

Branding: Giving Products and Service Personality

Today's business can no longer only rely on finance and operation officer reports. These once saluted corporate positions are now sharing the throne with marketing specialists. Small entrepreneurs are bought out by larger industries and corporate mergers are dominating wallstreet review, the business owner must track their systems and know their numbers.

Simply put, the skill set of the entrepreneur (business owner) has been forced to enter into the next level of local, regional, national and now global competition. These respected chiefs (CEO, CFO, COO, CIO, etc.) must add to their prestigious team CMO, Chief Marketing Officer.

CMOs research and develop, troubleshoot, manage, execute and evaluate programs to increase bottom line profits. Each marketing guru tracks stages of development to ensure products/services, quality, reliability, cost and profit (ROI). This on-going goal process ensures effectiveness and efficiency.

Branding exponentially seizes significant market share when it becomes the omnipotent position in the decision process. To achieve this prestigious status, the entire marketing process is enlisted. The cost of branding is therefore noted as a business investment.

Branding strategically showcases points of differentiation with copy, colors, textures and design. Imagine a potential buyer asking for the product of an industry by the brand (Kleenex® in lieu of tissue, Apple® in lieu of computer, etc.) now imagine one million. What will you do with your business when one customer exponentially increases to one million and so on and so on. You have just begun to release the power of branding.

Too many advertising agencies boast of their branding ability, without the due diligence process few succeed. When selecting an agency to design and develop your branding, know their sources, and pre-test their creative marketing process.