuzzStream said they would unfollow a brand on social media if their platform is dominated by "too much" self-promotion

Sell benefits, not your company. Answer this question: "What can we do to make your life easier?"

14. 70-80 percent of consumers ignore ads on the sides of websites or search results. The reasoning? Consumers find those ads to be less trustworthy – Gfk Insights Blog

Unfortunately, you can't buy a customer's trust.

15. 91 percent of people say ads are more intrusive today than two years ago – Hubspot

Brand marketing is an art, not a machine. Your advertisements should be compelling, not presumptuous.

16. 49 percent of people say they are much more likely to engage with digital experiences that feel real and seamless with their physical world. – Cube

It's challenging to please everyone, but staying true to your brand will help engagement with your target audience feel personalized.

17. Consistent brand presentation across all platforms increases revenue up by up to 23 percent – Forbes

Consistency is crucial in building a strong brand. It's your identity as well as perceived value to the customer.

18. 78 percent of consumers believe that companies that focus on custom content are more trustworthy than companies who churn out generic content. – Crowdspring

A pharmaceutical company wouldn't start churning out articles on where to find the best hamburgers in town. Be specific to your brand and create custom based on what services the business provides.

19. 51 percent of consumers will automatically unfollow a brand that does something they dislike, and 27 percent will block or report them as spam. SocialMediaExaminer

It can be challenging to be on brand 24/7, and occasionally people will unfollow. However, it is crucial to keep an eye on the numbers – if the number of followers begins to deplete rapidly, perhaps it's time to reevaluate.

20. 80 percent of business decision makers prefer to get company information in a series of articles versus an advertisement – Business2Community

(Source: BrandBuddha.com/Branding Stats)