



A **'Brand'** New Outlook



WHAT'S YOUR BRANDWIDTH?

Here's a quick round up of our best tips for branding — and rebranding. Mad 4 Marketing hopes it helps you kick-start your company to reach its potential for profit and success. Keep it on hand for anytime you need a hit of inspiration, and don't hesitate to call us for a consultation anytime to take it to the next level.



Your shoes are untied!

SCATTERBRAND



One that is all over the place, where each execution or message is seemingly unrelated to others.

Start by describing your business in just a few words (ask your co-workers to join in this activity). Key words that create imagery are especially useful. Then ask friends and clients to describe your business, too. If they aren't describing your brand using the same sort of words, then you have a problem with communicating your brand to the outside world. Develop a marketing strategy around the words that you think best represent your business the way that you want the world to see it. In time, revisit these informal surveys to see if you're achieving more overlap.



Not wiser with age...

BRANDPA



A grand old brand, tired and in need of some renewed vigor.

How do you know when it's time to rebrand? Sometimes it's because your brand image has gotten away from you (ultimately your audience is in control, but it's never too late to manage your own message). Sometimes your company has changed. Maybe you just want to take it in a new direction. Think of the ways that rebranding might help or hurt your bottom line; consulting with an agency can give you confidence in your choice and help you chart your course.



BRANDELABRA

Burning at both ends?



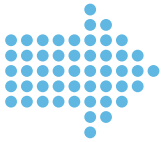
A multi-pronged brand strategy where each remains siloed, shines equally, but tends to fizzle out over time.

You should have no more than about three key messages; anything else will end up getting muddled. All of your advertising will focus on and reflect these core ideas, reinforcing the look and feel of your work — from brochure to billboard, from sound byte to website, and beyond.



Riding in circles?

BRANDWAGON



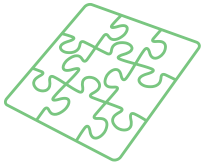
The “me too” brand that looks, sounds and feels like their competition.

Look for opportunities to stand out from the pack. You want to seize social media, blogs and local networking events to create buzz. Take a close look at what your competitors are doing and try to flip those advertising approaches on their head. Always be reaching out about what makes you special — share your unique voice.



INTERCHANGEABRAND

Just like everyone else.



A message that is completely believable, but not unique to their organization.

Be memorable. Look at what everyone else in your industry is doing and find out the niche that no one has cornered yet. You can also create that niche. Or take something everyone is doing, but do it bigger. For example, maybe your big thing is customer service — do it better than everyone else (always answer the phone and turn around emails within a 15-minute window) and your brand will forever be associated with this positive attribute in a competitive field.



Follow the bouncing ball.

RUBBERBRAND



Belief that a brand is flexible enough to stretch so thin toward a single direction and then hoping it doesn't snap.

Diversify your marketing approaches to increase your outreach and its impact. You can have the best branding ideas in all the land and no one's going to know unless you launch a stellar 360-degree marketing campaign that really highlights your messages. Take a look at your demographics and be sure you're speaking specifically to every branch of your audience. The more they see and hear about your business and its benefits, the more brand awareness increases — and that means you don't have to stretch yourself too thin.



Storm warning ahead...

BRANDNADO



Branding that changes direction whichever way the wind is blowing, believing it will improve it's presence in the market.

Remember that your clients and customers form a relationship with your brand that can outlast their relationship with any one person within your business. It also outlasts advertising “trends” that come and go. Here are the three C’s everyone should focus on with long-term branding: Consistency, clarity and constancy. We go a little further and add communication and commitment, which also help you form long-lasting relationships and avoid the trap of chasing the latest fad on the market. (Learn more at www.mad4marketing.com)



Einstein was right.

BRANDIOT



The “It’s gonna work this time!” brand, doing the same strategies over and over again, hoping for better results.

How will you know if you’re making the same mistakes with marketing over and over again? Set measurable goals. Visualize your finish line while developing your brand; this will help you make sure you’re always moving in the right direction. Then you can track your progress over time, analyze the results, and adjust your expectations as needed. Being consistent and being stubborn are not the same thing — but if you think you’re in a rut, Mad 4 Marketing can bust out some creative concepts based on your business’s unique goals and strengths. Call us anytime.



Only the best will do...

BRANDWIDTH



The maximum amount of potential for your brand, with everyone and everything supporting your brand promise and singing the same tune.



Mad 4 Marketing is
your partner for
achieving maximum
“Brandwidth” potential.

CALL US ANYTIME.





GROW YOUR BUSINESS LIKE MAD

5203 NW 33 Ave. • Fort Lauderdale, FL 33309
954-485-5448 • www.mad4marketing.com

