

Initial Steps of Branding Yourself

Branding is much more than just a thoughtful logo or slogan and it's more than just a unique color scheme. Below are the initial steps that need to be taken in order to start your successful brand image.

Step 1: Examine the Competition

One of the keys to creating a successful brand image is to separate yourself from your competition. You will need to know how consumers see your competition. You need to recognize how your competitors differentiate themselves from others. Also, you should know your competitor's strengths and weaknesses. Your business can benefit from knowing this information by learning from their weaknesses, and learning how to differentiate your company from the competition.

Step 2: Identify Your Strengths

Now that you know your competition's weaknesses you can begin to focus on your company's strengths. Perform a target market analysis, learn from it, and use it to your advantage. This is a useful tool to confirm your company's strengths are in fact important to your target market. Once you've realized your strengths, and what strengths are important to customers, you can think about ways to successfully market these to the public and involve them in your branding campaign.

Step 3: Know Your Customer

Learn more about the customer. Know their purchasing behavior. How often do they buy? Do they buy only during sales or promotions? Do they buy an array of products or services or just a select few? These are questions you should ask to better market to your customers. Also, know your customer's lifestyles, needs, mindsets, and attitudes. Knowing and working with these personality traits are also key to marketing success.

Step 4: Be Your Brand

Make sure your company truly represents what your brand identifies you with. For example, 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 needs to live your brand.