Article published on January 19th 2012 | Web Design

For your London Website brand to be truly effective, it must be visible, and consumers should be able to recognize it whenever they see it, they hear about it or they think about it. It should stand out in a crowd and always create the same look and feel. Itâ€™s estimated that the average person comes across more than 3,000 marketing messages each day, so itâ€™s definitely a challenge to get your brand to stand out amidst all this â€œinterference.â€•

In order to achieve the goal of achieving brand effectiveness, your brand should have the following characteristics:

It should be consistent

Itâ€™s imperative that you use your brand consistently. This means your logo should never differ and your mission statement or slogan should carry through to every element of your business and its marketing communications. The concept of consistency should also apply between the online and offline sectors of your business. In other words, the â€œbricks and mortar presenceâ€• of your company should be interchangeable with the image you project on the Internet.

It should be visible

The more you reinforce your brand identity, the more recognizable and memorable it becomes for your customers. Our London web design company will make sure that each page of your web site should feature your logo. Market your business with advertising, using your logo and slogan. Put your companyâ€™s logo on company vehicles and on the products themselves. Use every opportunity to get your brand out there whenever possible and carry the message of your business succinctly and consistently wherever your consumers might encounter you. Your logo, look and feel, and slogan all serve to reinforce the values of your business and project your image efficiently to customers.

It should be unique

The business world is a virtual sea of brands. In order to develop successful marketing strategies using your brand, your business has to stand out. Make sure youâ€™re continually emphasizing what you have that your competition doesnâ€™t. Tell your customers what makes your business different than all the rest.

Following these guidelines will help you create a brand that makes you stand out from other local London web site and stay fresh in the minds of consumers. Given the thousands of messages that people come across every day, you want your message to stand out so your audience members to notice yours and respond accordingly.

Contrary to what some might thing, a brand is not just a look. A brand is a warrant and a promise. The purpose of marketing is to build a brand in the mind of a prospect. Truly successful brands are perceived by the target audience as the best solution to a particular need.

An effective brand passes the relevance test. When members of your audience perceive your message as being relevant, they begin to realize how your company might begin to fill a need they have. A message thatâ€™s perceived as being relevant also lays the groundwork for future messages and creates a relationship between your company and your consumers.

Effective brands are almost subliminal in nature and are less about persuasion and more about finding needs and filling them.

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Article Keywords:
Web Design London

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