

10 BRANDING MISTAKES **TO AVOID**

by SURFRAAZ GOLA

FAIL TO DO A TRADEMARK SEARCH

Brands decide a name and then use it for many years. Only to realize the name they have chosen is already registered with someone else. The best way to tackle this is to do a proper name search, find a unique name and get the trademark done from the inception.

2

STARTING WITH A CHEAP BRAND IDENTITY

Almost every client I meet is concerned about the budget, but we all know that quality stuff costs money. If you pay pennies you often get some copied logo or a stock image or a mash up of anything or everything else. The solution to this is to hire an agency which suits your needs and budget.

3

INCONSISTENT CORPORATE IDENTITY

A company must use the same name, logo and tagline in all its communication. The solution to this is to ask for a brand guideline from the agency or the individual before finalizing.

4

NOT HAVING A TAG LINE THAT IS BELIEVABLE

If the tagline doesn't match the reality of your company the customers will not believe you. This alone will end up killing your marketing efforts due to negative publicity. The solution to this is to have a tagline which is believable or to have no tag line at all. Remember, no tag line is better than having a tag line which is inconsistent.

5

FAILING TO FOCUS ON THE CORE SERVICE

Companies usually confuse people with a long list of products and services. Just focus on your core services and communicate that well.

6

NOT PROVIDING GREAT BRAND EXPERIENCE

Some companies make a good logo, stationary and packaging. But completely ignore other important things like website, social media and other customer touch points. Always remember the customers look for a complete brand experience and not just a part of it.



NOT CONNECTING WITH THE RIGHT AUDIENCE

Some companies target customers who are not necessarily good for their businesses. To tackle this the brand should know a few things about their customers beforehand.

**Where they are | What they do | How old are they
What their income is | And why do they care about
your brand**

If you don't connect with you customers in a personal way you will fall behind your competition. That's how businesses work these days.

8

FAILING TO DIFFERENTIATE YOUR BRAND

If you look like other companies in your space, your customer will shop around and look for the cheapest option. If they don't see the difference why will they chose you?



LETTING MARKETING MATERIALS GET STALE

Some companies print 10,000 company brochures and other collaterals which take them several years to use up. The white paper turns yellow, the trends change and the entire collateral looks like a collateral damage. Print a few collaterals, use them and then reprint.

10

**THEY DON'T
KNOW WHERE
A SUCCESSFUL
BRAND STARTS**

A successful brand starts with your own company and your people. Only you know your core services. Only you and your staff can deliver the message. You should talk to your customers, often take feedbacks. Only you can insure consistency in your brand. REMEMBER YOU ARE THE BRAND.

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thank you

sosh
DESIGN