

BOSS LADY CONSULTING

# CREATING AN EXTRAORDINARY BRAND



## Do you know if your marketing works?

Are you growing? Are you losing customers to your competition?

Is your effort paying off? Tried everything? Hired consultants and still not sure?

Are you spending hours online, in all the places and still not sure if your marketing is working?

**You don't have to guess or hope. We will show you how to create a brand that stands out!**



## What is a Brand?

Let's just make sure we are all on the same page. Your brand is more than a logo. In fact, your brand is every thing you do, say, or tell about your business.

Your brand includes:

- Your WHY
- Your WHAT
- Your PROMISE
- Your STORY
- Your FIT
- Your OFFER



## A logo mark is NOT your brand.

So how does a brand become Extraordinary? We'll show you how, but first, let's find out what ordinary means.

***Ordinary = common, expected, routine.***

There are thousands of brands that are fine, but they lack the "it factor" to stand out. In today's world, there is so much competition for attention, being ordinary or "fine" is not going to be competitive.

# Four Steps to Building an Extraordinary Brand

*Extraordinary means to be unusual or remarkable, unusually great, unique, unforgettable, striking.* Now that is a worthy goal for a brand!

**Brands become extraordinary when they learn to stand out.**



## **Step #1: Get Crystal Clear on What You Offer**

Think of your brand and organization as the hero or heroine saving your ideal customer from a problem, fear, or situation. What is that “it” you are solving today? Get as specific as you can about the transformation you have to offer so you can identify WHAT you are bringing to market and who you are targeting with your marketing.

## Step #2 - Get Clear on Who You are Targeting

***“If you are for everyone, you are for no one.”***

You can't be afraid to narrow your scope and niche down to a specific target. Otherwise you will be wasting money and time trying to be for everyone.

Narrowing your scope to a specific audience may be a demographic group (i.e. women ages 18-30) or it may be a group who are experiencing the same problem (i.e. chronic back pain).

Some of our clients get nervous when we try to narrow the scope of their marketing, they feel like they don't want to close the door to other customers. We can assure you that you are not. But, when it comes to paid advertising and targeted marketing, you will achieve far greater ROI if you identify a key audience that you are targeting and very effectively go after them.

If you decide to target other groups, you may need to adjust your message, images and channels to reach other key targets and you can test that after you have successfully reached a core group of customers.



## Step #3 - Understand How Your Audience Speaks About Your Brand or Product

We have worked with many brands on the alignment of their marketing messaging. Their words were great, but when we conducted a brand audit to evaluate how their brand voice aligned with that of their target customer, we often uncover gaps.

In fact, for one client, the realignment of their messaging resulted in immediate increases in revenue and sales because their marketing was resonating to the pain point much more clearly.



### **Consumer research indicates that customers are looking for these key pillars:**

**TRUST:** Consumers want something they can count on. Being dependable and consistent in your communications, marketing and service are essential to help build that trust. Especially after the COVID lockdowns and conflicting information across the board, consumers expect and need to be able to count on your brand to be honest, do what you say, and be available.

**VALUE-** Your value must be obvious to the consumer to stand out. Going back to the point on knowing what you are offering, this is where you can connect your service, product, or offer to the universal emotion or need in the consumer. Not manipulatively, but in a way that demonstrates you understand where they are at and you are here to help. This kind of value-laden content is missing in ordinary brands.

**COST** - The actual number is not even really the factor. It doesn't even really matter if you have clearly defined your value statements and how you can help. Obviously you need to be able to deliver on the brand promise you have given to align with the cost, but being transparent with the cost will be important for the customer.

### **Does your voice or brand message align with that of your target audience?**

A brand audit is a helpful tool to evaluate if your brand voice is clear, strong, and something your target customer understands. [We have a free brand audit tool to conduct your own, just let us know you'd like a copy.](#)

You should plan to do the research up front and then at least once a year to check in on your market and campaigns. You may also want to plan A/B testing of messages to identify where your key audience is consuming information. In determining channels and tactics, it is just as important to know where YOU SHOULD BE as it is to know where you SHOULD NOT BE.

A recent study showed that 51% of all internet users (of all ages) use search engines when looking for more information about a brand. 42% use social networks, 36% consumer reviews and 28% a mobile app to do additional research on a brand. Knowing this, it makes sense to ensure your brand has captured your Google My Business profile for free and that you consider a social media profile.

### **Standing Out in Today's Market Requires Engaging Messaging and Superb Customer Experience**

***1 in 5 customers indicate they will leave if they have a negative experience.***

More than 45% say that when they feel appreciated and thanked by a business, it will increase loyalty. Happy customers buy more, pay more and recommend you more often.

Technology is important, but the human touch is critical to customer experience, so even if you don't have budget to redo your entire website and add technology, there is a lot you can do to improve the overall customer experience at your business.

Spend a few hours observing your end to end process for your customers. Pay attention to how your staff answers the phone or greets customers. When a mistake is made, does your team admit and fix it or do they have a lengthy permission chain to go through? Do your automations and technology have any personalization in them? Does your culture and training program support staff ability to provide exceptional experiences?

## Step #4 - Get Clarity on Your Strategic Opportunities

These key insights will help you determine where you should be and what strategic priorities you should pursue with your marketing plan.



### **Your strategy must be built on brand.**

Your marketing should always align to your brand promise and story, it should be directed to your key audience and be in a language and story that resonates with your key audience.

### **Do Your Research**

Don't just assume you know what your customer needs. Basing your strategy on assumptions or driving right into tactics is a certain path for failure.

Your strategy should not be based on what you think you know, what the competitor is doing, or on one data source. Take the time to really evaluate and make your decisions based on data. There are a lot of free resources you can use to identify what consumers are asking about, talking about or need.

**Sources of research can include:** online forums such as Reddit, Quora, and Facebook Groups, online and in person feedback, traditional survey instruments, and social media comments. You can also look online and evaluate online reviews for products, topics or services similar to yours. Through these options, you can find the primary needs and pain points for the customers and gain insights into what will make a company stand out.

# Creating an Extraordinary Brand is Possible

When you have complete clarity on who you are trying to reach and the transformation or help you have to offer them, your marketing will begin to take shape in an extraordinary way! Creating content and advertising that speaks to your ideal customer and helps them know that you have exactly what they need is key.

Being in the right place is essential. Research is required to inform a smart strategy. It's in the true understanding that we can begin to effectively market and create deep loyalty with our customers. Be extraordinary, make an impact today!

**Boss Lady Consulting helps business grow and expand through evaluating and implementing brand growth strategies, customer experience initiatives and culture/engagement programs. Our team will work with your team to help you become extraordinary.**

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