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"If you want to achieve the desired market position, these things must be done critically."

Product Development & Branding – Key Stages To Success

By Adriana Ndoki

For some business owners, achieving the appropriate combination of branding and product development within their budget may be a significant problem. Your brand should accurately represent your company's image since "perception creates reality".

It takes great thought to ensure that emerging product developments know the pain points of their customers and are consistent with your brand requirements. You must strike the ideal balance between your business, and the goods and operations you offer.

Brand and Product development is about generating and distinguishing your business' reputation, goods or products, and services from those of your opponents.

Combining your products with your company objectives, conveying your branding to your target audience, and upgrading or reinforcing your brand as needed are all part of the brand development process.

1. What is Brand Development?

Brand development- a pre-business launch phase helps to improve certain strategies for your business to make it unique, and better in all terms than your competitors. Moreover, it helps you to become a smart choice for the targeted audience.

A brand is much more than what the audience sees; it reflects people's feelings. You need to develop your branding without changing the website, logo, color, or voice.

You need to align and strengthen the brand with full zeal and zest for better results. Brands develop extensively and continuously to show their value and to perform your mission and vision.

Brand development is the best strategy that makes buyers choose consciously. Brand development is a continuous process, with goals serving as more or fewer standards for new ideas and items. As a result, once the culture develops and you approach new audiences, marketing strategy may vary over time to retain an already existing audience.

In the sections below, we'll look at how to create a brand development plan that conveys your narrative, with the best user experience approach, and builds consumer loyalty.

3. Branding Requirements

The core of your product-release-marketing plan should be brand creation. The identity of your fresh product would be made up of several parts. The following are some brand essentials:

- Document with brand guidelines
- Fonts and color palette
- Logo
- Portals for social networking sites
- Business cards to promote the company
- Envelopes and letterhead
- Kit for the media
- Website Development

The usefulness and reliability of your product are critical aspects of the launching procedure. But what's significantly more crucial to ensure your product's long-term success?

The answer is "your clients".

Your clients will engage in your products even more than you or your crew if you establish your brand



Branding Requirements, Source Photo: Adobe Stock

purposefully and artistically.

2. Is Brand Development Important?

Brand development is important because a robust brand identity will aid in the attraction of customers, the motivation of staff, and the establishment of trust. Your present and aspiring clients' reactions to your services and products will be controlled by your brand image. Let's have a look at some of the most important aspects of it.

A. Aids In The Increase of Brand Awareness: As stated earlier, brand development helps to build a market perception. One of the powerful strategies to increase brand reputation. Denim, a fashion-related company, was capable to acquire a lot of recognition as a startup mainly due to marketing. It made a name for itself as a designer for a young, unique, and artistic audience. They sold pre-knackered pants that were different from whatever else was present in the marketplace.

Building a distinctive brand would help you stand out and stay in the minds of potential clients for longer.

B. Help to Establish Trust: Striking a promise and fulfilling it is a crucial component of building a brand. Continue doing so until your customers realize what to expect from you. When this happens, you've earned their trust.

Furthermore, a brand should pledge to stay loyal to its

unique personality while providing value to customers. Consumers may be apprehensive of a new launch product if they don't have things equivalent to evaluate it. Creating a brand helps you develop supporting information and professional pictures that help purchasers better appreciate your product.

You can develop trust earlier in the buyer's journey by answering possible hazards or uncertainties clients may have about the product.

C. Develop Users' Expectations: Your brand establishes a level of expectation. Consumers have certain expectations when they pick up your goods or use your service. They can only determine what to expect based on the picture you provide them of brand development.

Considering HBO and Disney as examples, consumers have specific expectations of both businesses. They both deliver great content but are incredibly different.

D. Assist in the Establishment of a Business Culture: Your company's culture has an impact on your brand. In the same way, your brand has an effect on your culture. If your business is famous for emphasizing good food and exercise, your staff must constantly represent a fit and healthy image in line with the brand.

E. Developing Customer Relations: In human interactions, first impressions are crucial, and the equivalent is true for brands. Your desired purchasers should have a positive journey with your brand and goods through their first engagement. This happens through the support they obtain as a client. You can start connecting with customers right now by adopting a brand strategy.

Ensure that all brand aspects associated with your product launch are consistent, professional, and represent your company's values.

F. Branding Helps to Establish Values: How valuable your clients are to your brand will be determined by the efforts and work you put into developing it.

An organization or individual who relies on luck for their branding perhaps does not recognize the significance of their identity or does not place high importance on it. The client will not set a high value on your company's brand if you don't.

