



Building a Better Brand – Over Time

The Nike "swoosh". The Target bullseye. Branding is not just for consumer products, and not just for mega-corporations. A strong brand is as powerful and critical in Business-to-Business sales as it is in B2C, and, for small and medium-sized companies, can be built over time to increase sales and profits, by increasing awareness with the right prospects, and growing sales with existing customers.

For new companies, budgets are always tight, but branding can be built over time by defining your core selling messages, and creating marketing programs that stay true to your core brand.

If you're an existing company, you already have a brand, but is it as professional and credible as you are?

As a practical, results-focused B2B marketing company, we offer some guidelines to brand building for the new or mature company:

Build a Brand from Scratch

Identify yourself

- Avoid trendy company/product names
- Imply what you do, either in company name or informative tagline

Look the part

- Invest in a logo that:
 - Works in multiple media, looks good on all backgrounds, scales well, from 1" to 1'
- Spend more on great business cards upfront. Do the rest when needed.
- Use a professional photographer if principals are a selling point

Know your value

- Research how you differ from the competition
- Ask your customers' "care-abouts"
- Start small — focus your offering to one market or target audience, then branch out

Learn your lesson

- Capture lessons learned and decisions made in a "style guide" — be consistent in:
 - Key wording, fonts and styles, templates and graphics

Build a Stronger Brand

Repeat, reassess, revise

- Revisit startup branding guidelines

Learn from your customers

- Look at your last 10 deals: what did they buy and why?
- Ask what sets you apart

Look at the big picture

- Gather all your marketing materials side-by-side
- What's working and what isn't?
- Do they build your brand in collective?
- Is your look consistent while adding interest with each piece?

Take a poll

- What draws the eye?
- What's memorable? Consider an icon or key graphic
- What's the call to action? In B2B, offer information to build credibility

Be more specific

- Personalize/customize to your audience
- Educate and qualify out prospects to gain credibility
- Build on star successes with prospects of a similar profile

Expand your markets

- Find common denominators
- Repurpose marketing for new audiences

PLS

252 Plymouth Ave. South
Rochester, NY 14608
585.256.1640

www.launchsolutions.com