

The Top 10 Tips for Effective **Brand** Marketing

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No matter what you sell – apples, office furniture, or airplane engines – it's a good idea to regularly check to see if your marketing campaigns are aligned with your target customers and your brand message.

In the words of Michael Eisner, former CEO of The Walt Disney Company:

“A brand is a living entity. It is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

Tip 1: Explain Brand Promise

- ▶ Your brand promise is an extension of your positioning
- ▶ Clearly and simply explain your brand promise in your employee handbook because most employees will not visit your website or read your brochures
- ▶ Example of brand promise from **FedEx**:
Your package will get there overnight. Guaranteed.

Tip 2: How Brand Stands Out

- ▶ Define your brand and what it represents to customers/clients and stakeholders
- ▶ Clearly explain to potential customers why your brand meets their needs better than the competition
- ▶ Allow your brand's unique personality to stand out among the competition

Tip 3: Memorable Name

- ▶ Create a brand name that is easy to pronounce, easy to spell, and easy to remember
- ▶ For every Google, Zappos, and Amazon, there are just as many failed companies/brands with funny-sounding names that caused too much confusion

Tip 4: Tagline with Value

- ▶ If you include a tagline with your brand name or logo, make sure it adds value – and most importantly, be brief
- ▶ Don't repeat elements in the tagline, such as, the business name plus a few more words, some indecipherable initials, or a lengthy sentence
- ▶ Example from Target: *Expect More. Pay Less.*
- ▶ Example from Taco Bell: *Think outside the bun.*

Tip 5: Style Guide

- ▶ Create a style guide that explains how to reproduce your logo to guarantee brand consistency: color, size, font, etc.
- ▶ This document will be a useful tool for your Marketing/PR/IT/HR/Finance Departments
- ▶ This document will also be a useful tool for the media

Tip 6: Convey Same Message

- ▶ Make sure that all of your marketing, advertising, website, press releases, logos, signage, corporate communications, etc., convey the same message

Tip 7: Competitive Advantage

- ▶ Determine your competitive advantage
- ▶ What makes your product or service unique and makes it stand out from others in your industry?
- ▶ These answers will direct your positioning initiatives

Tip 8: Brand Extensions

- ▶ Carefully weigh the pros and cons before launching brand extensions
- ▶ They must fit with the overall brand and not cause confusion – they could unintentionally result in loss of market share
- ▶ Example by Coca-Cola:
New Coke was a huge disaster in 1985.



Tip 9: Social Media

- ▶ Social media may be a useful tool to participate in conversations and engage your audience
- ▶ Key platforms: Twitter, Facebook, LinkedIn, YouTube, Google+, Foursquare, and Pinterest
- ▶ All content should be a consistent reflection of your brand and should re-direct fans back to your main website

Tip 10: Brand Advocates

- ▶ All of your employees are brand advocates whether they work as official members of the Marketing Department or not, therefore, reinforce the brand's key attributes by educating all employees starting on day one and continuing with on-going training
- ▶ Create a positive culture where employees are recognized and rewarded so that they will become enthusiastic brand advocates

Conclusion:

If you spend the time to implement these ten strategies, your workplace will be a great place to work, your employees will be amazingly convincing brand advocates, and your brand will be an industry leader.

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