

BRAND BUILDING

There are some very real challenges to building a successful brand, so to help you on the way here are some things we think you should consider.

1 Start with a BHAG

Every brand needs a Big Hairy Audacious Goal. It encourages you to define a vision that is more strategic and emotionally compelling. It'll be big, it'll be audacious, it's likely to be externally questionable, but not impossible. It doesn't really need to be hairy unless that's how you like it.

2 Fine tune your brand values

Identify what qualities, values and experiences you want customers associate with your business. Record and consistently demonstrate these across your touchpoints. Doing so will attract people - both staff and customers - who hold the same values.

3 Communicate your USP

Your unique selling proposition is the thing that sets you apart from the competition - the thing that your brand will become known for. Understand upon it and weave it throughout all brand communications.

4 Develop a visual identity

Agree your brand's visual elements (such as logos, colours, shapes, lines, fonts) early. Every subtle component talks to the outside world and sends specific messages to your target audiences. Apply it consistently and uniformly across all your marketing materials.

5 Find ways to add value

Too many brands end up in price wars. However, only 10% of customers buy on price, so trade on value and make the value of your offering clear from the start. Remember that if your target audience sees the value, they will pay the price.

6 Write your brand story

People connect with stories. So put your brand story in writing. Demonstrate your values. Endear your brand to your target audience. Use all the communication channels at your disposal to publicise your story.

7 Create brand ambassadors

You need the support of your employee for your brand to be truly effective. So communicate with them, explain your aspirations and why and how you arrived at the brand identity you are promoting.

8 Establish a content strategy

Launching your website and walking away is never a good idea. Search engines look for fresh, relevant content, so regularly update your website, blog and social media pages with fresh content that engages your audiences.

9 Consider your brand touchpoints

Create a set of consistent brand messages that focus on the qualities, values and experiences that customers associate with your brand, its offering. Keep them simple and easy to communicate.

Can we help?



About us

Iguana is a full service agency that thinks big. We add value by thinking more broadly, planning more strategically and implementing more cost effectively to make your marketing investment work harder and your brand shine brighter.

Our approach

We start by getting to know you and your brand and understanding exactly what you need from your marketing. Once we understand, we start adding - the insights, ideas, opportunities and solutions that will ensure your investment works harder, your brand shine brighter. It's a fluid process, but one that concentrates wholeheartedly on what's best, most effective and most cost-efficient for you, the client. The emphasis is firmly placed on 'What you need' as opposed to 'What we do.'

Get in touch

If you've got this far, chances are you have a project coming up.

So how about a chat?

We'll supply the comfy sofa and a cup of coffee. All you have to do is tell us what you need. You'll be talking to the people who will personally create your work so you'll know the right people are listening.

**Listening, understanding, creating and delivering.
That's what we're about.**

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WE MAKE YOU SHINE BRIGHTER

