



# THE IMPORTANCE OF BRANDING



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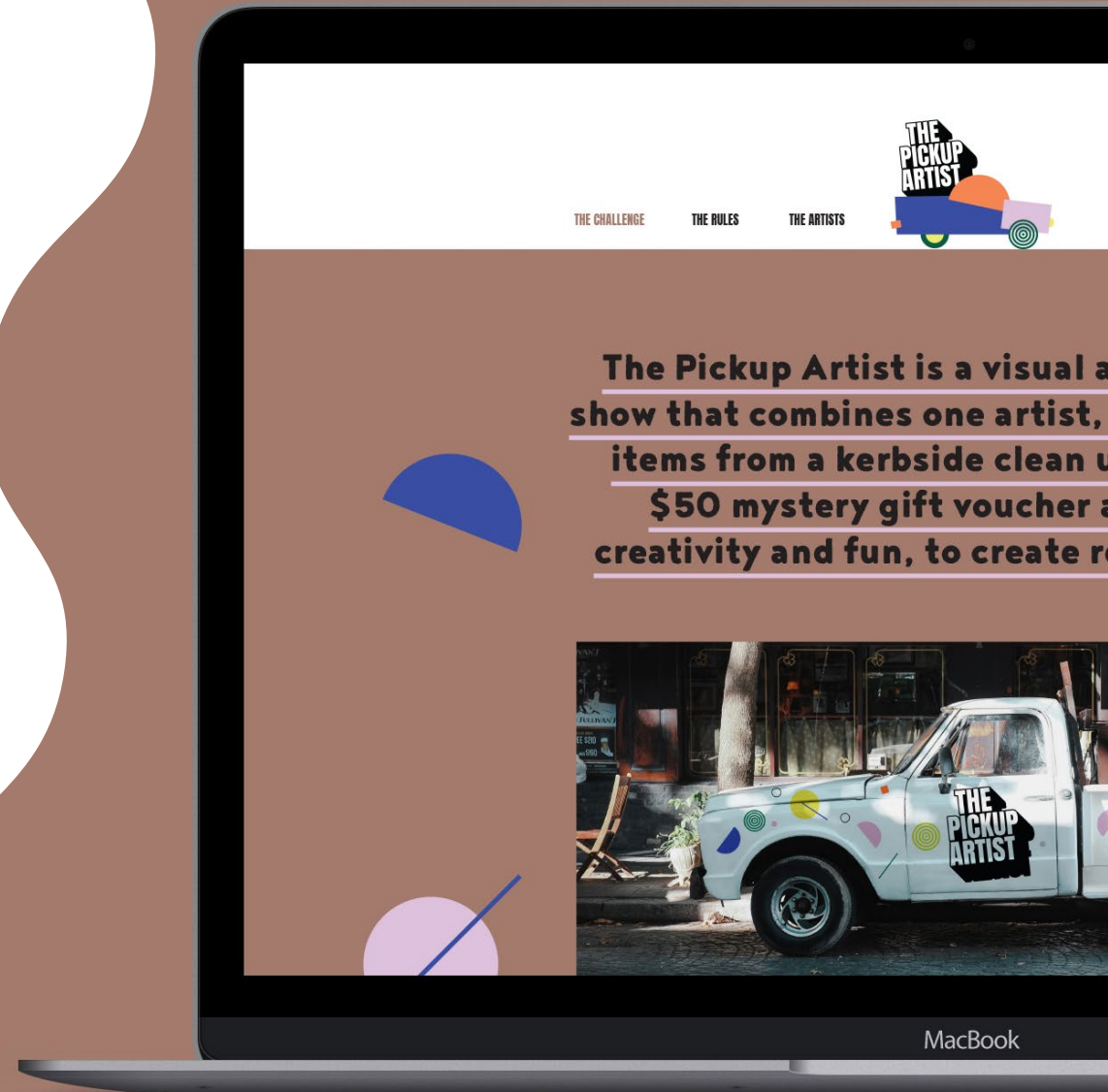


**THE GOAL OF BRANDING  
ISN'T TO ATTRACT EVERYONE.  
IT'S TO ATTRACT THE RIGHT  
PEOPLE THAT RESONATE  
WITH YOU AND YOUR BRAND.**

# BRANDING IS MORE THAN A LOGO

Your brand identity should make a memorable impression on your consumers. A strong identity also allows your customers to know what to expect from your company. Brand identity is a way of distinguishing yourself from the competitors, to stand out from the crowd, and to clarify what it is you offer that makes you the better choice.

Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived. Good branding drives new business and increases your brand value – but it can also do the opposite if it's done the wrong way or not at all.





# DARE TO STAND OUT

When you look at your brand, you want to consider your entire customer experience. That means everything from your logo, business cards, website, social media channels, the way you answer the phone to the way your customers experience your staff, products and/or services.

Sounds overwhelming? It doesn't need to be. We like to keep it simple so we suggest putting yourself in your customers' shoes and think about the brand experience you'd want if you were them.

Remember that creating a good brand takes time. It comes with a well thought out and strategic plan of action.





# 10 REASONS WHY CREATING A STRONG BRAND IDENTITY IS IMPORTANT





# 01 - BRANDING BOOSTS RECOGNITION

People like to do business with companies they are familiar with, whether physically or online. If your branding is consistent and easy to recognise, it can help people feel more at ease when purchasing your products or services.





# 02 - OUR BRAND SETS YOU APART FROM YOUR COMPETITORS

It is crucial in today's global market to stand out from the crowd. You are no longer competing on a local stage, your organisation now competes in the global economy, where choices and alternatives are readily available to your customers. How do you stand out from the thousands or millions of similar companies around the world? The same applies within a local market too.





# 03 - YOUR BRAND SAYS EVERYTHING ABOUT YOUR BUSINESS DNA

Your full brand experience; from the visual elements like your logo or social media posts to the way you talk to your clients, tells them about the kind of company that you are. Are all of these touchpoints telling the right story about your organisation?







# 04 - YOUR BRAND BRINGS EXCITEMENT, MOTIVATION AND DIRECTION FOR YOUR STAFF

A clear brand strategy translated into a powerful brand identity provides the clarity that your staff needs to be successful. It tells them how to act, how to succeed, and how to strive to meet the goals of your business.







# 05 - A STRONG BRAND IDENTITY CREATES REFERRALS

People love to tell others about the brands they like. People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they love. On the flip side, you can't tell someone about a brand you can't remember so make sure your brand is memorable and eye-catching.







# 06 - A STRONG BRAND TELLS CUSTOMERS WHAT TO EXPECT

A brand that is consistent and clear puts the customer at ease. They know exactly what to expect each and every time they experience the brand. Think of successful global brands such as Coco-Cola, Disney, Apple but equally so, SMEs and start-ups need a strong brand to stay in the game.



# 07 - YOUR BRAND REPRESENTS YOU AND YOUR PROMISE TO YOUR CLIENTS

Remember that your brand represents you! You are the brand, your staff are the brand, your marketing materials are the brand. What do they say about you, and what do they say about what you're going to deliver and promise to your customers?





