

Is It Time Your Business Had A Makeover?

Have you noticed your sales declining, fewer prospects or more competitors in the marketplace? Well maybe it is time for a 'business makeover'. One thing you can count on for 2009 is that if you continue to do exactly the same as you did in 2008 then you can pretty much expect at best the same results.

So to give your business a much needed facelift we start on the surface with your logo and branding. Do some research and source your main competitors – online and offline – and print out their logos, take note of their marketing message, their Unique Selling Proposition (USP) and their positioning. Now compare your logo, brand and USP to that of your competitors – does it clearly stand out, does it feel fresh and modern or old and tired and if you were a potential customer would it be inviting to you?

Now let's go deeper into your organisation. If your USP says that you are more 'innovative' or 'reliable' than your competitors then you need to back this up throughout your business. Test the effectiveness of your USP across all areas from point of sale to customer service, your brochure copy to the way you answer the phone and down to your 'elevator pitch – the 30 second ad the sums up what your business is all about.

Finally you need to be realistic about your makeover budget – how much will you invest in your new look? An upgrade of your existing branding can cost between five and twenty thousand dollars depending on the size of your company whilst new brand development can cost in excess of thirty thousand dollars and involve market research, new signage across your operation and a re-design of your website.

A business makeover allows you to freshen up your position in the marketplace, re-energise your sales team and shake up the competition. It strengthens your brand by aligning everything together with a common theme and message together with re-focussing your marketing strategies to achieve better returns and support long term growth.

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