

A Matter of Senses

Think of your brand in terms of what the customer gains when it is viewed by each of his or her five senses-hearing, seeing, tasting, smelling and touching. In a nutshell your brand is the result of everything your prospects senses can pick up on about you.

It's the image you present at all times. From the company's logo and color scheme all the way to the manner in which your employees dress. Think of what your colors portray. Are they giving the message you want to give?

It's what your prospects hear from and about you. From what they hear about you in the media to how your customer service team handles incoming complaints. Are former customers likely to speak kindly about you? Are you and your employees pleasant when you speak?

It's the feeling your prospect gets in all their dealings with you. From their satisfied or unsatisfied interaction with you to the relationship building activities you carry out. Do customers and prospective customers feel they can trust you? Do they feel your honesty?

It's the pleasant or unpleasant scents that get associated with you covering everywhere from the scent of your product or facility, to even your employees. Do customers get a scent of cleanliness?

And lastly it's also the tastes that get associated with you. From the taste of your product (if it's a product meant to be tasted) to the quality of coffee or tea you serve.

Your brand encompasses everything about you. Hence you can see why it's important to always put your best foot forward. Bottom line, branding is essential to establishing your identity in the marketplace and consistency is the key to effective doing that. Take time to examine with your senses what message you are giving your customers.