



FTM BrandConnect

- Creative Design & Graphic Production
- Press Releases
- Brand Identity Programs
- Business Model Consulting
- Promotional Materials

Volume Three | Number Twelve | February 2012

Final Touch MARKETING

Growing Strong Brands Since 1987

Past Newsletters:

- How to Create Real Value for Your Customers
- A Brand Promise Affects Your Ultimate Success
- Your Potential Client Has a Question: "Who should I buy from?"
- Is Your Business Suffering From Brand Disconnect?
- Business is Down? Now is not the time to stop marketing your brand.
- Planning a Business Strategy? Make sure it aligns with your company's brand.
- What Does Your Brand Promise?
- Does Your Business Compromise on its Integrity? Better examine your core values?
- Connect your Brand Identity to Customers through B2B NetMarketing.
- NetMarketing. The perfect vehicle for listening, learning and engaging.
- Is Your Business Model Preventing You from Achieving Your Business Goals?

Let's get BrandConnected...

Why should I care about my brand identity?

It's been said that your brand is your company's most important asset. Your brand identity is what makes your business uniquely YOU! It directly relates to the way you present your business and how the world perceives it. And, most importantly, it's the way your clients remember you when it comes time to make another purchase.

Our society is becoming increasingly more knowledgeable and therefore more critical about the brand image organizations are portraying. They have higher expectations than ever before and, with it, a lower tolerance for anything that is below par.

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FTM Produces New Brand Identity...

Temecula, CA ... Merit Framing, Inc. is currently engaging Final Touch Marketing to design and produce the firm's brand logo and marketing support materials. Merit Framing, Inc. specializes in quality framing of residential, commercial, apartments and condominiums. The firm is a full service framing company, providing its customers with a single source for project expertise and responsibility with regard to budget maintenance, contract adherence and project control.



Deutsch Salutes the USDA's 150th Anniversary...

Hemet, CA ... Deutsch Industrial, a division of the Deutsch Group a global electronic component producer and distributor with over 3,500 employees worldwide and offices in 9 countries recently commissioned Final Touch Marketing to produce a full color ad to salute the USDA's 150th Anniversary. Deutsch is recognized as a world leader in the agricultural vehicles sector. Deutsch connectors are built to meet the industry specifications. Their design takes into account the need to protect the connection from harsh environmental factors.



3850 Industrial Ave. - Hemet, CA 92343 USA - (951) 765-2250 - Fax (951) 765-2255 - www.deutsch.net



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Isn't brand identity more important to large corporations?

Size does not matter when it comes to brand identity. A small firm with an outstanding brand identity can easily blow the doors off of a large corporation with poor brand delivery.

What is brand identity?

Branding encompasses your clients' complete experience with you. A good brand not only understands the needs and wants of its potential clients...it goes a step further and connects with them on emotional level, motivating them to take action and buy.

What makes my brand identity unique from others?

Your brand identity is based on your own unique set of brand associations. Brand associations as realized by your customers represent emotional perceptions such as luxury, comfort, prestige and value. These are deep seated feelings about your product and/or service. These associations also provide an important acquaintance and differentiation from you and your competitors.

How do I develop a strong brand?

Developing a strong brand is dependent on you engaging an evaluation of your business and the brand message you want to present. This is done through the following five steps:

1) Market research.

You must first understand the state of the market in which your business operates. This enables you to position your business within that market. Make sure to consider your competition, threats and opportunities. Evaluate where your business fits in the existing market and where you want it to fit going forward. That's your business' position in the market. With this information, you can define a brand message that accurately reflects that position.

2) Define your primary brand message.

Decide how you want your business to be perceived by customers. This becomes the goal of your

primary brand message. Ask yourself, how do I need to present my business through marketing communications, employee communications, customer service, etc. to gain the reputation that will lead me to reach my branding goal? Outline the tactics you need to take to build that reputation and the messages that will help you develop that reputation, and your brand image will grow organically in the minds of consumers.

3) Consider long term objectives up front.

Make sure to take into account short and long term goals as you develop your brand strategy. For example, choose a brand name that allows for future growth to various target audiences.

4) Be consistent.

Engage a brand strategy that allows you to be consistent in all of your communications and business touch points. An inconsistent message will negatively affect your brand image. Integrate the need for consistency in all your brand development efforts and make it a key part of your overall brand strategy.

5) Stick with it.

Creating a great brand takes time. You need to be consistent and relentless in building your brand image and presence in the market. That means you have to be persistent in communicating your brand at every opportunity. Commit to developing your brand for the long haul and be flexible to adjusting your brand strategy to meet the changing needs of the market.

If you would like to have this letter sent to a friend, let me know. I invite your questions and will gladly schedule a complimentary consultation to discuss your brand marketing activities.

Final Touch Marketing

www.finaltouchmarketing.com

kdodd@finaltouchmarketing.com

(951) 676-6112

(951) 541-4840 Cell