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fundamental idea that you own in your customers' minds? As what are you being presented, or rather what type of personality is your business reflecting? What will you need to bring your brand alive in the form of creative elements?

WHERE? Where are the points of contact with consumers that enables the above points to be brought to life? Where are they searching for, shopping at (environment) and consuming (experience pre- and post-decision to buy) your brand? Can you answer all these questions for your business? Do your staff and marketing efforts reflect the same consistent message across all your brand touch points? Fabulous if the answer is yes, if the answer is no there are huge potential for future growth.

For a smaller business wanting to grow and accelerate the brand building phase, becoming part of

a franchise might be a good idea. Franchise brands, as with almost everything in life comes with a set of pros and cons. Customers are more likely seek out the reliability and familiarity of well-known brands and big budget national marketing campaigns are sure to drive feet to your business. On the other hand your unique brand story, brand experience and value currently attached to your brand will be lost.

It is a proven fact that brand experience affects customer satisfaction and loyalty. Are you trying to increase your customer base or to connect and engage better with existing customers to grow your returning customer sales? Are your efforts successful? If not the solution might lie in your branding efforts. If you want more engagement with those you wish to do business with, you have to build the strongest brand in your space ... and that is what the fuss is about. <<



Examples of touch points that influence the experience your customers have with your brand – ideally they should all align consistently with your brand promise and personality.

Adèle Maritz is the owner of **AM Brand Service** and offers a wide range of brand and marketing services tailor made to fit the specific needs of each client. Contact her at adele@ambrand.co.za or visit www.ambrand.co.za

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