

Effective Branding While Confronting Recessionary Pressures

Pressures in Uncertain Times

- Declines in purchases by existing customers increase pressures on the top line
- Customer loss, in this environment, is therefore even more problematic
- Competitive price cutting puts increased strain on your customers and makes increasing share more difficult

Aggressiveness in Difficult Times

- Research conducted in past recessions has shown that those companies that maintain or increase their marketing/advertising programs during a recession improve their sales both during and post recession.

Branding in a Recession

- Maintain a strong positive relationship with your current customers
 - Use post sale touch points to continue to [communicate](#) with customers after they complete their purchase.
 - Conduct research to measure customer satisfaction; if you find any dissatisfaction work to correct the problem. Satisfied customers will send you more business – dissatisfied customers will harm your reputation.
- Find ways to reward your current customers for their continued purchases. Even subtle efforts can reinforce customer trust and loyalty. Take the time to connect with them and show them that you value their business can stave off a switch to another brand or to a generic to save money.
- At all times, but especially during this difficult economic environment, you should offer added value to the products or services that you provide. Even small add-ons that you can provide to complement a purchase will go far in enhancing the perceived value of your offerings.
- Continue your advertising and marketing programs – it is essential that you maintain the customers positive perception of your company/brand; and, if the competition is cutting back, this is a wonderful opportunity to build brand share.
- But it is essential that all branding/marketing efforts are strategically focused – this is not a time to put important dollars behind efforts that will not pull their own weight.

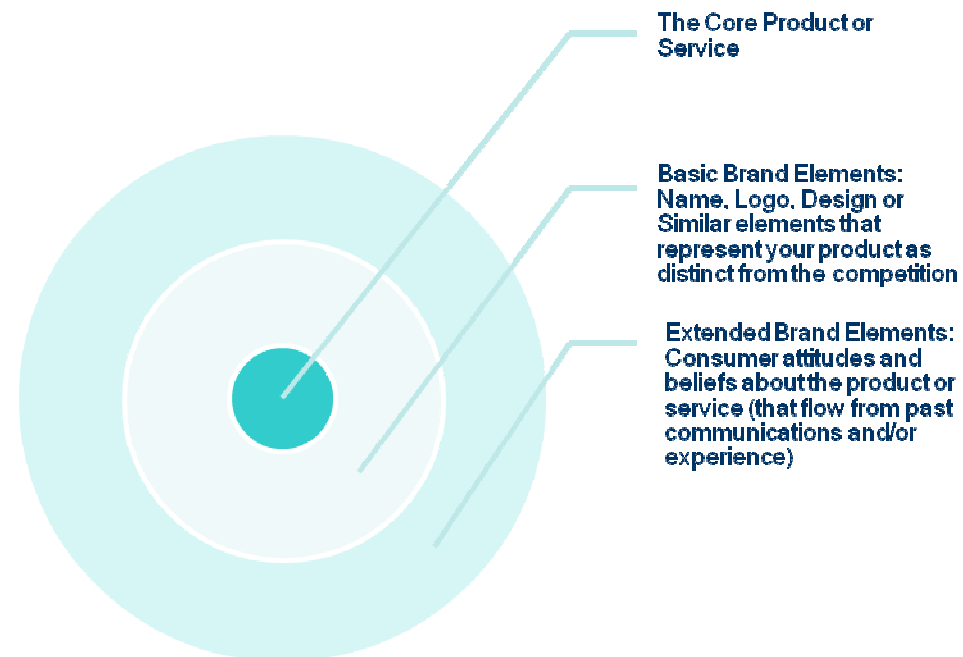
What is a Brand

- American Marketing Association dictionary defines a brand as:
A customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary."
- Perhaps more simply stated, a brand is any related element that sets one product, service or business apart from its competition.

Branding

- Branding is the development of and enhancement of the value relationship of your brand with its customers and target audience
- This relationship can be either:
 - Functional
 - Emotional
 - Behavioral

Levels of Branding



Brand Elements

Every interaction with the customer plays a part in the development of the Brand; these elements can include:

- Product
- Package
- Logo
- Positioning
- Customer Service
- Slogan
- Advertising
- Promotion
- Public Relations

The Value of a Strong Brand

- Stronger Brands generally have
 - Higher Market Share and Profitability
 - Greater Brand Loyalty and resistance to competitive offers
 - Less Price Sensitivity

Components of Brand Success

- Targeting
- Positioning
- Communications
- Customer Loyalty

Targeting

- Identify the most appropriate target for each of your products and effectively prioritize them.
- By focusing on the most appropriate target audience you will conserve your resources and increase your sales rate.
- Your sales and marketing programs will be revitalized with heightened knowledge of exactly who you are targeting, what their purchase triggers are and why.

Positioning

- Use of positionings that are:
 - Focused on your target customers and which resolve their otherwise unmet customer needs
 - Unique in definition and customer perception
- Solidifies the brand's definition in your customer's mind
- Through multiple interactions and positive associations
- Communicates an attractive, consistent and relevant brand image
- Provides customer with and enhanced impression of value

Communications

- Build / Maintain Awareness of Brand
- Utilize consistent messaging to the customer throughout all elements of the marketing mix
- Messaging consistent with company image and strategy
- Perceived as providing a competitive advantage
- Communicates an attractive, positive, consistent and relevant brand image

Customer Loyalty

- Customer Satisfaction - Satisfied clients are much more likely to keep buying while dissatisfied clients often seek out new sources for their purchases.
 - Product Quality
 - Customer Care
- Satisfied Customers are more loyal
 - Not only do they stay longer, satisfied customers are also more likely to buy more and to buy additional products, enabling you to increase sales to your current customer base.
 - Resistant to Competitive Activities
 - Resistant to low price offers
- Satisfied Customers Recommend to Family & Friends

Branding in a Recession

- While always a vital part of company success a vibrant branding program is even more essential in a difficult economic environment

Let's Talk

Are you ready to find out more about how to improve your sales in this recessionary environment?

Please feel free to give us a call us at (516) 367-1783, or email us at info@baxterstrategies.com

We'd love to talk with you.