

# CREATIVE BY DESIGN

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## Is it time to revamp my brand?

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I am **often** asked that **same question** though there are no sure answers there are definitely **good indicators** you could count on.

However, before you can go that route it is crucial to have a full understanding of what is your brand messaging?

Only once you know, you are then ready to move forward to the next steps:

Are my **current visuals/contents reflecting this message** and/or are they **up-to-date**?

I mostly focus on visuals and keep contents very succinct.

It is much easier to create the intended emotion or voice (as referred by some) with visuals and a powerful tagline line than with strong meanings lost in sentences.

Revamping should be an elaborated visual confirmation to your customers that your product/service is in synch with the trends and your customers needs. Easier said than done, I totally agree.

So here comes the need to clarify what is branding compare to marketing.

Branding is strategic when marketing is tactical. Through my marketing strategy I can make a customer buy a product/service.

Marketing creates buyers when branding creates loyal customers.

Ultimately it should be your goal to exercise your marketing within your branding, what I call the **branding space**. I call it space because it literally has a 3D dimension of its own and it is very important to be able to conceptualize it.

Revamping is a difficult and often a very crucial step for brands. Although some brands get by without changing their messaging, logo or approach for years.

# It is a fact!

That many industries require change to keep up with evolving environments and ecosystems.

There are many factors that go into asserting your product's presence and getting your customers to notice, such as a website, events and ads.

Considering both is understanding that marketing has the effect of either inspiring or deterring brand loyalty in whomever is exposed to it.

This is why I tend to never separate them and always look to understand what is the core image of a company regardless of its product/service I am to present marketing solutions/strategies for. I find very exciting when a company is in a changing time-lapse, however I understand the angst and the fears that such step encompasses. At the same time, when it is time, for your business sake you have to make the leap!

**So when is it time to do so?**  
Well, there are several main factors and/or reasons that come into line.

What I call the **obvious change** is by far the easiest because it is noticeable.

If your company has undergone a change in ownership, management, industry, location or budget, these are all very good indicators that it is time for a branding makeover.

You want to state to your customer that whatever changes your company is undergoing it is all for the best.

And there is **no better way to express change than through visuals.**

Now though you are making improvements to your business it should still be very clear that you are maintaining the same core principles they have come to expect. Assuming that these principles have not changed.

**Not aligning your core message to your image** can have strong **negative repercussions.**

All your visuals, ads should match your overall brand. Styles, typefaces, color schemes and content should **present unity.**

You need to understand that your brand conveys a message and it is within the scope of that message that you can navigate your marketing efforts to keep the unity in question.

While in the process of revamping, you also want to affirm to your customers that you are fully aware of what is asked of your product/service/brand: to keep astute of the current trends, the needs of your target-market and when possible how you have solved your customers' complaints proving them that you listened to them.

# What is required to conquer that customer?

In analogy, you can compare it to a courting/relationship building process.

You need to learn your customer's personality, likes, dislikes, needs, goals and concretely your product/service has to be or become the direct answer to most of the traits your customer's personality embodies and the marketing strategy should mirror that answer in a visual/content equivalence.

If you are not going through "obvious changes", it may still be required to revamp.

Big businesses spend millions of dollars researching all of these things and often they set the trends that become popular. **Follow them, study them** doing so could lead to an obvious need to revamp.

That same research should be executed if you already know you need to revamp, always look where/what/how your competitors especially the big ones are currently showcasing.

**Noticing trends are crucial** but not all trends are good.

And regarding successful ones, chances are that you've already heard of them.

Assume then that your customers as well and right now they may be wondering why your branding/marketing does not reflect it.

So the trick is to find the **right balance on when or not to act and make changes.**

Take note that there are some **unavoidable current trends** such as **social media**, having a **mobile friendly site**, **search engine optimization**, the more optimized your site is, the higher on the browser results page you will be and the more customers will discover/find you.

You also need to understand **metrics and analytics** and to make sure that you are utilizing all the ones available. The only way to know that something is working is if you monitor it.

This is where you will learn how to navigate your image with the right fluctuation and rhythm in between the big changes.

Keep a **consistent theme** that can be tailored into messages per area to appeal to the audience better.

A key way to **revamp marketing strategies** is to always make sure to be **utilizing social media marketing to its full potential.**

Confirm your company presence to be on the **correct social media platforms.**

Understanding which social media platform your customers are frequenting is part of **the target-customer research** personality.

It is important to **post relevant and meaningful content.** There should be some sort of depth behind each post.

They should be **carefully crafted in advance** with the intention of **giving the consumer some form of information** as opposed to just trying to sell them something.

Keeping the general message with crafted changes targeted to specific areas can keep people engaged and interested in your brand.

This is what location/situation marketing is good for as well.

# Carefully crafted!

High traffic areas (home pages, billboards, ...) should be revamped often to not lose their effectiveness and become simple background white noise.

**Dynamic content** is becoming very trendy, a great way for your website if your product/service present that need to interact with your customer and provide a unique personalized user experience.

Even billboards are integrating dynamic content.

There is a real **expansion for digital marketing, tools and technologies** are becoming within reach therefore we are not far from having dynamic contents on all possible visible surrounding forms; bus stops, benches, window displays, ...

**Success is tied to knowledge and adaptation.**

Some fields may appear to only pertain to older behaviors but if you look closer it is no longer true. Many companies have been reluctant to adapt, diversify within their fields and they have paid heavy consequences.

Successful companies have always been the ones ready to make the leap to modern and new ways. Customers are evolving and more and more demanding.

**The world is becoming digital** and it is of utmost importance that you align with it.

Embrace new technologies, big businesses use them to make their marketing, production, infrastructure realms easier, so should you.

All right, you may by now have estimated if your company needs to be revamped.

If it is the case, now comes the most complex part: How should my branding look like? And who should execute it?

Your budget will determine whether you can commission a consultant (or agency) to present you with a branding project or if you and your team will have to dig into the data and come up with it.

Good luck!