# 08 - YOUR BRAND PROVIDES VALUE, CLARITY AND FOCUS

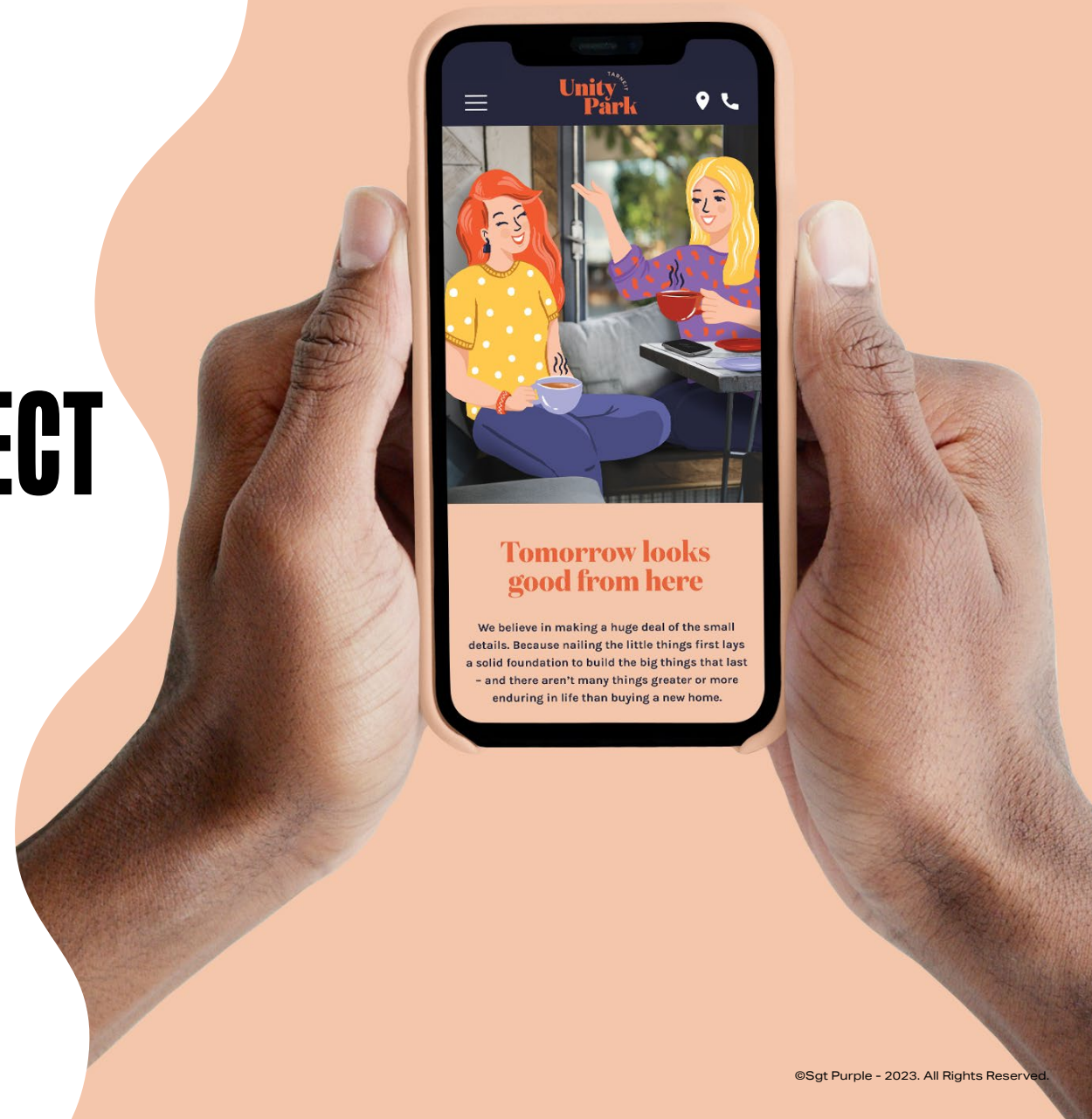
A clear brand strategy assists to create a strong visual identity. It will help you to stay focused on your mission and vision as a business. Your brand can help you be strategic and will guide your marketing efforts saving time and money.



# 09 - A STRONG BRAND HELPS YOU TO EMOTIONALLY CONNECT WITH CUSTOMERS

Your brand is simply how you behave, within the business and beyond it. Think about the attributes you want your company to be known for. Business is emotion and purchasing is an emotional experience.

Having a strong brand helps people feel good at an emotional level when they engage with your brand. It's important to invest and nurture your brand image.





# 10 - THE BEST BRANDING IS BUILT ON A STRONG IDEA

An idea that your business can hold on to, can commit to, and can deliver upon. Your brand needs to permeate your entire organisation. When your organisation is clear on the brand and can deliver on the promise of the brand, you will see tremendous growth while building brand loyalty among your customer base.







# HOW STRONG IS YOUR BRAND?

When sentiments like “expensive”, “sophisticated” and “professional” are invoked then that’s exactly how your brand will be perceived.

And the reverse is true, of course. “Slap-dash”, “thrown-together” and “improvised” are words that will irreparably damage your reputation before you even get to sell your customers on what you offer.

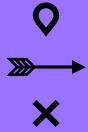
We’re here to make sure that never happens to you.

Your customers need to feel safe. They need to trust you. The fastest way to secure trust is to have your brand look the part. You have one shot to make a strong first impression. That first impression - when it’s delightful and bold - will cause your prospects to stick around and become repeat customers.

They’ll look at your brand and say “I want some of that.” Your products or services will be irresistible.







# LET'S OUTBRAND YOUR COMPETITORS

Your brand is your number one sales tool and the way that you're known in the world. It's your key to premium positioning, attracting your target customer and having your products and services fly off the shelf. It's the best version of your brand, and we're here to make it shine.

For quotes, questions or to book a free 15 minutes chat to discuss your project in more detail, email us at [hello@sgtpurple.com](mailto:hello@sgtpurple.com)