

Secrets to Successful Brand Building



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Is there really a secret to building a successful brand? Campbell's Soup, Starbuck's, Nike. Need more proof? It's one thing to build a brand on paper, but quite another to build it in reality. It takes time, patience, hard work, and a desire from every member of your team to over-deliver on your promise. Here are the top 5 secrets to building a brand from the fine folks at Leed's:

- 1. Engage your customers every chance you get.** It's the best way to learn what they need, how your company can help them, and how you should be communicating with them. Think of problems as opportunities. After all, a huge percentage of Canadians don't complain when there's an issue – they just quietly go away and hire/buy elsewhere.
- 2. Create a clear brand message that's relevant to your audience.** All of your employees should be able to quickly communicate what you do and why you are the clear choice. Conduct a test. Gather ALL your marketing materials together (including your website). Do they all send the same message?
- 3. Be consistent in words and deeds.** Your brand absolutely must instill trust and confidence in your customer's mind - so she won't think twice about doing business with you again and referring you to others. Thank your customers for their business at least once a year.
- 4. Be ferociously protective of your brand.** Building a brand is far easier than trying to repair a tarnished one. Protect the integrity of your brand with consistent, sound decision making and solid leadership. The makers of Tylenol would be out of business today if it hadn't been for their quick response to protect public safety back in the 80's.
- 5. Get your brand out there.** Tactics such as networking, a website, trade shows, and promotional products are effective ways to increase your brand's visibility to important people we want to work with. Don't forget about the subtle brand building opportunities available through the use of uniforms and other logoed apparel, branded conference materials, and custom made jewellery!

Never underestimate the power of a brand! The easiest way to start building your brand - is to start!

Nancy Schreiner is the president of Excel Advertising Specialties Inc., Burlington-based branded promotional products specialists. Excel Advertising's focus is providing promotional product expertise, superior quality and value, along with exceptional customer service to businesses and organizations of all sizes. With more than 15 years of promotional products experience in the industry, Nancy and her team smoothly guide clients through the detailed process of ordering promotional products – with exceptional results! Proudly Canadian and based in Burlington, Excel Advertising has been in business since 1995. Excel Advertising was recognized with the finalist award for Small Business Excellence by the Burlington Chamber of Commerce in 2005 and 2006, a rare and significant accomplishment.

Discover the Excel Advantage today!

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