

Building YOUR brand

By [Jade Delphine Otten](#)

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Isn't it exciting to find a product or service that you have no doubt would become the next 'Chuck Norris' in the business arena? But isn't it also daunting to sit in front of your inbox three weeks later, sifting through nothing but junk and spam e-mails? The excitement seems to rub off so much quicker, doesn't it?

Well don't you worry, here are a couple of clear, concise and effective tips to get those enquiries rolling in as quickly as possible!

No. 1: The name

Have you ever Googled your company's name before? And while you are at it, why not type in a couple of keywords that your potential customers would use to look up products or services similar to yours?

What did you find?

If your company's name is easy or catchy enough for people to remember and type into Google, and that your website appears at the very top - then you certainly have done your research and the next couple of suggestions will be really exciting for you.

If your company name is really complicated or difficult to remember, or it appeared on page 202 then we have to agree that the name has to change, be shortened OR we should rather be marketing the name of the product (giving us the opportunity to be more creative and certainly come up with something that will stick in people's minds).

No. 2: The psychology of colour

Isn't it amazing that most fast food restaurants always manage to tie in the colour red? Why do you think that is? Because our brains have been hotwired to think of hot, fast and great prices when we see red?

Why do you think most corporate organisations love to use navy or royal blue for their logo's instead of red? Because our brains associate blue as trustworthy, disciplined, honest - and we were trained to associate this since school days. So why not use this to your advantage when deciding on a colour scheme for your product or service?

Here is a really interesting article on how colours affect purchases: <http://blog.kissmetrics.com/color-psychology>.

No. 3: The Slogan

The effectiveness of a slogan cannot be underestimated or overlooked. It is sometimes the most effective element of the entire brand and its corresponding campaign. But! It is also imperative that your brand lives up to its slogan AND that it doesn't make too many promises - people are highly sceptical and rightfully so. You won't see a gorgeous man walk into a crowded room with his sports car keys strategically hanging out of his back pocket, a big wad of money bursting out of his front shirt pocket and not think he is a player, right?

Well if your brand walks around bragging about itself to everyone tactlessly, wouldn't it also be perceived (to some degree) as bragging and (gasp) lying!? We wouldn't want that now would we?

It is therefore tremendously important to keep the slogan focused on a promise that is focused on generating a specific emotion rather than bragging that you're bigger, better and faster than your competition. As long as you have that slogan, your company will be the one to beat.

Note: keep slogans emotional! Sheer Driving Pleasure! Because You're worth it! Mmmmmm I'm lovin' it! Just do it! All these phrases make you think of the brand as well as subconsciously long for the product. Why? Because you want that feeling again, and your brain is trained to believe it will only get that feeling from that brand!

ABOUT THE AUTHOR

[[jadeye@jadeye.co.za Jade Delphine Otten]] is the owner of [[www.jadeye.co.za Jadeye Designs]]

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