

Mara Gannon is the content marketing manager for Fortune Web Marketing. She has been writing professionally for seven years. When not writing, Mara likes the beach, her family, her two cats, punk rock music and Japanese food.

WHAT DOES YOUR BRAND CONVEY?

Your brand is more than just a logo or slogan: it's a representation of your company and its mission. It conveys your values; your message; your vision to the world. Establishing a strong brand is key to successful business, so it's important to take the time to think about what your brand conveys and how to potentially improve this. So, let's explore some ways to better define and refine your brand, including establishing your target audience; defining your company's vision; potentially renaming your company; reconsidering your slogan; and rebuilding

your brand identity.

Establishing your brand's target audience and market

When looking to establish your brand's target audience and market, it is important to know who is actually buying from you; and if people aren't, who they are buying from. Knowing who your target market is will help you either narrow or broaden your focus so that you are acquiring positive and long-lasting leads.

One way to start identifying your target audience is to think about demographics such as age, gender, ethnicity, education level,

income level and marital status. By understanding the characteristics of these groups, you can create marketing plans that are tailored specifically to those buyer personas, in order to maximize your returns.

It is also important to look at what other brands in your industry are doing and how they are targeting their customers. Do they have a strong presence on social media? Are they leveraging influencers? Are they running ads? Understanding how your competitors are positioning themselves in the market can provide you with valuable insights into

how you could or should be positioning yourself.

It is also important to look at where your potential customers are hanging out online and ensure you are present on those channels. Are they active on Twitter? Reddit? LinkedIn? Instagram?

Knowing which channels your target audience is using will help you create content that resonates with them and increases the chances of them engaging with your brand.



By knowing who your target audience is, what other brands in your industry are doing and where your potential customers are spending time online, you can create effective strategies for reaching them and ultimately acquiring new leads for your business.

Defining your company's vision

What is your company's purpose? What do you want to achieve in the long term? It's important to identify and articulate your company's vision in order to provide direction and focus. To define your company's vision, ask yourself these three questions:

- "What are we doing?" Focus on your core products and services, and any you are considering adding.
- "How are we doing it?" By concentrating on how you pursue your vision, you can find ways to improve. Perhaps using innovative technology or going back to tried-and-true methods will improve your lead generation.
- "Why are we doing this?" What is your goal? What impact does that goal have, either locally or globally?

These questions will help you define your company's vision and give you a foundation from which to build. When defining that vision, don't forget to

consider new priorities, products and services. It's important to stay up to date with trends and adjust your mission and goals accordingly.

Renaming your company? Ask why and how

Renaming your company is a big decision that should not be taken lightly. It's important to ask yourself why you feel the need or desire to rename your brand, as well as how you will go about recovering from a post-rebrand lull. Renaming a company can often result in a loss of brand recognition and decreased search engine results, so it's important to thoroughly consider the pros and cons before making a final decision.

If you decide that renaming your company is the right move for your business, there are certain steps you can take to ensure the transition goes as smoothly as possible. Ensure all stakeholders, employees, customers and other partners are aware of and on board with the change. Consider updating all your websites, business cards and other materials with the new name as early as possible. Additionally, think about how you plan on marketing the change—consider announcing it on social media, hosting an event to celebrate or rolling out a large initiative. Renaming your company can be a risky endeavor; but



when done correctly, it can help your business reach new heights.

Updating your company logo

Your company logo is a major part of your brand's visual identity and is the first thing that potential customers will see. Therefore, it is important to ensure your logo reflects your business and values but is not too pigeonholed. A logo should be easily recognizable yet unique, as well as professional, inviting and timeless. It should convey the core message of your business and have staying power over time.

A logo update can have a big impact on how customers view your business and is less stressful than renaming your company. It can create a feeling of excitement and anticipation, while also boosting brand awareness and loyalty. With the right logo, you can make a powerful statement about who you are and why customers should choose

you. So don't underestimate the power of a small fix.

Once you've decided to go ahead with a logo update, you'll need to consider a few things, like font selection, imagery, color scheme, etc. Working with a professional designer or agency will be helpful when it comes to selecting elements that fit together well and are pleasing to the eye. When considering the logo itself, ask yourself several questions to help determine whether it's right for your company:

- "Does this logo accurately communicate everything my company does?"
- "Does it make sense for my audience?"
- "Is it visually appealing and memorable?"

Reconsidering your slogan

Once you have successfully identified and articulated your company's vision, name and logo, you can move on to the next step and create a slogan that reflects this vision and uses it as a



rallying cry for your team.

If you already have a slogan, ask yourself why you want to change it—or if you even have to change it. It should be as carefully considered as the rebranding of your company name and logo. Ensure the slogan is catchy and memorable, as you want people to be able to know your company's purpose quickly and positively through the slogan. Keep it concise and ensure it is easy to read, spell and remember. It should be a true representation of your company's vision and culture, and should make you proud of what your brand stands for both locally and globally.

Rebuilding your brand identity

When rebuilding your brand identity, it's important to focus on more than just the visual elements. Everything from your logo and typography to your tagline and messaging should be considered when revamping your brand. This is an opportunity to establish a strong, unified look that resonates with your target audience.

Start by evaluating your existing brand identity. Consider how it stands out among competitors, how it looks across different platforms and whether it's still effective in communicating your message. From there, you can begin developing a



fresh look that better fits your company's mission and values.

If you're looking to revamp your logo, think about the message you want to convey and how it fits within the broader scope of your branding. Try incorporating distinctive design elements that make your logo unique and memorable. For example, you could use a new color palette that better reflects your brand's personality or incorporate shapes that are related to your industry.

It's also important to consider how your logo will look across different media. Ensure it is legible on small screens or business cards and test it on social media platforms to see how it appears in various sizes.

Defining your brand voice

Finally, and perhaps most importantly, having a clear and recognizable brand voice is essential for any business. A unique brand

voice helps make your company stand out from the competition and gives customers an easy way to connect with your business. It's also one of the most effective ways to acquire and retain new customers.

When defining your brand voice, think about what kind of personality your brand has and how you want people to feel when they interact with it. What are the values that your brand stands for? How does it differ from your competitors? The answers to these questions will help you create a unique and memorable voice for your brand.

Your brand voice should be authentic and consistent throughout communication channels. It should speak to your target audience in a way that resonates with them. For example, if you're targeting Gen Z and Millennials, you may want to consider using slang or abbreviations. On the other hand, if you're targeting Gen X and Baby Boomers,

you may want to use more professional language.

It's important to note that different channels may require different tones and voices—for example, your blog posts and website copy may be more casual and conversational, whereas your emails may be more formal and professional. Whatever tone you choose for each channel, ensure it's consistent throughout.

Elevate your business through your brand

By reevaluating and updating your brand, you can create an overall look, voice and feel that accurately convey who you are, what you stand for and what you offer. Your identity should be consistent to ensure customers recognize and remember your brand. A strong brand can go a long way in helping you stand out from the competition, gain greater visibility and ultimately bring your business to the next level.