



Marketing Matters

by Cindy Mobey

Brand

What is a brand? Your brand is what makes your business recognisable. Wherever you go in the world, if you see big, yellow arches, you know it's McDonalds. You also know the experience you'll get...fast food and fast service. Their brand is instantly recognisable!

Building a brand means you are marketing your business to be recognisable. Your brand says a lot about you, the person behind your business and links to your reputation. How do your customers see you? What does your business stand for? When someone hears your name or the name of your business, what springs to their minds?

Test your Current Brand

Have you ever tried typing your name, or your businesses name, into Google search? Give it a go, you might be surprised. If I type my name, the first page and a half shows everything I do, from website to blog to particular articles. Look at your results and put yourself in your customers' shoes....would you employ you?

Potential customers also look at your Facebook page. What would a potential customer find if they looked at your personal Facebook page? If you're trying to build a reputable brand, be careful about what you say on social media. You can tailor your comments on Facebook so that only your friends can see certain posts; social media gives you the opportunity to build your public image – it's the one area you have total control over, so you can decide how you'd like your potential customers to see you.



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How to Build a Positive Brand

- Have a website so you have an online presence
- Have business cards and give them out at every opportunity
- Use Social Media to promote your business and show what you can do
- If you don't have a logo, it might be worth investing in one – then use it on your website, social media and business cards
- Do you have a blog? It's a great way to show your expertise
- Join LinkedIn – it's a great business to business networking site
- Set up a Google+ account, it will let Google know that you exist

A good brand demonstrates expertise and shows both existing and potential customers that you're good at what you do. It takes time to develop a good brand, one that separates you from your competitors. So take a step back and you'll soon find you can be more appealing to your target audience and create a fantastic personal brand.

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