What Is Branding?

Branding is both a physical and emotional trigger that creates a positive relationship between your client and your services. That includes:

- Services and how you deliver them
- All of the promises and perceptions that you want your clients to know about
- Your firm's culture (personality and core values)
- Your relationships with clients, employees, and vendors

Benefits of Branding

- Shortens the sales cycle
- Reduces the cost of selling
- Decreases price sensitivity
- Helps you attract talent and become a destination employer
- Generates long-term, loyal, repeat customers (and revenue)

Typical Steps in a Branding Process

- Define your identity
    - Define your culture, personality, and core values
    - Articulate your message
    - Test your message
        - Internal focus group
        - External client focus group
    - Refine and revise
    - Ensure internal buy-in
- Create alignment throughout the firm
    - Long-term strategy
    - Organizational structure
    - Service delivery processes and systems
- Develop a rollout/communication plan
    - Internal employees (existing and new recruits)
        - Branding guidelines
        - Corporate identity system
    - External clients and vendors
- Incorporate into everything you do
    - Recruiting and training
    - Service delivery
    - Project design
    - Marketing programs
- Monitor the brand
    - Perform internal audits and continually educate
    - Perform brand awareness and client satisfaction surveys

BLACK CAPE MARKETING

Branding Brainstorming

Please answer the following questions and return to Tracy Black by _____.

The answers will be compiled and shared (anonymously) and used to develop a brand and image strategy.

1. If your firm were a car, what kind of car would it be?

    Why?

2. If you asked your clients, what type of car would they say your firm is?

    Why?

3. If you could be a different kind of car, what kind of car would you want to become?

    Why?

4. What five words best describe your organization now?

5. What five words would you want clients to use to describe your organization in the future?

Name (optional): _____