



METRONOME
Marketing

How to Make Your Brand Your Biggest Asset

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Branding goes far beyond your logo, tagline and brochures. Branding is the impression prospects derive about your service that makes them think of you first when there is a need and keeps them loyal and referring more business once they are clients. Branding is the powerful concept that aligns your corporate image with your strategic vision. In other words branding is the thing that makes your company look and feel more like who you are and who you really want to become.

How Branding Can Strengthen Corporate Strategic Commitment

Most would agree that the goal is for your company to have a clear vision or objectives that can be articulated by all employees, from the workers to the executives.

When your company begins to treat your brand as its greatest asset, it increases corporate focus and commitment unifying everyone around common goals, objectives and strategies.

When your company shows this commitment by communicating the brand message clearly throughout all media, both internal and external, it motivates employee moral and builds customer loyalty.

How to Get Started

Creating this unified message requires buy-in from all business segments within your organization. The risk is that because the nature of the message must ultimately be so simple it may seem obvious, it can be perceived as “much ado about nothing” by those who were not invested in the outcome. Additionally, since all business segments will be communicating this message to clients, everyone needs to understand its motivation and feel that they have a stake in its success.

The ultimate goal is to align the corporate business strategy and communications and unify them behind a brand to boost client awareness and revenue.

In order to dilute these risks you should:

- Interview key executives to uncover issues, impressions and attitudes about the corporate mission and objectives.
- Create a **Mission to Message Team** of core executives to answer basic questions about your business and extract the core message from which the brand will emerge.

The ultimate goal is to align the corporate business strategy and communications and unify them behind a brand to boost client awareness and revenue. In order to facilitate this attitude transition you should:

- Communicate the vision from the top executives to all the employees and partners worldwide. An Internet Webcast may be the best way to launch the brand when communicating to an organization in more than one location. Once a shared corporate value is created it will be easier for all to communicate effectively.
- Create a **Branding Team** to take the message to the employees and educate them about the brand and the goals it drives.
- Help your employees become **Brand Ambassadors** to communicate your brand to your clients.
- Create internal communications to reinforce the education process and to reach all channels making sure everyone can “speak the language” and represent the message properly between you and your client.
- Create external communications designed to impact client perceptions. These new materials should be timed to hit immediately following the internal launch of the brand.

The driving assumption behind this plan is that your brand is nothing short of a reflection of your core values. Rather than let an outside agency dictate it for you, involve your entire organization and use it as an opportunity to define your core values, align your international operations and create a strategy for future business development. Your brand can become the basis on which you form and reinforce all current and future relationships from your employees, to your business partners, to your clients.

The Future of Your Brand

When your brand becomes an internal priority, you also eliminate the risk of becoming static. You will have a structure in place so the brand can be reevaluated, redefined and reformed as changes occur in the market or in your own business structure. Continual monitoring of clients’ wants and needs and how you can better serve them will also help the brand continue to evolve over time.