

## 5 Things You Can Do to Build Your Brand without Spending a Dime

Today, a good brand name needs to be easy to remember and recognize, attract attention, and stand out amongst other brands. It is vital that your brand should be tied to your unique goals. The key to successful personal branding is *focus*. Consumers who have had a positive prior experience with a product are more likely to limit their search to items related to the positive experience. **Define your perfect customer very specifically** while considering the following:

### a) Geography:

Where is your target market? Each company has a slightly different audience, and therefore should create a brand with a slightly different target in mind. Make sure that the brand you choose to adopt targets the correct geography – location, climate, region, language. For example, don't try to create a successful travel agency in the center of Montana focusing on beach getaways.

### b) Demographics:

What demographic factors might affect your brand? Age, race, income, education, employment status, home ownership, and mobility are all factors that may contribute to the type of brand to be desired. Creating a high-class brand name for jewelry might not prove to be successful in an area of lower class.

### c) Psychographics:

What types of psychographics will impact your brand? Lifestyle, social class, behavior, opinions, and values are all things to consider. With a small target market, it will be necessary to focus the brand on something more specific to the needs and wants of the audience. A brand associated with a business that has a larger target market may need to be less focused and more general in order to appeal to a larger population.

d) Benefits sought:

What should your customers be looking for? What benefits will your product/service offer to those in your target market? A brand should express these benefits and advantages for using your company, especially in relation to its competitors. A competitive advantage results when the benefits of one company outweigh the benefits of others, therefore leading to more business for the company who can offer (and continually offer) more. Creating a unique brand with a competitive edge will prove to bring more business than other like brands.

e) Usage rate:

How often is your target going to need/want your product/service? Many companies have different "seasons." Car washing services will most likely not have a high traffic rate during the winter months, therefore only advertising in the months they are able to perform its services. Make sure your brand name is heavily promoted during the appropriate times of the year according to the message, product, or service offered.

After you define your perfect customer, where they are, what they need, and what you will provide them you need to find a way to go and get them. Develop a unique campaign to help prospects **associate your business with something fun and different**. With information overload today, you need to stand out and be different so that your prospects will take notice. Consider using promotional products that can represent a message or theme you want to communicate to you customer. You only get 10 – 15 seconds to make an impression with a customer and you need something that will speak directly to them.

Now that you have their attention, it's time to present them with something of value. **Write an article of interest for an industry publication.** It is important for you to relate to your prospect. Customers must feel that you understand their business and challenges before they take the next step with you. Offering them something useful in a creative way will increase your chances of being remembered and building your brand reputation as one that is focused on success through helping others.

While continuing down the path of helping others, **offer to speak to non-profit organizations or community programs.** You will find that many community organizations have problems, goals, and networks of people who are looking for help and new ideas to approach situations. Spending time speaking to individuals and groups can position you and your brand as an expert in a certain field.

This will result in a network where people will call upon you to help them. Don't stop there; join as many organizations where you think you find your perfect customer. **Join a business network like [www.linkedin.com](http://www.linkedin.com) to expand your network.** LinkedIn is a great online network because it provides a public platform to publish your focus and build your brand through referrals and recommendations of others currently in your network and the networks of your direct connections.

Building brands that are remembered takes creativity, patience, and relentless efforts. If you have tried all these things or would like to talk more about them please contact Artistic Toy – Helping You Build Character. [info@artistic toysmfg.com](mailto:info@artistic toysmfg.com) by email or 484-788-0888 by phone and we can offer professional, turn-key resources for strategic planning; concept development and design, manufacturing, customization, and integrated marketing tactics.