

7-step *Branding Out*[™] System

Build stronger relationships with customers, clients, members, donors

Ready to take your business to the next level? Need help engaging your employees in the task ahead? That's exactly what our **7-step *Branding Out*[™] System** does.

1. Clarify your position

Great brands are built on solid information. Your customers, clients, or members know what matters to them, and how well you've been performing. Your employees are an untapped source of ideas for improving the customer experience. Targeted research can produce a wealth of insights. Tools like **ValueCheck**[™] provide the actionable information you need.

2. Build a rock-solid foundation

The foundation of every high-performing brand rests on a clear mission and vision—and a shared set of aligned behaviours. These are essential to employee engagement—and your success.

3. Make your promise to perform

Your brand promise needs to address the question many stakeholder ask: "What's in it for me?" Give them a compelling reason for buying, joining, investing or donating. The promise needs to meet two tests: 1. Be compelling. 2. Be fulfilled – every time. Business graveyards are full of organizations and products that didn't fulfill their promises.

4. Drive your stake

What do you want people to think about your organization? What do you want them to do and say about your products or services? Here's your

chance to stake out a compelling position that differentiates and resonates. Set goals. Be optimistic, but realistic. Remember test 2 above.

5. Plan to close gaps

The brand you have and the one you want are likely different. A re-branding plan focuses on understanding and bridging that gap. It includes analyzing every part of your business for misalignments that send the wrong signals to employees, customers and other stakeholders – and then making the changes needed.

6. Dress for success

A powerful visual identity, memorable slogan and well-designed digital and print communications will drive home your promise and position your brand for success. All heavyweight brands have a distinctive visual personality that resonates with stakeholders.

7. Now do it!

Turn your strategy and plans into hardworking programs and campaigns that drive home your key messages. Keep your employees informed and onside. No investment will pay out faster than training your people to adopt your brand behaviours – and rewarding those that do.

Find out how *BrandingOut*[™] can help your business grow.

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