

WAKE UP YOUR BRAND



SUREFIRE WAYS TO
DEVELOP A BRAND
THAT GETS NOTICED

2018/2019 EDITION



BRAND INSPIRATION

WAKE UP YOUR MARKETING

The constant drone of advertising noise puts many consumers to sleep.



Not so very long ago, advertising was a fairly simple process. A brand could capture an audience with a creative TV commercial and entice new devotees with a clever advertising pitch placed in a local newspaper ad.

Today, our media choices have evolved and diverged in ways marketers could never have imagined just a few short years ago. Those old ways of marketing are rapidly becoming not just outdated, but obsolete. Newspapers are vanishing. Magazines are folding. Your grandma now can't live without Alexa, which means the next big thing in personal and social media is already on the horizon.

In this cluttered environment in which consumers are bombarded with continual messages, the constant drone of advertising noise puts many consumers to sleep. So how do you perk up your brand image to awaken the numbed sense of the audience you most want to reach?

Simple! Let **#BrandInspiration by Michael Desroches** brew up some ideas for you!

I created #BrandInspiration to be different. I understand that building a brand requires much more than revamping the colors in a logo or launching a new ad. It demands a new way of thinking. #BrandInspiration does that by pairing fiercely innovative Creative Direction with cohesive, consistent Brand Direction.

In this Whitepaper, I'll spill the beans on some of my favorite tips for **breaking through the noise to invigorate your brand.**



STEP 1

KNOW YOUR CLIENTS



Brands that succeed in elevating themselves manage to connect with their audience on a much deeper level

Every marketer knows that having a thorough understanding of key consumer demographics is essential to their success. You wouldn't try to sell technical products geared toward manufacturers to a consumer market or peddle a toddler toy to the mother of a teenager.

But to succeed in today's tight marketplace, you must know much more than the gender, age and income level of your key audience. Brands that succeed in elevating themselves manage to connect with their audience on a much deeper level by using the latest analytics tools (and a little common sense) to gain an understanding of what their buyers actually need and what they ultimately want.

For example, the mother of that toddler isn't really shopping for a new toy for her child. What she really wants may be something that stimulates her child's senses in a way that prepares him to better engage the world or that captures his attention for long enough to allow her to get laundry folded. She may want a tool that helps lull her child to sleep when the last thing that baby wants to do is take a nap. In this case, if you promote your product's educational advantages, how it allows a child to entertain himself for a few precious moments, or how it may enable her to put a toddler down for a nap without an argument, your product will sell itself.

Whether you are targeting social media or pulling the correct levers in a traditional ad campaign, the first step to perking interest in your brand is to speak to what your customers want and need on a deeper level.



We live in an age of transparency. Virtually everything we do, from where we eat dinner to what music we are listening to as we dine, is being broadcast across social media for all the world to see. If you're not the one broadcasting it, you can bet that your dinner partner most certainly is.

Sharing these little details of our lives serves to connect us with our families and friends in ways we could not have envisioned only a few years ago. The same should be true of how your consumers connect with your brand!

Remember that old adage: People do business with people they like? Even in this modern day and age, consumers want to feel as if they have an old-fashioned personal relationship with the brands they interact with. How do you accomplish that if you don't have the luxury of seeing customers face-to-face? A simple first step is making certain that someone at your company is always ready to "Like" and comment on posts they place on your social media pages.

The next step is adding relevant, engaging (and fun) video and live streams to your digital channels. Did you know that in 2019, the internet is projected to catch up with television in terms of hours watched while video content of all kinds is projected to become the favorite way for users to engage with brand content. Equally important is what video allows you to do: It allows you to convey your brand and message in your own words directly to your audience – without a filter standing between you.

But ultimately, the best way to allow them to experience that sense of relationship with your brand arises naturally if you are willing to take an interest in them and share the things that you care about. Express your jubilation at the home team winning that game. Share a cause that you and your employees are passionate about. Voice an opinion on an issue that matters to the people you serve. Don't be afraid to show personality, to ask questions, to admit mistakes, and to have a relationship with your clients.

STEP 2

LET YOUR CUSTOMERS GET TO KNOW YOU



People **STILL** do business
with people they like



STEP 3

EMPOWER YOUR PEOPLE



Who and what you are as a brand is represented by the people behind your message

How do consumers get to know you? Of course, they get to know your brand through the public face you put forward. Your logo, your tagline, your advertising, every piece of paper, every digital image and every audio file all speak volumes about your brand and its priorities.

But on a deeper level, who and what you are as a brand is not represented by the media you're in or even the images that you disperse for public consumption. Your brand is really the people behind your message.

This new era means that every one of your public-facing employees is your new de facto spokesperson, from the cashier someone praises – or rants about – on social media to the manager who always has a ready smile and is willing to go the extra mile.

