

Branding Your Business

By Todd L. Poe, BS, STC

If someone was to walk up to you and say these words, “**Can you hear me now?**” Or the words, “**The Now Network.**” No doubt you automatically think of Verizon Wireless. Is it that Verizon Wireless is far more advanced than their competition? No. However, they have mastered the art of branding their business by means of consistency in the way they market their company.

Verizon Wireless has created a brand for their business, by allowing the consumer market to hear that brand so much that you remember them and can recite their branded phrases. What about your business? **How do you brand?** Here are four key techniques to “**Brand Your Business.**”

1. Create a brand name phrase or tagline.

Create a phrase or tagline for your business and use that phrase or tagline consistently. Think of a phrase that can identify your business name or the products and services you sell. For example, one of my favorite phrases is “**Stay thirsty my friends**” by the Dos Equis brand of beer. It’s memorable and I automatically think of the Dos Equis brand when I hear the phrase.

2. Make it a priority to find a niche.

I’m sure you heard of the phrase, “**Jack of All Trades and Master of None.**” It is better to be great at servicing one area than to be good at several. When you become great in one area, your competition will decrease and your customer base will increase. This leads to increased earning potential. So make it a priority to find a niche client, niche market, and target that niche as a master.

3. Use various forms of online marketing.

Select and use the various forms of online marketing. Online marketing tools can be very useful in branding your business. It is a way to connect and build relationships with your audience. It is also a way to share new services and products that may benefit them. Choose a select few that you have time for and you are comfortable with using.

For example, some people are comfortable with using LinkedIn and Twitter, while others may be more comfortable with writing blogs as a way of using online marketing. With any form of social or online marketing tool, you need to be safe and cautious with information you post.

4. Be consistent with your message.

Consumers like to see consistency. Be consistent with your message and produce a consistent and timely product or service. Successful businesses understand that they must always be consistent, reliable, customer friendly, and trustworthy. By being consistent with your message, your brand will be more memorable.

By applying these various techniques, you will be on your way to successfully “**Branding Your Business.**”

Todd L. Poe, BS, STC is a Business Strategist and Trainer of MoPoe & Associates, a Growth Strategies, Training & Business Support Company. MoPoe & Associates specializes in Technology and Marketing Solutions with a focus on helping clients with their behind the scenes marketing, visibility, and growth strategies that are essential. Todd is also a Purchasing Executive. He teaches business owners, CEO’s, and sales professionals the art of selling from the other side of the desk and how to get the decision-makers attention. Visit the website at www.mopoeassociates.com.