

What does your Brand promise?

If I were to walk into your business and ask the first person I met, "What is your company's brand promise," would he or she know?

Would they know that a brand promise defines what your customers should expect for all interactions with your people, products, services and company? Would they realize they must live, breathe, and work the company's brand promise on a daily basis?

FedEx promises, "peace of mind." A heating and air firm may promise, "We're not comfortable until you are." A restaurant promises, "Our food is the best, but the memories we create are even better."

The most successful brand promise holds a strong, favorable and unique position in our minds. We expect brands to provide both functional and emotional benefits. The brand becomes predictable — leading to our trust.

A brand promise should evoke an *emotional experience*. But what about a promise built around price? Down the street, we have Mr. No Name. "Hi, I'm the other guy. My prices are even lower." Simply stated, a brand promise based on everyday sales or price reductions will cast you into a crowded field of no-names with little or no customer loyalty.

Your staff and employees must know what your brand promise is, or they will not deliver it. Even more important, they must buy into it. Everyone in your company must be on the same page. Your goal is to have your brand promise translate into your brand essence. One seamless customer experience from the front door to back — with predictable quality and trust.

Begin today by ensuring your employees know what your brand promise is and how it plays a vital role in each and every customer touch point. These touch points are found prior to the purchase, at the point of purchase, immediately after the purchase and on an ongoing basis during product and service usage.

Your brand promise can make or break your business. It has a life of its own. Make a promise you can keep and above all make sure everyone embraces it.

To discuss this matter or other marketing issues contact me at Final Touch Marketing (951) 676-6112.



Kenneth Dodd
President

Final Touch Marketing has built a solid reputation by providing its clients results-oriented marketing services. Our focus is on establishing and implementing powerful, cohesive brand strategies enabling you to introduce, revitalize and support business growth.

Clients most often call upon us when they:

- **Need design and printing services** to produce marketing materials; brochures, direct mail, trade shows, web sites and more
- **Require business growth** to achieve organization vitality and to realize the objectives of investors
- **Lack differentiation** and need creative brand energizing
- **Desire a fresh approach** to remain relevant to its clients
- Lose **brand energy**, perhaps evolving into a mature category
- Engage in an **acquisition or merger**
- **Cannot cope with the complexities of the marketplace** because of multiple products, segments, geographies and distribution channels

Let's share ideas. If you have a specific question regarding marketing your company or product, please feel free to contact me at kdodd@finaltouchmarketing.com. I invite your questions or comments.

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