How do you turn these front-line folks into effective Brand Ambassadors? Allow your staff to put their best foot forward by developing and encouraging the internal culture you want people to see when they look at your brand.

And then give them the freedom and the discretion to openly live into that culture in everything they do. When you do that and your customers see it, you'll turn casual clients into friends who will then be loyal to your brand.



STEP 4

GO MOBILE

So now you know your customers. You're allowing them to see your brand for who you really are and what you strive to be, and you are revealing the people behind your company. But where and how do you do that?

If you are disseminating these messages on outdated media, they are falling on deaf ears. You may have heard that more than three-fourths (77%) of U.S. adults own a smartphone. That's up from just 35% in 2011, according to Pew Research Center. In fact, fully 46% of smartphone owners say their smartphone is something "they couldn't live without." A growing number of those folks are smart phone-dependent, meaning their smartphones are the only way in which they access the Internet.

Add to that the rise of not just mobile phones, but tablets (51% of Americans own one), wearable devices like the Apple Watch and Fitbits -- and you can see how the literal shape of advertising messages must change to adapt.

The bottom line is that no matter how good your brand messaging is, if it's designed to be delivered on old media and doesn't function well on the devices people are using to actually get online today, it won't even be opened. Smart brand managers must invest the time, effort and money it takes to learn which devices their consumers are actually using – and what they will be using tomorrow – and then optimize their messaging for delivery on that platform.



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STEP 5

DELIVER RELEVANCE



Reach your market when they most need your product and make it convenient for them to purchase and to use it

You know who you are reaching and you know where you are reaching them, but what are you reaching them with? In today's harried society, building a brand is about offering convenience. Consumers want it all - and they want it on their schedule. If you can deliver that, you can connect with them.

How are some companies doing that effectively? They are taking full advantage of new technology. Navigational programs pop up suggested stops along or near your route. Mobile campaigns that reach consumers when they are inside or even near their favorite store. Retailers are taking that to a whole new level by targeting consumers with different offers depending on which area of the store they are shopping. Imagine how helpful it would be to a harried mom to have deals on diapers pop up on her phone when she's in the diaper aisle? How would it simplify the life of a guy who runs into the store to grab some dinner on his way home from work if he saw a complete shopping list pop up on his phone based around the item he just put in the cart? You can bet that both of these customers will want to come back to that store next time because it delivered exactly what they needed, when they needed it most.

You may not be selling diapers or steak sauce, but your brand is selling something. If you can reach your market when they most need your product and make it convenient for them to purchase and to use it, your brand will be the only one they notice - and the one they'll come back to again and again.



STEP 6

DEVELOP A CONSISTENT BRAND IMAGE

This is one of the bedrock principles of brand marketing that many companies have the most difficulty executing in real life. Why? Because if you are good at what you do, your first instinct when faced with an opportunity is probably to respond, not to analyze.

How often have you tossed out a quick response or pulled together a fast ad, only to realize that it doesn't reflect the full range of what your Brand can do or doesn't portray your company in the most opportune light. It's not necessarily bad, per se, but you look at it later and say, "In hindsight, we could have done X, Y or Z."

The opportunity to capture the interest of a customer, particularly but not exclusively when that chance arises online, often gets pursued before you have a chance to take a step back and ask: "How do we take full advantage of this in the proper way that's right for us in the long run?"

The short answer is that in the heat of the moment, you probably can't. But if you take the time to develop a brand on the front end, you'll have options available that will work no matter where and when opportunities present themselves. No matter which platform you are dealing with or what particular campaign you are undertaking, you need someone on your team who is willing to take a step back and ask whether what you are producing now is consistent with the brand image you ultimately want to portray.



How do you take full advantage of the opportunity to capture the interest of a consumer?



STEP 7

LET GO

If you're a parent, you understand that you eventually will have to let your children find their own path in life. If you've raised them right, you trust that the lessons you've taught them will serve them well as they head off on their own adventures.

Building a brand in today's world is eerily similar. One of the most difficult things for company executives to do is to take a brand image that they have invested time and money in carefully cultivating and then turn it loose in the world.

However, you really need to. Customer-created content isn't just the wave of the future – it's the rising tide of the present. Think about it. Happy selfies of customers posing with your product on Instagram and giving you a great review on your website will speak more about your company and the level of trust real people have in it than any amount of media you can buy. Creating a brand image that fosters positive interaction with customers and allows for spontaneous and organic content creation is essential to creating an authentic Brand Image that will stand the test of time.



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Are you ready to put these steps into practice in your own business and learn even more about building a brand that gets noticed?

Let's talk about it!

Spill the beans about what you do over **#coffeewithMD** and I'll show you how to perk up your image with a double shot of creative direction and brand marketing.

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