What Constitutes Branding?

You may have heard something about 'branding' in regards to marketing, but perhaps you've wondered what that means exactly.

Some people think branding is like positioning, but it is different. The main difference is that positioning is a fluid concept. In other words, you can position yourself at different times in different markets as different things. Branding is more set in stone- it's a hard-core recognition factor.

Branding is more about the following of rules because if you don't follow those rules, things don't look the same and people won't remember you. When you put out your marketing pieces, you want to create a similar look and feel so that people remember you. And you want that similar look and feel on every thing you put out.

The good thing is that you get to make the rules...colors the same, style of lettering the same, logo etc. And there is some flexibility as long as you follow the rules. You can't go too far out of bounds, but you can change some things within the frame of what others can still recognize.

Branding in your marketing has to make you feel something. A technology company can't have an old style font - you might not think they were very far advanced. Branding is just like the old coat of arms that families used to have connected with their name. It would instill respect, fear, and wealth - whatever. Likewise, a country's flag gets people to feel a certain way about their country.

Think about what message you want to portray. What do you want recipients of your promotion to think about you? What image of your company do you want to put out there? That is your brand. When people see you continually as one thing, they begin to expect the same from you and they get used to you.