**Business: How To Build a Brand That Matters**

Are some brands more powerful than others? The answer is a resounding yes. The Levi brand has proven to be a good example of this. It has an authoritative presence in the marketplace than Guess, Lee and Wrangler. Each brand does express an identity and guarantee. However, the Levi brand has an international brand reputation. Their brand reaches out to all demographic and age groups. The others have a narrower influence and not as much selling power. The influence of a brand is equal to how well it is known.

**Building Trust**

What does it take to build a brand? To build a brand, trust is very important factor. Once there is trust, a customer will remain loyal to a business. To build trust, there are some things that business owners should consider:

1. Provide quality products and complete customer satisfaction
2. Must be authentic
3. Must maintain a social presence and purpose
4. Must have integrity and conduct business ethically

Many young people will stay with a brand because of its positive effect on the world and as long as the business owner is not only interested in high profits.

**Manage the brand**

To build and manage a brand, it is important to:

* Define the brand and its advantages to the consumer
* Believe in the brand
* Develop the brand image
* Commit to the brand
* Advertise and market the brand wholeheartedly
* Manage the brand well so that it is etched in the mind of the targeted prospects

**Consistency**

When creating a marketing campaign, a business owner should try to remain consistent with its communication. The look, quality, tone and service of the brand should be consistent. The brand image should not change except when it is no longer right for the market. If that is the case, then it is time to change the business because the brand remains a public image of the business.

**Easier sales**

A well-managed brand allows the young entrepreneur to reach a targeted audience who already know about the business and the promise made by the brand. The consumer’s opinion is based on what has been heard and seen in the marketing and promotion communications. A brand is important in introducing the company to the consumer before each sale. It is more of a challenge to do this online, but with social media technology, it is possible because of the opportunity to build strong business relationships. There are so many people shopping on the Internet these days and a lot of them prefer to buy from a company that has a distinguishable and reputable brand. The sale will be quicker.

**Examples of consistent brand names**

Mark Zuckerberg, owner of Facebook, is a young entrepreneur who built his brand while he was in college. His business was launched from a dorm room along with four of his college roommates. According to Time Magazine, he is one of the wealthiest young entrepreneurs today. Even with changing the Facebook platform, he still stuck with his brand of managing and maintaining a place where friends and family could connect. Other young entrepreneurs include Daniel Ek, Kevin Systrom and the Dunkel Brothers. Daniel Ek launched his successful music streaming business, Spotify, at age 14. Kevin Systrom, a young American entrepreneur and software engineer is well-known for creating Instagram. The Dunkel Brothers machinery moving service is well-known for hauling the Endeavor spaceship.

**Conclusion**

The success that these young entrepreneurs enjoy today is incumbent upon a strong brand image. Their product has created positive change in the marketplace. The brand image is in sync with one clear idea – that people have come to appreciate, trust and believe in. These and other successful brands thrive from consistency, a strong emotional connection and quality provided to the marketplace.