

Does your Brand Have a Personality?

Consumers are usually faced with two options when it comes to purchasing: selecting a discounted brand with no connection or choosing a premium brand - usually at a higher price - in which a connection has already been made. What do you do?

This moment is crucial for businesses to understand the importance of building an emotional relationship with their customers. As much as people think they buy on rational thinking or logic, it really comes down to how they feel about that brand. These decisions are more unconscious than conscious, as emotions tend to tug at the heartstrings - and the wallet.

Studies show that an emotional connection with a brand delivers return and customer loyalty. Although small businesses may not have the means to execute mass marketing campaigns, the means to which they build their brand and their customers is what matters the most. Here are some tips on how to show the emotional side of your business:

- Σ Be consistent across all touch points of your business from your marketing materials to the staff.

- Σ Create an identity to your company. Building a brand is more than just having a logo. Develop a person to which your clients find an attachment, thus will return again.

- Σ Back up what you promise. If your advertisements, taglines, marketing materials promote a value, service and trust, then that is exactly what customers expect and is what helps to build that emotional tie.

The consumer's perceived notion of your brand is central to building an emotional and real connection. Having a "personality" behind your brand can strengthen your relationship and build a strong customer base.