

MARKETING

Developing a Brand for Small Firms¹

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I did some research on developing a brand and found that small companies have an advantage over larger companies when it comes to brand loyalty through customer satisfaction:

1. Customers relate to brands and the experience they have with brands.
2. Smaller firms are able to adjust to customers needs quicker than larger firms.
3. Brand loyalty is developed through one-to-one communication with the customer.
4. Adapt to customer's preferences, be creative and flexible (Larger companies can not.)
5. Develop a communications plan to support the image of the brand and train staff at all levels to portray that image.
6. Do not confuse customers—consistency is easy to manage in a small firm.
7. Deliver on your promises.

Also found that in small companies, you are the brand:

1. Who are you? Can you define your operation in 10 words?
2. Where do you want to be in 10 years?
3. Speak loudly even when you whisper.
4. Deliver a great experience every time.

¹ This tip was compiled from the following sources: strategixadvertising.com, Building #1 Brands by Brenda Shawley and icbs.com, various articles on branding by Karen Post