



The Key to Building a Great Brand

By Michele Butler, All About You Marketing

Large corporations spend thousands (or even millions) of dollars on branding or rebranding their company's identity, sometimes only to switch back to the original logo or slogan that their customers recognize and identify with. Why? Because a strong brand is directly related to company growth and sales, and this truth doesn't change no matter how big or small the company is. As a business professional you are your own brand, therefore it is absolutely vital to market yourself regularly in order to be successful.

The basic tenet of marketing is to generate a potential consumer's interest in a product or service. It is no coincidence, then, that every successful brand has a memorable marketing campaign associated with it. There are several different methods these companies employ, the main ones being print advertising (magazine, newspaper, or yellow pages ads), direct mail pieces, television and radio spots, and online marketing. The marketing methods are typically chosen depending on who their target audience is, which, when tactically selected, drastically improves the advertiser's return on investment.

So, what is the key to building a strong brand? Consistent marketing. No matter what type of marketing you utilize, the key is to be consistent. We all recognize the truth in the phrase "out of sight, out of mind." That's why being "the best kept secret in town" may be the best way to go out of business, and the following statistics

based on a survey conducted by the National Sales Executive Association illustrate that point perfectly:

- 48% of salespeople never follow up with a prospect;
- 25% of salespeople make a second contact and stop;
- 10% of salespeople make more than three contacts;
- 2% of sales are made on the first contact;
- 10% of sales are made on the fourth contact;
- 80% of sales are made on the fifth to twelfth contact

So, although 80% of sales are made on the 5th to 12th contact with a potential prospect, only 10% of salespeople make more than three contacts!

By marketing your business regularly, you are taking an important step towards building a winning brand, establishing yourself as an expert in your field, and increasing your value in the marketplace. Plus, you automatically have an edge over 90% of the competition, which will ultimately generate more quality leads, and sales, to your business.

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