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BRANDING FOR SUCCESS



**Simple Branding Techniques for
Entrepreneurs**

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Table of Contents

Foreword

Chapter 1:
Branding Basics

Chapter 2:
Beginning Steps

Chapter 3:
Be an Expert

Chapter 4:
Representation

Chapter 5:
Selling with Branding

Wrapping Up

Foreword

Branding is crucial for any serious business, just as a company's brand is what differentiates it from its rivals. In today's digital reality, it's imperative for most businesses to have an online presence to remain competitive. An effective internet branding, like its offline counterpart, simply helps bring awareness to your unique business. It provides and drives buyer demand to your product or service.

Branding For Success

Simple Branding Techniques for Entrepreneurs

Chapter 1:

Branding Basics

While internet branding offers vast opportunities for business, for it to be good one needs to draw in and engage its buyers. This isn't simple on the net. Branding isn't as simple as putting up a site and adding your company logo and motto. Your online branding strategy's goal should be to make your brand noticeable and evident.

Branding uses tools to produce an online presence for your business. Graphics and animation, a compelling web copy, and overall site design that reflect your company's personality are a few of the significant factors that will bring your online brand alive. A magnetic site that helps buyers easily and quickly find the information they need is the key to getting buyer interaction and eventually, business. Your branding plan should include great design factors and ease of utilization to produce an effective total impression.

Your Online Brand is the first impression you make!

A strong online image will make the difference between a buyer who

purchases from you or from your rivals. Remember, that internet buyers may leave your site and go to your rivals at the click of a mouse. A lot hinges upon the impression they get from your web site. Branding seeks to convey a prompt unique message about your business to your target customers.

As you can see, there are a lot of requirements for a successful branding strategy. Hiring a branding specialist might be helpful to give you focus on your efforts in creating an online presence that will become an asset to your business. But before you do that, start here with the helpful hints in this book.

Chapter 2:

Initial Steps to Take

Branding is much more than simply a thoughtful logo or slogan and it's more than simply a unique color scheme. Here are the initial steps that need to be taken to begin to develop your successful brand image.

Define Who You Are

1- Analyze the competition

Among the keys to producing a successful brand image is to differentiate yourself from your competitors. You must know how buyers see them, why they buy from them and what they buy from them.

Recognize how your rivals differentiate themselves from you. In addition to that, you should know your rivals' strengths and weaknesses. Your business may benefit from understanding this information by learning from your competitors' failings, and then distinguishing your company from theirs.

Keep this in mind, it is much easier to improve on something that already exists than to start from scratch. We are not talking about copying your competition but rather improving on what they do best and make sure you are not repeating the same weaknesses.

Outclass your competition to outlast them.

2- Identify your Strengths

Now that you recognize your competitors' failings you can concentrate on your company's strengths. Perform a target market analysis, learn from it, and utilize it to your advantage. This is a valuable tool to confirm that your company's strengths are in fact crucial to your target market.

Once you've recognized your strengths, and which ones are significant to buyers, you can think about ways to successfully market these to the world and add them in your branding campaign.

3- Know your buyer

Learn more about your ideal buyer. Know their buying behavior. How frequently do they buy? Do they purchase only during sales or promotions? Do they purchase an array of products or services or simply a select few? How old are they? Which blogs do they hang out in? How do they buy? Online or in person?

These are questions you ought to ask to better market to your buyers. The more you can define your target market, the easier it will be to develop your branding content. In addition to that, know your buyer's lifestyles, needs, mentalities, and attitudes. Knowing and working with these personality traits are likewise key to marketing success.

4- Be your brand

Make certain your company truly represents what your brand identifies you with. For instance, if one of the traits your brand identifies your company with is politeness, be polite. This means every employee from the receptionist all the way up to the CEO has to live up to your brand. In other words, walk the walk!

The best way to understand this is to recall a time when you found a company online and then decided to shop them. You walk into the store and find that it is completely different from their web site and from the content (information) you found about them. If their shopping experience is Better than what they thought, that is terrific, but it cannot be worse! You absolutely must live up to your customer's expectations of your branding image!

Chapter 3:

Be the Expert

Demonstrating yourself as an authority in your field will help you acquire both recognition and respect. Which will lead to trust!

