



**A good branding and proper marketing strategies always create a smooth growth for any business. Not only will your competitors aware of your presence but your client as well and which means more revenue.**

**Give your business an advantage stand by standing out and be seen. Combination of well research and designed branding along strategic marketing will not**

Make your brand work harder for you. Your brand? What's the big idea?

**Consider these important factors:**

**Consumer perception has changed.**

Consumers today are much more sophisticated in their buying processes than they were 10 years ago. At the click of a mouse they can access vast amounts of information and choose from dozens of purchase options. With more than 80 percent of consumers visiting Web sites BEFORE they make purchasing decisions, a positive first impression of your brand image and message is critical to the sales process.

**A paradigm shift has altered consumer buying habits.**

It's hard to miss this major shift in the way customers perceive information and make purchases.

One thing to consider is that TV, radio and print media are less relied upon than in past decades. This has caused a radical change in how consumers shop. Most forms of advertising and marketing now lead customers to Web sites rather than prompting them to contact you for a meeting or to place an order. Consumer traffic on your Web site must be factored in as a mandatory step before most sales can occur. These changes in the sales process and in consumer buying practices must be accounted for, and Web sites should be altered accordingly.

This is not to say that print media should be ignored; sales kits, brochures, direct mail and other print ads are still vital. But now these materials usually trigger a Web visit, which in turn starts a whole new sales cycle. Unfortunately, very few companies plan their Web site marketing strategies and conversion architectures adequately.

**Give potential customers what they want—not what you want.**

Consumers want instant access to key information with an explanation of how your company's products or services will benefit them. They're asking, "What can you do for me?" They need to be able to browse quickly through options that appeal to them—rather than to you or your company—and to be intrigued enough to take the next step in the conversion cycle.

Successful marketing involves taking the time to discover what you do well and exploiting these strengths through every channel that projects your brand. It also involves making sure your selling process matches the buying processes of the consumers you're trying to attract.

Consider the wise words of business legend and writer Napoleon Hill, author of the classic *Think and Grow Rich*:

"It is as useless to try to sell a man something until you have first made him want to listen, as it would be to command the earth to stop rotating."

What does this mean? It means you must create substantial interest in your product or service—build up a darn good case for it!—BEFORE you even try to explain how potential customers can make a purchase.

### **Stale brands = stale sales.**

Both new and established companies alike need to update their brands continually. A powerful brand should never be abandoned or risk becoming “stale” for lack of updating and enhancements. Good brands are altered frequently to stay ahead of the competition and to continually arouse consumer interest. McDonald's didn't have Chicken McNuggets or Garden Salads in 1975, and Gatorade had only two flavors for a LONG time. Microsoft and Google seem to present new products, offers, services and programs every week! Successful companies update their brands, enhance their products and services, and create new interest through innovative marketing throughout each fiscal year. They realize that branding is about the total customer experience.

### **Let The Factory Graphic Design Studio's POWER your brand!**

With more than 12 years of hands-on experience providing services for small, medium-sized and large enterprises. The Factory Graphic Design Studio has developed a unique results-oriented branding methodology. We are happy to share our ideas for building or re-branding your corporate image. We will help you plan your strategies, define your goals and build each of the required tools/media to meet your objectives.

### **Our A-Z branding solutions include:**

- Marketing and Visual Direction
- Objectives and Goal Setting
- Conversion Planning and Sales Strategies
- Logo/Corporate Identity
- Web and Interactive Media Design and Development
- Social/Viral Marketing

- Web and E-mail Marketing (including SEO)
- Print Media Design and Development
- Persuasive Content Writing and Optimization
- Exhibit Design, Structures and Marketing

(Solution prices start in the low to mid five figures.)