

Small Business Marketing

EFFECTIVE BRAND BUILDING

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Start By Making a Promise to Your Customers.

Clearly communicate to your customers how you will make their lives better. Your promise is a commitment that you are there to resolve their problems (whether they're external, internal, philosophical, etc.). Your promise is a commitment that you are here not to sell products, but to change lives. Visualize to your customers how your brand will help guide them through this wonderful transformation, and that they can't live without your brand.

Fully Understand Your Customers.

In order to identify the problems that your customers face, you need to fully understand who your customers are. An effective approach is for brands to build customer cohorts. However, many brands don't go deep enough when labeling their cohorts. Instead of saying you target "middle-aged moms," go a level deeper: a "mom between 30-40 with who goes to yoga every morning."

There are many ways to define cohorts. The most common are age, location, interest, salary, religion, aspirations, etc. The more cohorts you're able to define the easier it will be for your brand to see into the lives of all the different customers you serve and what they're looking for.

Craft a Tagline That Will Drive Your Strategy & Culture.

Most brands craft a tagline with the customer as the main focus. They're strictly concerned with what is going to capture the customer's attention and curiosity.

However, an effective tagline is as much internal focused as it is external. If your employees don't believe in your tagline, how can you expect customers to buy into it when they interact with your sales department, customer service, etc. Your company, executives, employees, contractors, etc. all need to buy-into, be passionate towards, and be motivated to deliver on your tagline/promise. Your tagline needs to communicate the "why" of what your brand is built on.

Project Your Promise to Your Audience.

This is where thoroughly understanding your customers pays fruition. You need to understand what each customer reacts positively to. What do they find memorable or valuable. Where is their attention focused, and when. Your brand needs to go to them and where their attention is.

If you have customers who are teenage girls, why would you waste resources trying to reach them through TV ads. Maybe you have two cohorts that are very active on TikTok. However, you're not going to create the same video to resonate with girl soccer players as you would to reach football players. You need to make content that is individually relevant to all your cohorts.

Fulfill Your Promise.

This might seem obvious, but you'd be surprised how many businesses don't actually fulfill what they've promised to their customers, whether it's via making a promise they can't live up to or their own negligence. This is where having your promise drive your internal culture plays a critical role. Imagine making a promise that your brand values customer experience, but one of your employees isn't motivated by that promise and is often rude and unhelpful to your customers.

Fulfilling your promise is how to build brand loyalty. By constantly repeating your promise and living up to it, your brand will establish long-term trust and credibility amongst your customers.



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