As luck would have it, that recognition and respect transfers immediately to your company. If individuals recognize what you're talking about, they will trust you, and they'll feel great about investing in your product.

Be the Expert

A website is the best place to begin. Construct a professional looking web site with sound and informative content. Your website should be a great source of information and it should position you as an authority in your industry. Proudly direct potential and existing customers to your site.

Website Content: Remember that it's all right to give away some of your treasured knowledge free of charge. Provide the buyer something of value up front and they'll label you as a legitimate source to go to for whatsoever your company might offer.

Article marketing is a particularly effective technique to accomplish the “authority status” as it gives you the power to distribute a small number of articles to a vast number of content-rich sites. The more places your name crops up, the more individuals will be exposed to your web site and product.

A different way to demonstrate your expertise is through internet forums and blogs. This is a bit more casual than article composition. It allows you to remain in the first person and talk candidly with interested net surfers. The conversational tone utilized in such settings will put more potential buyers at ease.

Not only will they view you as an authority, they'll likewise feel connected to you as a real human being. In addition to that, such places provide buyers the chance to ask questions and give you the opportunity to back up your product in the face of critique.

Discover the correct places to gain recognition. Put yourself out there and command respect through that exposure. Spotlight your accomplishments and successes. Branding yourself as an authority is all about getting other individuals to realize something about you that you already recognize.

Chapter 4:

Representation

There should to be a logical look and feel to every page of your site. You want your visitors to understand they haven't left your web site when they go to a different page.

How People See You

As part of your marketing endeavor, icons for going back or to the next page, for printing the page or even the icons that line your menu should all follow the same theme as your web site. Every aspect of your site must be about your brand. Standing out from the rest isn't nearly as important as having other people recognize your web site. If a visitor travels to additional pages and they look different, they might believe they unexpectedly left your web site and then leave it all together.

An easy concept for internet branding is your logo as an icon. You might then utilize this as buttons and every time an individual clicks on it, your logo makes an imprint in their memory. Obviously, it will be much smaller than the main logo on your page or additional areas to be utilized as a menu icon, perhaps as small as 16 x 16 pixels, but the reduced image will continue your branding throughout your pages and offer an advantage to your online marketing effort.

In addition, with this level of branding throughout your web site there will be

no doubt in your visitor's mind where they are. You might even make it so a visitor bookmarking your web site will see the icon in his or her favorites, further imprinting the image. Remember, returning visitors frequently purchase more than first time visitors and keeping your image in their brains will aid your online marketing efforts.

With a bit of creative thinking, you might make it so prospective customers automatically think of you when they see your logo. This is among the simplest yet most effective branding techniques.

Have you ever considered the significance of **color in branding**? Color plays a vast role in memory recall. It excites all the senses, instantly conveying a message like no other communication technique.

Selecting the right dominant color for your brand is important. This dominant color ought to appear on all your promotional material. You can select 1-2 additional secondary colors that complement the dominant one. The following is the most common impression each color conveys:

Blue: Cool blue is sensed as trustworthy, dependable, fiscally responsible and secure. Blue is a particularly popular color with financial institutions. Dell, At&T, hp, Oreo, Facebook, Twitter

Red: Red sparks off your pituitary gland, increasing your pulse rate and causing you to breathe more rapidly. Count on red to arouse a passionate response. Coca-Cola, CNN, Kellogg's, Avis, Netflix.

Green: at large, green connotes health, freshness and serenity. Deeper greens are affiliated with wealth or prestige, while light greens are calming. Animal Planet, Tropicana, bp, Starbucks, John Deer.

Yellow: In every society, yellow is affiliated with the sun. It communicates optimism, light and warmth. Certain shades seem to motivate and stimulate originaive thought and energy. The eye sees bright yellows before any other color, making them good for point-of- purchase displays. UPS, Cat, best Buy, Hertz, McDonalds.

Purple: Purple is a color favored by originaive types. It evokes mystery, sophistication, spirituality and royalty. Lavender evokes nostalgia and sentimentality. Yahoo, Cadbury, Barbie, Syfy.

