



CREATIVE COMPASS

3

EASY WAYS
TO INCREASE YOUR
BRAND PRESENCE
IN THE MARKETPLACE

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Your brand is your promise to your target audience. It tells them what they can expect from you and your offerings, and sets a benchmark to separate you from your competitors.

It's your vision. Your voice. And your visuals. So what is your brand saying? You may already have the design elements in place but you have no strategy. Your brand elements may need to be rejuvenated in order to extend your brand awareness.

Here are a few tips that help get your name out there...

1.Ensure that your Brand Identity is strong and professional

Your brand identity refers to the image of your company and all the elements that create it, such as your logo, business cards, email signatures, signage, letterheads etc. Basically anything that has your logo on it, is part of your brand identity. Your logo is your most important asset – it not only allows customers/clients to recognize your business, more importantly it provides them with a visual to remember your company. Producing an effective brand identity provides you with the opportunity to differentiate yourself from your competitors. Investing in a professional visual identity will have a positive impact on your brand awareness.

2. Strategy is essential

What is brand strategy? Your brand strategy guides every way in which you communicate and interact with your customers/clients. Your company mission and vision statement influence how you express your brand. Here are a few reasons why it is essential that you put time and resources into developing your brand strategy:

- It helps distinguish you from your competitors and makes you more recognizable to customers
- It provides you with a clear purpose for why you are engaging with customers and how you are engaging with them



- It assists you to communicate more clearly with your customers – the more consistent your messaging is, the more likely you are to attract and maintain loyal customers
- It not only services your customers but provides your employees with focus, it helps ensure that everyone is working towards the same goals

3. Be a constant reminder

Out of sight and out of mind... In this day and age we constantly remind our customers/clients that we are actively doing business. These tips will help keep you in mind:

- Provide great customer service (which I am sure you are already doing)
- Provide value – exceed their expectations
- Regularly keep them informed about what you are up to and what you offer
- Write a blog – this often provides a place for them to identify with you and your brand
- Make the most of your social media – give them valuable content regarding the industry you are in and the services/products that you offer
- Use recognizable imagery – your logo/same profile photograph etc. This makes you instantly recognizable to your market.

If you go and put some of this advice into practice you'll start seeing a difference. The key is consistency. Start spreading your brand love and let the ripple effect begin.

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