Apple believes that its iPhones are the best on the gadgets market. It represents how businesses market and sell their goods. It's clear from the way they display them. It's evident in the way they introduce each new model. Buyers place a great value on iPhones; that is logical.

G. Enhances Job Satisfaction and Performance: Staff will find delight in what they perform and feel better contented with their profession if they perform for a company with a solid reputation and firmly believe in the purpose and values of the company. They'll probably brag about the business and the services they accomplish to their relatives and friends as well! A simple method to improve your brand is to provide employees with promotional items!

4. The Main Difference Between 'Brand Development' and 'Branding'

"The main difference between brand development and branding is that brand development entails a variety of marketing strategies that cooperate to build a brand's reputation. However, branding or brand marketing is communications for just one of the marketing initiatives that go into the creation of brand development."

Communications, as the word reflects, is the area of brand development that disseminates information about the brand and related attributes to audiences via a variety of channels. Let's have a look at them separately.

Brand Development: Brand development is all about establishing a reputation by planning some useful and effective techniques, which you will come to know further in this blog. It's essentially corporate personality development, emphasizing interaction rather than advertising. It's more lengthy and tactical, and it's much more conceptual. If all of your items and pricing were the same, this is how you would differentiate yourself as a brand. The goal of brand creation is to leave a lasting impression on current and potential consumers. It's what you intend your consumers to speak about you; it's how they'll remember you.

Branding: Branding is all about the promotion with the help of adverts and pictures to promote your brand or items. It's a design-driven project with a strong emphasis on execution. Examples are creating web pages, brochures, advertisements, colors, logos, and tone of voice. Branding is now a component of brand development. Both, however, need the services of distinct professionals.

5. Eight Step-by-Step Process of Brand Development

What's the best way to develop an effective product? Even though this process remains constant, specific essential steps must be followed. We will explain how a successful brand development plan is designed in eight steps.

A- Define Your True Brand Mission and Vision: Do you have any brand visions or values? Create a mission that speaks to you and your colleagues. The mission isn't just a bio of your business. It's about the outcomes and accomplishments you want from your brand.

While your brand visions are things like:

How you will arrive at it?

The objective-What do you aim to achieve?

Your vision is your opinion of what it is about - not practical, but according to the values.

"Most software developers start by sketching out what they want the product to do and how they plan to do it".

B- Define Your Target Audience: Do we still have a chance to develop any brand in this competitive era? Finding your target customers is the major step in creating your brand's products. But there's still less tendency for someone to believe you till you put your best foot forward.

Having ambitions is important for making your ideal brand a reality. Getting to this stage in life should help you develop a persona.

C- Formulate a Brand Promise: A brand promise is an important thing. You will influence teamwork and customer expectations about your brand. Choose carefully.

Brand promises have nothing to do with taglines or slogans. They only add value to it. Customers experience this by talking with you. It isn't just when people get into your business. Why is a brand promise significant? It helps to remind yourself what your work is about. The faster a brand can be built and delivered, the better.

D- Find Out Where Your Brand Is Now: We begin with an assessment of what we are doing. You'll need a mark on your wall to develop or gain your brand. If you are working on brand development simultaneously, then we recommend starting at Brand Metric.



*Product Development Stages
Source Photo: Adobe Stock*

“Brand development & company growth requires strategic plans.”

Here are 10 Brand Metrics to measure the performance of your brand:

1. Brand awareness
2. Brand links
3. Satisfaction of customers
4. Brand reputation
5. Brand Equity
6. Brand prominence
7. Brand commitment
8. Brand Sentiment
9. Brand customer expression
10. Net Promoter Score

Your benchmarking is an essential element. They help identify and fix the correct issues that affect the branding instead of just throwing in creative ideas that don't meet your goals and objectives.

E- Pick Values That Fit Your Brand: The basic set of guiding principles that drives every part of a firm is its brand values. They are the values that you uphold. Your brand's identity, messaging, and identity are all determined by its values. The concept, behaviors, beliefs, and decision-making practices are all guided by these brand values.

It makes brand development much quicker by making it more visually accessible. Show your values and use the correct language in a conversation.

F- Define Your Business Name, Tagline, and Logo:

We should keep in our mind that only the name, tagline, and logo do not establish your brand. They are a cornerstone of your brand identity or the ways your brand is communicated or symbolized.

To make it genuine, you must experience it. Also, don't rate the new logo within the organization. It should be rated on how well they connect rather than how much the team members like them because they are for your marketplace.

G- Work on Content Marketing Strategy: In the digital world, content marketing is ideally suited for professional services organizations to remain intact with their targeted audiences. It performs all of the traditional marketing functions effectively in modern ways. Offering great instructional data, motivates, grooms, and develops candidates.