Pink: Hot pinks express energy, youthfulness, fun and excitement. Dusty pinks seem sentimental. Lighter pinks are more romantic. Lynx, T-Mobile, Orkut.

Orange: Cheerful orange arouses exuberance, fun and vitality. Orange is deemed gregarious and frequently childlike. Lighter shades appeal to an upscale market. Peach tones work well with health care, restaurants and beauty salons. Nickelodeon, Amazon, Hooters, Crush, Firefox.

Brown: This earthy color transmits simplicity, durability and stability. Certain shades of brown, like terracotta, might convey an upscale look. UPS

Black: Black is sober, bold, powerful and classic. It produces drama and connotes sophistication. Black works well for expensive products, but might also make a product look heavy. Apple, Puma, Cartoon Network.

White: White implies simplicity, cleanliness and purity. The human eye views white as a brilliant color, so it at once catches the eye in signage. White is frequently used with infant and health-related products. Apple, Mercedes Benz, Honda.

Chapter 5:

Selling with Branding

If you think of the Coca Cola brand, what springs to mind? Does an image of a red can with words Coca Cola written in white show in your mind's eye, or maybe you see a coke bottle? Likewise, we must pick our niche on the web and brand our name accordingly. Be known for doing good in one area before moving on to the next project.

What You Need for Your Website

- 1- A site that belongs to you. Buy your domain and lock it in!
- 2- Auto Responder and Opt-In box. Your visitors will most likely not make a purchase on the first try and once they leave your web site, you will not see them again.

So, do get your visitors' details with an auto responder opt-in box and follow through with a series of e-mails. Follow up e-mails reinforces your brand name in the mind of your readers. Respectful doggedness wins sales. This goes to the principle of reciprocity. If I give you something of value, you at some point might feel obligated to give me something in return.

- 3- Photo & Signature. Scan a groomed, smiling photo of yourself and

your hand-written signature if you are a small company of one. I prefer just your first name. If you are larger, have short bios of your management team with a picture. Look at what others in your industry are doing and make yours better. This adds that individual touch to let your audience know you are a true person.

4- Audio. Do you have a nice speaking voice? If so, mix short video clips with your photograph and signature to humanize your site and institute rapport with your audience.

5- Blog. A blog may be an add-on to your main site or be utilized as a free alternative to a site, at least until you're generating profits. You can combine every aspect of name branding mentioned in the above points into your free blog. Update your blog at steady consistent intervals with material specific to your vision. Refrain from writing about off topic material to keep your message and theme uniform. One way to keep your readers posted about your material is to use RSS feeds.

- 6- A Domain name just for your blog. If you want to make your blog very important, you can give it a unique name and register that name as a “web site”. Register a different domain name and forward it to point at your Blog. Utilize the domain masking feature that lets your site have a professional appearance. This also allows you to track traffic to your blog.

In Summary

If your online marketing material provokes a picture in your brain that's simply not you, likely you've been attempting to model your approach after somebody else. Or you've been utilizing work produced by somebody else (example a website designer) without giving them the benefit of knowing you, learning your approach, sharing your thoughts and interjecting your personality into the content.

So, what's the answer?

The answer to this dilemma is to be yourself and let your personality shine through in all your online marketing efforts.

If you're writing a blog entry during a blizzard and it's "a bit nippy outside" don't hesitate to say so. If you let your personality shine, your image will be your own, not one you've crafted that will alter daily depending on what you've read most recently.

Who you are is your true competitive edge!

There's lots of discussion on branding regarding online marketing. The basics of branding are to determine the picture you wish to portray and what message you wish to drive home.

There are many books that are a lot more detailed on this subject, but they all boil down to the fact that there are truly only a handful of elements to consider - your image, your intent, your message and your customer's needs. The intent of a brand is to craft something that will stick in the minds of individuals and help them to recall your business.

Producing and building a strong brand doesn't have to compromise your personality. The only true decision is whether you wish to be casual or professional. In the world of online marketing, retaining your personality and your individuality will go far in branding your business. You'll be a lot happier with the long-run effects of your online marketing if you don't attempt to be somebody you're not. Be yourself and you will attract the type of customer who will buy from you because of who you are!

My Retail Coach is a company that helps individuals and small businesses achieve personal and business goals.

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