Remember that your brand's strength is decided by its reputation as well as its visibility. It's rare to succeed at improving traffic without building your reputation. This is why conventional "awareness-building" advertisements or sponsorships are usually ineffective. Content marketing helps to boost both credibility and reputation.

H- Work on Your Website: Designing a professional website is essential for brand development. Your actual content will reside on your website. That material will be the center of your search engine optimization (SEO) activities.

This allows potential customers, and employees, including referral suppliers to identify you and educate you further regarding your company. Any current strategy of brand development must use online content.

Professional business websites nowadays are divided into two types.

- The first and foremost is a website for branding. A business website communicates your brand's message.

- The second type of website handles everything of the above while also generating and nurturing potential new customers." High-Performance Websites" is the term for this kind of site.

6. Is It Better to Rebrand Your Brand?

Rebranding is a significant decision that should not be done carelessly. It'll cost you a lot of money and take a lot of time. And you shouldn't do it just because you think your company needs a facelift. Rebranding is commonly used to counteract a negative first impression or update an outdated image. If you want to expand internationally but your current branding doesn't work in other countries' markets, you may need to rebrand.

A. When to Rebrand?

1. Your brand no longer adequately reflects your personality or connects with your target market.
2. Your brand isn't unique enough to stand out from the crowd.
3. Your brand is no longer relevant.
4. You've completed a buyout, merging, or purchase.
5. You want to keep your spacing from any negative publicity or incident.

B. Is Rebranding a Well-Established Business an Intelligent Choice?

A variety of well-known businesses are losing market share at an alarming rate. New brands enter the market regularly, and client interest seems to be more divided than ever.

New generations that are more linked than ever will quickly phase out brands that are defined by their personality. There is no such stuff as a brand that cannot be broken. Focus solely on something else if you've exhausted all your possibilities for improving your product and service.

7. Seven Tools For Brand Promotion

Marketing has a wide range of ways to promote your products or services.

Your strategy should be based on a combination of traditional and digital marketing methods.

1. Logo
2. Content Marketing Strategy
3. Marketing Materials
4. Your Website
5. Marketing via email
6. Promotions and discounts
7. Giveaways and rewards

1- Logo: Your logo reflects a holistic representation of how the client experiences your business. Your logo should capture attention and create an excellent initial impression, establishing your brand identity. They should remain recognizable and distinctive and encourage loyalty through consistency. It is essential to ensure that people find your logo all over the site.

2- Content Marketing Strategy: Content marketing strategies involve developing and distributing content to a targeted audience that attracts and retains. Content's main aim is to drive revenue from customers. Qualities in content make up most digital marketing channels as well as traditional ones. To achieve your goal, a good marketing plan is needed.

3- Marketing Materials: The marketing material may consist of brochures or other marketing materials. Your business needs quality promotional materials to convert lead generation to sales through other digital platforms. A business card is a good source of credibility and a good tool for connecting with your audience.

4- Your Website: Websites are your social presence and it connects with your target audiences using clever design and media apps and content.

Creating a user-friendly website is essential to building your business reputation. Web development should involve matching every aspect of each page to your brand identity.

5- Marketing via Email: Email marketing must be used to promote your company's brand both outbound and inbound. You can utilize it to create more personalized consumer interactions. Similarly, promotional emails might help you acquire new customers.

All you have to do now is compose a mailing list of individuals who could be interested in your services and

brand. Such emails can be obtained through your brand website, subscriptions, newsletter signups, and other ways.

6- Promotions and Discounts: Discounted services are preferred by customers over full-priced items. This is a great approach for small and emerging enterprises to offer their products as well as services to interested clients. To attract your clients to purchase from your business, you can offer free sampling or trials, as well as promotional codes.

7- Giveaways and Rewards: Giveaways are another great way to promote your company and one of the most effective sales techniques. You can enable your business to spread the word regarding your brand by providing rewards.

This can be accomplished in a variety of ways. You can use consumer reviews to advertise your business. You can naturally build your brand's trust and reputation by receiving favorable client feedback.

Another technique is to establish referral programs in which customers who tell others about their positive experiences with a company receive incentives such as discount coupons for their next purchase.

8. Final Thought

Your professional activities firm's greatest asset is likely your brand. Whenever this is the case, the most crucial task you have ahead of you is to strengthen your brand by adopting an effective brand development strategy. Brand development is the process of creating and strengthening your professional services by achieving business objectives. You need to understand your customer's goals and pain areas to bring the uniqueness of your products for a successful launch.

Finding your optimal position in the marketplace or requires broadening your perspective to include both your consumer values and your product. It will help to develop and maintain your business identity



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